IO Scout | How to use

Intro **2**

FBA Calculator **2**

Sales Estimator **4**

Product database **7**

Filtering in Product Database 7

Filtering by Category 7

Filtering by Price 8

Rating analysis 8

Filtering by Reviews 9

Filtering by Weight 9

Filtering by Revenue 10

Filtering by Sales 10

Filtering by Sellers 11

Search title or ASIN 11

Exclude keywords 12

Filtering by brand 12

Filtering by tier 13

Filtering by delivery type 13

Advanced filters 14

First available 14

Save filters 15

Data about the products 16

Niche analysis 17

Export 18

Product Bookmarks **19**

Product information 19

IO Scout Google Chrome extension **21**

Keyword Finder **28**

Keyword Tracker **30**

Listing Builder **33**

Intro

IO Scout consists of the following tools

Free tools:

- FBA Calculator - a free tool that helps you calculate the net and margin for an Amazon product based on ASIN. FBA Calculator is also available in the IO Scout web app.
- Sales Estimator - a free tool that helps you estimate the number of monthly sales in a specific category based on the product's sales rank (BSR). Sales estimator can be used as a BSR Estimator, which allows you to calculate BSR needed to achieve your sales projections. Sales Estimation is also available in IO Scout web app.

IO Scout web app:

- Finder - a tool used to research Amazon products and keywords database
- Bookmarks - extended information about bookmarked products and keywords updated on an hourly basis
- Listing Builder - listing optimization canvas that allows you to build listings with relevant keywords to rank high on Amazon
- IO Scout Chrome Extension - perform product analysis right on Amazon pages with the native Chrome Extension
- Sales Analytics - integrate IO Scout with your Amazon account and get instant view of the Amazon sales right in one spot
- Inventory Management - integrate IO Scout with your Amazon FBA account and get instant view of the Amazon FBA inventory

FBA Calculator

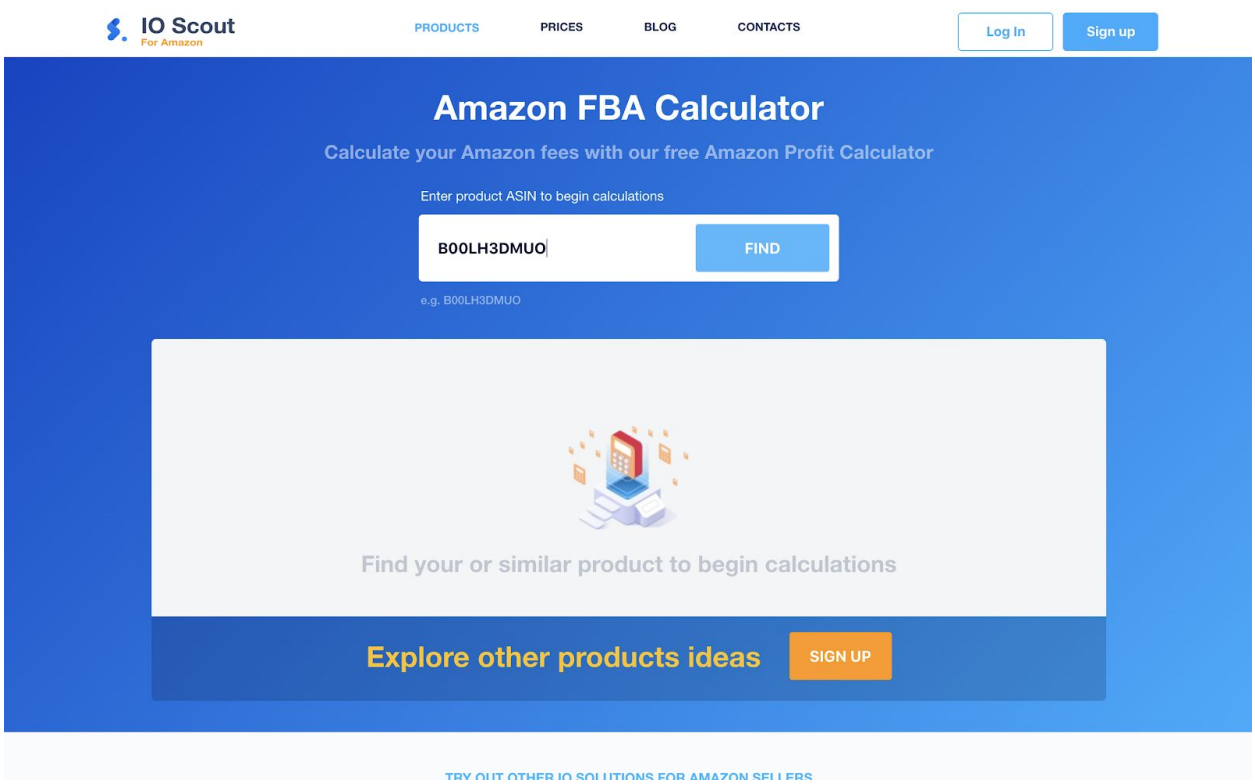
FBA Calculator is a free tool that helps you calculate the net and margin for an Amazon product based on ASIN. FBA Calculator is also available in IO Scout web app.

