



scissortail.ai

Boosts Amazon Sales by 10%

Title Scenario:

Imagine you are an Amazon seller of boxes of 24 blue ballpoint pens. With the primary goal of maximizing clicks and conversion, where do you start? Most everyone would agree, you start with SEO. Likely, your SEO tool will tell you “ballpoint pens” are more often searched than “ball point pens,” but what if it shows “blue ball point pens” are more frequently searched than “blue ballpoints.” Obviously, more crucial questions remain:

- Are customers more likely to click “ball point” or “ballpoint”?
- Would “Dark Blue” or “Navy Blue” increase clickability?
- What about “24 blue ballpoint pens” or “two dozen ball point pens blue” or “2 dozen blue ballpoint pens”?

What makes people click “Navy Blue” pens over “Dark Blue” pens? Do people prefer “sage green” drapes, but “sage brush” pillow shams? How could a human ever intuit such a thing? The answer is humans can’t.

Most Amazon title creation tools assume these questions are of little significance. The terms basically mean the same thing, right? Actually, contrary to traditional titling strategies, the answer is a definitive no.

While SEO tools ensure the full title is found by search, Scissortail’s AI-driven title research indicates a title’s first four lines, those consistently displayed across devices, *should primarily appeal to the customer and then the search engine*. Scissortail.ai’s Intelligent Title Tool reveals what particular word, phrase or title style best compels click through rate. The two dovetail to deliver unprecedented title engagement.

Using the best SEO tools on the market today, we can understand which words the majority of people use to search. We have, however, failed to discern what compels one person to click one particular title over the other, until now.

Netting the Butterfly

Perhaps similar to what many call the butterfly effect, Scissortail’s Intelligent Title Tool finds that clicks related to the nuances of the smallest title treatments are inextricably connected to the context, topic, and treatment of titles. We derive these insights from Amazon’s massive and ever-evolving data set collected across millions of different title elements to reveal what behavioral analysis, logic, and reason cannot predict, understand or intuit.

Some might say our AI analyzes the subconscious psycholinguistic tendencies of customers, to correlate the unknowable factors influencing decisions for which even customers are unaware. The billions of factors influencing the best title treatment for a specific product are truly incomprehensible by humans. Yet, with AI the insights are knowable, and when applied as the final step in the titling process, they are **proven to improve CTR by at least 10 percent**.

Let’s look at another example

Best SEO practices advise using the word “and” instead of the “&” character, but the AI data indicates that this is not always true. In the case of “Black and White” the phrase performs equally well with the “and” as with the “&,” but in the case of “for Boys and Girls” the phrase performs best with an “&.” Why does “and” work better sometimes and “&” other times? Should it be “Girls and Boys” or “Boys and Girls” or just “Kids” or “Children”? No human knows. It could be the shape of the letter or subconscious associations. It doesn’t really matter.

WHICH IS **CLICKED ON**

MORE?

Easy to wash
easy to clean
easy-to-clean
EZ clean
easy cleaning



AND IS

“EZ clean” or “easy-to-clean”

BETTER TO USE FOR

OVENS?

REFRIGERATORS?



Such findings are discoverable via the application of



which sits on top of a massive Amazon dataset.

Artificial intelligence identifies connections that humans would never recognize. That’s the genius behind putting an AI engine on top of a billion data points.

Proven to Increase Clicks and Conversions

Scissortail.ai, applied to a massive Amazon data set, proves word/phrase choice, as well as treatment of punctuation, abbreviation, parts of speech and use of special characters significantly do matter. They matter not just for influencing when a product appears in a given search but also, most importantly, which product title, in the context of a specific product, is more likely to be clicked.

Applied after SEO, Scissortail AI is the final brush stroke to engage the eye and compel engagement – the last refinement to create the title most likely to get clicks.

Since the dawn of direct marketing, traditional direct mail marketers have known factors such as word choice or placement matter. They knew 100 years ago that whether you sign a sales letter “cordially” or “sincerely” matters. As does the title of the person signing the letter, as does whether a middle initial was used, and so on. There is no reason it should matter, but it does, and by a lot. However, sellers in the online space had yet to acquire the data intelligence needed to determine definitively which terms to use or which format to use, and in what context, until now.

Today using AI, each title treatment can be analyzed to determine if a product listing will get more clicks than its competitors, Scissortail.ai possesses billions of data points across innumerable variations of Amazon titles including how often each is clicked. In aggregate, they represent something like a trillion user actions.

