9

MAIN METRICS AND INDICATORS OF DIGITAL BUSINESS (DIGITAL ANALYTICS)

"THE VALLEY IS THE HUB WHER KNOWLEDGE BECOMES THE DRIVER THAT TRANSFORMS"

9.MAIN METRICS AND INDICATORS OF DIGITAL BUSINESS (DIGITAL ANALYTICS).

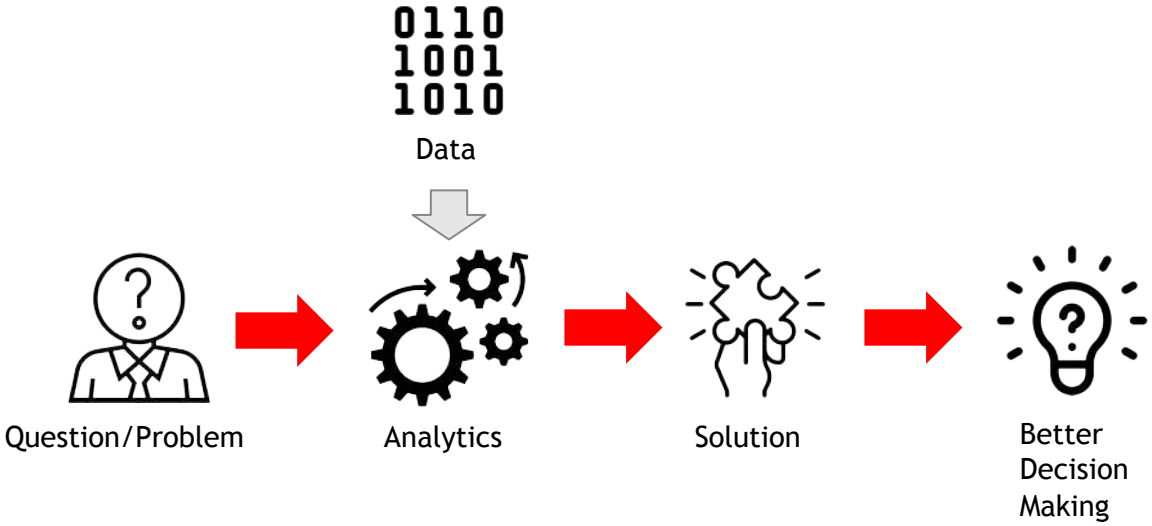
The control and measurement of results is a critical component of any business. The online store must be analyzed and managed with the greatest possible degree of detail. The use of different metrics and KPIs that are specified in a scorecard will allow us to reflect in a rigorous, statistical and quantified way the performance of our business and extract knowledge from the analyzed information. Likewise, monitoring the activity of my competitors requires new tools that allow me to continuously analyze what factors are affecting the business of my competitors.

- Main metrics.
- Measurement tools available in the market.
- Sales funnel analysis.
- Main KPIs and dashboards.
- Example of how to use Google Analytics.
- What is my competition doing: competitive intelligence tools.
- B2B analytics: Biz Trends, Alibaba.com's tool.
- Other analytics platforms in the main B2B and B2C marketplaces: Range.me, Putajiouwang, Tridge, etc.

THE IMPORTANCE OF ANALYTICS

ANALYTICS

A set of tools created to transform data into insights that will lead to decision making.



THE IMPORTANCE OF ANALYTICS

WHY DO WE NEED IT?

When do we use analytics for decision making?
Opportunity

There is a great benefit in improving decision making

The use of Analytics
Why do we need to use analytics?

Cognitive limitations

Limitations in correctly interpreting a phenomenon or fact

THE IMPORTANCE OF ANALYTICS

ADVANCES IN INFORMATION TECHNOLOGY

- Lower cost of data storage
- Lower cost in data processing
- Virtualization

- More penetration
- Most actions on the Internet are measurable
- Most interactions are occurring in social media

ANALYTICS IN BUSINESS

WHAT HAPPENED AND WHAT HAPPENS NOW?
Descriptive analysis (reporting)
Are sales increasing? What are the sources of traffic to my website?

WHY DID IT HAPPEN?
Exploratory analysis
Why did sales increase in 2020? Was it the impact of Covid-19?

WHAT IS GOING TO HAPPEN?
Predictive analysis
What will my sales growth be if I increase my advertising budget by 20%?

ANALYTICS IN BUSINESS

Solutions

ONE-OFF REPORTS
Insights for specific issues. No automation required

AUTOMATED REPORTING
Solutions for business issues

ANALYTICS AS A PRODUCT
To improve customer value

THE IMPORTANCE OF ANALYTICS

ANALYTICS AS A PRODUCT

THE IMPORTANCE OF ANALYTICS

Analytics as a Produt

Comprados juntos habitualmente

Precio total: 23,87 €

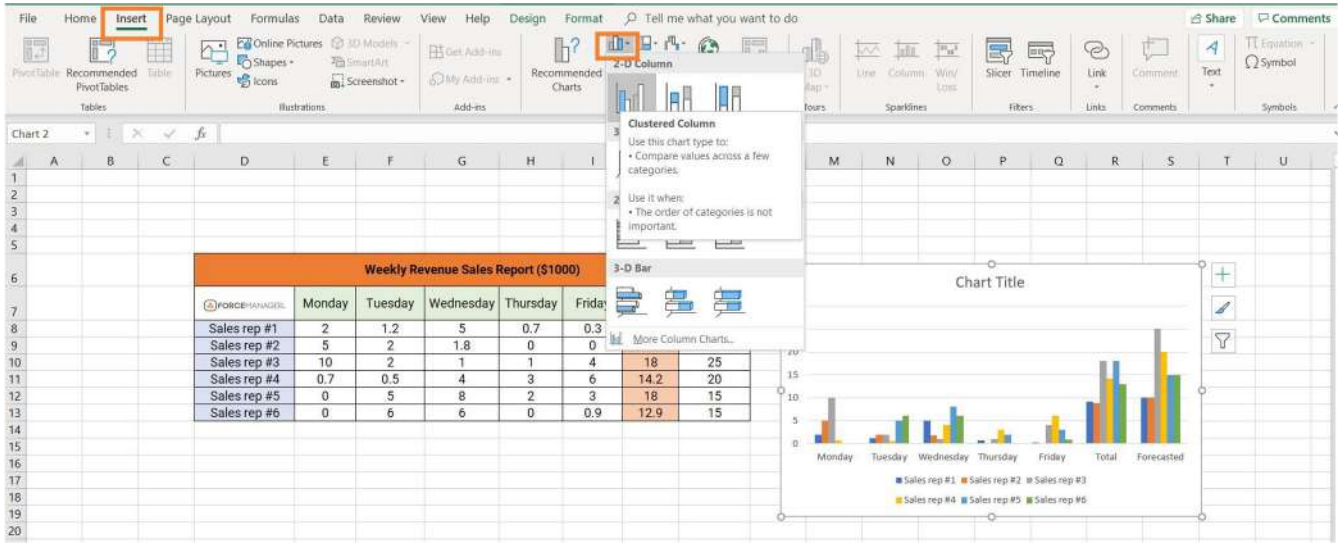
Añadir ambos a la cesta

THE IMPORTANCE OF ANALYTICS

Automated Reporting

THE IMPORTANCE OF ANALYTICS

One-off Reports



MAIN METRICS

Metrics are indicators that let you know how close or far you are from your company's overall goals in terms of authority, reach or conversions. They also show where mistakes are being made, point out actions to correct them and reveal valuable opportunities for the online strategy.

SEO METRICS

1. INDEXING

Indexing is one of the most important factors to take into account in an SEO strategy.
The biggest indexer in the world today is Google and getting it to index the content you want means that you can get to appear in their search results.
This is something very positive, because it generates:
Visits to the web
Conversions
Sales

SEO METRICS

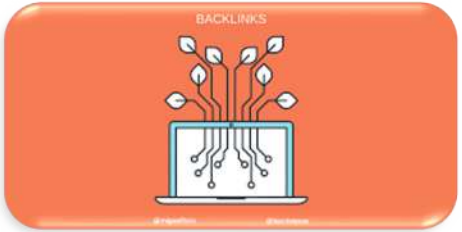
2. KEYWORD RANKING

It allows to know how well the contents of a website are being positioned and how much traffic it is attracting.
This metric can be measured:
- by Google's SERP, where you can see if the page appears in the results lists when searching for a keyword
- by SEO software such as SEMRush or Ubersuggest, which show the blog's positions in Google for different keywords.

SEO METRICS

3. EXTERNAL LINKS

These are links that link two different domains
They are extremely beneficial for improving organic positioning.



4. ORGANIC POSITIONING

It is the privileged position that a page or website occupies when a user performs a search without having made use of advertising campaigns.

SEO METRICS

5. ORGANIC TRAFFIC

Organic traffic is the one that in most websites, generates a greater number of visits and of higher quality since they are users with a certain interest in the theme of a website or blog.

Organic traffic is essential for the success of a website and everything behind it: a brand, a company and ultimately, an online business.

The best way to know it is through Google Analytics.

INBOUND MARKETING METRICS

CONVERSION RATE

With it you can know the number of potential customers or real customers that have been achieved with an action or attraction strategy. It can be applied to blogs, landing pages, email, campaigns, among other media.

TRAFFIC SOURCES

They indicate the origin of the users that arrive at a website either organically, through a social network, an email, a paid campaign or any other means.

INBOUND MARKETING METRICS

LEADS

It is a potential customer of the brand that showed interest in consuming a product or service.

Measuring the number of leads generated by a strategy will provide the opportunity to visualize the impact of the actions.

CUSTOMER RATE

Tracking the number of customers obtained by Inbound Marketing efforts provides the opportunity to know what is working and what is not.

MAIN METRICS

SOCIAL MEDIA METRICS

1. REACH

It is important to determine the number of people who have seen a publication. This metric also includes users who are not part of your digital community.

2. ENGAGEMENT

Engagement can be defined as the level of commitment that consumers and users have with a brand and this goes beyond the purchase of products or services.

SOCIAL MEDIA METRICS

3. CTR

- The Click Through Rate is the number of clicks obtained with respect to the number of impressions. It is useful to know the effectiveness of the links that are added to the publications.

METRICS FOR E-COMMERCE

1. WEB TRAFFIC

Reviewing the number of people who go to the ecommerce will give an idea of the number of sales that the company will have.

2. CART ABANDONMENT RATE

This is the percentage of online customers who add products to their virtual shopping cart but then do not complete the purchase. In other words, those customers who leave without making a purchase even though they were about to do so.

METRICS FOR E-COMMERCE

3. AVERAGE ORDER VALUE

This is the average amount of money each customer spends on an ecommerce site.
It is essential if you want to increase revenue and know how much users are spending and how to raise that figure.

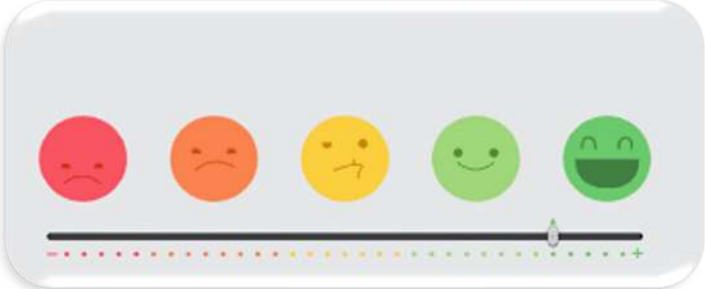
4. CANCELLATION RATE

Measures the number of customers who stop shopping at the store over a period of time.
It is valuable to recover former customers and rethink promotional actions.

METRICS FOR E-COMMERCE

5. CUSTOMER SATISFACTION

One tool for measuring customer satisfaction is a CRM.
Thanks to it you can have the opportunity to communicate directly with them, understand their needs and determine the level of delight they get from your products and services.



EMAIL MARKETING METRICS

1. OPEN RATE

Number of people who open the campaign emails.
It is important to know the effect of the subjects that are chosen for the emails since they must stimulate the click.

2. OPEN CLICKS

Used to calculate the unique clicks compared to the open rate and to know the engagement of the audience.

EMAIL MARKETING METRICS

3. EXPECTED CONVERSIONS

Shows how many people have completed a desired action, for example, subscribing to a channel, starting a free trial, downloading a material, completing a transaction, among others.

4. BOUNCE RATE

Indicates the email addresses that do not exist.
It is necessary to know them to determine if you are following the best practices of Email Marketing.

GOOGLE ADS METRICS

Impressions and clicks

Number of impressions and clicks generated by Google ads.

2. QS

The Quality Score is based on the CTR to measure the level of quality of an ad.

3. Cost per conversion

Refers to how much it costs to convert each lead or customer with an ad.

GOOGLE ADS METRICS

4. AVERAGE POSITION

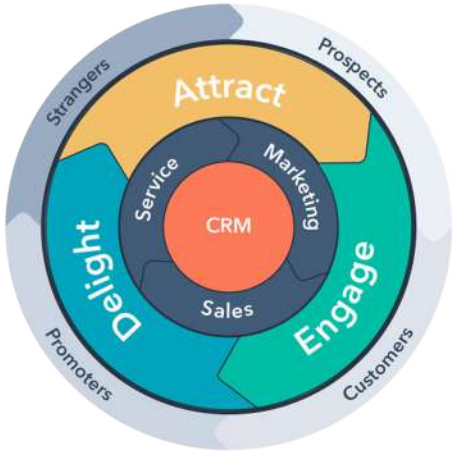
This is the average position that the ads occupy in Google. Each SERP shows 7 ads, so if the average position is less than 7, the strategy is not fully effective.

5. CPC

The cost per click is the amount of money that each click on an ad costs.

HUBSPOT

This software is capable of automating data analysis, Landing Pages and of course, Email Marketing, as well as calls to action, blogging and SEO actions in general.
In addition to this, it includes an effective and powerful Customer Relationship Management (CRM), a customer relationship management system.



RD STATION

- Helps optimize search engine optimization through SEO techniques and improves the user experience by improving the company's or brand's website.

HOOTSUITE

- Focused on social networks
- Content and publications manager.
- Publications must be programmed, defining time periods or periodicity, to keep profiles updated and in motion.

INFUSIONSOFT

It has the potential to create an Affiliate System, manage customer databases, provide real-time reports and manage incoming documents, such as tax receipts, offers and invoices.

It is one of the most used tools in the market.

EMARSYS

It is a predictive software, which performs projections and future analysis based on the processing of a large and surprising volume of data.

It can study the behavior of users and leads on the web and predict the types of content and products that interest them.

In addition, it has the ability to design Email Marketing and Social Media campaigns, segment the audience in an advanced way and report accurately each of the actions of the strategies.

GOOGLE ANALYTICS

This tool was one of the first in the market and has established itself as one of the best free alternatives, ideal for SMEs and startups that want to undertake digital strategies to compete in terms of exposure and positioning with large brands.

GOOGLE SEARCH CONSOLE

- This free service from Google provides a great way to monitor and maintain a website's presence in search results.

- This tool helps to fix problems related to malicious software or spam, as well as keeping the website with minimal interruptions.

SEMRUSH

- It is a powerful solution for keyword analysis and detection of opportunities for good search engine positioning.

- It has a free version that helps identify top organic competitors, follow and no follow links and referring domains.

ION INTERACTIVE

Very useful for companies whose website has conversion problems (from visitors to leads or from leads to customers) or is not as effective in generating engagement with the audience.

GOOGLE ADWORDS

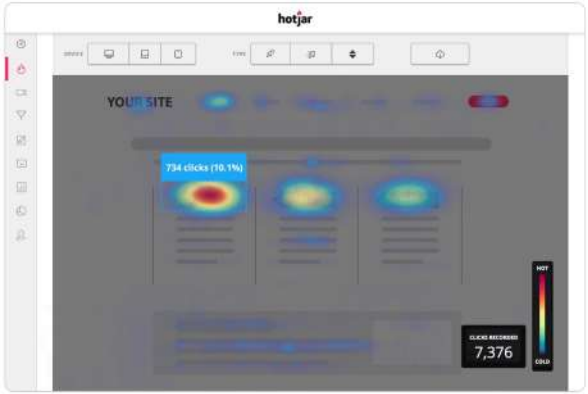
- Google Ads is Google's online advertising program. Through Google Ads, you can create online ads to reach people at the exact moment they are interested in the products and services you offer.

- This tool has established itself as an ally for SEO professionals and strategies for dissemination and distribution of content of interest.

HOTJAR

- It is a tool that allows to analyze the way in which users browse the website of a brand or company, which in turn translates into a better understanding of their interests and needs.

- It guarantees the optimization of new content and a longer navigation time per visitor.



SIMILARWEB

- Competitor analysis is a fundamental part of any digital strategy. For this reason, SimilarWeb is a very good option.

