

FINDING ACCOUNTS:

Super Targeting using SmartScout

This workflow walks you through the steps in performing Super Targeting using SmartScout. SmartScout is a powerful tool that helps you understand the marketplace and discover wholesale and private label opportunities.

Perform the 4-pt check using SmartScout Filter

1. Go to Products. This will display all the products listed on Amazon for your chosen marketplace.

| ASIN | Brand | Category | Rank | Variation Page | Parent ASIN | Amazon In-Stock Rate | Number of Sellers |
|------------|---------------------------------------|------------------------|--------|----------------|-------------|----------------------|-------------------|
| B08T28F6WH | res for Co... Tabs Chocolate | Grocery & Gourmet Food | 1,202 | ✓ | B0C2DFRM3W | 0.0% | 1 |
| B0CW4QS2Z4 | ount) East... Taboom | Grocery & Gourmet Food | 3,268 | | | 0.0% | 1 |
| B07VPWR7YY | F Whiskey ... Ritual Zero-Proof | Grocery & Gourmet Food | 5,843 | | | 23.0% | 2 |
| B0CW53KC36 | s - Surpris... Yumzo | Grocery & Gourmet Food | 2,268 | ✓ | B0CW56HKW8 | 0.0% | 1 |
| B0C8SRWF7W | Candy - Sta... Doomi | Grocery & Gourmet Food | 4,805 | | | 0.0% | 1 |
| B0C8SP7KSR | r Mule 0.0... Generic | Grocery & Gourmet Food | 1,194 | | | 0.0% | 1 |
| B0C79L9D6K | r Eggs Can... Tundras | Grocery & Gourmet Food | 4,587 | | | 0.0% | 1 |
| B0D1LGNQWD | ocolate bun... munchbox | Grocery & Gourmet Food | 7,583 | ✓ | B0D1LVX88H | 0.0% | 1 |
| B0CV65MH1M | Eggs Milk ... Yumzo | Grocery & Gourmet Food | 4,193 | ✓ | B0CVR156QL | 0.0% | 1 |
| B0C7DNZ1V8 | nes - Variet... FLINGS | Grocery & Gourmet Food | 8,403 | ✓ | B0C91VYL6 | 0.0% | 1 |
| B0C4PX9ZQ2 | SHROOM ... Generic | Grocery & Gourmet Food | 29,827 | | | 0.0% | 1 |
| B0C5FLSVSC | en* Ramen... immi | Grocery & Gourmet Food | 12,952 | | | 0.0% | 1 |
| B0885P2WVQ | al English ... | Grocery & Gourmet Food | 15,621 | | | 0.0% | 4 |
| B08V4XSRYS | ndy - The ... Silky Gem Crystal Candy | Grocery & Gourmet Food | 10,677 | | | 0.0% | 1 |
| B0D1LPV88R | ocolate bun... munchbox | Grocery & Gourmet Food | 7,583 | ✓ | B0D1LVX88H | 0.0% | 1 |
| B08MQVCYSW | r 74 Non... Spiritless | Grocery & Gourmet Food | 5,677 | ✓ | B0CTVXL5VX | 0.0% | 1 |
| B0CTDS399D | rainbow - ... CHAIN & JO SWEETS | Grocery & Gourmet Food | 2,475 | ✓ | B0CTDFLCT8 | 0.0% | 1 |
| B0CW55LG79 | s - Large P... Yumzo | Grocery & Gourmet Food | 2,268 | ✓ | B0CW56HKW8 | 0.0% | 3 |
| B0CTS0MT3G | Egg - Low... Generic | Grocery & Gourmet Food | 11,110 | | | 0.0% | 1 |

2. Click on the column headers to set the following filters:

- Filter by **Buy Box Price** – Minimum of \$20
- Filter by **Buy Box Equity** – Minimum of 20 units
- Filter by **Amazon In Stock Rate** – Maximum of 15% (recommended value in order to filter out products that are predominantly sold by Amazon)
- Filter by **Number of Sellers** – Minimum of 2 sellers


Enter ASINs Filters

Products

| ASIN | Brand | Category | Rank | Variation Page | Parent ASIN | Amazon In-Stock Rate | Number of Sellers | Out of Stock | Estimated Monthly Units Sold | Buy Box Price |
|------------|-------------------|------------------------|-------|----------------|-------------|----------------------|-------------------|--------------|------------------------------|---------------|
| B0BT28F6WH | Tabs Chocolate | Grocery & Gourmet Food | 1,202 | ✓ | B0C2DFRM3W | 0.0% | 1 | | 5,774 | \$34.49 |
| B0CW4QS2Z4 | Taboom | Grocery & Gourmet Food | 3,268 | | | 0.0% | 1 | | 2,807 | \$31.96 |
| B07VPWR7YY | Ritual Zero-Proof | Grocery & Gourmet Food | 5,843 | | | 23.0% | 2 | | 1,608 | \$31.51 |
| B0CWS3KC36 | Yumzo | Grocery & Gourmet Food | 2,268 | ✓ | B0CW56HKW8 | 0.0% | 1 | | 1,262 | \$39.10 |
| B0CBSRW7W | Doomi | Grocery & Gourmet Food | 4,805 | | | 0.0% | 1 | | 1,880 | \$25.99 |
| B0CBSP7KSR | Generic | Grocery & Gourmet Food | 1,194 | | | 0.0% | 1 | | 6,183 | \$7.85 |
| B0C79L9D6K | Tundras | Grocery & Gourmet Food | 4,587 | | | 0.0% | 1 | | 2,012 | \$15.99 |

