



# Growth Opportunities

Data-driven insights and customized recommendations to optimize your listings.

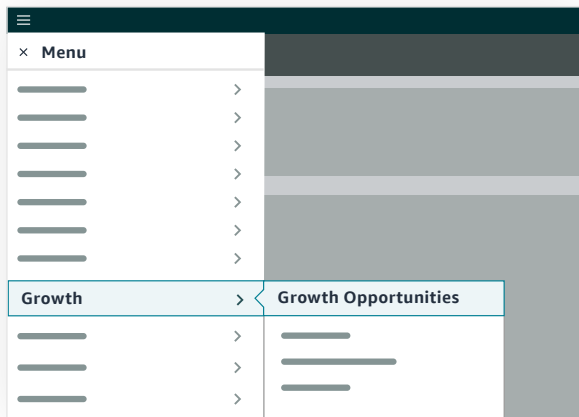
Centralized access to an expansive catalog of data-driven program recommendations and growth strategies.

Growth Opportunities is a data-driven tool that provides actionable insights and recommendations to enhance your listings' performance. It offers predicted impact analysis, benchmarking metrics, and strategic suggestions to boost conversion rates, reduce costs, and improve traffic. This guide will teach you how to evaluate, prioritize, and implement these recommendations effectively, maximizing your sales performance.

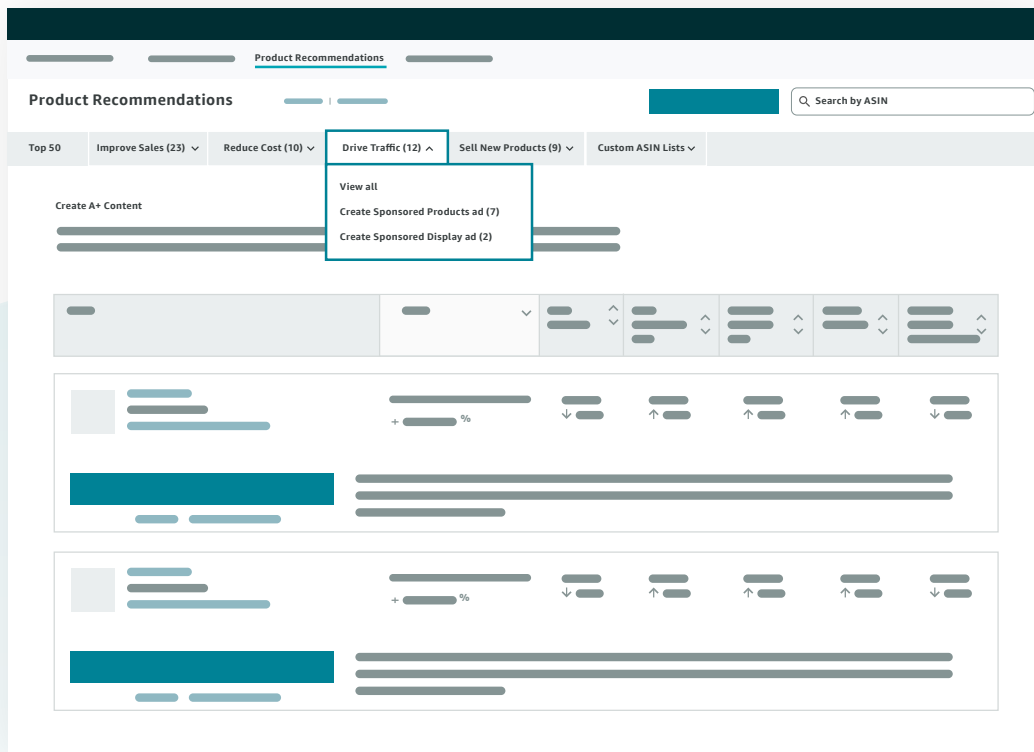


# Introducing the Growth Opportunities dashboard

The [Growth Opportunities](#) dashboard is accessible through the "Growth" menu in Seller Central. Navigate to the top left menu, hover over "Growth," and click "Growth Opportunities." You can also bookmark it for quick access in your navigation bar.



This dashboard recommends data-driven actions you can take to grow your business. The customized recommendations are ranked by their potential impact, based on our analysis of your listings' sales potential and the sales lift experienced by similar listings after implementing these actions. The default ordering highlights the recommendations\* with the highest potential for your products. The comprehensive list includes sponsored listings, user-generated content (Vine, A+ content), enrollment programs, and cost-saving initiatives like Reduce Customer Returns.