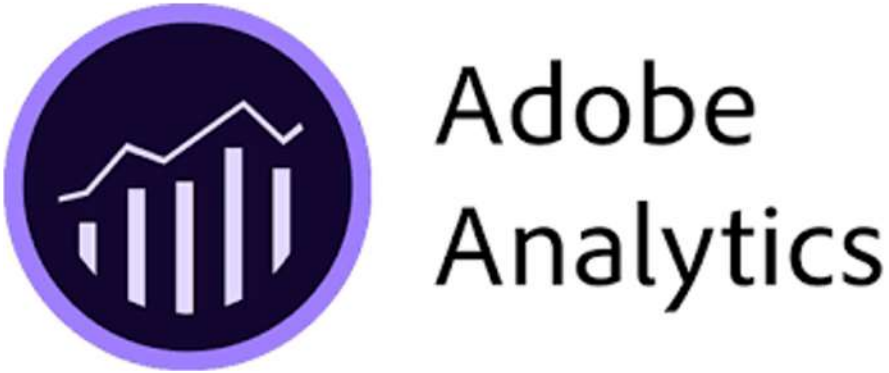
- Thanks to this tool you can analyze and know what actions and tactics are being developed by the main competitors of a company on the Internet.

QUILLENGAGE

It is a great add-on for Google Analytics since it converts Analytics data to text.

ADOBE ANALYTICS

- This tool offers several ways to collect data from any source (including voice data) with the goal of not only understanding what the user is doing, but why they are doing it. In addition, its predictive analytics based on machine learning and artificial intelligence help to foresee what might happen next.



KISSMETRICS

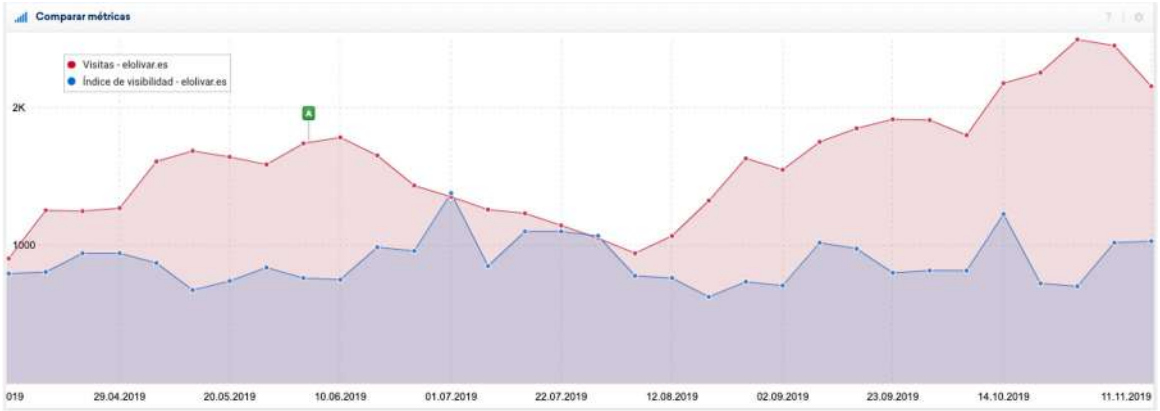
- It is one of the great alternatives to Google Analytics. This paid tool collects information, based on segmentation, about searches and user behavior in real time.

- It also helps to understand the customer lifecycle and thus increase conversions.

SISTRIX

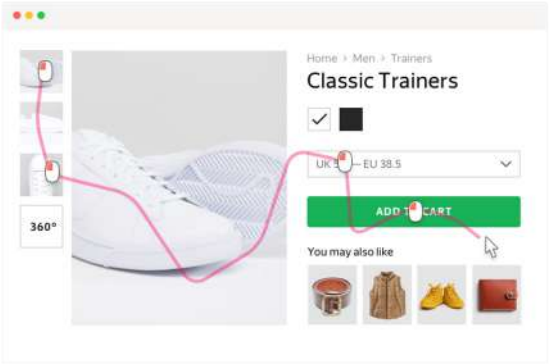
- You can compare some Google Analytics metrics, such as the volume of users browsing a site, with its famous visibility index.

- In addition, you can check the positions that the site occupies for certain keywords and discover new keywords.



YANDEX

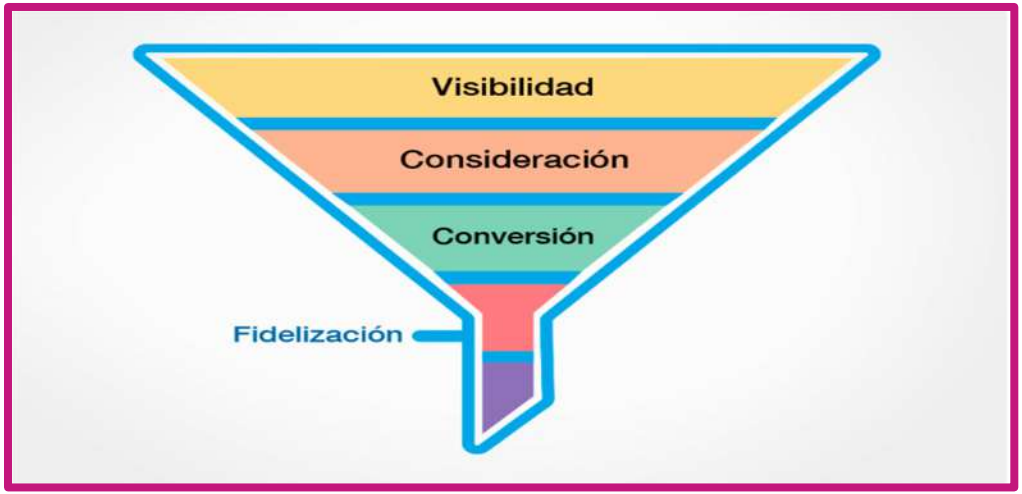
- Yandex Metrica performs comprehensive web analytics.
- With this tool, you can observe how users move through the web page: their mouse movements, their clicks,... Thus, you can identify what obstacles they face and it is especially interesting in the purchasing process and in improving the user experience.
- It has heat maps with which you can discover the strengths and weaknesses of a site.



ANALYSIS OF THE SALES FUNNEL

WHAT IS IT?

The sales funnel or conversion funnel is an online marketing term directly related to the objectives we set when we launch an online store and, in general, a website or blog, especially if its objectives are commercial.



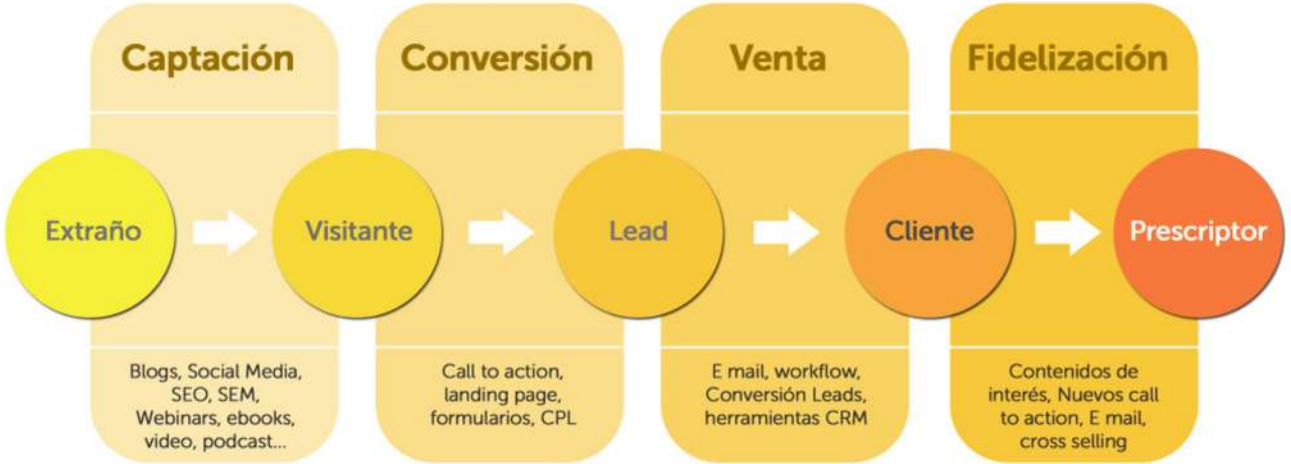
ANALYSIS OF THE SALES FUNNEL

This funnel, also called 'conversion funnel', determines the different phases or steps that each of the visitors to our website must take to achieve a specific objective: normally to become a registration or lead or to complete the purchase of a product or service.

CAPTACIÓN
CONVERSION
FIDELIZACION

ANALYSIS OF THE SALES FUNNEL

Depending on the level of detail, more or less phases can be identified in the sales process



ANALYSIS OF THE SALES FUNNEL

Therefore, there is a huge variety of graphical representations of sales funnels.

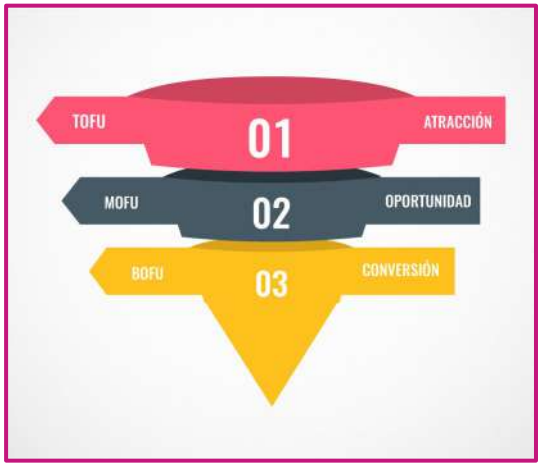
ANALYSIS OF THE SALES FUNNEL

ANALYSIS OF THE SALES FUNNEL

ANALYSIS OF THE SALES FUNNEL

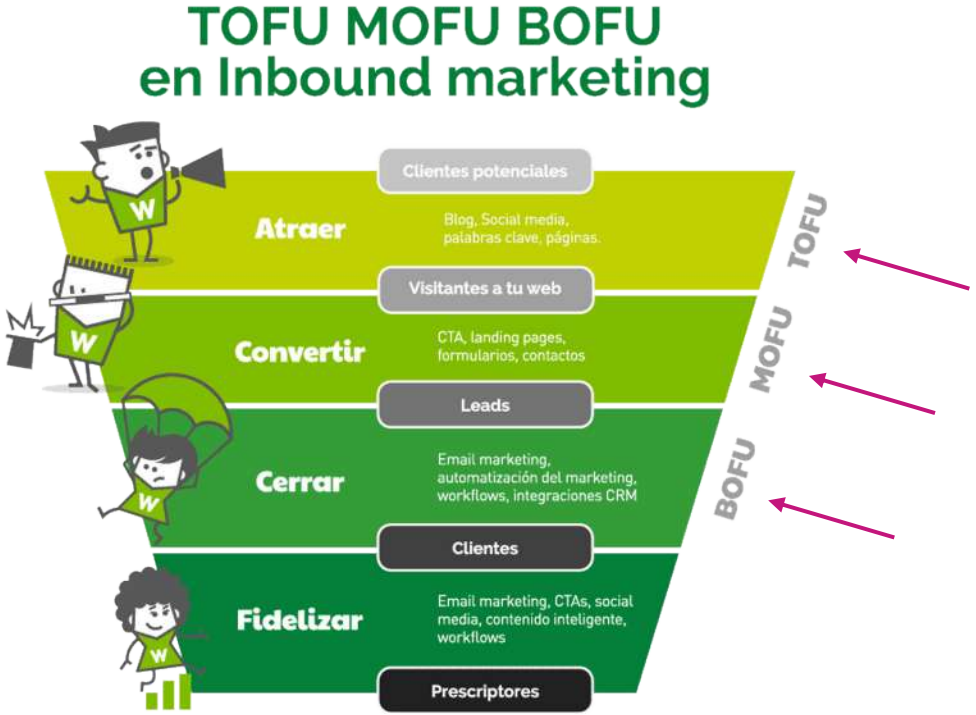
Regardless of the graphical representation chosen. The sales funnel always consists of three basic phases, whose names refer to their position in the funnel.

- TOFU→ *Top of the Funnel*
- MOFU→ *Middle of the Funnel*
- BOFU→ *Bottom of the Funnel*



ANALYSIS OF THE SALES FUNNEL

The digital marketing actions that the company carries out must be oriented to the objective of each of these stages of the funnel.



ANALYSIS OF THE SALES FUNNEL

WHAT IS IT FOR?

The sales funnel, by defining the steps that a user follows to become a customer, helps us to identify the percentage of users lost from our website in each of the steps.

ANALYSIS OF THE SALES FUNNEL

Knowing the moment at which users are lost, the company can carry out marketing actions aimed at correcting that loss.

ANALYSIS OF THE SALES FUNNEL

Therefore, the analysis of the sales funnel allows us to:

- Know at what point users fall out of the funnel.
- Detect errors and areas for improvement.
- Know where we need to focus our efforts.
- It helps us to calculate the return on investment (ROI) of our campaign.

KEY KPIS AND SCORECARDS

KPIs (Key Performance Indicators) are a series of metrics used to synthesize information on the effectiveness and productivity of the actions carried out in a business.

KEY KPIS AND SCORECARDS

KPIs are also known as quality indicators or key business indicators that can be used and applicable in any business area and productive sector, although they are very commonly used in online marketing.

KEY KPIS AND SCORECARDS

The ultimate goal of a KPI is to help make better decisions regarding the current state of a process, project, strategy or campaign and thus be able to define a future course of action.

ADVANTAGES OF KPIS

KEY KPIS AND SCORECARDS

KPIs, thanks to the improvement of new information technologies, offer a much simpler, more objective and reliable measurement.

KEY KPIS AND SCORECARDS

There are a multitude of specialized analytical tools that allow you to measure all types of KPIs in any sector or activity.

These types of tools are very focused for use in a specific field of action, so they will always use the most appropriate and suitable KPIs in each case, which greatly facilitates the work.

Características de los KPIs

Estrategia

Los KPI abarcan los objetivos estratégicos.

Objetivo

Los KPIs miden el rendimiento en relación con objetivos específicos.

Alcance

Los KPI están limitados por un perímetro de variación.

Codificación

Los KPI están codificados e incluyen una representación visual del rendimiento.

Duración

Los KPIs están limitados en el tiempo.

Puntos de referencia

Los KPI se utilizan en un marco de referencia.

KEY KPIS AND SCORECARDS

Online marketing KPIs for Social Media are used to measure:

- Number of mentions
- Number of followers
- Number of comments
- Number of shares
- Number of subscribers

Each social network provides its own set of KPIs (Linkedin: the number of recommendations, Twitter: the number of Retweets, Google Plus: the number of +1, etc.).

THE ONLINE MARKETING KPIS FOR WEB ANALYTICS MEASURE:

The reputation of the domain in the eyes of search engines.
The type, quality and number of links to the website.
Traffic origin and duration of visits.
The keywords and the number of them by which users find the website.
The positions occupied by the keywords for which the web is or has been positioned.

The main KPI for web analytics are the number of new users, the percentage of new users, the number of pages per session and the number of sessions.

KEY KPIS AND SCORECARDS

General online marketing KPIs measure the overall online marketing strategies of a brand. They can be:

- KPI for sales and customers.
- KPI for content

KEY KPIS AND SCORECARDS

Example of a sales funnel with associated KPIs at each stage.

KEY KPIS AND SCORECARDS

Example of KPIs associated with tactics, strategies and business objectives. (Google Merchandise Store Measurement Plan)

Objetivo empresarial	Estrategias	Tácticas	KPI
Vender productos que promocionen la marca Google	Crear una campaña de publicidad *online* que dirija a los clientes al sitio web de Google Merchandise Store para comprar productos de la marca Google	Aumentar las referencias a productos de la marca Android (aprovechando que Android está dando un fuerte impulso a la marca, se quiere aumentar el tráfico de referencia a páginas de productos de Android para ver si el reconocimiento de dichos productos aumenta por parte de los clientes)	Tráfico de referencia a las fichas de producto de la marca Android
			Usuarios nuevos en las fichas de producto de la marca Android
			Número de páginas vistas de productos de la marca Android
		Aumentar los ingresos de los productos de la marca Android (es una forma de medir el éxito de la campaña publicitaria)	Tasa de conversión de la marca Android
			Número total de transacciones de la marca Android
			Ingresos totales de los productos de la marca Android

KEY KPIS AND SCORECARDS

Normally the KPIs of the companies are organized in **Scorecards**, a space where the KPIs that the company's management considers most important are collected.

KEY KPIS AND SCORECARDS

The KPIs contained in a scorecard are used to measure the performance of different processes and areas of the company. Their number and frequency of measurement can be modified as management's interest varies, either to monitor specific aspects of the company or to obtain a true picture of its business.