The art of profit calculation includes precise understanding of the fees you are going to pay for Amazon services. They include storing, packaging and delivering your product as well as serving the customer.

Amazon charges for:

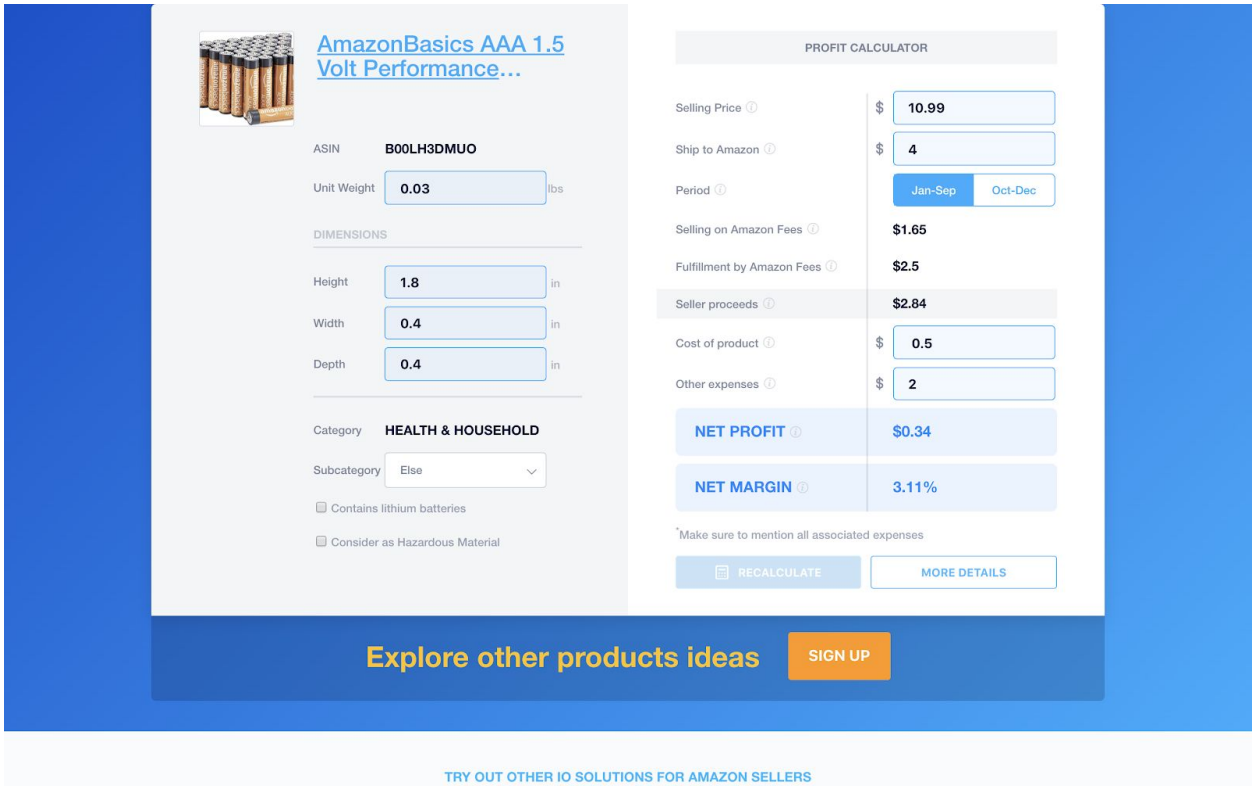
- Amazon Referral Fee
- Variable Closing Fee
- Monthly Storage Fee
- Fulfillment Fee

