scissortail.ai

What is Scissortail.ai ?

Intelligence for product selection and listing content strategy

Scissortail.ai is a proprietary algorithm that delivers data-driven product selection strategy and listing optimization guidance to help Amazon sellers:

- **Select** products with low competition and high opportunity
- **Target** the right search terms, keywords and phrases
- **Launch** and/or improve product listings
- **Beat** existing competitors in both rank and click through rate
- **Win** in organic search

How Does Scissortail.ai Work?

Scissortail.ai's Page One Product Finder scours millions of data points on Amazon looking for eight key factors:

- High Consumer Demand (Search Volume and Revenue)
- Weak Competitor Listings (Low Search Rank Strengh (SRS))
- Weak Competitor Products (Poor Amazon Customer Ratings)
- Low Number of Competitive Customer Reviews (Low Number of Reviews)
- Lack of Dominant Product in the Space (Low Term Click Share)
- Low Number of Competitors Using Sponsored Ads
- Low Number of Competitors Ranking on Specific Search Terms (word 1, word 2, word 3)
- Breadth of Available Search Terms to Rank On

Taken together, this data pinpoints key opportunities where new products can enter, compete and dominate.

Your next best seller

Spearfishing

Scissortail.ai's Page One Product Finder discovers product opportunities based on search volume, click share and revenue of existing products that rank above and below a target product for a specific query string.

Product Success Indicators

Criteria	Indicator	Meaning	Takeaway
Search Popularity Percentile	**86%**	The percentile of this search term among the top million searches performed on Amazon in a given day.	This is a popular search.
Click Accessibility	**64 / 100**	Ease of market penetration for clicks based on performance of Page One competitors.	New people can break into this space.
Conversion Accessibility	**79 / 100**	Ease of market penetration for sales based on performance of Page One competitors.	New people can convert customers in this space.
Average SRS score	**1**	Search Rank Strength (SRS)	Top 10 results have low quality listings as defined by the LQS.
Average days in top 3	**8**	Average number of days the top 3 products stay in the top 3	New products can rank top three in this space.
Average revenue	**$247,529**	Average revenue of top 10	There is good opportunity.
Sponsored	**5**	Number of the top 10 that are sponsored	You don't have to buy your way in.

What is Search Rank Strength (SRS)?

This score determines the strength of a listing's ability to organically rank for a given Amazon search. Anything above a 6 is considered a solid listing. Any score below a 6 indicates the listing is weak in organic search and could easily be outranked by a quality listing.

Top 10 ASINS	SRS SCORE
ASIN 1	3
ASIN 2	2
ASIN 3	0
ASIN 4	-1
ASIN 5	-1
ASIN 6	-2
ASIN 7	4
ASIN 8	0
ASIN 9	1
ASIN 10	0
Average	**1**

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Evaluating the Competition

Competitor 1

Clicked ASIN ········· **B00O83DY4O**
Product Title ········· **Spearfishing 5' Fiber Glass Travel 2piece Hawaiian Sling Pole Spear 3 Tips Set**

Click Share: **16%**   Conversion Share: **11%**

Competitor 2

Clicked ASIN ········· **B07H2NNBHS**
Product Title ········· **AB Biller Redesigned Professional Speargun, Stainless or Wood (Made in USA)**

Click Share: **11%**   Conversion Share: **7%**

Competitor 3

Clicked ASIN ········· **B00O83GHR0**
Product Title ········· **Spearfishing 5' Fiber Glass 1 Piece Hawaiian Sling Pole Spear 3 Tips Set**

Click Share: **8%**   Conversion Share: **2%**

These listings receive a low percentage of the click share for these queries, so there is plenty of click share to be won. Additionally, the search rank strength of these listings is low, so with a quality listing it would be possible to compete.

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