

THE WHOLESOME FORMULA

Module 3 – Jungle Scout Filtering

Hey, welcome back. So far in this module, you've learned how to perform Amazon Filtering in conjunction with leaf sourcing to find a ton of awesome leads. In this video, I'm going to show you how to take your scouting to the next level by making it a much faster process by using the Jungle Scout extension.

When we initially started using the Jungle Scout extension in our business, we used it solely to view the estimated sales volumes of products we were scouting. However, after using the app, we found an awesome application that has yielded amazing results. Let's begin.

If you still haven't installed the Jungle Scout Pro chrome extension, we recommend you do so now. This extension has made our scouting so much more efficient. By using Jungle Scout Pro, scouting now takes a fraction of the time it used to take us.

So, what makes jungle scout pro more awesome than it already is? This little button right here... "Extract Next Page."

Let me show you the power of this feature. Let's say we are doing Amazon Filtering. We'll use the same example as before, dog treats. So, I've niched down to view all dog treats priced between \$25 to \$50 including out of stock items. As you can see there are over 5,000 results. At 24 results per page, that's a lot of pages to click through. Previously, using leaf sourcing, we would have had to scroll through each one of these pages, manually looking at each item. But now, we can use JS to make this much easier.

We open up the JS extension, and it does its thing. It's extracting all of the products on this page, which is currently page one. What we can do now is press "extract next page." When we do this, JS extracts the next page of products within the extension. So, it just extracted products 25 through 48 from page two. If we hit "extract next page" again, it will extract the products on the third page. We can keep clicking until we've extracted all of the products if we wanted. Generally, we recommend extracting a minimum of 8 to 10 pages at a time. Pretty cool, right?

So, what now?

Now, we can filter our results, and it's super easy.

The first thing you'll want to do is make sure you have the right columns displayed. We just click "options," and then make sure you have the following criteria checked:

Brand, Price, Category, Rank, Estimated Sales, Estimated Revenue, BB Seller, # of Sellers, and Net

After you've got that taken care of, we close that window. Then, all we do is click here where it says "filter." There are all kinds of options here, but let me show you the ones we use. We've already filtered these products using Amazon filtering so that we're currently viewing products ranging from \$25 to \$50, but we could now narrow that price range down even further. Let's view products \$30 to \$40. The next thing we do is uncheck this box. This will now filter out all items for which Amazon currently holds the Buy Box. So, let's press filter and see what happens. JS has filtered all those extracted products so that we are now only seeing products where Amazon does not have the buy box and the price is between 30 and \$40.

Now, we can also sort the results by column by clicking on the column header. We typically prefer to sort them by Estimated Sales. They're already sorted by Estimated Sales so that's good. Now, we can go through and open the ones with good numbers in a new window. We're looking for products with more than 2 sellers, that have decent ranks and the estimated sales we like to see. It should be noted that the number of sellers is total sellers, not competitive sellers. This means we avoid products that have 1 to 2 sellers, as they are usually private label products. Also notice we can view the Keepa graph for each one so we can check for Amazon as a previous seller. So, we would simply open up ones that look promising in a new tab for further evaluation.

Each prospect gets added to our contact sheet. Remember, you can also use each one of these potential leads to leaf source from. The best part? This is just one way to use Jungle Scout to acquire a massive amount of leads.

We can also use it to find leads based on search terms. For example, let's say we search "large dog bed." We can then use Jungle Scout to filter the pages of results from those search terms. So, let's do that. I'll extract a few pages of results and then I'll filter them. Let's only view FBA and merchant fulfilled products with a price range starting at \$20. Then let's sort them by estimated sales. Easy, right? This allows us to look at very specific niches and analyze the products available in them.

Another great way to use it is to extract an individual seller's inventory. Let me show you how to do that. Let's say we've found an awesome product that passes our 4-point check. We first want to view the sellers of this product. We would then look at each seller. We can click the seller's name here... and then view their storefront by clicking here. Then, we can use Jungle Scout to extract their entire inventory. We will go over the benefits of this in our Super Targeting video, but you're now ready to fully utilize the power of the Jungle Scout extension.

With all the filtering options, you can see how it's very easy to find quality leads quickly and easily. This method has made our scouting so much more efficient, and it's one of the many reasons Jungle Scout is so invaluable to our business. That wraps it up for Jungle Scout filtering. Thanks for watching and I'll see you soon.