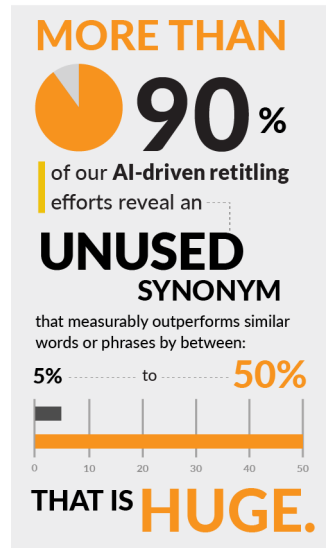
Q1: Does title treatment matter?

A1: Yes

- Word/Phrase Choice?
- Word/Phrase Order?
- Punctuation?
- Abbreviation?
- Parts of Speech?
- Special Characters?

Q2: Do the rules change when the product does?

A2: Yes



A New Paradigm

With almost ten million Amazon sellers worldwide, of which 1.9 million are actively selling on the marketplace, Amazon is the most competitive marketplace in history. And while the competition is staggering, so is the opportunity the marketplace presents.

Selling 4000 items per minute on Amazon, small businesses generate a plethora of data to inform intelligent AI-driven listing strategies. Sellers that combine traditional Amazon SEO strategies with AI will no doubt lead the pack.

The most rigorous approach to Amazon titling strategy is beginning with traditional SEO expertise and refining each proposed title with an artificial intelligence built on an enormous real-time Amazon data set, exactly what Scissortail.ai provides.

“Using this unprecedented combination of AI and SEO, our customers experience on average a 10 percent lift in sales over their conventionally optimized listings,”
says **Byron Reese, CEO, Scissortail.ai**

The Scissortail.ai Intelligent Title AI analyzes more than a billion data points to construct highly-competitive, AI-informed product titles, that when paired with SEO best practices are proven to improve click share and click through rates. Results are derived in part from 14-terabytes of recent Amazon title data. All AI-informed title edits we recommend are additionally reviewed by a team of e-commerce data analysts who verify the results and deliver the strongest possible title for each listing.

SEO tools ensure your title is found by search, while discovering what compels a user to click one title vs the other is the question answered by Scissortail.ai. Keep in mind, on something like “garden hose” vs “water hose,” there are not just 50 to 100 data points, there are 50,000 of them. And it can't be intuited or reasoned out, one must simply trust the data.

Limits of Reason and Intuition

Despite all obvious reason, some sellers always seem to get it right. They have a track record of nailing it, simply by trusting their gut. Although a tremendous amount of cognitive science has focused on intuition, and it is occasionally able to identify non-linear solutions to complex problems, the signal to noise ratio tends to be dangerously low. Intuition produces far more wrong answers than right ones. That doesn't mean intuition is out of place in e-commerce. It is an amazing generator of possible solutions, each of which must be analyzed and tested, yet which when applied with reason can work wonders when proven by AI.

The Intelligent Title Tool

The heart of Scissortail.ai's Intelligent Title Tool sits atop an enormous amount of data built from tracking Amazon CTR of Amazon titles over more than a year. Each day, every title is parsed into its constituent "Snippets," each associated with their click through rate.

 scissortail.ai finds that:

Term	Number of Listings	CTR
Comfortable	57,530	37%
Comfy	22,670	36%
Comfortable Red	550	30%
Comfy Red	400	45%

Is the word "Comfy" a better substitute for "Comfortable?"

*Although "Comfortable" appears to pull better than "Comfy" across the entire dataset, **"Comfy Red" produces much higher sales than "Comfortable Red."***

As Eric Bonabeau writes in the Harvard Business Review:

"Anyone who thinks that intuition is a substitute for reason is indulging in a risky delusion. Detached from rigorous analysis, intuition is a fickle and undependable guide—it is as likely to lead to disaster as to success."

These Snippets may have one hundred, one thousand, or even fifty thousand other titles that contain any of them. Scissortail.ai aggregates them all and computes success statistics for each. From this data, the tool creates a multi-dimensional matrix of success statistics. It iterates through the matrix to calculate counts and averages across segments of time.

Based on Snippet analysis, Scissortail.ai makes the changes that analog tools miss. That's where AI shines, discovering lift that humans could never recognize or intuit.

Title Intelligence - a Simplified Example

The Scissortail.ai uses click share numbers to know which version of a word or phrase variation to use. Review the following example to better understand the nuances of intelligent title engineering:

Original Title:

Comfortable Red Slippers for Ladies with Rubber Slip-Resistant Bottom



Comfortable Red

Slippers for Ladies

Rubber

Slip Resistant

Comfortable Red **30%**

Slippers for Ladies **40%**

Rubber Bottom **79%**

Slip-Resistant **63%**

Comfy Red 45%

Slippers for **Women 65%**

Rubber **Sole 88%**

Non-Slip 75%

Intelligent Title:

Comfy Red Slippers for Women with Non-Slip Rubber Sole

Title Refinement Proof Points

PRODUCT: FITSTEP SENIOR PEDOMETER

When titling this product, which is **best**?