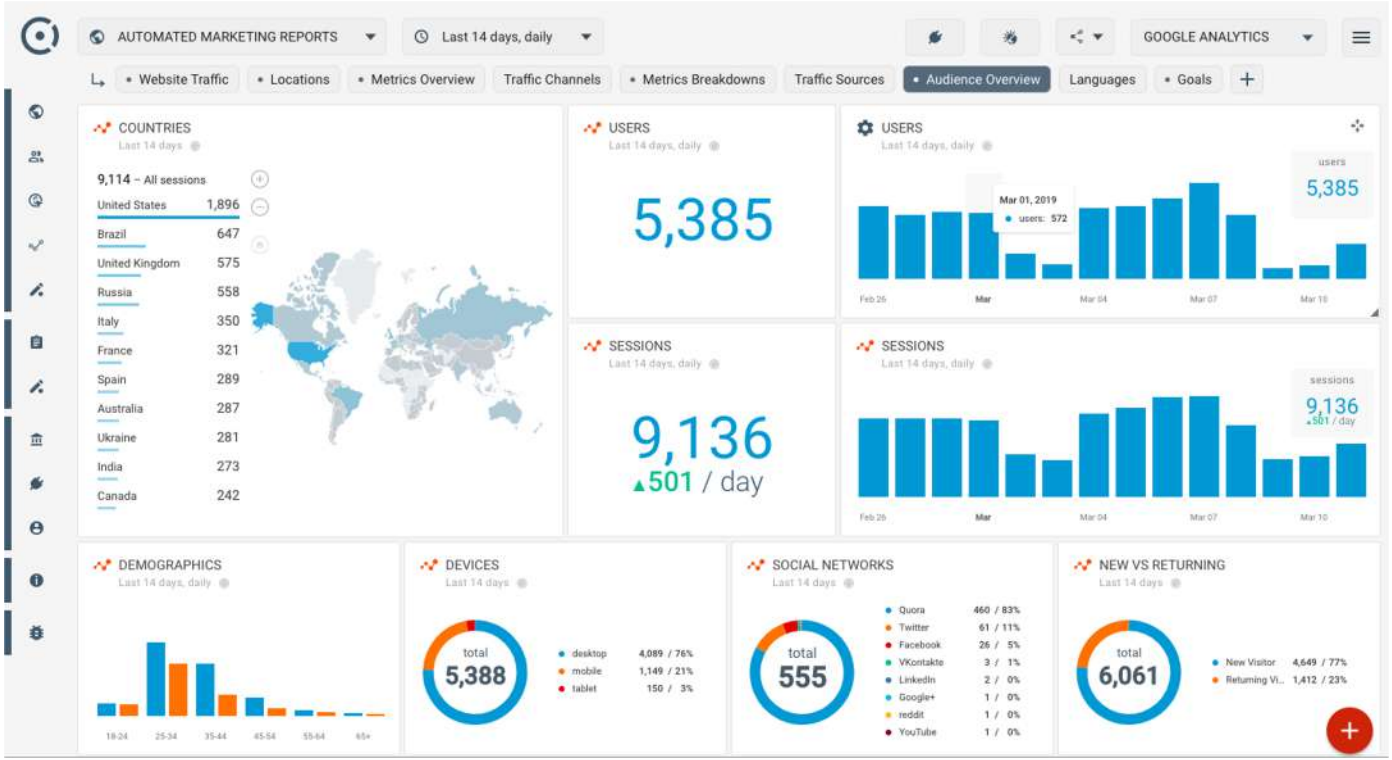
Key KPIs and scorecards

SCORECARDS SERVE A DUAL PURPOSE:

They facilitate decision making based on the comparison of the actual data obtained with the target data set in advance.

They allow Management to communicate to lower hierarchical levels what are the central axes of its business policy, thus involving all levels in the fulfillment of the company's strategic objectives.

Example of scorecard in Google Analitycs



EXAMPLE OF HOW TO USE GOOGLE ANALYTICS.

GOOGLE MARKETING PLATFORM: ANALYTIC TOOL

Tool that allows you to know your users better to offer them better experiences and achieve good results. It allows you to know how users interact with the content of a website and discover what works and what does not.

MAIN FUNCTIONALITIES

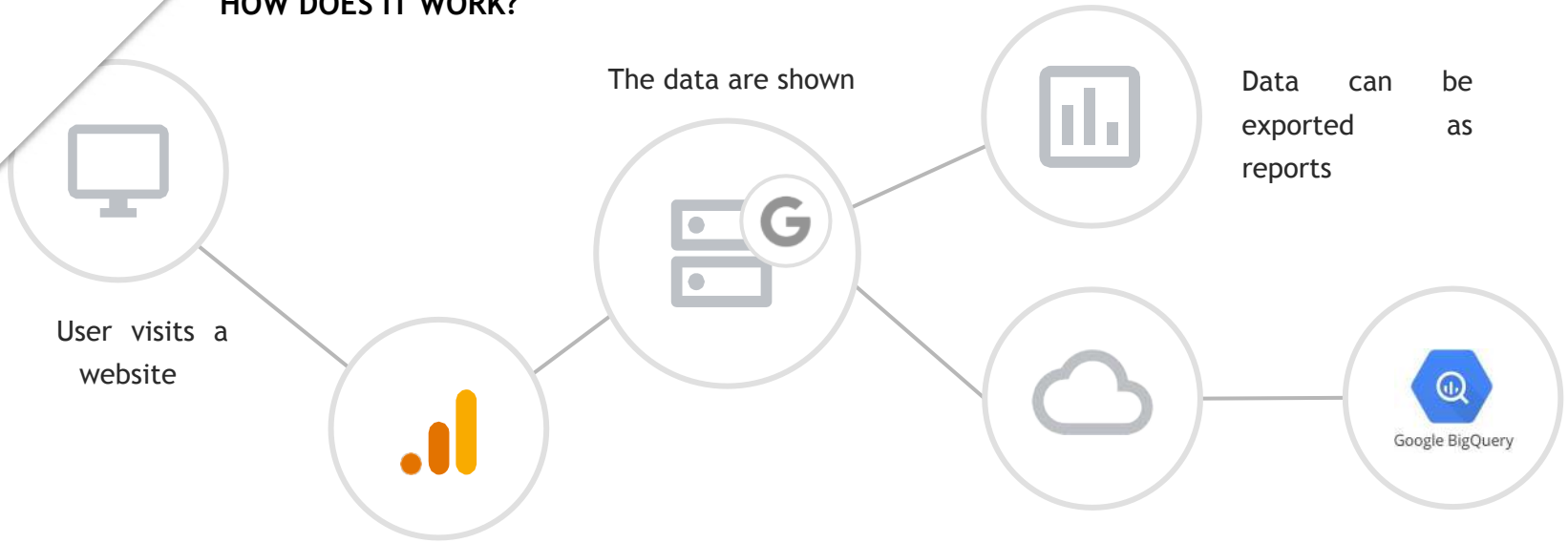
Track and analyze website traffic

Where does a user come from and how does he/she behave?

Aggregate data from different Google platforms

GOOGLE ANALYTICS

HOW DOES IT WORK?



GA: HOW IT WORKS

Data collection

- To track a website and collect data, you must create a Google Analytics account and add a JavaScript code on each page of the website.
- When a user arrives on the site, the code collects anonymous information about how the user interacted with the page, in addition to browser data.
- Each time a page loads, the tracking code collects and sends data about the user's activity, grouping this activity into "sessions."
- A session begins when a page is entered with GA tracking code and ends after 30 minutes of inactivity.

Data processing

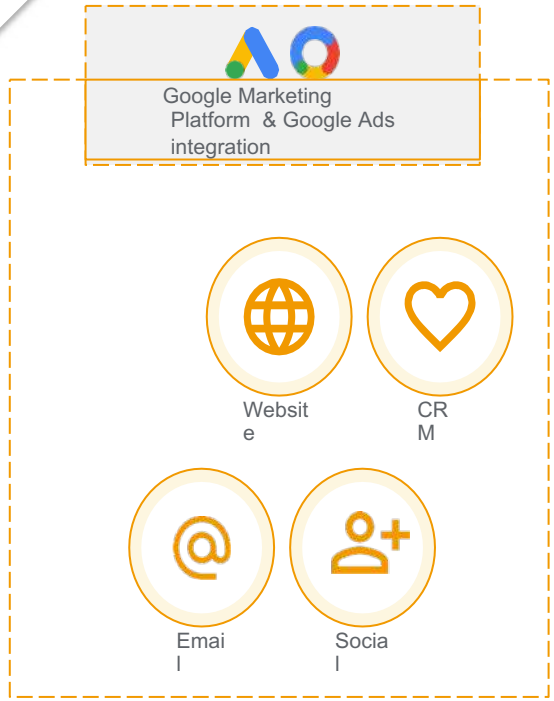
- Once user interactions are collected, Google Analytics begins the process of transforming the raw data into useful data.
- When Analytics processes the data, it aggregates and organizes it by different criteria such as browser or whether a desktop or mobile device was used.
- Once processed, the data is stored in a database and cannot be modified.

Reporting

- Once processed and stored in the database, the data is displayed in Analytics reports.

GOOGLE ANALYTICS

Integrated data produces actionable information



Insights:

+ 200 reports including:

1.) Mobile Overview Report.
2.) Channels Report.
3.) Navigation Summary.
4.) Landing Pages Report.
5.) Site Speed Overview Report.
6.) Goal Overview Report.

GOOGLE ANALYTICS

We don't measure clicks and page views, we measure business objectives.

Focus

It is not necessary to measure everything

We measure and analyze to carry out actions that allow us to improve sales, leads, interest, ...

Plan

A measurement plan that identifies the dimensions and metrics necessary for the analysis of the different KPIs.

Define a clear context for each KPI (acquisition, conversion, ...)

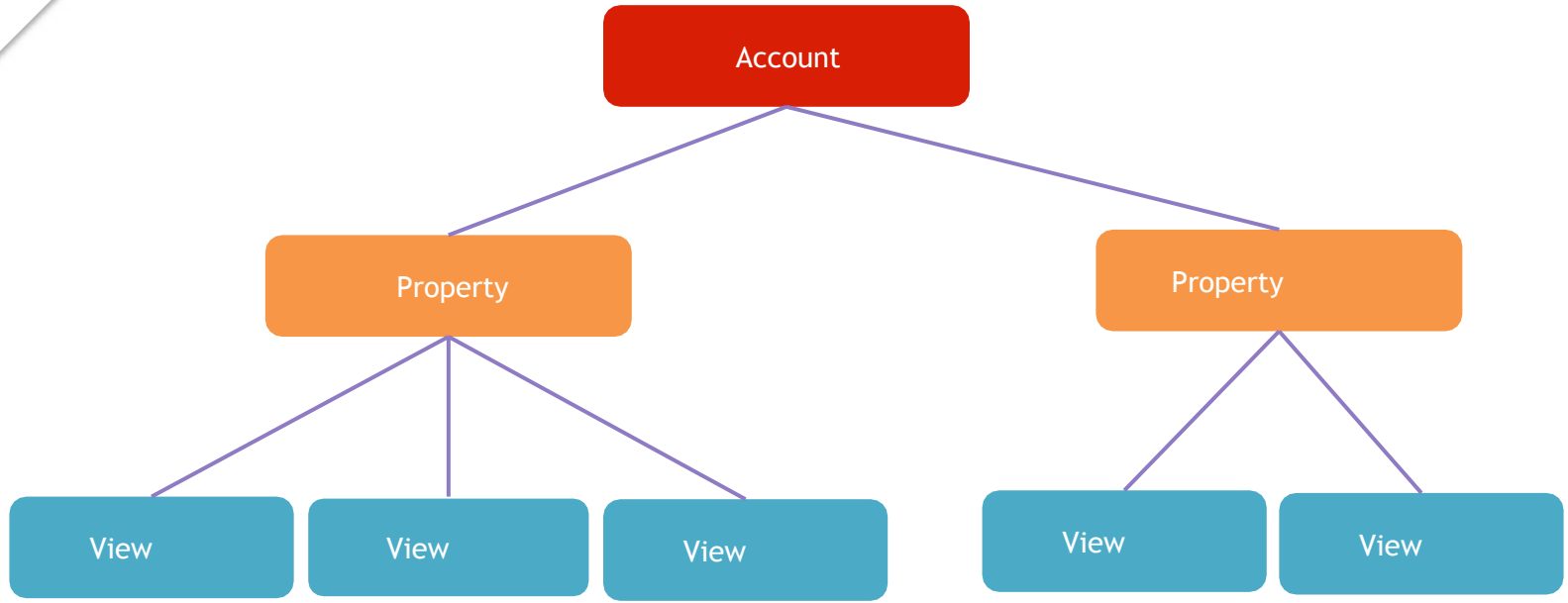
Analysis

Tools do not analyze, collect, sort and present data.

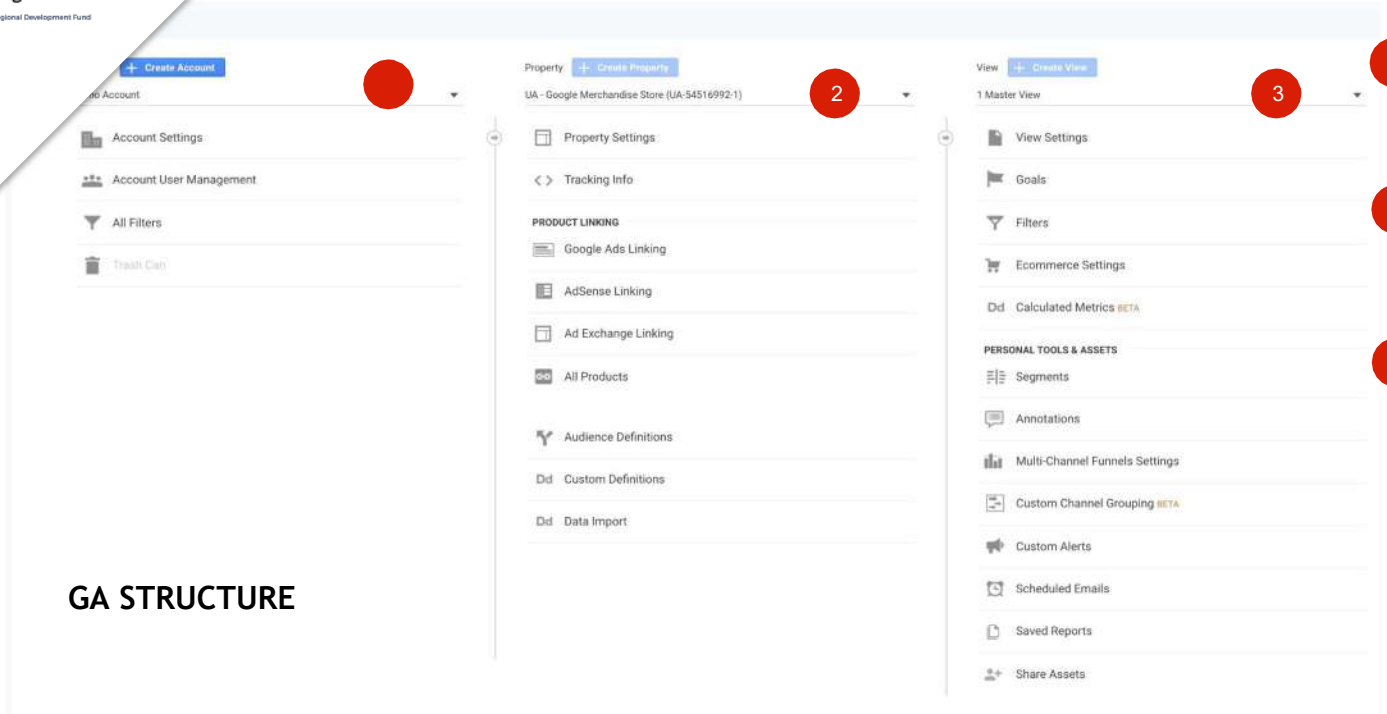
It is necessary to have analysts close to the business.

It is advisable to have reference values and set clear objectives.

GOOGLE ANALYTICS STRUCTURE



GOOGLE ANALYTICS



GA STRUCTURE

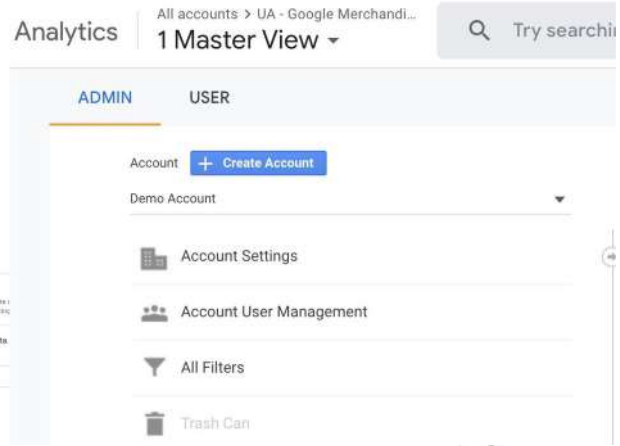
GA STRUCTURE

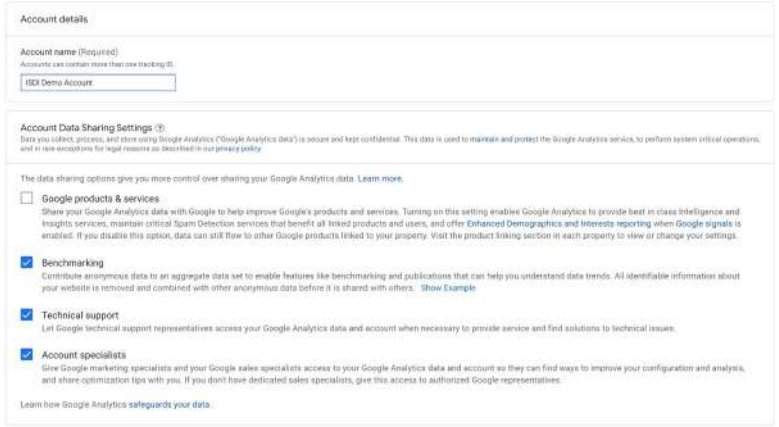
Google Analytics: creating an account.