To calculate the fees and net, you need to enter the product ASIN and click on "Find".



Once the calculation is done, fill in additional information required, such as:

- Ship to Amazon
- Cost of product
- Other expenses (Marketing, packaging etc.)



This will allow you to calculate the net and margin more precisely. In case you are considering editing the selling price, you can do this, which will allow you to recalculate the metrics instantly.

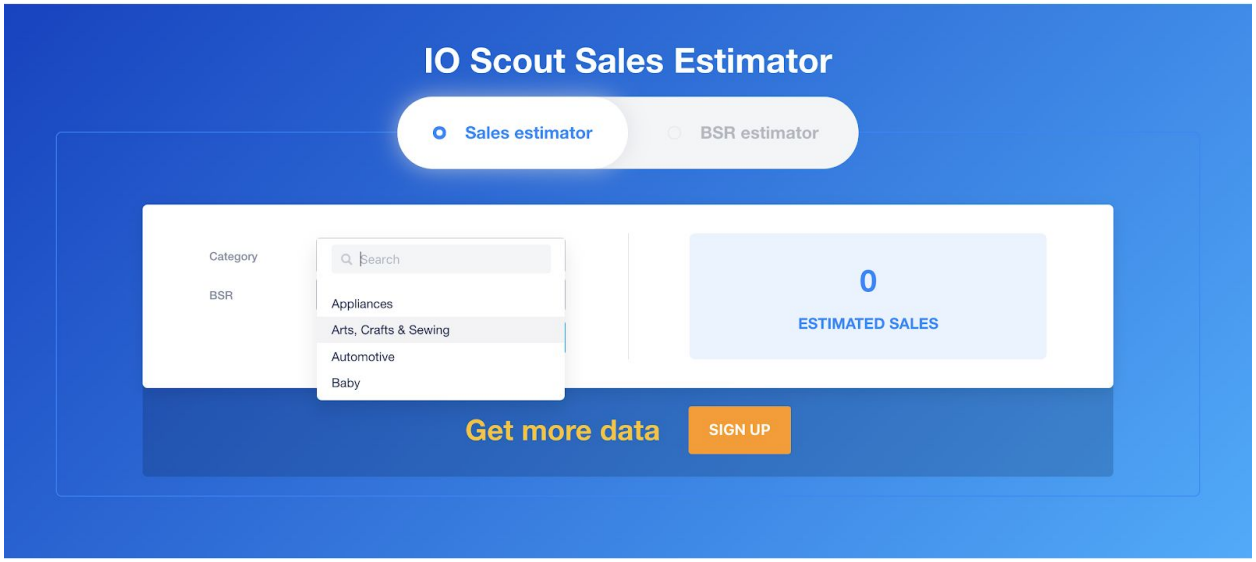
Sales Estimator

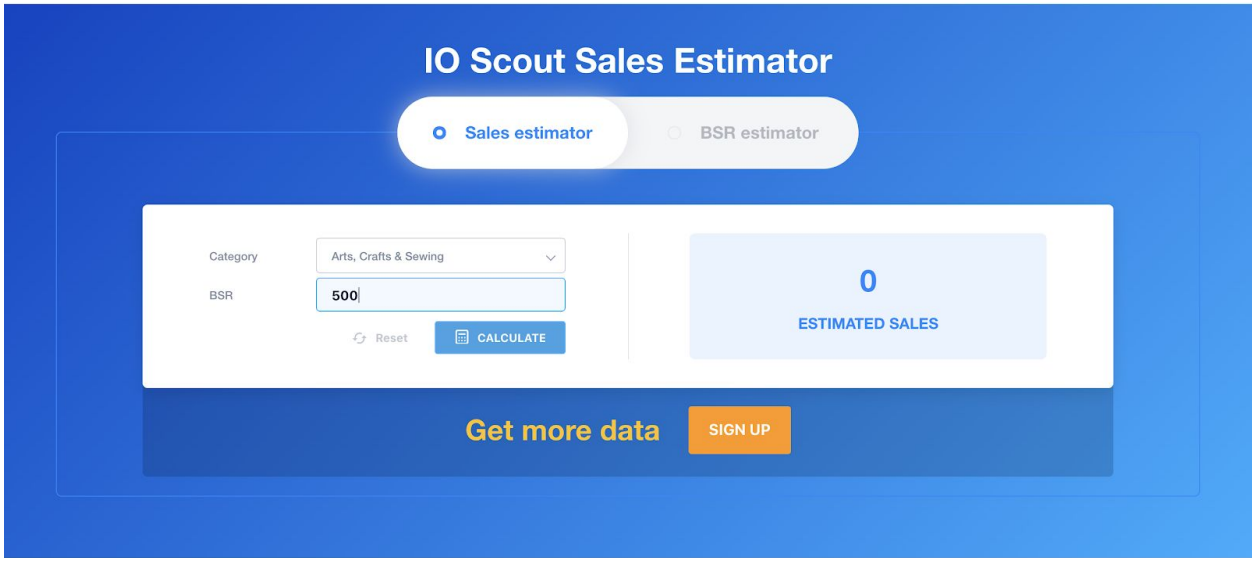
Amazon sales estimator is a free tool provided by IO Scout that helps you estimate the number of monthly sales in a specific category based on the product's sales rank (BSR).

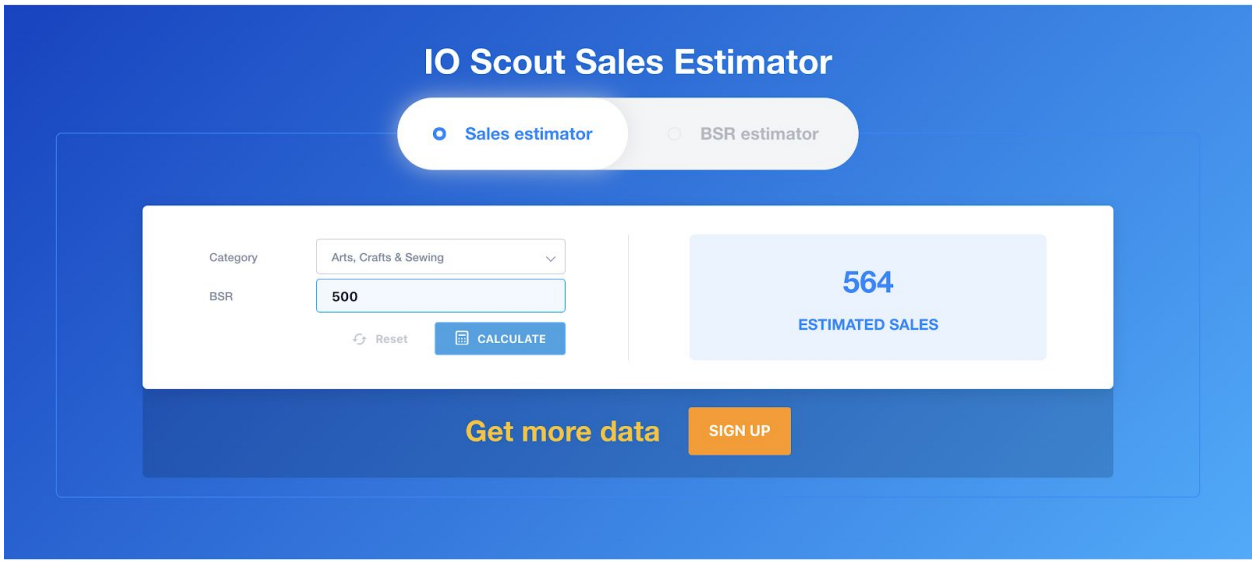
IO Scout sales estimator allows you to calculate BSR needed to achieve your sales projections.

