

**\$10,211,783** ↑ 64%  
Revenue

1



Matein Travel Lapt...

Brand:

ASIN:

Clicks: 336

Conversions: 43

Rate: 12.80%

2



Peet's Ground Coff...

Brand:

ASIN:

Clicks: 89

Conversions: 13

Rate: 14.61%

3



Cozy Throw Blan

Brand:

ASIN:

Clicks:

Conversions:

Rate:

**\$873,191** ↑ 11%  
Revenue

**\$245,008** ↑ 18%  
Revenue

Jungle Scout Cobalt

**Access the Most  
Actionable Data to Win  
on Amazon and Beyond**

# Learn why Jungle Scout Cobalt is the leading market intelligence and product insights platform to help your ecommerce business win on Amazon.

Cobalt allows you to dominate your segment and maximize your margins by unlocking your ability to:

1. Identify core and emerging competitors and learn what strategies they are employing.
2. See if your brand is gaining or losing market share and how you fare against competitors.
3. Get insight into the most current category trends so you can determine which products from your existing retail catalog should be launched on Amazon.
4. Discover high-converting keywords to optimize your keyword strategy and product listings to better compete on Amazon.
5. Explore long-term investment or acquisition opportunities and see which markets and products have the highest potential for revenue and growth.
6. Find unauthorized 3P sellers to protect your brand and keep an eye on 3P sellers that might be worth acquiring or investing in.
7. Access two years of historical data to see how a brand or category has evolved over time.

*"Cobalt has helped us understand category landscapes and market share structures about millions of products and brands on Amazon. Cobalt's data has been critical for assessing market opportunities and analyzing competitive intelligence."*



**Mario Volpe**  
Ecommerce Analyst



Trusted By

brooklinen



Heyday

## Why Cobalt?

Cobalt offers the best in everything your ecommerce business needs.



### Readily available data

Building a segment with Cobalt is fast, efficient, and self-serve, allowing you to customize segments to meet your business objectives. Easily create and update segments in seconds with data that is ready to use within 24 hours.

*Only Cobalt gives you access to critical segment data this quickly and allows you to build your own segments. With other solutions, you may wait days or even weeks for your data to be available and need to request that segments be built for you.*



### Product research tools

Instantly discover new opportunities and expand your product portfolio with data-driven product discovery tools. Cobalt will help you find profitable niches without the tedious manual research.

*Only Cobalt offers product research tools such as our Product Database and our Opportunity Finder for Amazon catalog expansion.*



### Data refresh rate

Cobalt data is frequently updated, leading to timely data on what is currently happening on Amazon. Quickly react to shifts and changes in trends instead of waiting around for a week or more to view new data.

*Other solutions only refresh their data on a weekly basis, forcing you to wait for the insights you need. Cobalt's more frequent data refreshes lead to near real-time data.*



### Segment customization

Cobalt provides dynamic segment customization with the ability to include and exclude keywords. This allows you to get more granular with your segment data so you have a more accurate picture of what is happening in a given category.

*You will not be able to get as granular with your data on other platforms due to limited customization options.*



### Keyword research

Find high-converting keywords, get insights into your competitors' keyword strategies, and discover the most valuable keywords to drive more traffic to your listings. Save your searches to easily track your competitors' keywords.

*Only Cobalt provides an all-in-one market research and optimization tool that enables you to see what shoppers are really searching for on Amazon and monitor your competitors' keyword strategies.*



### Listing alerts

Set customizable alerts in Cobalt to track listing changes so you can take action fast. These alerts will give you insight into what changed and how the changes impacted sales.

*Only Cobalt tracks changes to your and your competitors' listings.*



## Historical data

Explore two full years of comprehensive historical Amazon data with Cobalt. Historical data provides valuable category insights to help you better understand trends over time so you can make predictions on product demand fluctuations throughout the year.

*Other platforms offer limited historical data.*



## Dynamic & static data

Take advantage of Cobalt's dynamic and static dashboards. Dynamic dashboards automatically add ASINs that meet your search criteria to existing segments so they are always up to date. Static dashboards do not update your segments for times when you need to track a specific set of ASINs.

*Only Cobalt offers both dynamic and static data. Other platforms only offer static dashboards.*



## Customizable graphs

Choose from a variety of customization options when analyzing data, including graphs with detailed reporting and filtering for brands and segments. Cobalt offers brand and segment grouping tools for reporting so that all 3P data can be grouped together in a single line on a graph. This makes reports more accurate and easier to understand.

*Only Cobalt offers the flexibility to group 3P data together for reporting. Other platforms do not have as many customization options.*



## The industry's most accurate Amazon sales data

Time distinguishes Cobalt data from the competition. We have the longest track record of data collection in the industry as we were the first to market. Every second spent training our algorithms makes our data more accurate and effective in delivering actionable insights critical to your business decisions. We process nearly 2 billion data points every day directly from Amazon, and we continue to set the bar in big data innovation.

## Trust Cobalt to help your business

What Cobalt customers say



*"Cobalt is just a cost of doing business for us, we can't live without it!"*

**Arkady Gurevich**  
Chief Technology Officer



*"Jungle Scout Cobalt delivers a unique, innovative tool that we use regularly to improve our business processes on Amazon. Our team really loves the way this resource helps us improve our product listings."*

**Seth Troyer**  
Ecommerce Manager



*"Having a tool like Cobalt helps us to put context around a brand's growth, whereas we wouldn't have that understanding. It's not data that Amazon provides."*

**Sam Jennings**  
VP of Operations



*"The customer success team at Jungle Scout Cobalt is 2nd to none. They are proactive and super responsive to our needs."*

**Corey Heim**  
Head of Sales & Business Development



*"Cobalt has been an integral part of our growth and market share capture within the Amazon landscape. It has helped us identify competition to target as well as raised awareness for underserved sectors of our target market. Cobalt offered us many opportunities that we were able to capitalize on."*

**Kris Edson**  
Director of Product Management







*"As a small agency from the Nordics, we have been able to open up a completely new, and highly profitable, service offering with Jungle Scout Cobalt! Being able to provide our clients (stretching from investors to operators) with fast, easy and reliable insights this easy, does not only make us look good but also provides significant value in large and small business decisions."*

**Eric Schillström**  
Partner, Head of Growth Strategy

## About Jungle Scout

Jungle Scout is the leading all-in-one platform for selling on Amazon and beyond. Founded in 2015 as the first Amazon product research tool, Jungle Scout today features a full suite of best-in-class business management solutions and powerful market intelligence resources to help brands, agencies and investors manage their ecommerce businesses.

-  Supports \$40 billion in Amazon revenue
-  Serves more than 600,000 customers worldwide
-  Raised \$110 million in growth equity in 2021
-  Monitors nearly 2 billion data points daily
-  Supports up to 17 global marketplaces

**Recognized as the most trusted platform for selling on Amazon**

### Industry Leaders



Top E-Commerce  
Apps and Software



**2021**

Best Online  
Marketplace  
Optimization Tools



**Top 50**

Commerce Products

BEST SOFTWARE AWARDS  
**2022**

## Jungle Scout Cobalt

**Discover how Cobalt data can help your ecommerce business win the Amazon channel.**

**Speak with a Jungle Scout expert today!**

[Request a Demo](#)