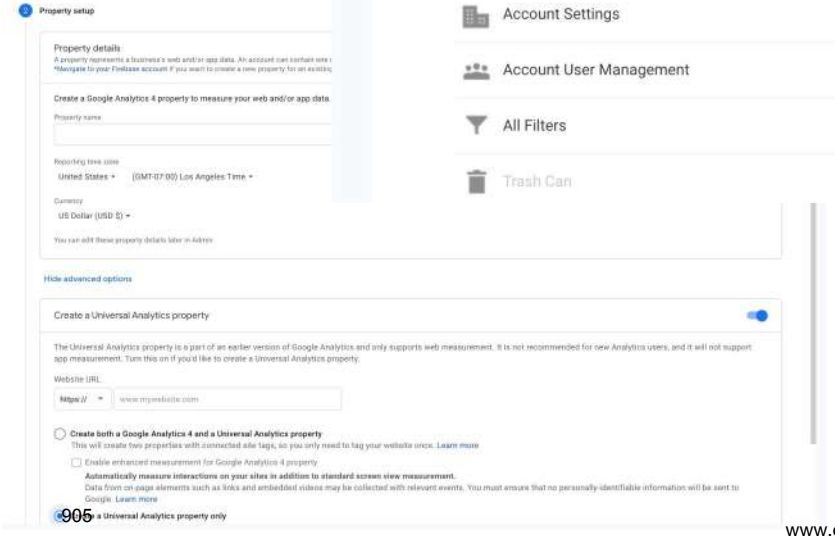
1. Go to Google Analytics: https://analytics.google.com/
2. Click on create account and follow instructions

Fill out the account details (Name and sharing settings)

Fill in the property details (property name and type of property)

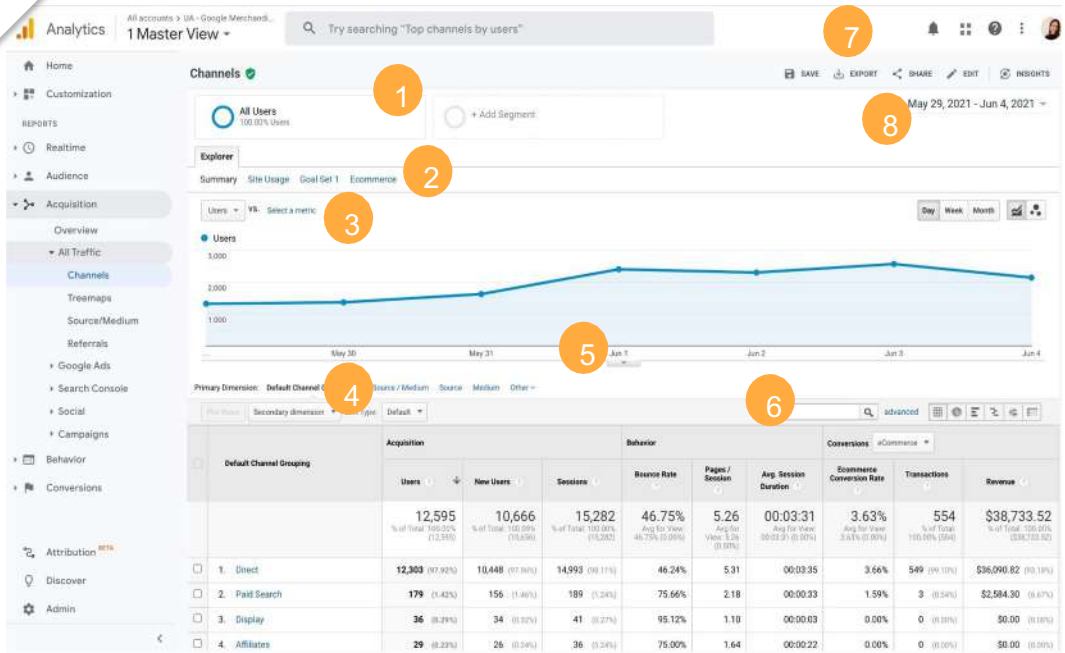






EXAMPLE OF HOW TO USE GOOGLE ANALYTICS.

INTRODUCTION TO REPORTS

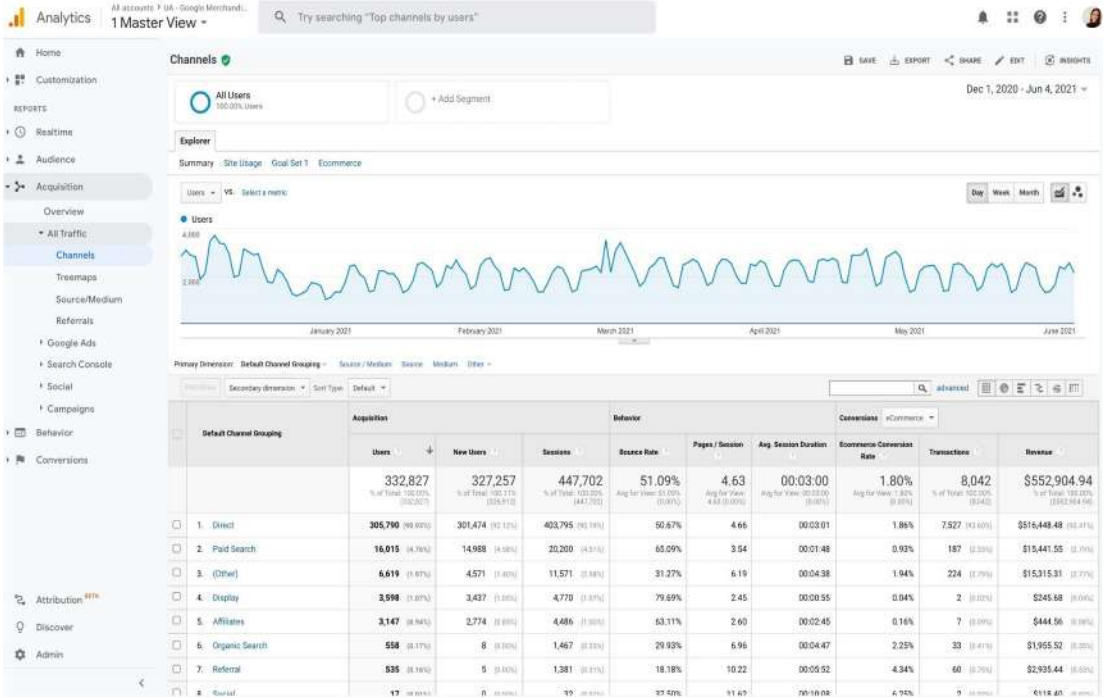


1. Segments
2. Views
3. Metrics
4. Secondary dimension
5. Notes
6. Filters
7. Export
8. Date

EXAMPLE OF HOW TO USE GOOGLE ANALYTICS.

Adquisition > All the traffic > Channels

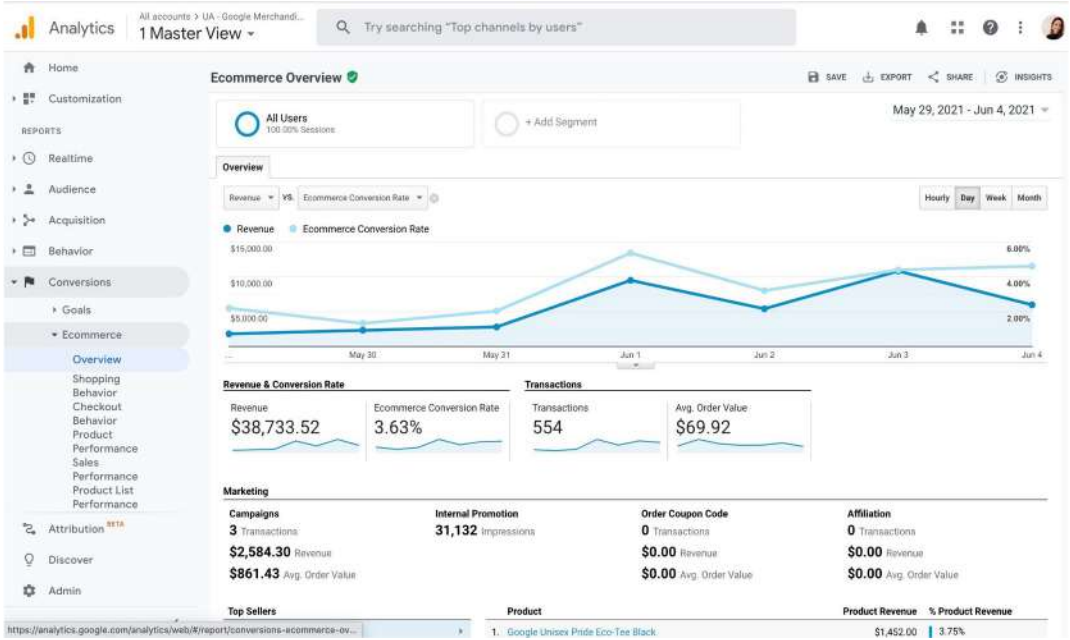
It breaks down traffic by traffic sources through how users have arrived at the website.



EXAMPLE OF HOW TO USE GOOGLE ANALYTICS.

REPORTING IN ECOMMERCE

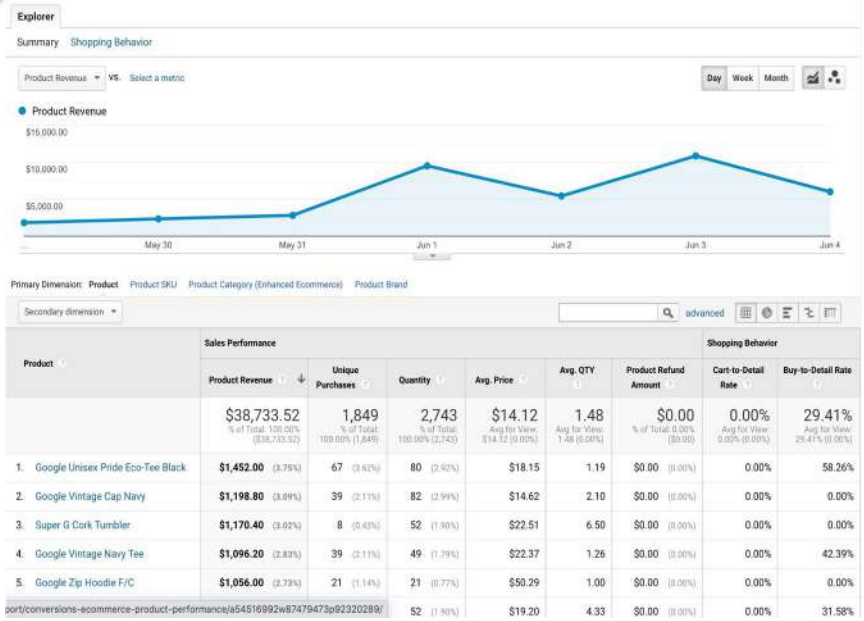
Conversions > Ecommerce > Overview: Sales Summary, Ecommerce Conversion Ratio, Transactions, Average Order Value, and other metrics



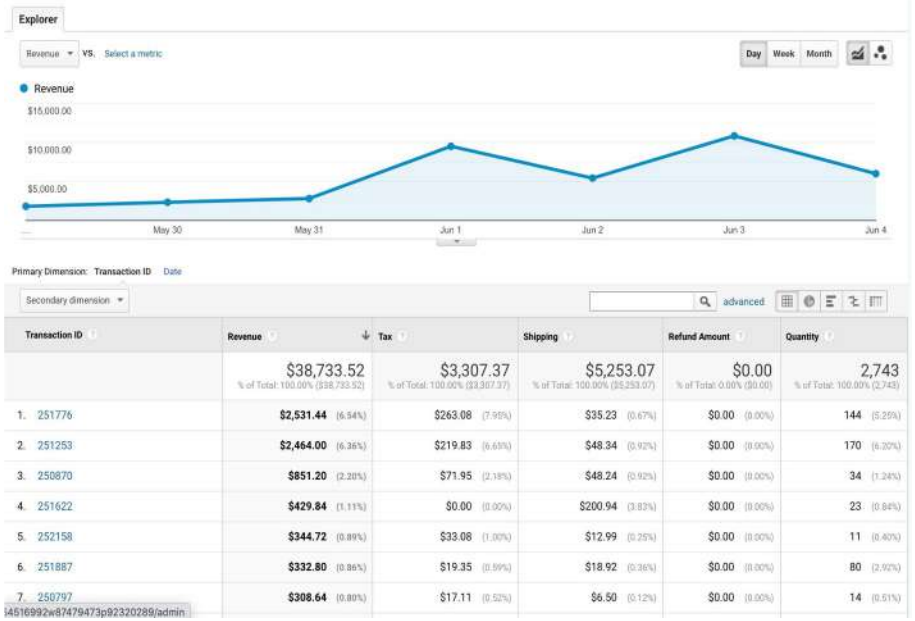
EXAMPLE OF HOW TO USE GOOGLE ANALYTICS.

ECOMMERCE REPORTS

Conversions > E-commerce >Activity by product /Commercial activity : Activity by product and by transaction.



Product	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate
	$38,733.52	1,849	2,743	$14.12	1.48	$0.00	0.00%	29.41%
1. Google Unisex Pride Eco-Tee Black	$1,452.00	67	80	$18.15	1.19	$0.00	0.00%	58.26%
2. Google Vintage Cap Navy	$1,198.80	39	82	$14.62	2.10	$0.00	0.00%	0.00%
3. Super G Cork Tumbler	$1,170.40	8	52	$22.51	6.50	$0.00	0.00%	0.00%
4. Google Vintage Navy Tee	$1,096.20	39	49	$22.37	1.26	$0.00	0.00%	42.39%
5. Google Zip Hoodie F/C	$1,056.00	21	21	$50.29	1.00	$0.00	0.00%	0.00%
			52	$19.20	4.33	$0.00	0.00%	31.58%



Transaction ID	Revenue	Tax	Shipping	Refund Amount	Quantity
	$38,733.52	$3,307.37	$5,253.07	$0.00	2,743
1. 251776	$2,531.44	$263.08	$35.23	$0.00	144
2. 251253	$2,464.00	$219.83	$48.34	$0.00	170
3. 250870	$851.20	$71.95	$48.24	$0.00	34
4. 251622	$429.84	$0.00	$200.94	$0.00	23
5. 252158	$344.72	$33.08	$12.99	$0.00	11
6. 251887	$332.80	$19.35	$18.92	$0.00	80
7. 250797	$308.64	$17.11	$6.50	$0.00	14

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

It is an SEO tool for web analytics and competitive analysis, which offers various metrics and important data related to SEO positioning to define and analyze your content strategy.

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

SingularPrice

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

WHAT IS

- Competitive intelligence tool that detects price changes in distribution networks and discovers who sells your products, through tracking and monitoring with specially configured bots.