3. You may choose to **Save** the filter.

Filters

Saved Filters: The Wholesale Formul... 

ASIN(s)

Category: Select category

Rank: min to max

Amazon In Stock Rate: 0 to 15

Number of Sellers: 2 to max

Variation Page: -

Monthly Revenue Estimate: min to max

Review Count: min to max





Review Rating: min to max

Number of FBA Sellers: min to max

BuyBox Price: 20 to max

Out of Stock: min to max

Clear Search

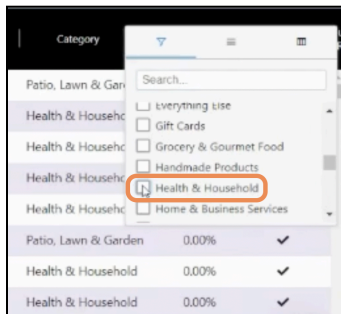
 Save
 Save As New
 Delete
 Reset



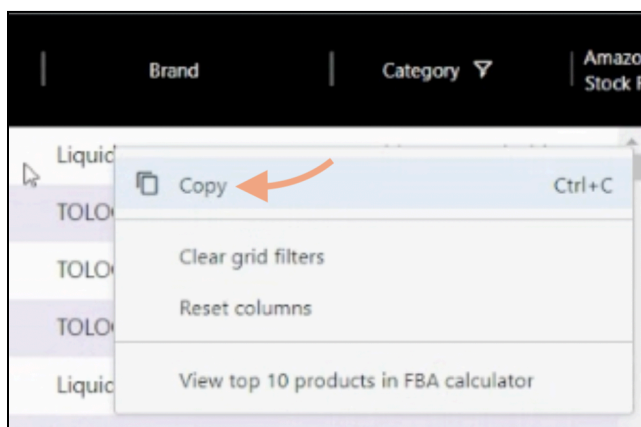
Select a Brand to Research

- Sort the products in descending order of monthly revenue by clicking on the **Monthly Revenue Estimate** column header until the arrow is downward ↴.
- There are many ways to cut into the results. One good way is picking a category. Just click on the **Category** column header and select the categories of the products you want to see.

In this example, *Health & Household* will be selected.

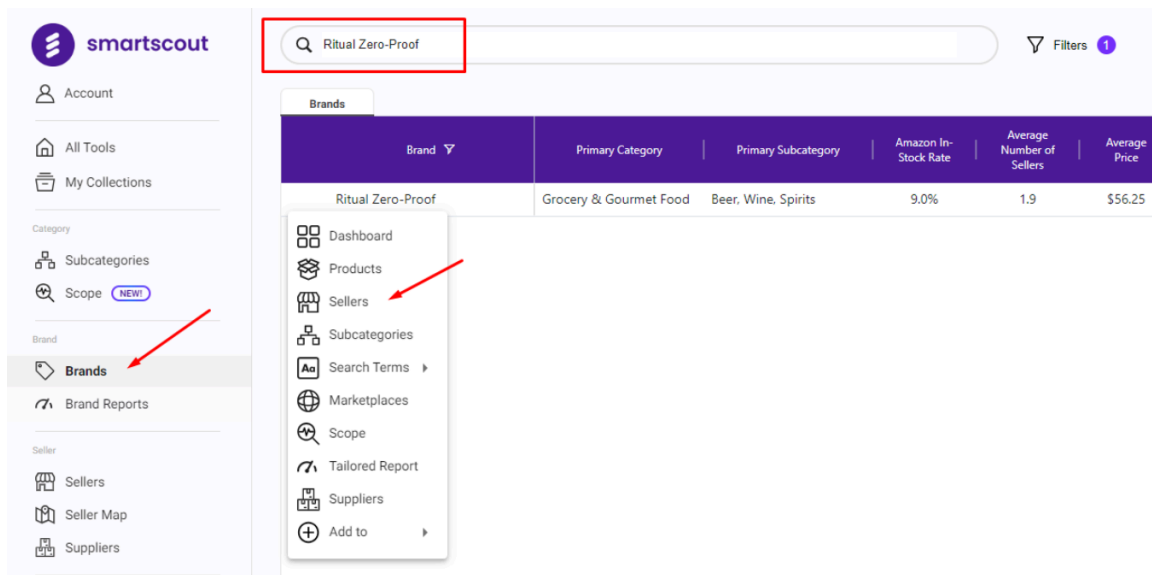


- Pick a product, go to the **Brand** column, right-click on the brand name, and then hit **Copy**.



