



Abdul Samad Imran <abdul@keplercommerce.com>

Xmars/Xnurta Features Dissection & Comparison to Our Scope

8 messages

Abdul Samad Imran <abdul@keplercommerce.com> Mon, Jan 27, 2025 at 6:13 PM
To: abdullah azzam <abdullahazzam@keplercommerce.com>, John Krell Sta Ana <krell@keplercommerce.com>, Muhammad Asees Abid <asees@keplercommerce.com>, Benjamin Lander <benjamin@keplercommerce.com>, Jahanzaib Mallick <jahanzaib@keplercommerce.com>

Hi All,

I reviewed the [Xmars demo video from 4 months ago](#) and have compiled my thoughts on their features & capabilities and how they align with our planned product scope . Krell has taken a live demo last week so he might be aware of some new feature which they might have rolled out recently so I'll wait for his feedback too. There are a few important aspects that weren't covered in the video (and weren't expected to be), which should be figured out, though not sure how exactly.

- 1. Customer Perception: How do customers view each feature? Good to have v/s must to have v/s not really matter?
- 2. Bid and Budget Logic: Beyond the features, how do their bid and budget mechanisms work? These are crucial as they directly impact performance, which remains the key focus.
- 3. User Journey: What does the user journey look like, and how many variations are there?
- 4. User Types: What are the different user types, considering they offer multiple management variants and other choices? How do their user types differ from our ICP?
- 5. User Type Distribution: What's the breakdown of each user type? Some types may represent less than 5%, and we may not want to prioritize features related to them.
- 6. Value Proposition vs. Marketing Gimmicks: Which features offer actual value, and which are just marketing tools?
- 7. UI/UX Design & Navigation: Key aspects related to their design and overall user experience.
- 8. Other Customer Pain Points: Additional insights into other key customer concerns that we can address and they have not yet.

#3 and #7 can be explored by opting for their services, allowing the Ad team to review and provide insights and feedback. For rest, what do you guys suggest?

The user journey on our platform and the style of ad management I'm planning are distinct from what other platforms, including Xmars, offer. In my view, what I aim to provide is simpler, more automated, and more tech-agnostic, while delivering similar or better results than the current market players. However, if this approach doesn't align with customer expectations, we may need to adjust it to match the design of other platforms to minimize friction. Additionally, I had planned to offer less manual control to users compared to other platforms, as our use cases are more tailored to Chinese manufacturers rather than agencies or brand ad teams, who tend to be more ad-tech savvy, need greater control, and are capable of making more detailed decisions. This plan may need to be re-evaluated as well. Ultimately, the key question is whether we can position ourselves in the market with a distinct platform that resonates with our target customers? If not then we'll have to ensure the similarity.

Customization and Control	Multiple Management Options: Xmars provides flexibility by allowing users to manage their campaigns using a combination of AI, rules-based automation, and manual changes.	AI and manual management are included in the scope of both our Agency and SaaS products. Rule-based automation is not currently part of the scope but could be added in the future, as it is relatively straightforward to implement. For now, it remains outside our product scope.
	AI Objective Configuration: Users can customize the AI's objectives, choosing between focusing on sales growth or on the efficiency, and set a target ACoS.	<p>This feature is currently not within our product scope. To incorporate it, I would need to better understand how their system differentiates behavior for each objective (growth vs. efficiency) while complying with the provided target ACoS. It's unclear what specific adjustments are made for growth versus efficiency when both must stay within the same ACoS target.</p> <p>@krell Any clue here?</p> <p>Additionally, it's important to assess how customers perceive this feature and the extent to which it creates a difference in results. Does it result in a significant impact, like a north-south shift, or is the difference more marginal? Wouldn't most customers simply aim for maximum sales while remaining within their target ACoS? This raises questions about the practical value of the feature.</p> <p>Some SaaS features, including this one, might primarily serve as marketing gimmicks—addressing a perceived customer need, such as having control or the choice to select objectives. While this can make customers feel satisfied and heard, it's worth questioning whether the feature delivers any substantial logic or real differentiation in outcomes.</p>
	AI Temperament Configuration: Users can adjust the AI's "personality," controlling how much data the AI needs before making decisions, ranging from conservative (more	This feature is not currently in our product scope, but it would be important to understand how customers perceive its value. I assume it works by adjusting decision