SERVICES

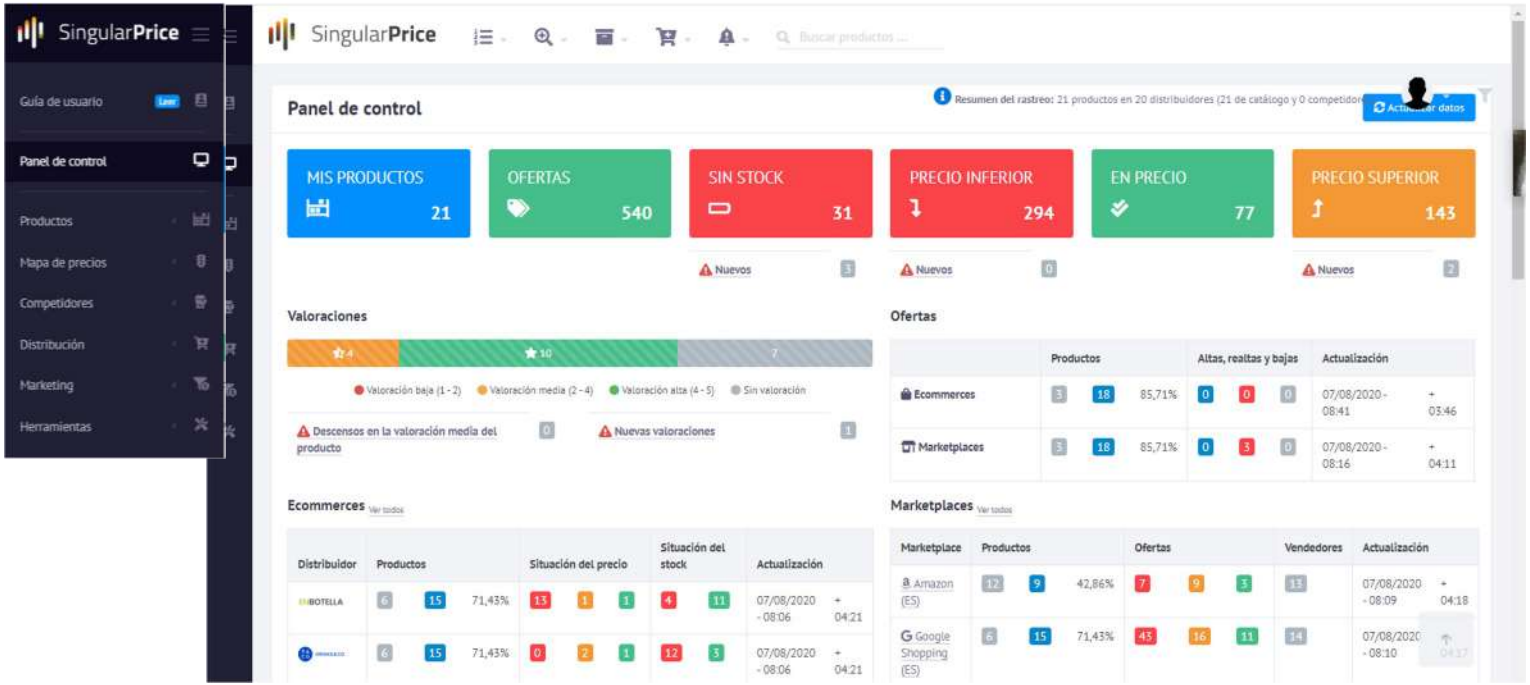
- Price control and distribution
- Stock control: additions, deletions, breakages...
- Control of product valuations on the platforms.
- Competitor analysis.
- Review of the distribution network 365 days a year.
- Personalized attention with Price Managers

OTHER INFORMATION OF INTEREST

- Automation by sending periodic alerts and reports.
- Unlimited number of users
- Lifetime updates
- Human verification: confirming registrations, de-registrations and new matches, achieving the best level of matching

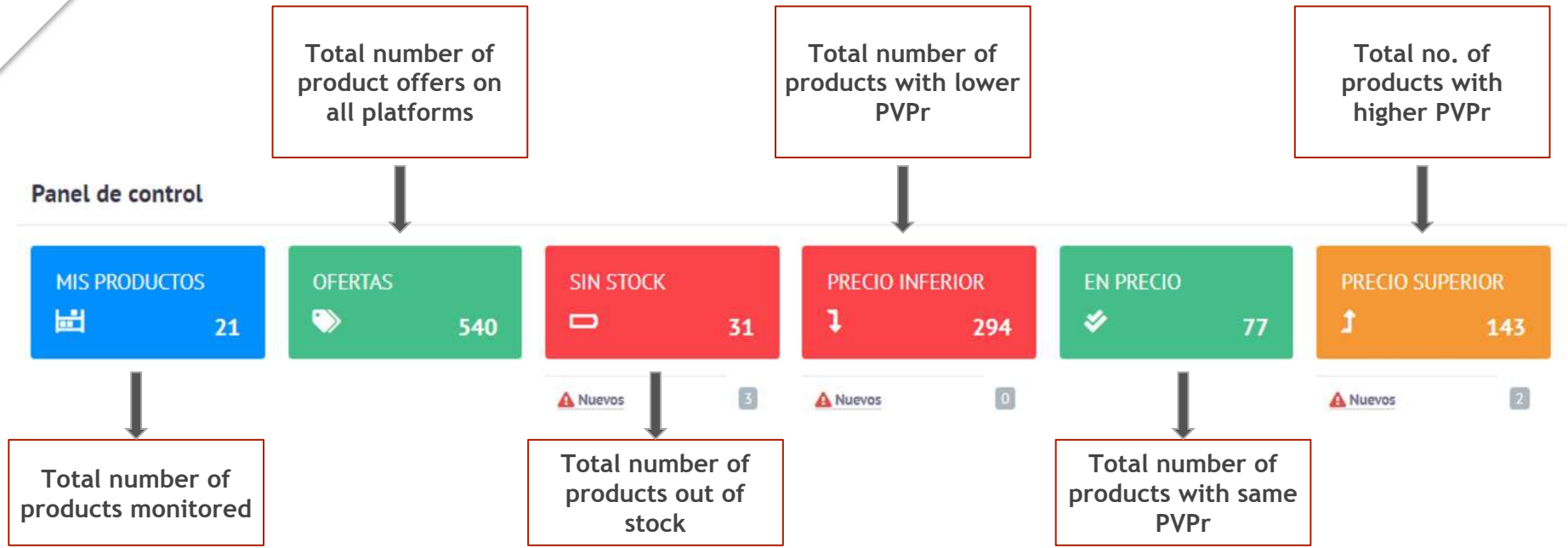
WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

CONTROL PANEL



WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

CONTROL PANEL - FUNCTIONALITIES



WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

General situation by Ecommerce and Marketplaces

% of ratings (low, medium, high and unrated) of products on platforms

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

nmerces Ver todos

Distribuidor	Productos			Situación del precio			Situación del stock		Actualización	
BOTELLA	6	15	71,43%	13	1	1	4	11	07/08/2020 - 08:06	+ 04:21
	6	15	71,43%	0	2	1	12	3	07/08/2020 - 08:06	+ 04:21
	7	14	66,67%	12	0	2	0	14	07/08/2020 - 08:06	+ 04:21
	9	12	57,14%	3	4	5	0	12	07/08/2020 - 08:41	+ 03:46
	9	12	57,14%	9	2	1	0	12	07/08/2020 -	+

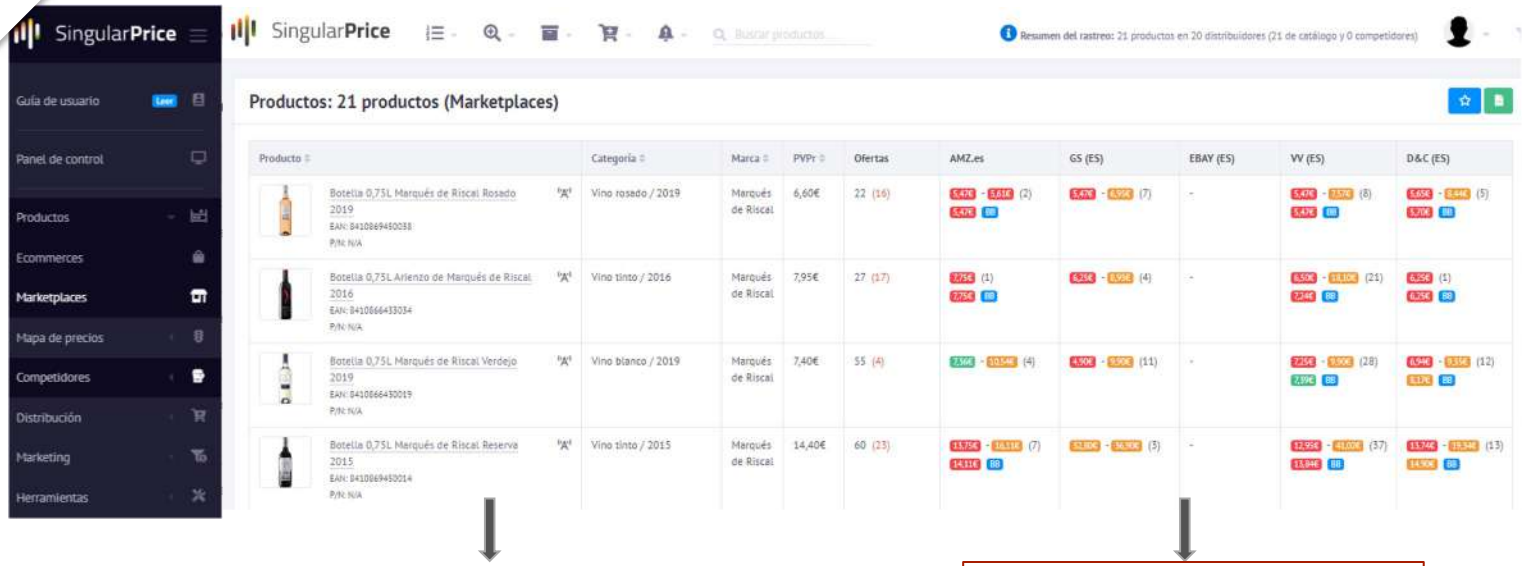
Marketplaces Ver todos

Marketplace	Productos			Ofertas			Vendedores	Actualización	
Amazon (ES)	12	9	42,86%	7	9	3	13	07/08/2020 - 08:09	+ 04:18
Google Shopping (ES)	6	15	71,43%	43	16	11	14	07/08/2020 - 08:10	+ 04:17
eBay (ES)	18	3	14,29%	2	0	1	2	07/08/2020 - 08:12	+ 04:15
Vivino (ES)	7	14	66,67%	113	62	26	53	07/08/2020 - 08:13	+ 04:14
Drinks&Co (ES)	6	15	71,43%	41	23	11	17	07/08/2020 - 08:16	+ 04:11

General situation by Ecommerce with information on: number of products marketed, price situation and stock situation.

General situation by Marketplaces with information on: number of products marketed, price situation and number of sellers.

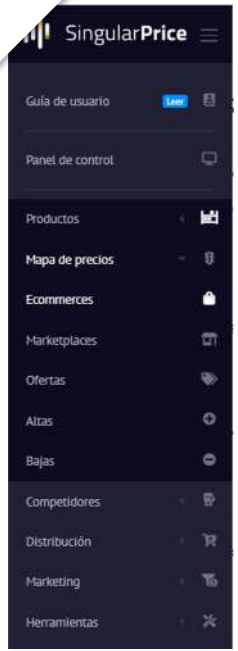
WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS



Full listing of all products, general description: name, EAN, Part Number

Product analysis on all marketplaces: RRPr, number of active offers, minimum price, maximum price, Buy box winning price.

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

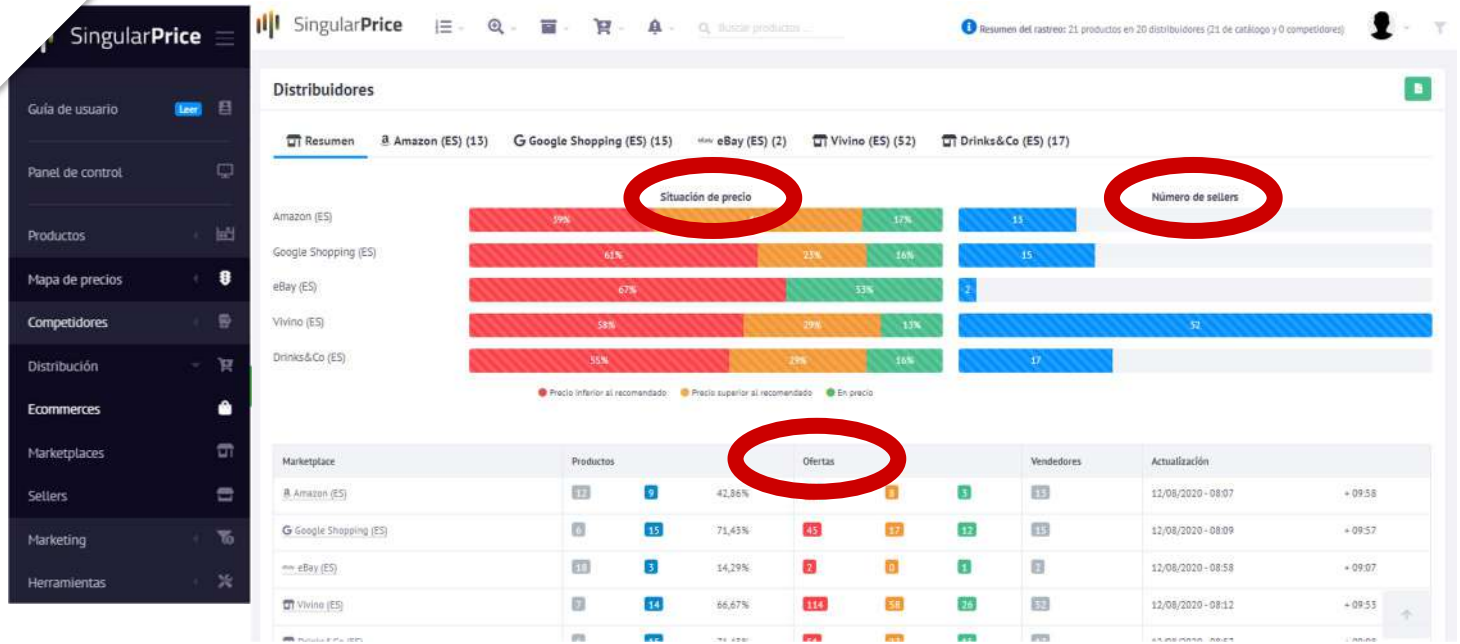


Mapa de precios: 21 productos (Marketplaces)

Producto	P/N	PVPr	AMZ.es	GS (ES)	EBAY (ES)	VV (ES)	D&C (ES)
Botella 0,75L Marqués de Riscal Rosado 2019	N/A	6,60€	5,47€	5,47€		5,47€	5,70€
Botella 0,75L Arienzo de Marqués de Riscal 2016	N/A	7,95€	7,75€	6,25€		7,24€	8,50€
Botella 0,75L Marqués de Riscal Verdejo 2019	N/A	7,40€	7,36€	4,90€		7,39€	8,17€
Botella 0,75L Marqués de Riscal Reserva 2015	N/A	14,40€	13,75€	32,80€		13,84€	14,90€
Botella 0,75L Txakoli Marqués de Riscal 2018	N/A	13,90€		12,05€			11,56€
Botella 0,75L Marqués de Riscal Viñas Viejas Rosado 2018	N/A	29,75€				25,26€	25,26€
Estuche 1 Botella 0,75L Barón de Chirel Verdejo Viñas Centenarias 2018	N/A	42,50€		40,36€		39,90€	
Botella 0,75L Marqués de Riscal Limousin 2018	N/A	14,75€		13,20€		11,61€	12,96€
Botella 0,75L Finca Montico 2018	N/A	12,90€		10,77€	12,90€	10,77€	11,40€
Botella 0,75L Marqués de Riscal Sauvignon Organic 2019	N/A	9,90€	9,85€	8,37€		8,20€	8,85€
Estuche 2 Botellas 0,75L Marqués de Riscal Verdejo + Ice Bag 2019	N/A	14,80€					
Estuche 3 Botellas 0,75L Marqués de Riscal Verdejo 2019	N/A	22,20€					
Botella 0,75L Barón de Chirel Tinto Reserva 2015	N/A	69,95€	77,88€	65,00€	64,75€	57,02€	57,02€

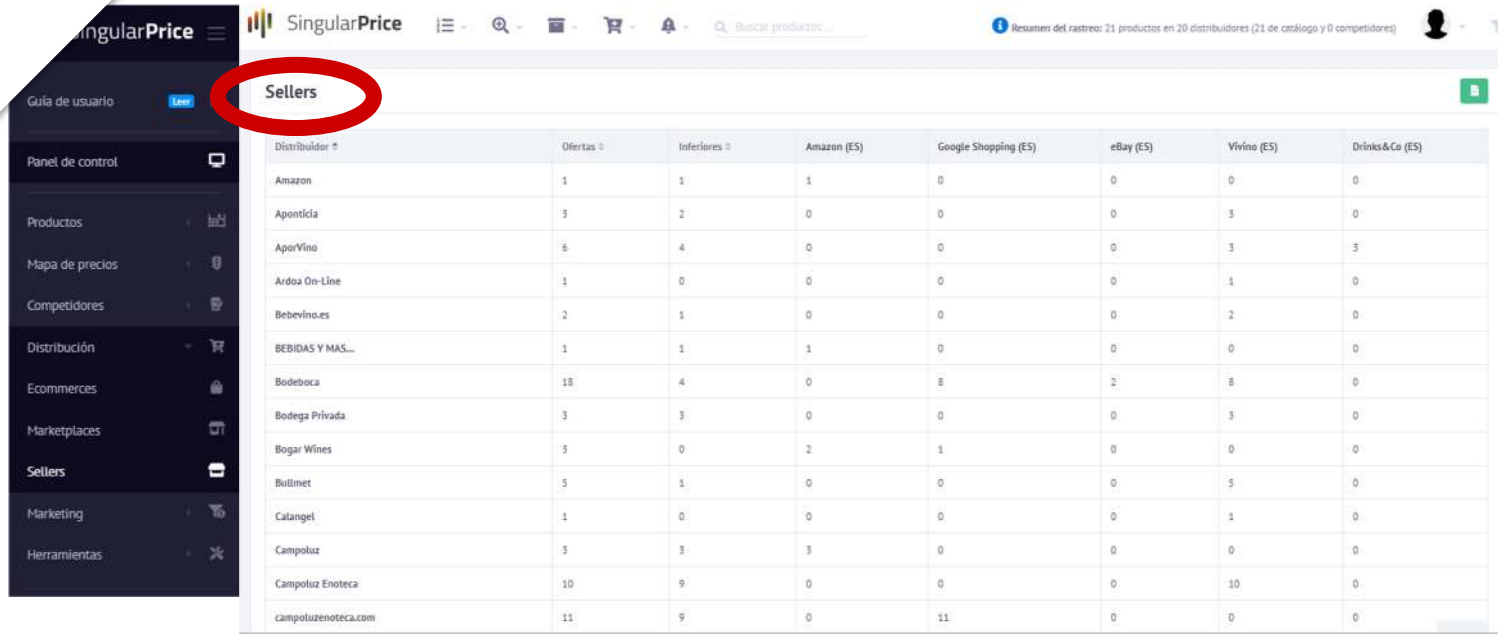
Analysis of the price situation by product and the different marketplaces.