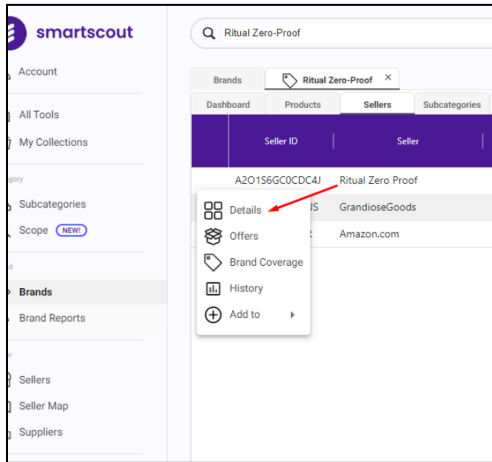
Pick a Seller to Super Target

7. Go to **Brands**, paste the brand name on the **Brand** field, and hit **Search**. Click on the magnifying glass icon beside the brand name and select **Sellers** as you will see below:



The screenshot shows the SmartScout interface. On the left is a navigation sidebar with categories like Account, All Tools, My Collections, Category, Subcategories, Scope (NEW), Brand, and Seller. The 'Brands' option is highlighted with a red arrow. The main content area has a search bar containing 'Ritual Zero-Proof' (highlighted with a red box) and a 'Filters' button. Below the search bar is a table with columns: Brand, Primary Category, Primary Subcategory, Amazon In-Stock Rate, Average Number of Sellers, and Average Price. The first row shows 'Ritual Zero-Proof' with a primary category of 'Grocery & Gourmet Food' and a primary subcategory of 'Beer, Wine, Spirits'. A dropdown menu is open below the 'Brand' column, listing options: Dashboard, Products, Sellers (highlighted with a red arrow), Subcategories, Search Terms, Marketplaces, Scope, Tailored Report, Suppliers, and Add to.

8. You will be taken to the **Sellers** tab and you will notice that the **Revenue Estimate on the Brand** column is already sorted in descending order. From the information here, you will be able to see which sellers would be good to emulate. Select a **Seller** to super target by clicking on the magnifying glass icon beside the **Seller ID** and selecting **Details** as you will see below:



- Go to the **Products** tab to view all the products carried by the seller. Run the 4-pt check (refer to steps 1 and 2), and export your filtered results to Excel.

| | ASIN | Title | Brand | Category | Rank | Variation Page | Parent ASIN | Amazon In-Stock Rate | Number of Sellers | Out of Stock | Estimated Monthly Un Sold |
|--|------------|---------------------------------|-------------------|------------------------|---------|----------------|-------------|----------------------|-------------------|--------------|---------------------------|
| | B0866DCX32 | RITUAL ZERO PROOF Tequila AL... | Ritual Zero-Proof | Grocery & Gourmet Food | 2,770 | | | 17.2% | 4 | | 3,108 |
| | B07VPWR7YY | RITUAL ZERO PROOF Whiskey ... | Ritual Zero-Proof | Grocery & Gourmet Food | 5,843 | | | 23.0% | 2 | | 1,608 |
| | B07VR1SL5W | RITUAL ZERO PROOF Gin Alter... | Ritual Zero-Proof | Grocery & Gourmet Food | 5,970 | | | 35.8% | 4 | | 1,585 |
| | B08QB3C853 | RITUAL ZERO PROOF Rum Alte... | Ritual Zero-Proof | Grocery & Gourmet Food | 7,996 | | | 2.1% | 2 | | 1,213 |
| | B08QTP798K | RITUAL ZERO PROOF Aperitif A... | Ritual Zero-Proof | Grocery & Gourmet Food | 12,253 | | | 0.0% | 1 | | 738 |
| | B0CSFMT92B | RITUAL ZERO PROOF Tequila, ... | Ritual Zero-Proof | Grocery & Gourmet Food | 202,328 | | | 0.0% | 1 | | 6 |
| | B0C5P3Q53K | RITUAL ZERO PROOF Whiskey ... | Ritual Zero-Proof | Grocery & Gourmet Food | 186,360 | | | 0.0% | 1 | | 12 |
| | B0C5P695B5 | RITUAL ZERO PROOF Tequila &... | Ritual Zero-Proof | Grocery & Gourmet Food | 242,300 | | | 0.0% | 1 | | 4 |
| | B0C5NT5LTB | RITUAL ZERO PROOF Gin & Ap... | Ritual Zero-Proof | Grocery & Gourmet Food | 255,516 | | | 0.0% | 1 | | 3 |