To estimate the number of sales, simply follow the next steps:

1. D i pp t f!u i f!B n b{po!qspevdu!dbu f hpsz/
2. Uzq f!jo!u i f!qspevdu!t!tbmf t!sbo l/
3. Dmjd l!po!ƈDbmdvmbu f!t bmf t!Ƌ
4. Zpvs!s f t vmu! x jmm!bqq f bs!jo!b!g f x!t f dpoe t!uph f u i f s! x ju i !u i f!qspevdu!u i bu! n bud i f t!zpvs!s f r v f t uz po!B n b{po!t bmf t!sbo l!f t uj n bups/
5. Jo!pse f s!up!d i boh f!zpvs!dbu f hpsz!boe!CTS-!dmjd l!po!ƈDbmdvmbu f!t bmf t!gps!bopu i f s!dbu f hpszƋ/

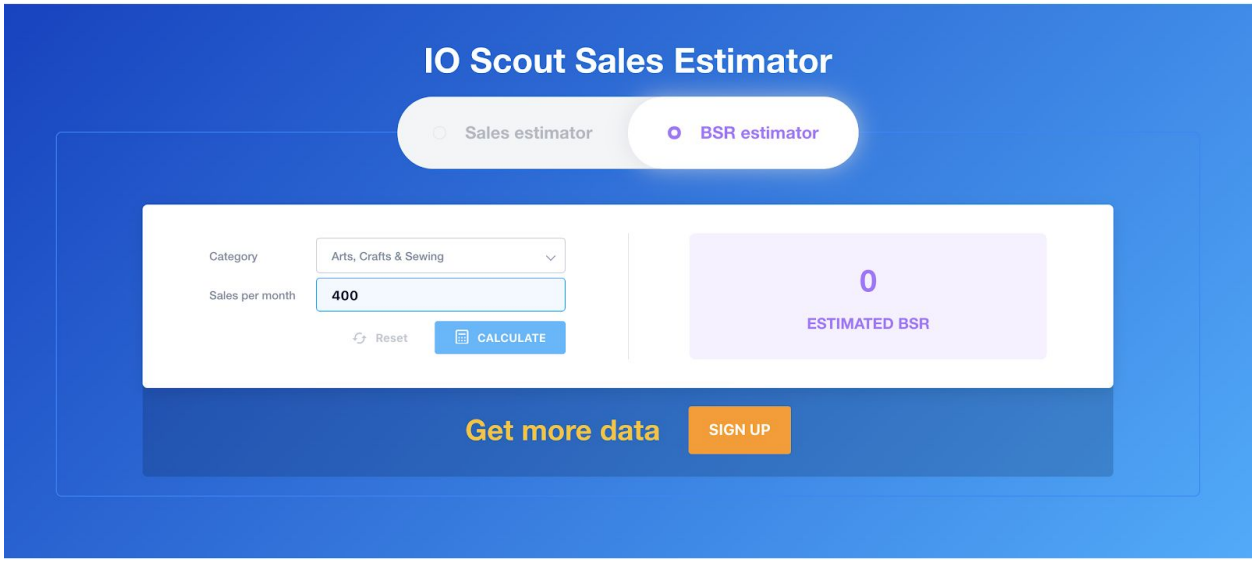

IO Scout Sales Estimator
Sales estimator
BSR estimator
Category
Search
BSR
Appliances
Arts, Crafts & Sewing
Automotive
Baby
0
ESTIMATED SALES
Get more data
SIGN UP