Automation	data) but less responsive to aggressive (less data) but more responsive. This temperament configuration along with the target ACOS and budget are the only manual input provided by the user to the AI so it can make decisions.	thresholds—for example, making decisions after 5 clicks instead of 10 when set to 'aggressive.' Essentially, I see this as a risk lever where decisions are based on different confidence levels. Higher confidence leads to more reliable, predictable performance that stays within the desired thresholds, such as the target ACoS. Lower confidence, on the other hand, increases unpredictability and the risk of breaching defined efficiency targets. In essence, this feature seems to be asking customers whether they want to take a calculated risk—accepting the possibility of breaching their efficiency targets to potentially seize an opportunity. This makes sense to me.
	Campaign Structure: Xmars provides different campaign structures, including standard (splitting each ad group into a single manual campaign and one auto campaign), binary (two campaigns), and precise (single keyword and single target campaigns).	This feature is not currently in our product scope, as we currently offer only a standard campaign structure. However, introducing different campaign structures does make sense and is something we may consider adding in the future.
	AI Autonomy Configuration: Users can customize or toggle on/off the specific actions that the AI takes, such as keyword harvesting, negation, budget dayparting, and budget reallocation, and set bid caps or minimums.	While our current product doesn't include this specific feature, we offer similar functionality through a different approach. However, the way they've designed user control over AI actions appears more intuitive and practical. It's definitely something we'd consider integrating into our own design.
	Customizable Dashboards: Users can create their own customized dashboards in addition to the main dashboard.	I haven't explored the reporting aspect yet, but Krell is currently working on it.
	Naming Rules: Users can set up custom naming rules for campaigns and ad groups.	This feature is not currently in our product scope.
	Bulk Changes capability: users can change Bids in bulk and can make changes to campaigns in bulk as well by clubbing them.	This feature is in our product scope.
	Bid Optimization and Dayparting: AI adjusts bids and bid schedules.	It's within our product scope, but the exact backend logic will differ, and their backend logic is not publicly available to compare or to learn.
	Budget Optimization and Dayparting: AI manages budget allocation and budget schedules	This is within our scope, but we are yet to figure out the auto-optimization for the budget.
	Keyword Harvesting and Mitigation: AI identifies and uses effective keywords while mitigating ineffective ones.	This feature is in our product scope.
	Pausing Underperforming Ad Groups: AI automatically pauses ad groups that are not performing well.	This feature is in our product scope.
	Lock Ad Placements: This tool uses rules and scraping to maintain a certain paid ad position by adjusting bids every 15 minutes based on real-time placement data.	This is one of their unique selling points, and likely no one else offers this feature. I believe it can be easily replicated, so we'll include it in our scope.
	-	Other features that Xmars lacks, but we plan to offer include: <u>Inventory-level based bid adjustments</u> <u>Organic rank-based bid adjustments</u> <u>Comprehensive keyword research-driven advertising to improve both responsiveness and efficiency.</u> <u>Also, a key differentiator will be the way we calculate our bids i.e. the logic which could be better or worse than theirs.</u>
Data Analysis and Reporting	Main Dashboard: The main dashboard provides a high-level overview of key advertising metrics.	I haven't explored the reporting aspect yet, but Krell is currently working on it.
	Product Center: This feature allows users to view total sales alongside advertising metrics by pulling data from seller or vendor central.	I haven't explored the reporting aspect yet, but Krell is currently working on it.
	Changes Log: Xmars provide a log of all changes done by either human or AI.	This feature is not currently in our product scope so I'll include it in our scope.
	Advanced Reporting: Xmars offers advanced reporting, providing hourly data for different ad types, as well as	I haven't explored the reporting aspect yet, but Krell is currently working on it.

