

Data Sources - Saluspa Hot Tub Filter Analysis

Analysis Date: January 29, 2026

Source Files Used

1. Competitor Data

File: `niche-E0nPEhheUZ-competitors.csv` **Source:** Helium 10 / Jungle Scout competitor analysis **Data Points:** - 10 competitor ASINs analyzed - Pricing, pack sizes, sales estimates - Review counts, ratings, listing age - Keyword rankings, PPC presence - Fulfillment methods

Key Competitors: - B09Q68WP61 (Vickmons) - 16-pack, CA\$56.99 - B0B6ZVMD7P (Macaberry) - 12-pack, CA\$49.99 - B089FPMMHT (POOLPURE) - 6-pack, CA\$33.99 - B08R11D8NJ (Bestway - YOUR PRODUCT) - 2-pack, CA\$17.98

2. Keyword Data

File: `niche-E0nPEhheUZ-keywords.csv` **Source:** Helium 10 Cerebro / Magnet keyword research **Data Points:** - Search volume (SV) for each keyword - Relevance scores - Suggested PPC bids & ranges - Launch scores - Competitor rankings by keyword (B07MTDDV6N through B08HYRMCZQ)

Total Keywords Tracked: 44 **High-Volume Keywords:** - hot tub filter (2,972 SV) - hot tub filters (1,182 SV) - saluspa hot tub (660 SV) - saluspa hot tub filter (475 SV) - filtre spa (462 SV)

3. Listing Builder Screenshots

Files: 4 screenshots from Helium 10 Listing Builder **Content:** 1. AI Copywriter interface with title/bullet suggestions 2. Keyword optimization comparison matrix 3. Master Keyword List with competitor analysis 4. Current product listing on Amazon.ca

Current Listing Data: - Title Ranking Juice: 23,827 - Bullet Ranking Juice: 8,774 - Overall Listing Ranking Juice: 53,676 - EXACT matches: Strong on brand keywords - BROAD matches: Weak on generic keywords

4. Amazon Product Data

Source: Direct from Amazon.ca product page **ASIN:** B08R11D8NJ **Key Metrics:** - Price: CA\$17.98 (2-pack) - Amazon Fees: CA\$9.43 (FBA) - Reviews: 3,518 - Rating: 4.6 stars - BSR: #769 in Patio, Lawn & Garden > Pool Filter Cartridges - Sales Estimate: 234 units/month

5. Cost Data

Provided by Client: - Landed Cost (COGS): CA\$4.14 per 2-pack unit - Per-Filter Cost: CA\$2.07 - FBA Fees: CA\$9.43 per 2-pack

Estimated Multi-Pack Costs: - 4-pack COGS: CA\$8.28 (CA\$2.07 × 4) - 8-pack COGS: CA\$16.56 (CA\$2.07 × 8) - 12-pack COGS: CA\$24.84 (CA\$2.07 × 12)

Estimated Multi-Pack FBA Fees: - 4-pack: CA\$10.50 - 8-pack: CA\$12.50 - 12-pack: CA\$14.50

Analysis Methodology

Competitive Positioning

1. Calculated per-filter pricing for all competitors
2. Identified value perception gap (CA\$8.99 vs CA\$3.56-5.67/filter)
3. Analyzed pack size distribution in top performers

4. Determined optimal pack sizes to fill market gaps

Keyword Research

1. Ranked all keywords by search volume and relevance
2. Analyzed current rankings vs. top performers
3. Identified high-opportunity keywords (hot tub filter, hot tub filters)
4. Mapped keyword coverage gaps

Profitability Modeling

1. Calculated net margins at current pricing (24.5%)
2. Modeled FBA fee leverage with larger pack sizes
3. Projected sales mix based on industry benchmarks
4. Created 3 scenarios: conservative, base, optimistic

Multi-Pack Strategy

1. Determined competitive pricing for 4, 8, 12-pack variations
 2. Balanced margin optimization with market positioning
 3. Designed value ladder to maximize AOV
 4. Positioned against competitor pack sizes
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Data Quality Assessment

High Confidence (90%+)

- Current product metrics (reviews, rating, price)
- Competitor pricing and pack sizes
- Search volume data
- Current keyword rankings
- COGS and FBA fees

Medium Confidence (70-90%)

-  Competitor sales estimates ($\pm 20\%$ accuracy typical)

- ⚠️ FBA fee estimates for new pack sizes ($\pm 15\%$)
- ⚠️ Sales mix projections (based on industry averages)
- ⚠️ Conversion rate assumptions

Assumptions Made

- 10% sales decrease per 20% price increase (conservative)
 - Sales mix: 5% 2-pack, 50% 4-pack, 30% 8-pack, 15% 12-pack
 - PPC ACOS target: 25-30%
 - Monthly filter replacement frequency
 - FBA fee scaling based on weight/dimensions
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Data Refresh Schedule

Weekly (During Implementation): - Keyword rankings - Competitor pricing - Your product sales velocity - PPC performance metrics

Monthly: - Competitor sales estimates - New competitor ASINs - Market trend analysis - Review velocity

Quarterly: - Full competitive landscape refresh - Keyword universe expansion - Pricing strategy review

Notes

- All currency in Canadian dollars (CAD)
- Search volume = monthly searches on Amazon.ca
- Sales estimates from third-party tools (Helium 10/Jungle Scout)
- FBA fees estimated based on current Amazon fee structure
- Keyword data represents snapshot from January 2026

Last Updated: January 29, 2026