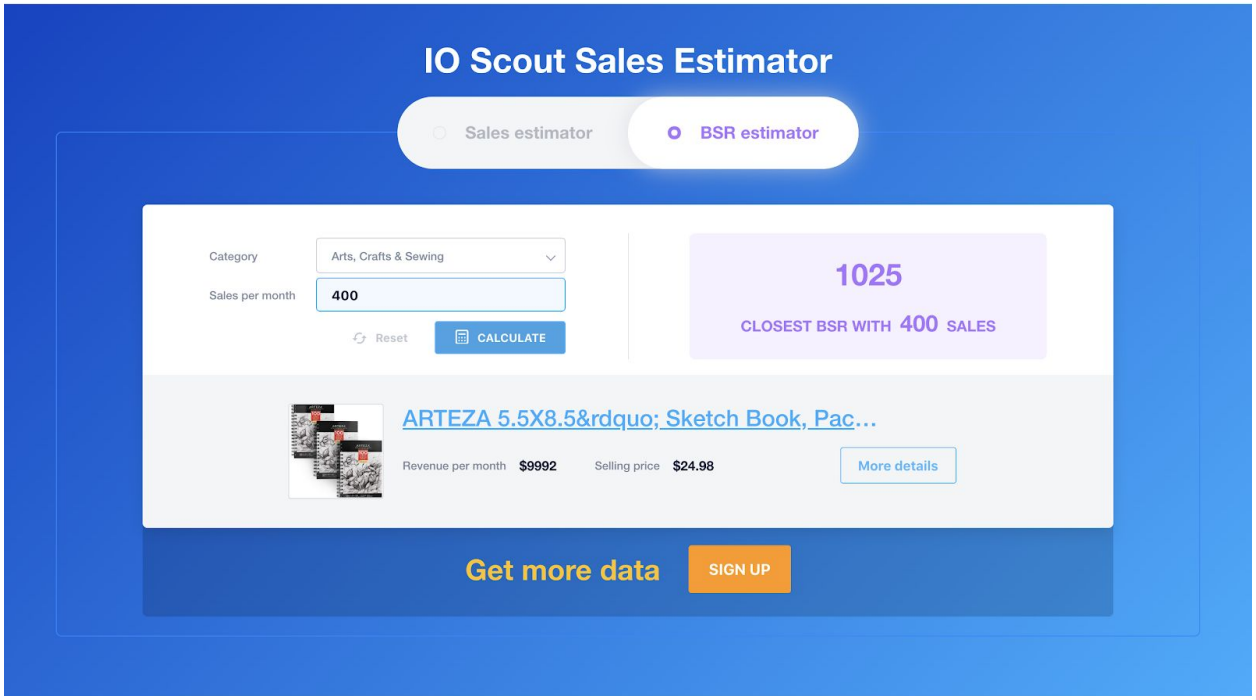

IO Scout Sales Estimator
Sales estimator
BSR estimator
Category
Arts, Crafts & Sewing
BSR
500
Reset
CALCULATE
0
ESTIMATED SALES
Get more data
SIGN UP


IO Scout Sales Estimator
Sales estimator
BSR estimator
Category
Arts, Crafts & Sewing
BSR
500
Reset
CALCULATE
564
ESTIMATED SALES
Get more data
SIGN UP

To estimate the BSR you need to achieve, perform the same steps on the “BSR estimator” tab:

