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Intro

IO Scout includes three main tools for product and niche analysis:
  • Product database (Find icon in the menu)
  • Product tracker (Bookmarks icon in the menu)
  • IO Scout Chrome Extension (Widget in the menu)

Product database

Click on “Find” on the left hand side of IO Scout web app to open Product finder.
Product finder is designed for searching for best-selling products and niches to enter. In order to find products to match your requirements, use Filters tab in the upper part of the “Find” section.

Filtering by Category

Filtering by Category provides you with the possibility to narrow down product results according to the chosen categories on Amazon.

Filtering by Category you can:

- Choose the categories you are interested in
- Leave all checkboxes unticked to see the results in all Categories
- Choose all categories except the ones you want to avoid

Tip for beginners. You may want to avoid categories with complicated products, such as:

- Appliances
- Automotive
Filtering by Price

Use "Price" filter to narrow down the results and look for products in an acceptable price range for you.

Tips for beginners.

- Products that cost less than $20 are usually low-margin products
- Products that cost a lot are likely to require larger initial investments

Rating analysis

Use rating to find:

- Products that you can improve to have a competitive advantage
- Products that are of good quality, which give you insights on what people like
Filtering by Reviews
Narrow down the number of "Reviews" to find products that you can compete with.

To have comparable sales per month, you would need to get approximately the same number of reviews.

Filtering by Weight
If you understand what FBA fees you are expecting, or you have a favorite freight company and their pricing depends on weight, use filtering by weight to narrow down your search results.

Otherwise, you can leave it blank for the further research.
Filtering by Revenue

"Revenue" filter can be used to find products that correlate with your investment capacity.

For example, if you have $1,000 for initial product purchase, search for products that generate at least $3,000 so you could have some margin, money for fees, taxes, marketing etc.

Filtering by Sales

If you want to start from the other side, you can find products that make particular sales amount per month.

Such an approach is useful for stock planning and may also help you with calculating your initial investment capacity.
Filtering by Sellers

Use filtering by Sellers for evaluating competition or safety for entering with additional offers.

This filter may help you find products with low competition; low or high presence of OA and Dropshipping sellers.

Search title or ASIN

Use this filter to find and analyse niches, competition, revenue, reviews and other niche parameters.

Alternatively, you can use it to find particular products by ASIN or its title.
Exclude keywords

Use this field to exclude some products from the results page.

For example, if you search for "guitar" you may want to exclude "stand", or "mic" from the results to find products, which match your precise criteria.

Filtering by brand

Check out some particular Brand product line to look after competitors, or check out what to order from your supplier.
Filtering by tier

Use filtering by tier to choose from products with less delivery difficulties, cost and fees, but higher competition (**Standard tier**) or more complex products with lower competition (**Oversized tier**).

Filtering by delivery type

Look for products that are fulfilled by merchants (**FBM**) to improve on that or for the products that are fulfilled by Amazon (**FBA**).

Products that are sold by Amazon are in a separate group so you could filter them out to avoid tough competition right away.
Advanced filters

With handy advanced filters you can quickly:
- find products that have no BuyBox seller
- find products that are out of stock
- hide variations to ease up the analysis by choosing “Unique products” filter

First available

IO Scout offers the possibility to find new products or well-established ones using the “first available” filter.

If there is a brand new product with lots of sales, you may consider entering the market.

Alternatively, find products with stable sales, ensuring solid future for your new product.
Save filters

After you apply the required filters, feel free to save them and load them the next time you use IO Scout in order to avoid filling them in over and over again. When saving your applied filters, you can name the filter set in order to instantly find it the next time.

To open the filters you saved, click on “Load saved filters”.

To reset the filters, click on “Reset filter”.

Data about the products

Under the filters area, you can easily spot the results table with all data you need.

To the left you can find basic product information:

- Picture (try hovering over it to see it enlarged)
- Title
- ASIN
To the right, you can check out important metrics of the product, such as:

- current price
- number of reviews
- sales per month
- revenue per month etc.

When you find an interesting product - bookmark it using bookmark icon. This product will be added to your custom-made product group or to the default product group.

This will allow you to check product’s historical data and get back to it at any time in "Bookmarks" section.

**Niche analysis**

IO Scout provides you with the possibility to perform niche analysis. With it, you can check out opportunity and competition at a glance and decide whether you want to dig deeper into the niche, or not.

Niche analysis comprises of multiple metrics:

- Average price per product in the niche
- Total revenue per month
- Total sales per month
- Average product rank in the niche
- Average number of reviews
- Total number of reviews
- Average product rating in the niche

If you notice an unwanted product that you would like to exclude from the niche summary calculation - click on the cross icon to get it excluded from the results. It will no longer be displayed on the screen and the niche results will be automatically recalculated.

Export

IO Scout provides you with the possibility to export up to 20,000 products for additional processing, sharing with researchers, suppliers, or teammates. To export the search results, click on the “Export” button in order to export them into .XLS format.
Product Bookmarks

The "Bookmarks" section allows you to come back to the products you saved and analyze custom-made product groups.

To save a product to the bookmarks, bookmark it with the bookmark icon from the product search results or from the IO Scout Chrome Extension. The bookmarked product will be added to your custom-made product group or to the default product group.

Product information

You may want to analyze TOP-5, or TOP-10 offers separately from unsuccessful products. To do so, add the products of interest to the bookmarks and create a separate list for them.
Quick tip: hold "Control" button ("Command" for Mac OS) on your keyboard to bookmark multiple products without diving into each product's details.

When you do so, you will be able to check out the niche summary for chosen products in your bookmarks, as well as the trends for each product in the niche.

You can export the entire niche at any step to share with researchers, suppliers or teammates for further processing.

The bookmarked products are grouped to provide you with the following information about each product in the group:
- Product title
- ASIN
- Category
- Price
- BSR
- Rating
- Number of reviews
- Expected sales amount, month
- Number of sellers
- Delivery type
- Revenue

Each group contains metrics, which outline the performance of the entire group (as in Niche results).

When you open extended product data, you have the possibility to analyze the trends of multiple product metrics for the chosen timeframe (24 hours, 7 days, 30 days, 90 days and 180 days):
- Rank
- Reviews
- Price
Extended product data outlines main seller, product brand, the date it was listed. You can easily start supplier search by clicking on the sourcing website name right from the product page.

Analyze additional data as well as jump to FBA Calculator to calculate Amazon fees just from the extended product details.

Widget (IO Scout Google Chrome extension)

"Widget" is a link to IO Scout Google Chrome extension.
Install IO Scout Chrome Extension to analyze products without leaving the Amazon website. In addition to all the features available in the web app, you can do almost everything right on Amazon pages.
In minimized version, IO Scout Chrome Extension shows niche performance in a convenient small window in the right corner.
In maximized view, you can see each product’s metrics. IO Scout Chrome Extension provides you with the possibility to remove unwanted products from the list, or instantly add the ones you are interested in to the bookmarks.

When you open product page, you can instantly check out its historical data to see trends, and additional meaningful data.
You can minimize the extension on this page to see only main numbers.

You can always launch IO Scout Chrome Extension when you visit Amazon website. To do so, just click on IO Scout logo in your Google Chrome.
If you have any questions left without answers - ask them using the chat in the right corner of the website

I'm always glad to chat!

See you!