- FitStep 3D Pedometer **or just** Fitstep Pedometer
- Pedometer for Seniors **or** Step Counter for Seniors
- Brand name **first** or brand name **last**
- One-Button **or** One Button



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KNOWS THE ANSWERS.



PRODUCT: GEEKIFY RETRO RADIO

When titling this product, which is **best**?

- Vintage Wood **or** Old-Fashioned Wood?
- Wood Radio **or** Vintage Radio
- For Kitchen, Office, Garage, Camper
- For Kitchen, Garage, Office Camper



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KNOWS THE ANSWERS.



AMAZON A/B TESTED TITLE

ORIGINAL
TITLE

OR

 **scissortail.ai**
TITLE

Living247 FitStep
3D Pedometer for
Seniors, Easy to
Use One Button
Step Counter Step
Tracker

FitStep Pedometer
Step Counter for
Seniors, Easy to
Use One-Button
Simple Step Tracker
w/Large Display by
Living247

**INCREASE
IN REVENUE**

19%



This data was collected over a **1 MONTH** time period, across an average sample size for both of **10K.**

AMAZON A/B TESTED TITLE

ORIGINAL
TITLE

OR

 **scissortail.ai**
TITLE

Rocket Retro Radio
AM FM with
Bluetooth, Vintage
Wood Radio for
Kitchen, Office,
Garage, Camper

Rocket Retro Radio
AM FM with
Bluetooth,
Old-Fashioned
Wood Vintage
Radio for Kitchen,
Garage, Office,
Camper

**INCREASE
IN REVENUE**

27%



This data was collected over a **1 MONTH** time period, across an average sample size for both of **28K.**

PRODUCT: CASTLEDOOR AUTOMOTIVE FLOOR MATS

When titling this product,
which is *best*?

- Automotive *or*
Automobile?
- Plastic Coated Disposable *or*
Plastic Coated Paper?
- Heavy-Duty *or*
Heavy Duty
- Brand *up top*
or Brand at *bottom*?



 **scissortail.ai**
KNOWS THE ANSWERS.



AMAZON A/B TESTED TITLE

ORIGINAL
TITLE

OR

 **scissortail.ai**
TITLE

CastleDoor
Automotive Floor
Mats Plastic Coated
Disposable
Heavy-Duty Paper
"We Take Pride in
Your Ride" Shoe
Print Floor Mat (Case
of 500)

Heavy Duty
Single-Use Floor
Mats, Plastic Coated
Paper "We Take Pride
in Your Ride" Shoe
Print Disposable
Automobile Floor
Mat (Pack of 500)
by CastleDoor

**INCREASE
IN REVENUE**

10%



This data was collected over a **1 MONTH** time period,
across an average sample size for both of **21K.**

E-Commerce Experts

Scissortail.ai is a product of complex data science. One can't just log in and figure it out as they go. We provide a title-in title-out service where our team of e-commerce data analysts employ Scissortail.ai to hone each title to improve CTR and conversion for the maximum amount of revenue attainable.

What is a **10% sales lift** worth to you?

Consider your current product catalog and the sales throughput for each product you sell on the Amazon marketplace. **If you were able to generate a 10 percent improvement in sales, is that a significant number?** For most, it is.

During our initial launch period, we are offering a no-risk guarantee to you. You simply sign up for the number of titles you would like for us to improve, and we initiate a 90-day purchase order for you. If, within the first 12 weeks, you haven't seen at least a 10 percent uplift in sales, we simply void the cost of that title on your purchase order. You test each title via your own Amazon Seller Central A/B test for completely transparent results!

Sign up for this risk-free offer by calling **(737) 274-2367** or email us at **sales@scissortail.ai**

Who is



scissortail.ai?

Scissortail.ai is an **AI-driven e commerce technology company created** and led by professionals who have collaborated on data-driven business technology solutions for more than three decades. **Founder and CEO Byron Reese, is a recognized authority on AI.** Author of several books on AI (which have been translated into more than a dozen languages), Byron holds multiple AI patents, and is the creator and host of the well-known Voices in AI podcast. He is also former CEO of the technology research company Gigaom where he wrote and spoke extensively on AI.

What Kind of AI Does Scissortail.ai Employ?

Scissortail.ai **provides intelligent data insights to inform Amazon title creation** derived from complex algorithms **based on a massive Amazon dataset.** Responses improve over time as a real time data flow increases precision.