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS



Information on price situation, number of offers and number of sellers per marketplace

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS



Distribuidor	Ofertas	Inferiores	Amazon (ES)	Google Shopping (ES)	eBay (ES)	Vivino (ES)	Drinks&Co (ES)
Amazon	1	1	1	0	0	0	0
Apoticia	5	2	0	0	0	3	0
AporVino	6	4	0	0	0	3	3
Ardoa On-Line	1	0	0	0	0	1	0
Bebevino.es	2	1	0	0	0	2	0
BEBIDAS Y MAS...	1	1	1	0	0	0	0
Bodeboca	18	4	0	8	2	8	0
Bodega Privada	3	3	0	0	0	3	0
Bogar Wines	5	0	2	1	0	0	0
Bullmet	5	1	0	0	0	5	0
Calangel	1	0	0	0	0	1	0
Campoluz	3	3	3	0	0	0	0
Campoluz Enoteca	10	9	0	0	0	10	0
campoluzenoteca.com	11	9	0	11	0	0	0

Complete list of all sellers marketing the products on all monitored platforms

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

WHAT IS JUNGLE SCOUT?

Jungle Scout is an application in the cloud, whose main objective is to show data and statistics that will help in the process of selecting products to sell, identifying market niches and studying the competition.

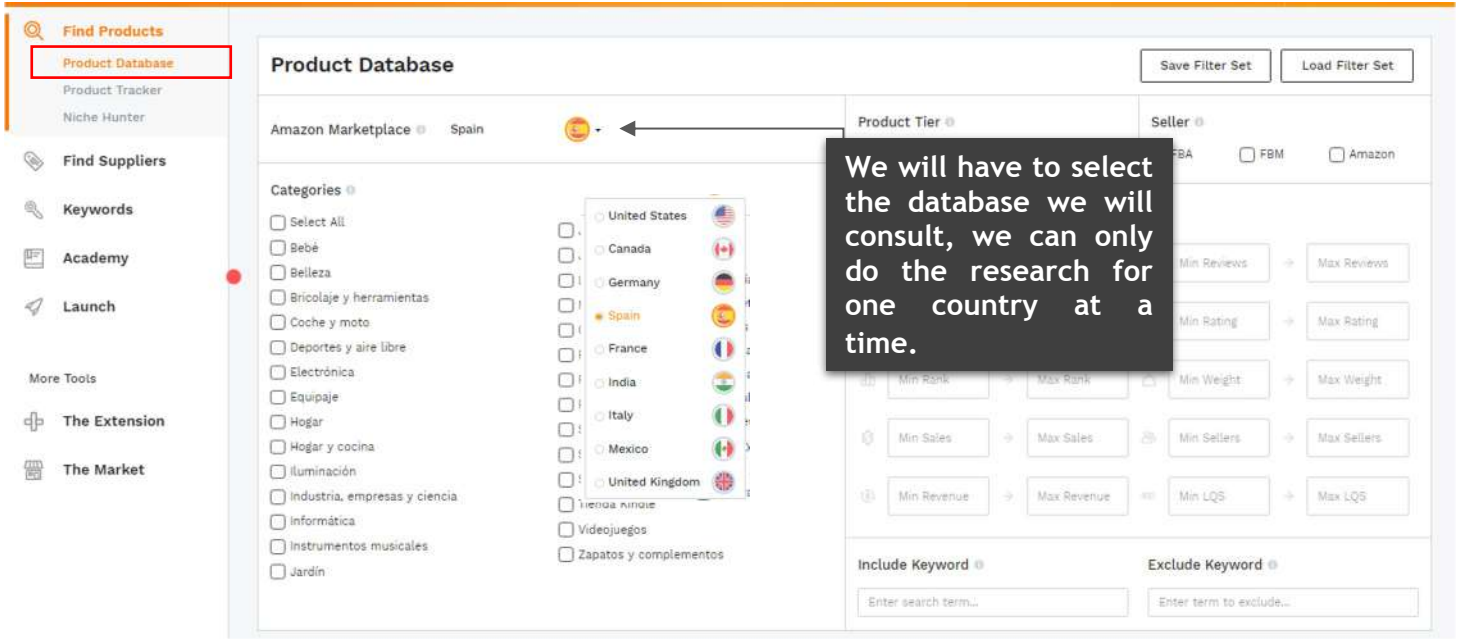
Jungle Scout

Con Jungle Scout, puede analizar y tomar decisiones basadas en resultados y estadísticas reales. Puede extraer y exportar la siguiente información en Excel:

- **Product name**
- **Brand**
- **Price**
- **Category**
- **Classification**
- **Sales estimate**
- **Estimated income**
- **Evaluations**
- **Average score**
- **BSR**
- **Weight and measures**
- **Cost FBA**

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

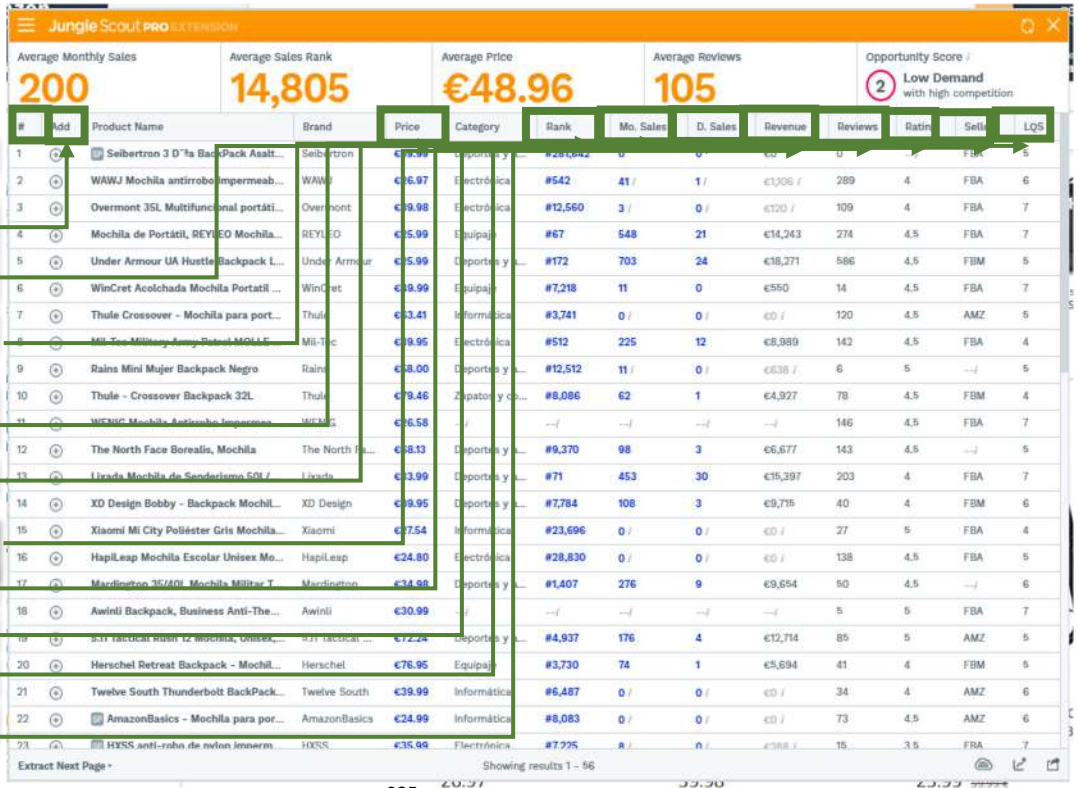
A tool designed for retailers, the product catalog provides all the information needed to know which product sells best.



WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

Jungle Scout

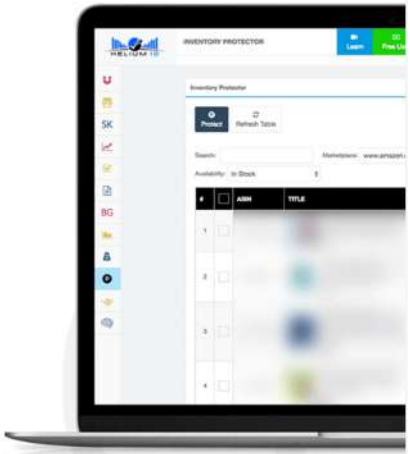
- Position in search results
- Add to Web App Product Tracker
- Current price in buy box
- Rank of the best sellers
- Estimated sales in the last 30 days
- Estimated daily unit sales
- Estimated revenues in 30 days
- Number of comments
- Star rating 1- 5
- Type of seller
- List quality score 1-10



WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

WHAT IS HELIUM 10?

- **Helium 10** is software tools for Amazon sellers.
- It contains more than a dozen tools that help Amazon sellers find keywords, identify trends, study competitors and fully optimize product listings to increase sales exponentially.



WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS

PRODUCT RESEARCH

Discover winning product ideas and delve into these markets to research and validate those ideas.

LISTING OPTIMIZATION

Quickly create and optimize your product listings to generate sales.

KEYWORD RESEARCH

Discover the keywords that attract traffic to help generate more traffic to your list.

KEYWORD TRACKING

Track all your keywords, including your ranking and Amazon badges.

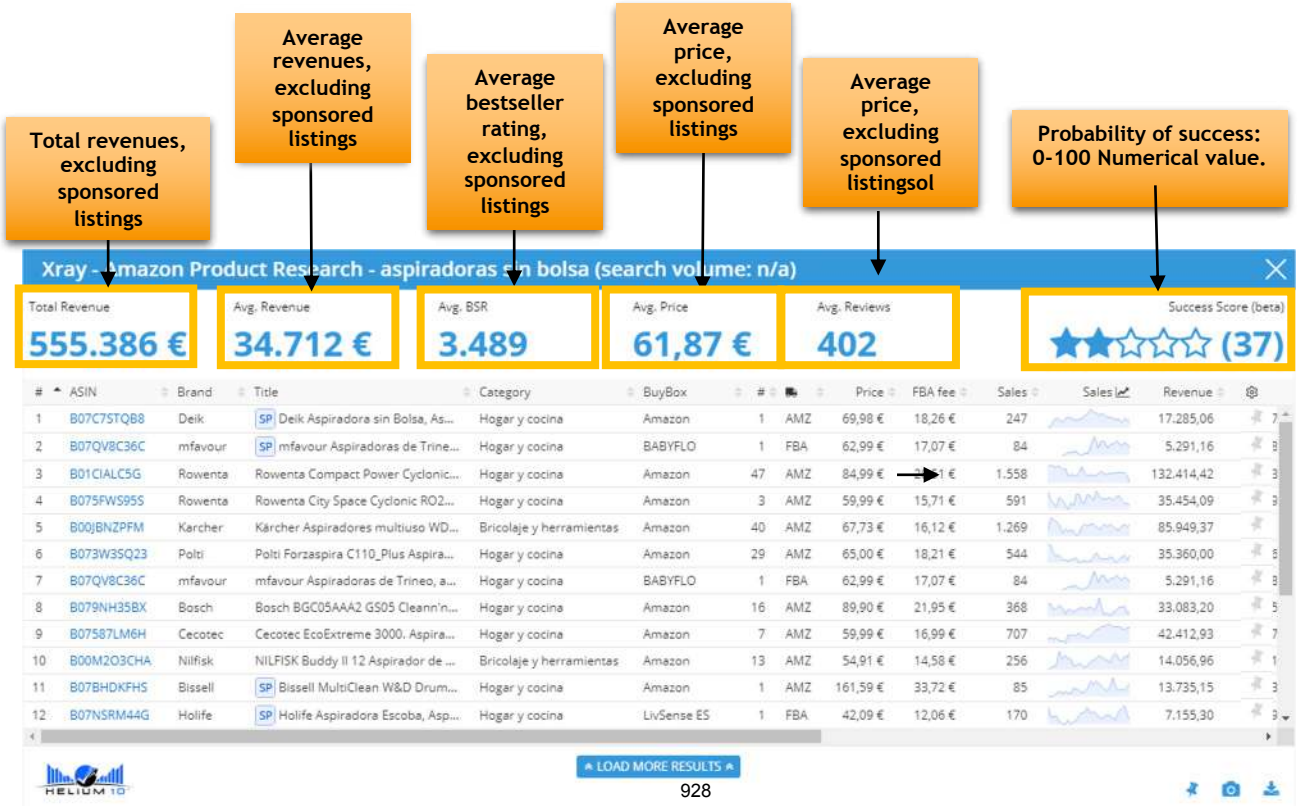
PRODUCT LAUNCH

Launch products and rank keywords. Determine how many units you will need to sell to rank for the keywords on page 1..

REFUND

Get a refund for lost or damaged inventory that Amazon has not reimbursed.

WHAT IS MY COMPETITION DOING? COMPETITIVE INTELLIGENCE TOOLS



#	ASIN	Brand	Title	Category	BuyBox	#		Price	FBA fee	Sales	Sales	Revenue
1	B07C7STQB8	Deik	SP Deik Aspiradora sin Bolsa, As...	Hogar y cocina	Amazon	1	AMZ	69,98 €	18,26 €	247		17.285,06
2	B07QV8C36C	mfavour	SP mfavour Aspiradoras de Trine...	Hogar y cocina	BABYFLO	1	FBA	62,99 €	17,07 €	84		5.291,16
3	B01CIALC5G	Rowenta	Rowenta Compact Power Cyclonic...	Hogar y cocina	Amazon	47	AMZ	84,99 €	1 €	1.558		132.414,42
4	B075FWS95S	Rowenta	Rowenta City Space Cyclonic RO2...	Hogar y cocina	Amazon	3	AMZ	59,99 €	15,71 €	591		35.454,09
5	B00JBNZPFM	Karcher	Kärcher Aspiradores multiuso WD...	Bricolaje y herramientas	Amazon	40	AMZ	67,73 €	16,12 €	1.269		85.949,37
6	B073W3SQ23	Polti	Polti Forzaspira C110_Plus Aspira...	Hogar y cocina	Amazon	29	AMZ	65,00 €	18,21 €	544		35.360,00
7	B07QV8C36C	mfavour	mfavour Aspiradoras de Trineo, a...	Hogar y cocina	BABYFLO	1	FBA	62,99 €	17,07 €	84		5.291,16
8	B079NH35BX	Bosch	Bosch BGC05AAA2 GS05 Cleann'n...	Hogar y cocina	Amazon	16	AMZ	89,90 €	21,95 €	368		33.083,20
9	B07587LM6H	Cecotec	Cecotec EcoExtreme 3000. Aspira...	Hogar y cocina	Amazon	7	AMZ	59,99 €	16,99 €	707		42.412,93
10	B00M2O3CHA	Nilfisk	NILFISK Buddy II 12 Aspirador de ...	Bricolaje y herramientas	Amazon	13	AMZ	54,91 €	14,58 €	256		14.056,96
11	B07BHDKFHS	Bissell	SP Bissell MultiClean W&D Drum...	Hogar y cocina	Amazon	1	AMZ	161,59 €	33,72 €	85		13.735,15
12	B07NSRM44G	Holife	SP Holife Aspiradora Escoba, Asp...	Hogar y cocina	LivSense ES	1	FBA	42,09 €	12,06 €	170		7.155,30

BIZ TRENDS

B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.

WHAT IS BIZ TRENDS?

It is an essential tool for optimizing results within the platform and, above all, for decision making.