1. D i pp t f !u i f !B n b{po!qspevdu!dbu f hpsz/ę
2. Uzq f !jo!u i f ! t bm f t !wpm v n f !zpv! x bou!up!bd i jf w f /ę
3. Dmjd l !po!ĝDbmdvmbu f !CTSŁę
4. Zpvs!s f t vmu! x jmm!bqq f bs!jo!b!g f x ! t f dpoe t !uph f u i fs! x ju i !u i f !qspevdu!u i bu! n bud i f t !zpvsę sf r v f t u/ę
5. Jo!pse f s!up!d i boh f !zpvs!dbu f hpsz!boe!CTS-!dmjd l !po!ĝDbmdvmbu f !CTS!gps!bopu i fs!dbu f hpszŁ/ę





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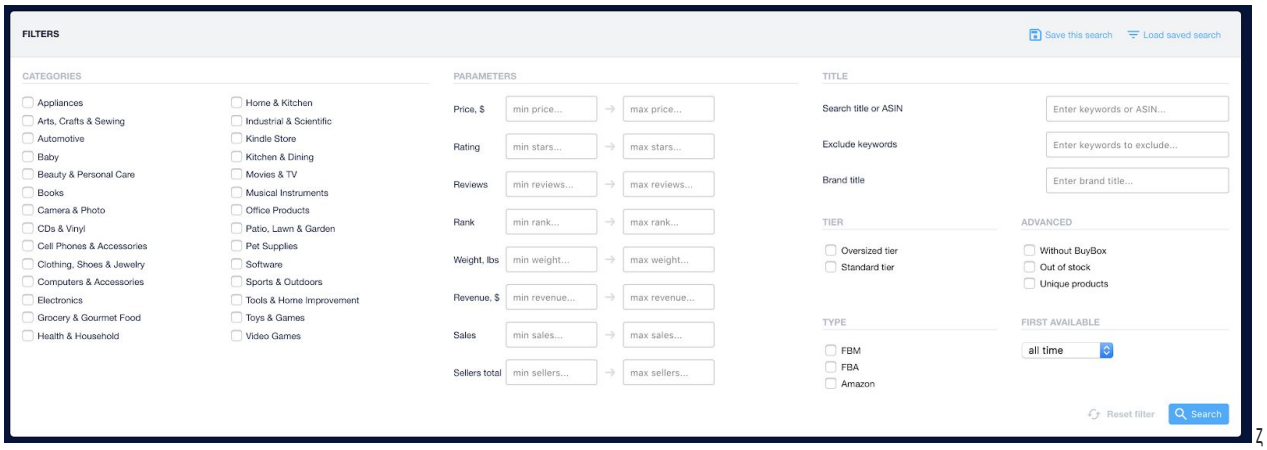
Product database

Dmjdl!po!ĝGjoeL!po!u i f!mfgu! i boe!tjef!pg!JP!Tdpvu!x fc!bqq!boe!pqfo!u i f!Qspevdu!gjoefs!ubc/zz

Qspevdu!gjoefs!jt!ef tjho fe!gps!t fbsd i joh!gps!c f tu.t fmjoh!qspevdut!boe!ojd i f t!up!fou fs/!Jo!pse fs!upz gjoe!qspevdut!up!n bud i !zpvs!sfrvjsf n fou-!vtf!Gjmufst!jo!u i f!vqqfs!qbsu!pg!u i f!ĝGjoeL!t fdujpo/z



