

AMAZON-如何分析竞争对手 Listing

首先，查看竞争对手的 Listing 页面基本信息。

Electronics > Camera & Photo > Video Surveillance > Surveillance Cameras > Bullet Cameras

Wyze Cam Outdoor Starter Bundle (Base Station and 1 Cam), 1080p HD Indoor/Outdoor Wire-Free Smart Home Camera with Night Vision, 2-Way Audio, Works with Alexa & Google Assistant, White with Camo Skin

Visit the WYZE Store

★★★★★ 33,858 ratings 1000+ answered questions

Amazon's Choice in Bullet Surveillance Cameras by WYZE

\$69⁹⁸

& FREE Returns

Pay \$11.66/month for 6 months, interest-free upon approval for the Amazon Rewards Visa Card

Style: 1 Camera Kit

1 Camera Kit 1 Camera Kit + CA... 2 Camera Kit 3 Camera Kit 4 Camera Kit Add-On Camera

Roll over image to zoom in

6 VIDEO

Deliver to Los Angeles 90001

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon.com

Sold by Amazon.com

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt

Support: Free Amazon product support included

prime

1、是否 FBA

看一个产品是否有做 FBA，可直接看下前端界面是否有 ship from Amazon。卖家如果有做 FBA，在给买家提供优质购物体验的同时，也可以获得平台的流量扶持。

如果同一个关键词的同一个搜索结果列表，大部分 listing 都是走 FBA，也从侧面证明了，这个产品已经相对成熟，而且某个程度上也证明了它有稳定的需求量。对大部分产品而言，FBA 已经是必备的条件了。


2、亚马逊的库存数量 In Stock 情况

有些卖家刚开发的新产品，由于测试阶段发 FBA 时可能只会发几个到十几个，在 In Stock 位置会显示 Only X left in stock，不过也有正常产品刚好接近卖完的状态，这个需要结合其他 metrics 来判断。



Orthofeet Proven Plantar Fasciitis, Foot and Heel Pain Relief. Extended Widths. Orthopedic... \$15 off coupon ★★★★☆ 161 \$139.95

Clothing, Shoes & Jewelry › Women › Shoes › Athletic › Running › Road Running Sponsored




Visit the Brooks Store
Brooks Levitate 5 Women's Neutral Running Shoe
★★★★☆ 196 ratings

List Price: \$150.00 Details
Price: **\$138.00**
You Save: \$12.00 (8%)

Available at a lower price from other sellers that may not offer free Prime shipping.

Fit: True to size. Order usual size. >

Color: Grey/Oyster/Blackened Pearl



Roll over image to zoom in

\$138.00
\$9.50 delivery **May 11 - 12.**
Details

Deliver to Los Angeles 90001

Only 3 left in stock - order soon.

Qty: 1 ▾

Add to Cart

Buy Now

Secure transaction

Ships from 101Retrokicks
Sold by 101Retrokicks

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt ▾

Choose your shipping options

Continue

Shipment 1 of 1

Shipping from Amazon.com [\(Learn more\)](#)

Shipping to: bruce, 218 BOYD ST STE D, LOS ANGELES, CA, 90013-2386 United States

adidas Women's AEROREADY Sereno Cut 3-Stripes Slim Tapered Tracksuit Bottoms, Black/Grey/White, X-Small

\$45.00 - Quantity: 91

Sold by: Amazon.com Services LLC

[Change quantities or delete](#)

Choose a delivery option:

Good news bruce, we're giving you a 30-day FREE trial of Prime

FREE Prime Delivery with a free trial of [amazon prime](#)

5-6 business days once shipped

Continue

如果想要了解产品的库存数量，可以输入一个较大的购买数量值，亚马逊会提供一个精确的库存值。

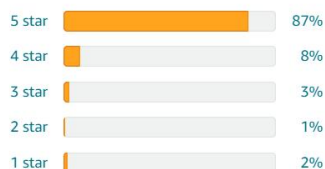
3、Review 质量与数量

关注几个重要时间点: Listing 上线时间(需要根据软件预估)、Review 数量、星级分数。

最重要的是星级分数，我比较认为 4.3 是个合理数字，理想线是 4.6~4.9 分。分数对 Listing 评分的影响主要在于一二星的占比，一二星加起来最好不要低于 10% 才比较健康。

★★★★☆ 4.8 out of 5

56,667 global ratings



如果发现同个类型产品，好几个 Listing 的一二星比例太大，这个产品质量很可能有问题，可以开始考虑重新开发。针对自己的产品，可以夺取竞争对手的同类产品仔细琢磨。

4、Answered Questions 功能

通常来说，功能性较强的产品，可能会有很多买家提出问题，而设计型的产品相对会比较少。问题提得越多，有以下几种情况：

listing 页面本身描述做得不够仔细

产品本身比较复杂

很多潜在顾客喜欢这个产品

而且，vote 的数字越多，说明此问题的重要性。

Customer questions & answers

Question: Are these real hey dude shoes?
Answer: Yes they are! Good quality. I ordered these from Amazon because on the Hey Dude website they did not have the color available that I wanted.
By Aimee Block on October 13, 2020
[See more answers \(4\)](#)

Question: Is this more of a green or tan? I know it says sage, but the chambray pattern makes it look more tan with hints of sage.
Answer: It is more green
By Kristen on March 3, 2020

Question: How do these fit? Can I size down?
Answer: I normally wear a size 7,5 but they do not have half sizes so I ordered size 7 and they fit perfect !!!
Very comfy !!
By Karina on March 23, 2021

Question: I tried on a youth size 5 at the store. Which size would i need to order?
Answer: 5
By Sabrina Morphis on May 25, 2021
[See more answers \(1\)](#)

[See more answered questions \(322\)](#)

5、Amazon Best Sellers Rank 销量排行榜

反应一个产品销售的情况，一般每几小时更新一次。如果要研究某个 Listing，最好是持续几天同个时间段记录此数字。一般来讲，大类目 5000 名以内算是销量情况比较不错的产品。

Product details

Is Discontinued By Manufacturer : No

Product Dimensions : 10 x 15 x 6 inches; 2 Pounds

Item model number : CH3625

Department : Womens

Date First Available : August 27, 2013

Manufacturer : Aravon

ASIN : B07CFYL4XK

Best Sellers Rank: #3 in Clothing, Shoes & Jewelry (See Top 100 in Clothing, Shoes & Jewelry)
#1 in Women's Loafers & Slip-Ons

Customer Reviews: ★★★★★ 56,667 ratings

大类的 BSR 的算法错综复杂，某大类目下每个产品的排名的竞争，不但跟所处最小类目的产品竞争，还会跟其它不同子类目的产品进行竞争。要获得更高的排名，在销量方面必须打败同个大类目下的直接竞争产品(同个子类目)和间接竞争产品(不同子类目以及子类目的子类目下的产品)。销售数量影响了排名，但排名决定曝光和转化。在研究竞争对手或开发新品时，这个数字是一个很重要的目很有价值的参考指标。

