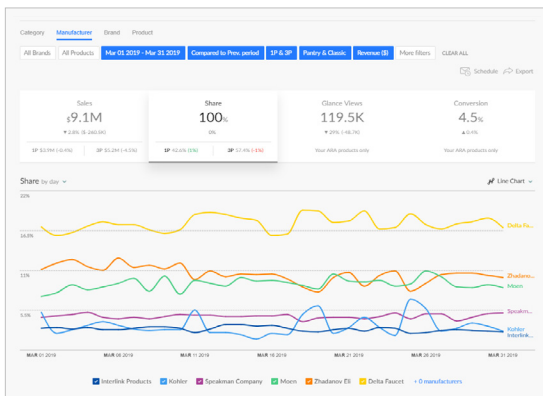


# Equalize the eCommerce playing field

Profitero Pro delivers the same powerful market intelligence used by enterprise brands like L'Oréal and General Mills, but with simplified features and standardized category estimates that make them simpler and more affordable for small eCommerce teams.



No matter the budget, get actionable insights to improve all your growth levers on Amazon and reverse-engineer what competitors are doing to win.



## Benchmark your Amazon growth against competitors, not in a vacuum

Down to the item-level, monitor how your daily sales are tracking against 1P and 3P category competitors to ensure your campaigns and investments are truly moving the needle. Our new standardized market share categories make it affordable and easy for you.



## Simplify work and save time

Automate the manual hunt and peck work you once had to do to keep on top of your daily-changing product content, search position, out of stocks, Buy Box and consumer reviews. Leverage actionable reports that detail the specific actions you need to take to grow your sales and increase ROI.

Standard dashboards

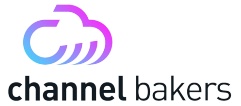
Amazon actions 30 Day trailing

Priority product list Showing all Completed In progress No action taken Highest priority All modules Est. Increase

PRIORITY	PRODUCT TITLE	MODULE	ACTION	OBJECTIVE	EST. INCREASE	STATUS
1	Brach's Peppermint Starbursts Holiday Wraps, 14 Ounce	Availability	Improve in-stock rate from 36% to 100%	Hit 100% In-Stock Rate	\$2,500.16	Completed
2	Super Bubble Gum, Original, 54 Ounce Tub	Availability	Improve In-Stock Rate from 64% to 100%	Hit 100% In-Stock Rate	\$2,277.11	Completed
3	Black Forest Organic 8-Ounce Bag (Pack of 12)					
4	Trolli Sour Brite Mini Worms, 2 Ounce Bag Gummy Worms 2.0		Improve in-stock rate from 36% to 100%	Hit 100% In-Stock Rate	\$2,500.16	
5	Dubs Red & White Caramel, Pack of 24					
6	Brach's Classic Jelly Beans, 80 Ounce Bulk Candy Bag	Sales & share	Win Buy Box more frequently	To recover lost SP sales	\$8,132.42	In progress
7	JuicyFruits Candy, 5 Ounce Theatre Box (Pack of 12)	Sales & share	Win Buy Box more frequently	To recover lost SP sales	\$3,467.92	Completed
8	Brach's Tiny Conversation Hearts Boxes, Pack of 25	Sales & share	Win Buy Box more frequently	To recover lost SP sales	\$1,896.10	In progress
9	Brach's Sugar Free Lemon Drops Hard Candy, 4.5 Ounce Bag (Pack of 12)	Placement	Boost organic performance for high-frequency, generic keyword: gummy snacks	Move product from page 2.0 to page 1 for high-frequency keyword to increase conversion by 30-50%	\$997.83	Completed
10	Black Forest Organic Gummy Bears Candy, 4 oz Bag, Pack of 12	Placement	Boost organic performance for high-frequency, generic keyword: peppermint candy	Move product from page 2.0 to page 1 for high-frequency keyword to increase conversion by 30-50%	\$435.38	In progress

## Experts to help you act on your data

Data is only valuable if you can act on it — and with a small team, that can be difficult. With Profitero Pro, you have the option of combining our insights with advertising, content and supply chain optimization services from certified Profitero partner agencies. Stretch your limited team resources and achieve fast ROI.



## A solution that pays for itself

# \$107k

What a toy brand gained in just 10 days by using out of stock insights to conquest a major competitor having supply issues during the holiday season.

# 70%

On average, brands who use Profitero to optimize their advertising, content and supply chain strategies grow 70% faster than their category competitors.

Ready to level up your intelligence and win more market share?

Speak with your sales representative today or visit [profitero.com/solutions/pro](https://profitero.com/solutions/pro).