z

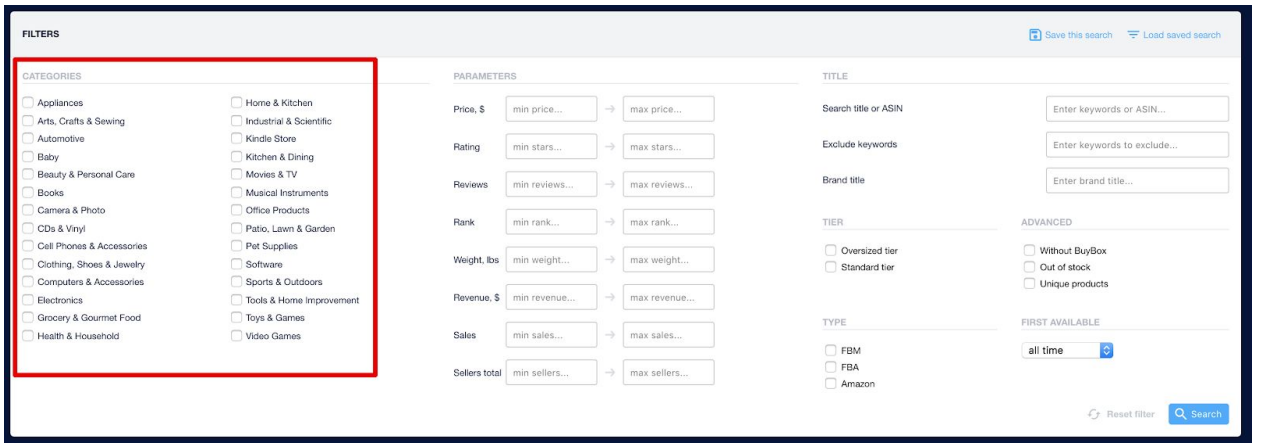
Filtering in Product Database

Filtering by Category

Gjmufsjoh!cz!Dbufhpsz!qspwjeft!zpv!xju i !u i f!qpt tjcjmjuz!up!obssp x!ep xo!qspevdu!sftvmut!bddpsejohz up!u i f!d i ipt fo!dbufhpsjft!po!B n b{po/zz

Gjmufsjoh!cz!Dbufhpsz!zpv!dbo;zz

- 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:

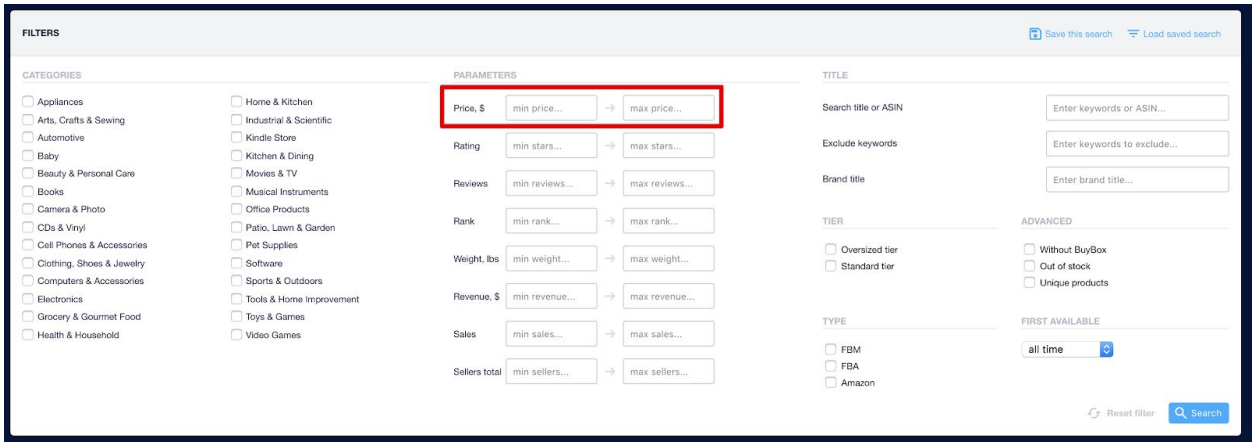
- Appliances
- Automotive
- Camera & Photo
- Cell Phones & Accessories
- Clothing, Shoes & Jewelry
- Computers & Accessories
- Electronics
- Grocery & Gourmet Food

Filtering by Price

Vtf!#Qsjdf#!gjmufs!up!obsspx!epxo!uif!sftvmut!boe!mppl!gps!qspevdut!jo!bo!bddfqubcmf!qsjdf!sbohf!gps!zpv/zz

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

Vtf!sbujoh!up!gjoe;z

- Products that you can improve to have a competitive advantage
- Products that are of good quality, which give you insights on what people like