

# Saluspa Hot Tub Filter - Listing Optimization Project

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**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

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## 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%.







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## 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

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

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`listing-backend-keywords.txt` - Backend search terms

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

## Image Specifications (To Be Created)

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

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

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

## PPC Campaign (To Be Created)

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

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

## A+ Content (To Be Created)

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

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

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

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`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

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## 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](#)

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## 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