*\*Growth Opportunities is available to all third-party sellers and shows recommendations relevant to your account. For instance, A+ Content recommendations are only displayed to Brand Owners.*

## You can use this dashboard to:

Drive strategic goals and prioritize actions based on predictive metrics, maximizing estimated business impact. Growth Opportunities offers recommendations categorized under four high-level objectives, each with a tailored metric for swift, data-driven decision-making.



### **Sell New Products** *Likelihood of Success*

Likelihood of Success for a recommendation estimates the incremental chances of generating one or more sales in the next 90 days if you were to take this action today.



### **Improve Sales** *Potential Sales Lift*

The Potential Sales Lift for a recommendation estimates the incremental sales you could have gained over 90 days if you had taken this action, on this product, 90 days ago.



### **Reduce Cost** *Net Proceeds Gain*

For recommendations that are focused on decreasing cost to sell on Amazon, the Net Proceeds Gain is the amount you would have gained in net proceeds over 90 days if you had taken this action 90 days ago.



### **Drive Traffic** *Potential Traffic Lift*

Potential Traffic Lift for a recommendation estimates the incremental traffic (sessions) you could have gained over 90 days if you had taken this action, on this product, 90 days ago. One session is a visit to your Amazon.com page by a user in a 24-hour period.

#### **NOTE**

When filtering recommendations by one of these goals, the impact metric will reflect the respective driver. This provides deeper insights into the potential benefits of implementing a recommendation for that specific listing.

The dashboard displays the top 50 opportunities ranked by potential impact, with customizable filters to tailor the view according to your preferences.



### Your Dashboard and Top 50 Opportunities

Your Growth Opportunities Dashboard will default to your Top 50 Opportunities. These are the top 50 opportunities across all opportunity types ranked by impact, which is composed of Potential Sales Impact, Net Proceeds Gain, and potential traffic lift.

**Top 50 (default)**

Top 50 | Improve Sales (23) | Reduce Cost (10) | Drive Traffic (12) | Sell New Products (9) | Custom ASIN Lists

**Top 50 Opportunities** [Learn more about Top 50](#)

View all  
Create Sponsored Products ad (7)  
Create Sponsored Display ad (2)

Rank	Title ASIN	Impact	Daily Sessions	ASIN Conversion Rate	Category Conversion Rate	Sales Rank	Inventory Count
#1	Coffee Cup B00XXYYZZ <a href="#">View all ASIN opportunities</a>	Potential Sales Lift +\$7,130 (10%)	↓ %	↑ %	↑ %	↑ %	

Snooze | Provide Feedback

Refine the list by prioritizing opportunities based on your goals, such as selling new products, improving sales, reducing costs, or driving traffic.

Filter recommendations such as adding main images, creating A+ content, or sponsored products campaigns, and many more!



Prioritize by sorting metrics like inventory count or daily sessions, and temporarily hide recommendations by snoozing them for a month.

#### Metric Time Frames:

- **Improve Sales and Reduce Cost:** 30-day average
- **Sell New Products:** 7-day average
- **Drive Traffic:** 7-day average
- **Inventory:** Current inventory levels



All recommendations are refreshed daily and completed recommendations will be removed after 24 hours.

Learn more about a recommendation by clicking the hyperlink to the right of the action button. Additional data is provided when available.

**Example**

#1

**Coffee Cup**  
B00XXYYZZ  
View all ASIN opportunities

Potential Sales Lift ⓘ

**+\$7,130** (10%)

↓ ▬ %

↑ ▬ %

↑ ▬ %

↑ ▬ %

▬

Reduce Returns - Update Bullet Points

**Why this recommendation improved net proceeds:** 146 questions seeking additional information were asked by customers who viewed your product or other products in the same category. Update your product information to potentially reduce customer returns.

**Why this recommendation: Improved Net Proceeds**

146 questions seeking additional information were asked by customers who viewed your product or other products in the same category. Click on the recommendation to review the insights. We recommend that you update the product information (title or bullet point or product description as per what the action suggests) and potentially reduce customer returns. This can improve net proceeds for you and lead to a better customer buying experience.

## Why These Metrics?

We provide comprehensive listing performance metrics, updated weekly, including Impact, Daily Sessions, ASIN Conversion Rate, Category Conversion Rate, Sales Rank, and Inventory Count. These key indicators help identify trends and guide decisions to improve traffic, conversion, sales rank, and sales. Additionally, we provide modeled estimates of potential sales lift for recommendations, and quantify net proceeds gains for cost-reduction recommendations, to help you understand the justification for that recommendation.