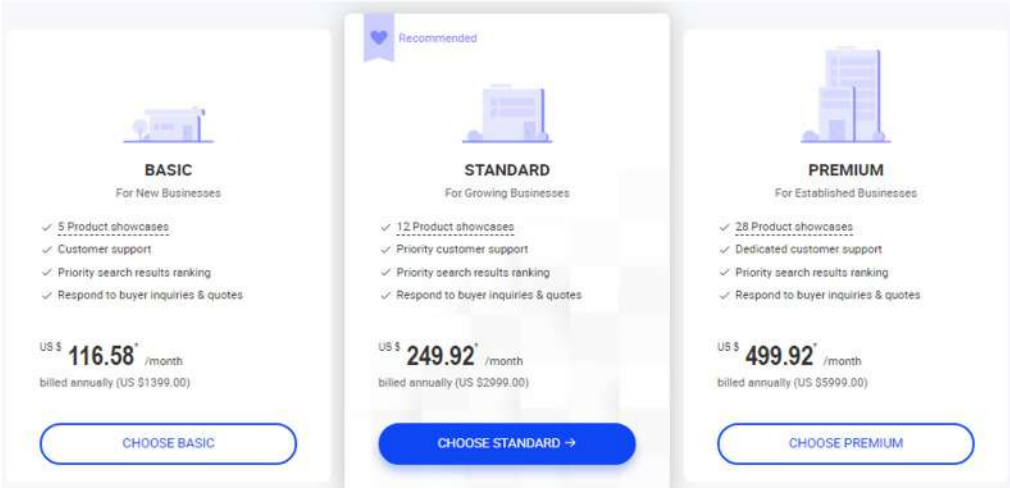
It combines knowledge of my profile's performance ratios with data on the sector and its main competitors.

B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.

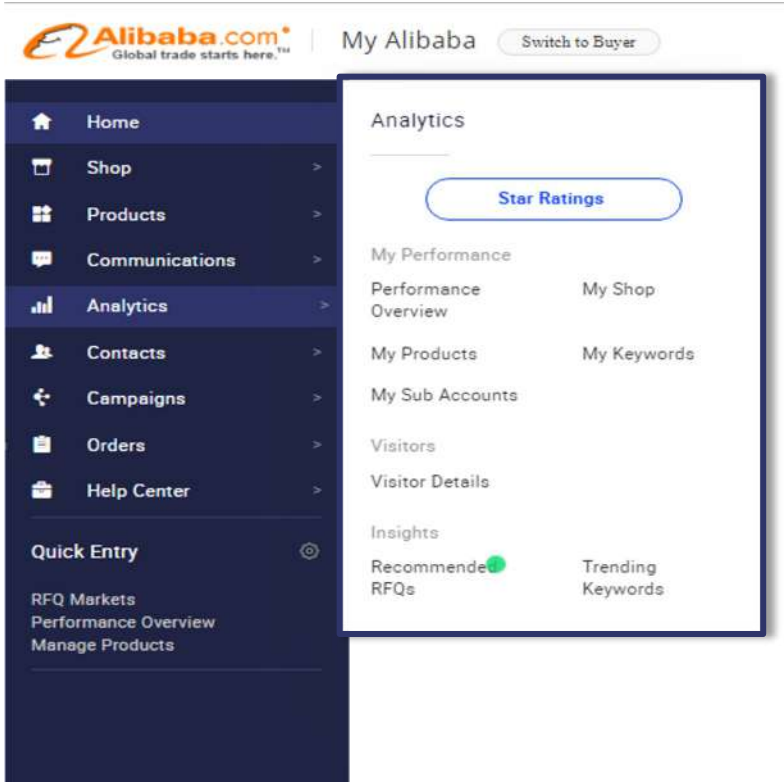
Biz Trends is updated regularly (daily, currently), so it always offers access to the most up-to-date company and industry information.

BIZ TRENDS FOR GOLD SUPPLIERS

It is only available for Gold Suppliers, a paid membership for suppliers on Alibaba.com.
It offers comprehensive ways to promote your products, maximizing product exposure and increasing ROI.

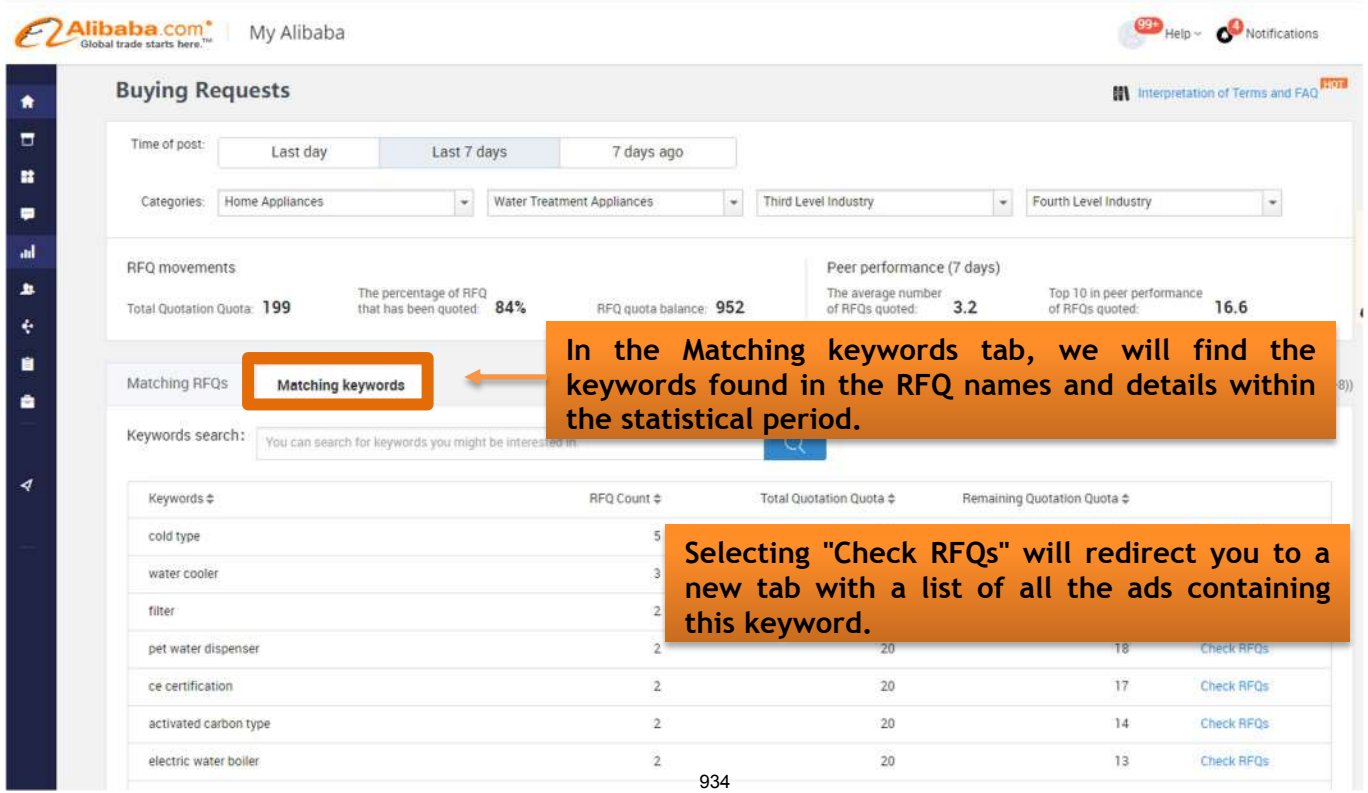


B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.



RECOMMENDED RFQS

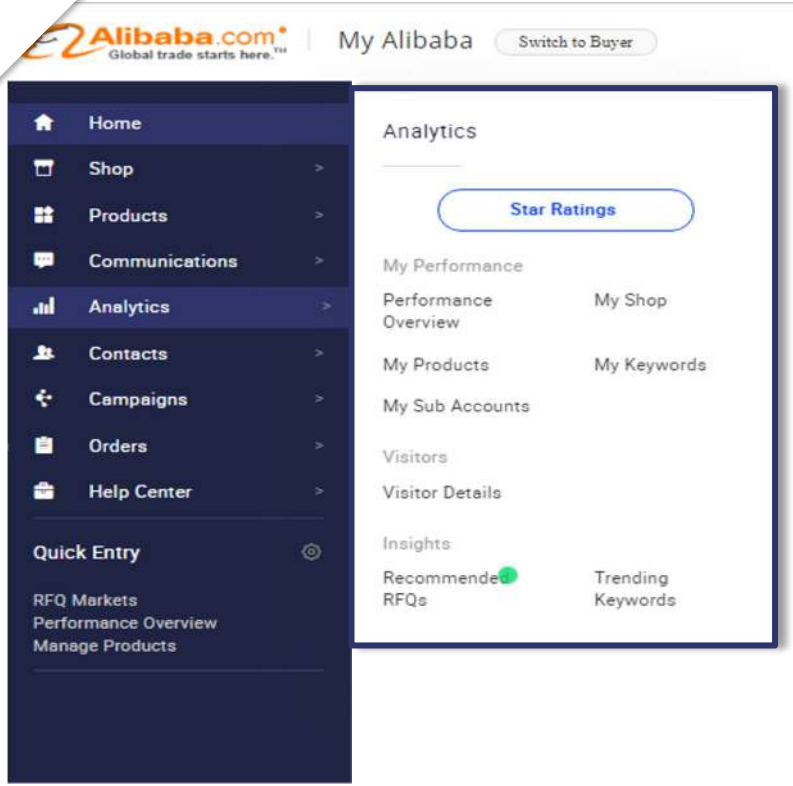
B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.



In the Matching keywords tab, we will find the keywords found in the RFQ names and details within the statistical period.

Selecting "Check RFQs" will redirect you to a new tab with a list of all the ads containing this keyword.

B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.

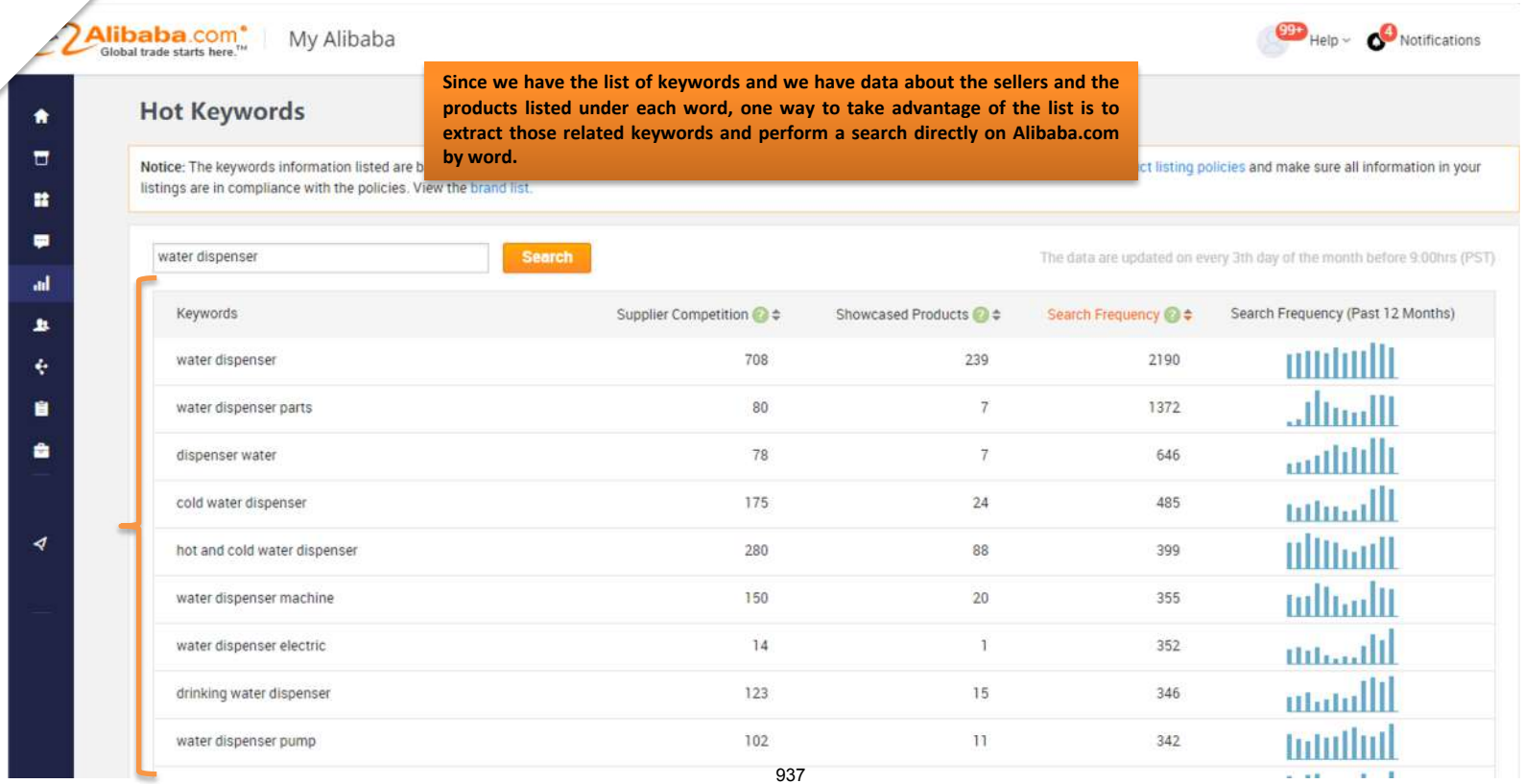


KEYWORD TRENDS

B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.

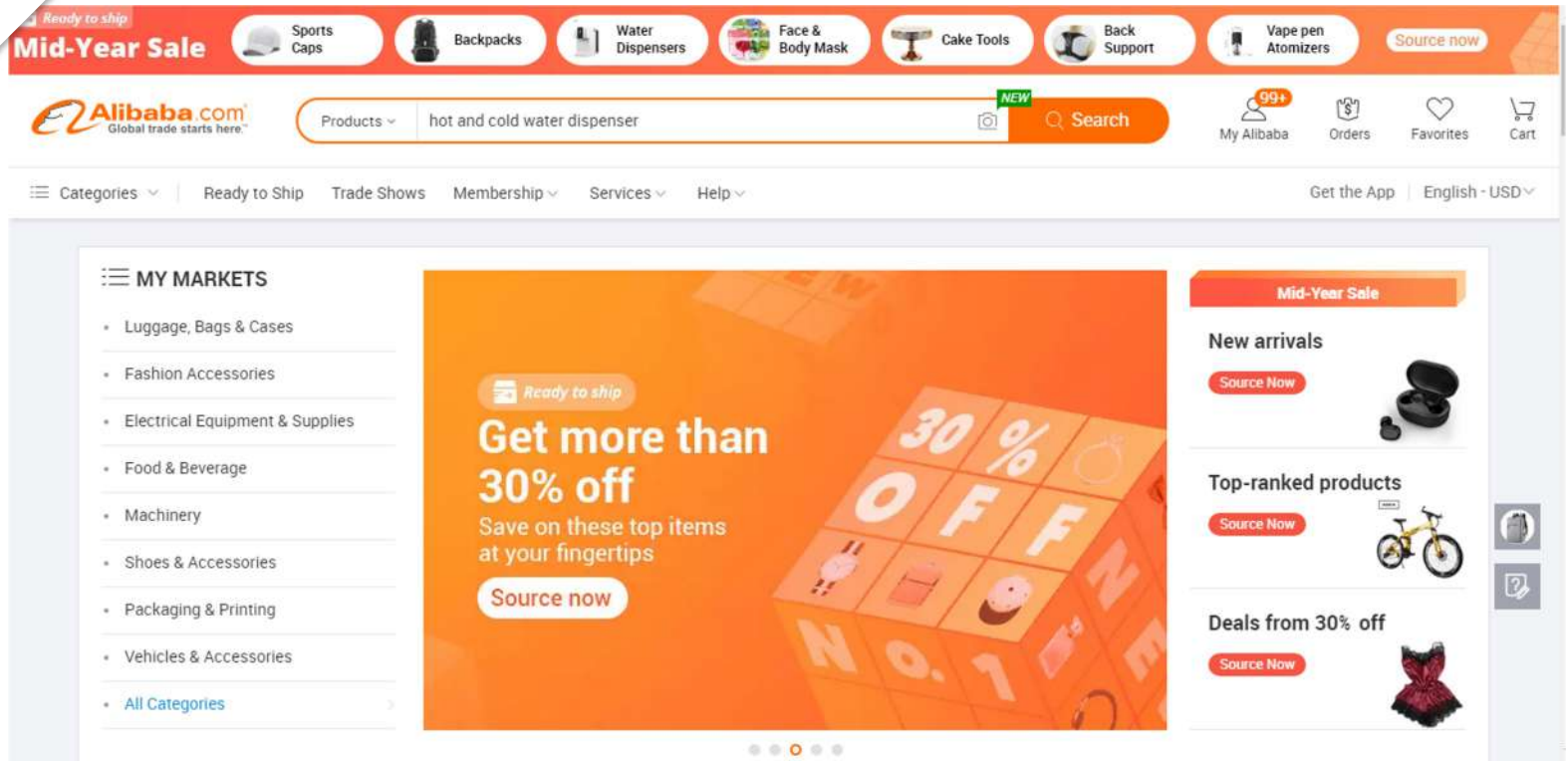
B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.

Since we have the list of keywords and we have data about the sellers and the products listed under each word, one way to take advantage of the list is to extract those related keywords and perform a search directly on Alibaba.com by word.