	<p>scheduled reports.</p> <p>Amazon Marketing Cloud (AMC) Hub: The AMZ Hub offers pre-templated reports for Amazon Marketing Cloud, providing access to user-level data without SQL queries.</p> <p>Path to Conversion Model: This model shows the different paths customers take before making a purchase, showing metrics for different ad types and their effectiveness.</p> <p>Cross-Product Association Model: This model shows the relationships between products in a catalog, useful for cross-selling and bundling strategies.</p> <p>Customer Lifetime Value (LTV) Report: This report analyzes the LTV of customer cohorts, showing how LTV grows over time and the impact of different campaigns.</p>	<p>This is not currently in our product scope. I lack expertise in this area for now, but it's a growing interest among customers. However, AMC currently has low penetration among users. This is something we can explore down the line with the help of the experts in this area.</p>
Miscellaneous	<p>SB & SD Ads</p>	<p>This feature is in our product scope.</p>
	<p>DSP Self-Service: Xmars provides direct access to run DSP ads, without needing an agency. These features collectively aim to provide a comprehensive and adaptable platform for sellers to optimize their advertising efforts.</p>	<p>This feature is not currently in our product scope.</p>

 **Xmars Features Dissection & Comparison to Our Scope_27 Jan'25.xlsx**
14K


Abdul Samad Imran <abdul@keplercommerce.com> Mon, Jan 27, 2025 at 8:27 PM
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 **Xmars Features Dissection & Comparison to Our Scope_27 Jan'25.xlsx**
14K

Abdul Samad Imran <abdul@keplercommerce.com> Tue, Jan 28, 2025 at 12:18 AM
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Feedback from Krell following live demo call with Xmars.

**Krell** 10:00 PM

Xmars/Xnurta features

1. View of all metrics, switchable into different groupings (group by campaign name, search terms, ASIN, SKU, etc.)
2. Custom Dashboard creation with convenient Dashboard to PDF function for client reporting. Can be sent as file or as a link.
3. Amazon report extraction with customizable fields for reporting.
4. Ad optimization optimization based on different preset goals (Drive conversion, optimize ROAS, Improve visibility etc.)
5. AI assisted campaign creation based on pas data. Aggressiveness can be set manually. Goals are preset and data for the campaigns will be created automatically.
6. Dayparting rules and optimization
7. Quick budget and bids adjustment for campaigns applying any type of filter.
8. 2% of total ad spend cost. Minimum of \$500 a month. (should I sign-up and have the engineering team join training?)
9. Biweekly meeting with Xmars support for questions and trainings
10. Unlimited user seats

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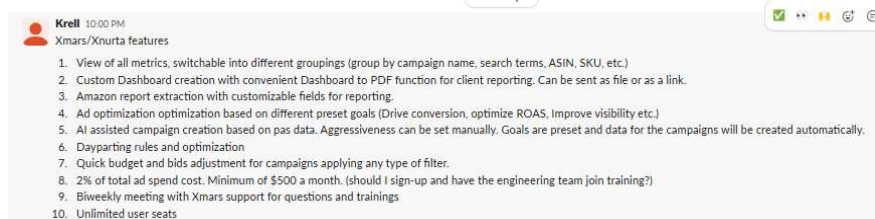
abdullah azzam <abdullahazzam@keplercommerce.com> Thu, Feb 6, 2025 at 12:39 AM
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hey guys are there any additional feedback?
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abdullah azzam <abdullahazzam@keplercommerce.com> Thu, Feb 6, 2025 at 12:42 AM

To: Abdul Samad Imran <abdul@keplercommerce.com>

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@John Krell Sta Ana

for #1 to # 10 it would be helpful to give me what they have vs what we have in the roadmap in which phase.

th goal is to compare and contrast so we can understand how to strategically position our service, not to understand all their features only

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abdullah azzam <abdullahazzam@keplercommerce.com>

Thu, Feb 6, 2025 at 12:57 AM

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A. @John Krell Sta Ana so this is just a really sophisticated tool, it's not a done for you service?