Rank	Title	ASIN	Impact	Daily Sessions	ASIN Conversion Rate	Category Conversion Rate	Sales Rank	Inventory Count
#1	<b>Coffee Cup</b>	B00XXYYZZ <small>View all ASIN opportunities</small>	+ <span style="font-size: 0.8em;">▬</span> %	↓ <span style="font-size: 0.8em;">▬</span> %	↑ <span style="font-size: 0.8em;">▬</span> %	↑ <span style="font-size: 0.8em;">▬</span> %	↑ <span style="font-size: 0.8em;">▬</span> %	▬

*Note: ASIN and KPI's are indicated by callouts in the original image.*

Key Performance Indicators (KPIs) are metrics that help track and analyze critical business aspects such as traffic, conversion rates, sales performance, and inventory levels. The KPIs include:



### Impact

Evaluates the recommendation's potential impact through metrics like likelihood of success, potential sales lift, net proceeds gain, and potential traffic lift.



### Daily Sessions

Tracks the number of visitors to your listings page.



### ASIN Conversion Rate

Provides the total number of units purchased as compared to total sessions where a customer viewed the listing.



### Category Conversion Rate

Evaluates your listings' conversion rate compared to similar listings in the same category.



### Sales Rank

Indicates your listings' popularity and sales performance relative to other listings in the same category.



### Inventory Count

This is your current real-time inventory from [Manage All Inventory](#), aggregated for all of your SKUs offered on this ASIN for both FBA and MFN.

#### TIP

For detailed explanations of each KPI, hover over the metric or select "Learn More" in the navigation bar.

## Optimize Your Listings and Fulfillment Strategy

Leverage the Growth Opportunities dashboard to maximize sales during marquee events like Prime Day and peak shopping periods by taking the following steps:

1. Consider enrolling key ASINs in Fulfillment by Amazon (FBA) and maintain adequate stock levels. High-Value (HV) ASINs with the gold badge are recommended for FBA enrollment.
2. Manage excess inventory by running Outlet Deals or Sponsored Product Ads.
3. Ensure complete listings by adding main images where missing.
4. Enhance listings and increase conversion rates by creating A+ Content, A+ Comparison Tables, and adding videos. A+ Content is free for Brand registered sellers and improves listing searchability. Registered Brands with an active Brand Story on all listings and a minimum of 5 approved A+ Content projects within the last year can also access Premium A+ Content.
5. Increase reviews by enrolling in the Vine program.
6. Reduce costs by leveraging Eliminate Amazon Barcode Labels or Ship in Product Packaging.
7. Minimize returns by updating bullet points to address customer questions.
8. Drive traffic and sales through Sponsored Product, Brand, and Display Ads. Sponsored Display Ads run alongside Sponsored Product Ads on Amazon, Twitch, and third-party sites.



### NOTES/TIPS

- Available in 10 countries: United States, United Kingdom, Germany, France, Japan, Canada, Italy, Spain, India, Mexico. *\*Recommendation types may vary by country.*
- Take action on recommendations directly from the Growth Opportunities dashboard.
- Select recommendation types may not be applicable when there are multiple offers on the listing including: Create A+ Content, Add Video, Add Main Image, and Add Sponsored Campaigns.
- New recommendations are in production, please check back often for "New" releases.
- Helps us improve your Growth Opportunities experience – Provide feedback and rate each recommendation live in the tool!

# FAQ's

## Why are there no opportunities populating for my ASIN?

Growth Opportunities provides high-value optimization suggestions for sellers' products through multiple project/product teams. Each team employs seller-specific filtering logic to ensure relevant recommendations for your ASINs. If an ASIN is not displayed, it likely hasn't met the requirements for surfacing within the tool. This could be due to low sales velocity or account changes (e.g., FBA enrollment). Check back periodically, as recommendations may appear as your sales grow or after significant account updates.

## How many ASIN level Opportunities will Growth Opportunities provide?

The default view will populate 50 ASIN Opportunities and the related predicted impact where available. The top 50 ASINs will be populated under each recommendation type, with the same ASIN potentially appearing under multiple recommendation types.

## How can sellers provide feedback or request new features?

If a seller would like to see a new feature on the Growth Opportunities page, you can make your request by clicking the "Provide Feedback" link below each ASIN recommendation. Feedback received here is reviewed regularly and is communicated to Product and Tech teams.

## Where can I learn more about Growth Opportunities and the Recommendations?

You can visit the Growth Opportunities help page to learn more. You can also click "Learn More" at the top of the Product recommendations page in Seller Central to learn more about Growth Opportunities, recommendations, and all related metrics and definitions.

[Get started](#)

