

Saluspa Hot Tub Filter - Listing Optimization Project

Product: Saluspa/Bestway Type VI Hot Tub Filter Replacement Cartridge **ASIN:** B08R11D8NJ **Market:** Amazon.ca (Canada) **Status:** 🚧 Work in Progress **Last Updated:** January 29, 2026

Project Overview

This folder contains all analysis, optimization materials, and implementation files for the Saluspa Hot Tub Filter multi-pack expansion strategy.

Key Opportunity: Add 4-pack, 8-pack, and 12-pack variations to increase revenue by 128% and profit by 211%.

This Analysis as Official Learning Example

This Saluspa Hot Tub Filter analysis serves as the reference example for Mode 2 (Listing

Optimization) of the amazon-product-competitive-analyzer skill.

What This Demonstrates

Mode 2 Workflow Capabilities: - How to handle **existing product optimization** (not just new products)
- **Competitive per-filter pricing analysis** (discovered value perception problem) - **Multi-pack variation strategy** (2, 4, 8, 12-pack architecture) - **Complete listing optimization workflow** (title, bullets, backend keywords) - **90-day implementation roadmap** (week-by-week action plan) - **Profitability projections** (3 scenarios: conservative, base, optimistic)

Real-World Results: - **Problem identified:** CA\$8.99/filter (worst in market) vs. CA\$3.56-5.67/filter (competitors) - **Solution designed:** Multi-pack value ladder to fix perception - **Impact projected:** +128% revenue, +211% profit with same traffic - **Time investment:** ~2 hours for complete analysis

Reference This For

When to use this example: 1. Any future Mode 2 (Listing Optimization) requests 2. Understanding difference between Mode 1 (validation) and Mode 2 (optimization) 3. Learning multi-pack pricing strategies 4. Seeing complete Product Brief output format 5. Training new team members on listing optimization workflow

Related Documentation

- [Mode 2 Guide](#) - Complete Mode 2 walkthrough with this example
- [Mode Selection FAQ](#) - When to use Mode 1 vs Mode 2

- **Skill Documentation** - Full skill technical docs
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Current Files

Analysis & Strategy

- **saluspa-filter-competitive-analysis-final.md** - Comprehensive 14-section competitive analysis with pricing strategy, keyword research, and 90-day implementation roadmap

Product Briefs

- **Product-Brief.md** - Original product brief
 - **Product-Brief.html** - HTML version
 - **Product-Brief.pdf** - PDF version
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Planned Deliverables

Listing Copy (To Be Created)



listing-title-optimized.txt - Optimized parent ASIN title



listing-bullets-optimized.txt - 5 optimized bullet points



listing-backend-keywords.txt - Backend search terms



`variation-titles.txt` - Child ASIN titles for 4, 8, 12-pack

Image Specifications (To Be Created)



`image-specs-4pack.md` - Design specifications for 4-pack images



`image-specs-8pack.md` - Design specifications for 8-pack images



`image-specs-12pack.md` - Design specifications for 12-pack images

PPC Campaign (To Be Created)



`ppc-campaign-structure.xlsx` - Complete campaign structure with keywords and bids



`ppc-keyword-list.csv` - Master keyword list with search volumes

A+ Content (To Be Created)



`aplus-module-1-value-comparison.md` - Value comparison chart layout



`aplus-module-2-compatibility.md` - Compatibility guide



`aplus-module-3-installation.md` - Installation guide



aplus-module-4-why-choose.md - Benefits grid



aplus-module-5-faq.md - FAQ and savings calculator

Implementation (To Be Created)



90-day-roadmap.md - Week-by-week action plan



inventory-order-sheet.xlsx - Inventory calculations and reorder points



financial-projections.xlsx - Revenue and profit projections

Quick Links

Key Findings

- **Current State:** CA\$4,207/month revenue, CA\$750 profit
- **Projected State (90 days):** CA\$9,604/month revenue, CA\$2,332 profit
- **Investment Required:** CA\$2,108 (inventory + Vine + images)
- **ROI:** 156% after 90 days

Critical Insight

Your 2-pack at CA\$8.99/filter has the WORST per-filter value in the market vs. competitors selling 6-16 packs at

CA\$3.56-5.67/filter. Multi-pack expansion solves this perception problem while improving margins.

Recommended Pricing

- 2-pack: CA\$17.98 (keep current - entry tier)
 - 4-pack: CA\$29.99 (CA\$7.50/filter - MOST POPULAR)
 - 8-pack: CA\$49.99 (CA\$6.25/filter - BEST VALUE)
 - 12-pack: CA\$67.99 (CA\$5.67/filter - ANNUAL SUPPLY)
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Next Actions

This Week: 1. Update current 2-pack listing with optimized copy 2. Create 4, 8, 12-pack child ASINs 3. Design variation images with badges 4. Order initial inventory (50×4pk, 30×8pk, 20×12pk)

See full 90-day roadmap in: [saluspa-filter-competitive-analysis-final.md](#)

Contact & Notes

Project Folder: All files for this product will be generated in this directory **Analysis Date:** January 29, 2026

Review Frequency: Weekly during implementation