

# DATA-SOURCES

## Data Sources - Saluspa Hot Tub Filter Analysis

**Analysis Date:** January 29, 2026

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### 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

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#### 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)

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#### 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

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## 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

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## 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 ( $\text{CA\$2.07} \times 4$ ) - 8-pack COGS: CA\$16.56 ( $\text{CA\$2.07} \times 8$ ) - 12-pack COGS: CA\$24.84 ( $\text{CA\$2.07} \times 12$ )

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

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# 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

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## 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