



## Super Targeting

The purpose of this video is to show you who to target with competitor tracking. Now that you know how to track competitors, you must now determine which competitors you should be tracking and why. We call this Super Targeting. This is tracking the competitors who carry products most beneficial to you.

Before we delve deep into Super Targeting, a quick recap. You can find a seller's marketplace ID in the URL in the storefront. Seller's may change their name. However, they cannot change their marketplace ID, as this is assigned directly from Amazon. Track these in a spreadsheet as shown in the previous video.

### Benefits of Competitor Tracking

In our business, Competitor Tracking has become the primary method for manual sourcing that we utilize. As our company grew, we had multiple full-time people sourcing. This allowed us to strategically compare our various sourcing methods.

When comparing the competitor tracking method, we identified two integral benefits: the number of products that we found was higher and our new account acceptance rate was also higher; meaning we were more likely to be approved by the manufacturer. This is important, especially as you are growing. You need to optimize your time to get the best return for your company. We fully believe that competitor tracking does this.

Our current model is to utilize leaf sourcing with the goal of finding quality competitors to track, as opposed to simply looking for products only. So, now when we find a great product, if the competitor meets our criteria, it usually means finding a plethora of great products. This allows for an exponential return on your time. We aren't trading time to find products 1-1 anymore, instead, this method allows us to find a bevy of products that a select competitor may carry.

So, you'll use leaf sourcing to find quality products. Then, once you find a product that meets our criteria, you'll then apply the super tracking criteria I'm about to explain to see if that competitor is worth tracking.

Doing so will allow you to find competitors more likely to yield quality leads, as well as find more accounts that will accept you as a potential Amazon seller.

The competitor tracking video walks you through the basic. However, as always, this course is an ever-evolving model based on our business. Since that video was written, we have developed Super Targeting for finding the best competitors to track based on our recent findings.

What we noticed when we were tracking larger competitors is that a good portion of their inventory simply didn't have the margin, and many of those companies had pseudo exclusives with too many brands. Now, this doesn't mean that you should avoid products carried by larger sellers. We carry a lot of the same products as these guys because the margins are there. A perfect example is etailz, the largest FBA seller. We carry quite a few of the same products as those guys.

What I am saying is that we had more successful leads when we started targeting sellers like us and here's why: They need their inventory to perform better to continue to grow. Whereas growth may be slower in the larger sellers. Also, larger sellers usually run much more lean, which allows them to operate on even thinner margins. But again, I want to repeat, don't let this deter you from tracking the larger competitors, just expect less leads when compared to smaller sellers.

I know what you're thinking. Exactly what size competitors should we be targeting?

### **Super Targeting**

We are specifically interested in sellers who have 200 - 800 feedback in the past 30 days.

This identifies sellers who are using the wholesale model. Their monthly sales are going to generally be in the range of \$200K - \$600K. Even very large RA sellers rarely get to 200 feedback per month, so we are able to avoid inventory where the seller is simply taking advantage of market gaps, while the cap of 800 keeps us out of dealing with mega sellers.

What we found is that these leads were not only more profitable, the companies we found from them had better acceptance rates.

### **Final Thoughts**

You should find ways to utilize super targeting in your model, as it is the most profitable form of manual sourcing possible. You are getting live leads from competitors who sell similar products, in the same range, that you sell. These products will often have higher acceptance rates, and be the most profitable products that you will find.