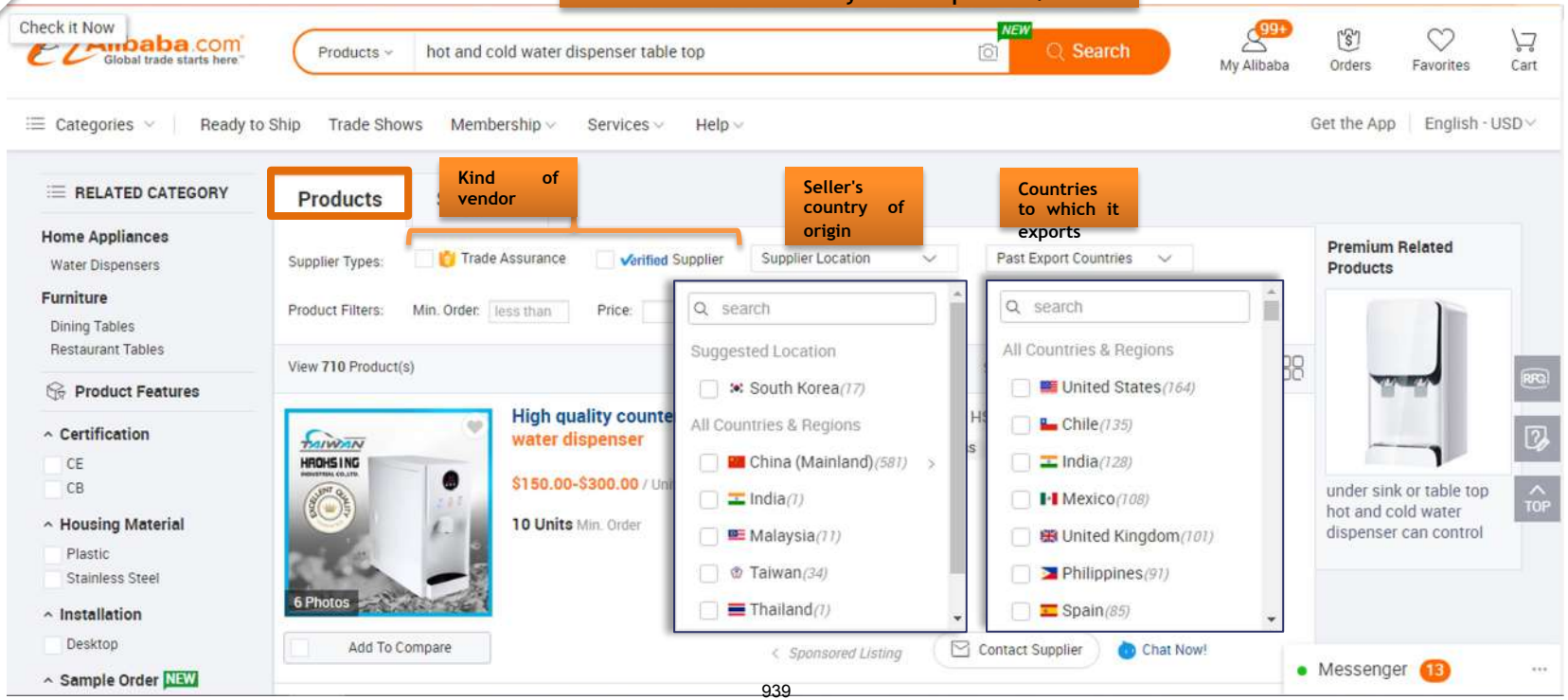
Keywords	Supplier Competition	Showcased Products	Search Frequency	Search Frequency (Past 12 Months)
water dispenser	708	239	2190	
water dispenser parts	80	7	1372	
dispenser water	78	7	646	
cold water dispenser	175	24	485	
hot and cold water dispenser	280	88	399	
water dispenser machine	150	20	355	
water dispenser electric	14	1	352	
drinking water dispenser	123	15	346	
water dispenser pump	102	11	342	

B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.



B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.

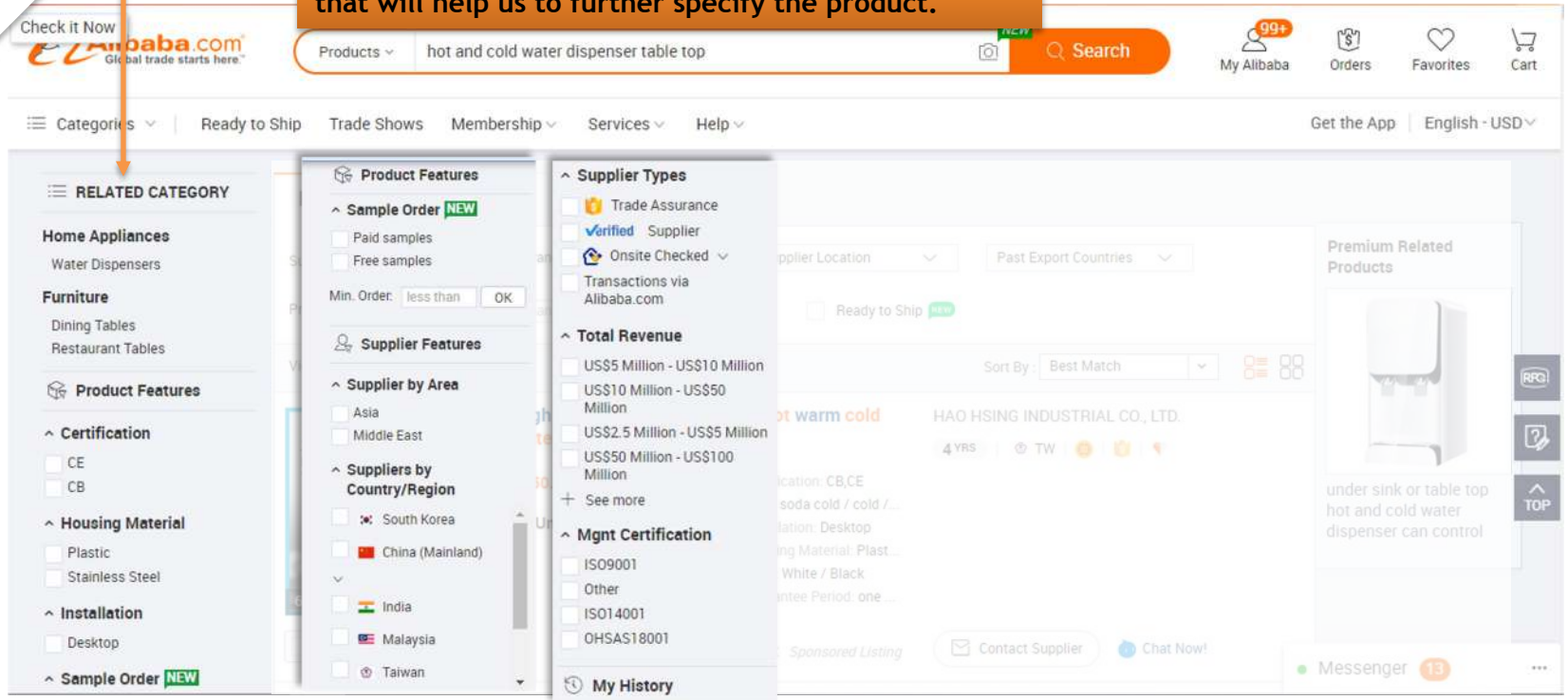
In the list of results, we will be able to apply a series of filters to identify our competitors.



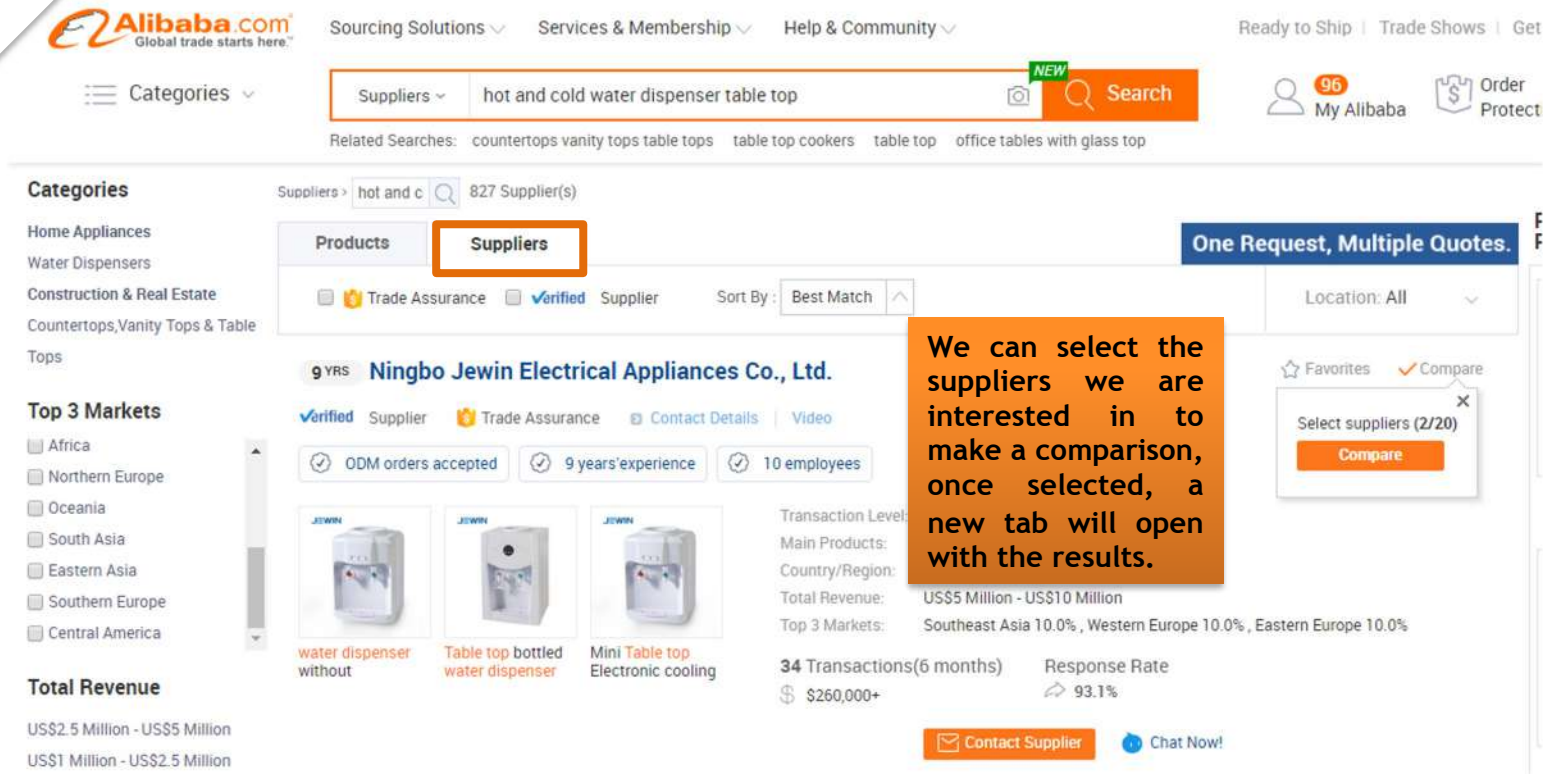
B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.

ecommercenews

In the left column, we can apply a series of filters that will help us to further specify the product.



B2B ANALYTICS: BIZ TRENDS, ALIBABA.COM'S TOOL.

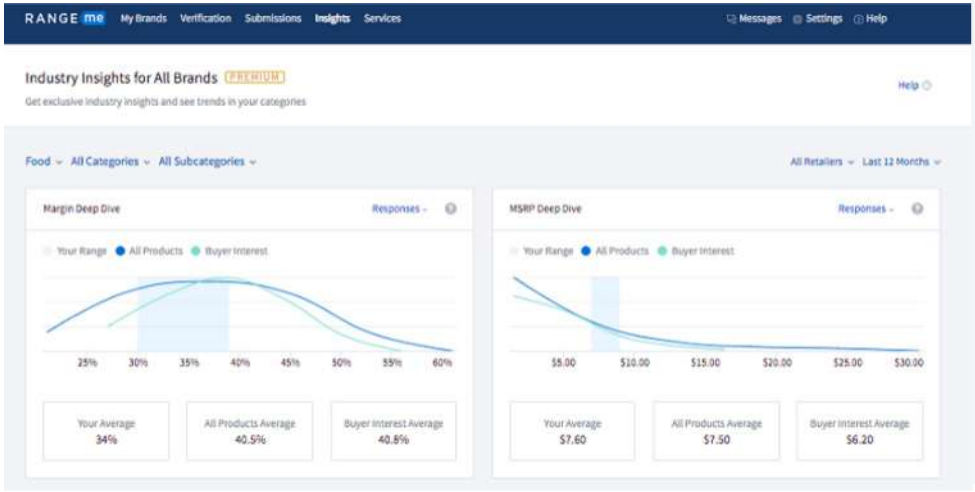


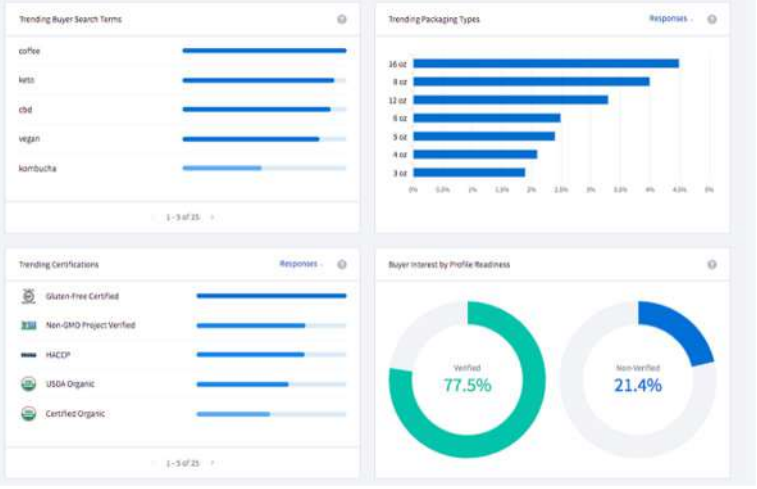
We can select the suppliers we are interested in to make a comparison, once selected, a new tab will open with the results.

OTHER ANALYTICS PLATFORMS IN THE MAIN B2B AND B2C MARKETPLACES: RANGE.ME, TRIDGE, ETC.

RANGE me

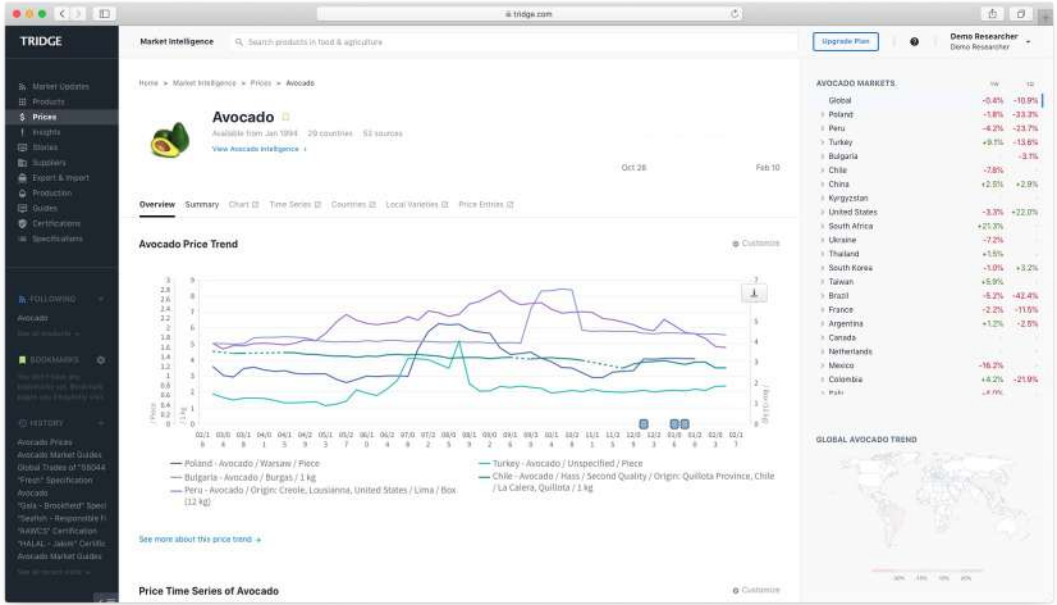
HOW RANGEME SHOWS INDUSTRY DATA TO ITS PREMIUM CUSTOMERS





OTHER ANALYTICS PLATFORMS IN THE MAIN B2B AND B2C MARKETPLACES: RANGE.ME, TRIDGE, ETC.

TRIDGE

TRIDGE PROVIDES A DATABASE TO ITS CUSTOMERS WITH:

- Real-time wholesale market prices
- Production volume
- Global production trend
- Production analysis by country
- List of suppliers in various industries