B. bi weekly meeting is twice a week or once every two weeks? if its once every two weeks that's fortnightly. if its twice a week that's pretty heavy on human delivery cost (is this a PH person handling the delivery?)

C. typical brand of ours spend how much per month? maybe 10k?

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John Krell Sta Ana <krell@keplercommerce.com>

Thu, Feb 6, 2025 at 1:41 AM

To: abdullah azzam <abdullahazzam@keplercommerce.com>

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1. View of all metrics, switchable into different groupings (group by campaign name, search terms, ASIN, SKU, etc.)
This can easily be integrated in our Reporting dashboard after finalizing data accuracy. Essentially it's just a different pivoted view of each column.
Can be included in Phase 2
This is one of the features that I like because from an analysis perspective, it easily allows you to switch between overviews allowing faster gathering of information or checking of goals.
2. Custom Dashboard creation with convenient Dashboard to PDF function for client reporting. Can be sent as a file or as a link.
This is not in the timeline or on any of the phases but a nice-to-have function. Shouldn't be a challenge as long as we can finalize the report format.
Can be included in Phase 2.
This has great benefits specifically for external use allowing different potential clients to tailor the reporting to their organization's style.
3. Amazon report extraction with customizable fields for reporting.
This is just another extra function. Not really required as anyone can easily download it in Amazon Console. Useful if we don't have direct account access but were granted API keys.
Goal of the reporting automation is to reduce the usage of manual reports so this is counter-intuitive. Building a robust dashboard can completely remove the use of this feature.
Would like to provide emphasis on Reporting as this is probably the part that customers see most values specially start-ups or small enterprises with limited man power.
4. and optimization based on different preset goals (Drive conversion, optimize ROAS, Improve visibility etc.)
Aggression-based optimization not yet on any of the phases but is technically a formula tweak based on risk-appetite or company goal. @Abdul Samad Imran is more qualified to comment on this.
5. AI assisted campaign creation based on past data. Aggressiveness can be set manually. Goals are preset and data for the campaigns will be created automatically.
Already in the timeline on Phase 3 though we are using metrics based campaign creation and not AI. I assume its the same for Xnurta since any decision can be anchored to a certain metrics and I cant really see AI's functionality.
6. Dayparting rules and optimization
This is already in our timeline. Useful for customers with limited budget and wants to focus spend on peak seasons or hours before events.
7. Quick budget and bids adjustment for campaigns applying any type of filter.
This is already in our timeline although this is done automatically.
8. 2% of total ad spend cost. Minimum of \$500 a month. (should I sign-up and have the engineering team join training?)
9. Biweekly meeting with Xmars support for questions and trainings
10. Unlimited user seats
Beneficial. Most Ad platforms limit seats to 1 or 2 concurrent users. Not sure of Pros and Cons or if valuable as a pricing strategy.

A. @John Krell Sta Ana so this is just a really sophisticated tool, it's not a done for you service?

Its can be both. They have managed service and self-service

B. bi weekly meeting is twice a week or once every two weeks? if its once every two weeks that's fortnightly. if its twice a week that's pretty heavy on human delivery cost (is this a PH person handling the delivery?)

I can't recall. Need to review my notes but this is just within training period. They didn't discuss how long they will support questions and training.

C. A typical brand of ours spends how much per month? maybe 10k?

Right now biggest spender is at 25k to 30k a month (excluded on xmars testing) and most of the smaller brands spend around 1k to 5k

Amazon page for Xnurta

https://advertising.amazon.com/partners/directory/details/amzn1.ads1.ma1.13gqz02mi0lmdv85fsyekwz8b/Xnurta/?ref_=a20m_us_ptawrd_prtrct_Xmars

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Krell Sta Ana <krell@keplercommerce.com>

Mon, Feb 10, 2025 at 3:46 PM

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Hi @Abdul Samad Imran @abdullah azzam ,

[Here is](#) the document. Thanks.

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