

DataDive Product Validation Walkthrough Guide

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1. Overview: 10-Minute Validation Process

The Goal

"You may think Amazon's saturated but it really comes down to finding the right product."

Recommended Volume

"I always recommend when people are looking for a new product I would at least do 50 or 100 if not more just so you have a really good understanding of the landscape."

Quick Validation Steps

Step	Time	Action
1	30 sec	Initial MKL cleanup
2	1 min	Remove brand names
3	1 min	Set search volume threshold
4	2 min	Roots analysis
5	2 min	Answer scorecard questions
6	2 min	Competitiveness review
7	1 min	Listing Builder check
8	30 sec	Save and label

2. Starting Your Research

Finding Products to Validate

Step 1: Generic Category Search > "All I did is I started really generic I just went into supplements went to a higher price point."

Step 2: Change Price Point - Look for higher-priced products - Move away from \$5-8 products - Look for better margin potential

Step 3: Identify Interesting Products > "I thought this is pretty interesting you know a product for 88 bucks I went and pulled it up over here and then I just went and did a dive on this."

What to Look For

Factor	Why It Matters
Price Point	Higher prices = better margins
Product Type	Match your capabilities
Market Size	Search volume indicates demand
Competition	Reviews and brand presence

3. Initial MKL Setup

Step 1: Clean Brand Names

"The first thing I like to do when I come into here is clean up those brand names."

Click the "B" button to: - Search for brand search terms - Exclude them from analysis - Focus on generic keywords

Step 2: Set Search Volume Threshold

Minimum relevancy: 450

What This Does: - Moves ~500 keywords down to ~200 - Low volume keywords go to Residue - Can add back later if good market fit

Step 3: Verify Product Consistency

Remove Inconsistent Competitors: > “If you see products that are not patches you can quickly go in here and remove them if they’re like capsules or there’s other things.”

Why This Matters: - Data Dive tracks from parent level - Variations can skew data - Keep product types consistent

Step 4: Filter for Product Type

Example: Patches Only

```
Not Contains: "capsule"  
Not Contains: "powder"
```

"By removing those other products it looks like it got rid of a lot of the capsule and powder related keywords."

4. Roots Analysis

What Roots Show

Two or more words that describe your product.

How to Identify Good Roots

Good Example (Hair Growth):

```
hair growth - Generic but usable  
hair growth vitamins - Specific  
vitamins for hair - Related
```

What to Avoid:

```
hair loss - Different intent  
weight loss - Health claims risky
```

Counting Root Keywords

"Make a mental note here though because this is gonna give me a number for one of the questions further down so 64% I'm gonna remember that for the next part."

Root Count Scoring

Roots Found	Score
7+ roots	Best
4-6 roots	Good
2-3 roots	Fair
<2 roots	Poor

5. Market Fit Assessment

Question: Relevant Keywords Over 450?

Check the MKL count after filtering: - 185 keywords = More than 100 (good) - 50 keywords = Fair market - <25 keywords = Small market

Verifying Market Fit

Use SERP Check: > "If I'm never if I'm not sure I'll go look at the search engine results page here so it looks like that's number one there if this looks like your type of product then you could keep that in there."

Look For:

- Products matching your intended type
 - Consistent search results
 - Customer search patterns
-

6. Profitability Evaluation

Default Assumptions

Factor	Default	Notes
Product longevity	5+ years	Hair, supplements = long-term
ROI Target	100%+	Must verify with quotes

Getting Quick Quotes

"I did go ahead over to ACO and then got some quotes these will more than likely cost more than this but you can go get quick quotes if you're not talking to a manufacturer yet."

What to Check:

- Unit cost
- Shipping costs
- Landing costs
- Packaging costs
- Total COGS

Example Finding:

GLP-1 Patches:

Unit cost: Relatively cheap

Potential ROI: Could be higher than 100%

Warning: Many similar products from China

7. Potential Scoring

Scoring Questions

Question	If Yes	If No
Save on packaging?	+ Points	0
Save on fulfillment?	+ Points	0
Have a patent?	+ Points	0
Unique design?	+ Points	0
Add features/blend?	+ Points	0
4+ competitors selling?	- Points	+ Points

Grading Harshly

"I'm gonna grade this a little bit harshly especially if I'm gonna be putting my own money into this."

Deal Breaker Handling

When many sellers exist: > "This is saying it's a deal breaker but if you're going in knowing that a lot of people are selling this you can also actually change this scoring so I'm just gonna downgrade this to like a 150."

Score Customization

You can adjust weightings:

Default: -1000 for deal breakers
Adjusted: -100 or -150 (aware of risk)

"Be careful about doing this cause it's gonna change the information but because that's just how all of the products are gonna be I just don't wanna grade it as harshly."

8. Competitiveness Analysis

Review Count Check

Question: Do 7+ of top 10 have 1,000+ reviews?

How to Check: 1. Go to MKL 2. Look at review column 3. Count competitors with 1,000+

Example Findings:

Product Type	Reviews Pattern	Interpretation
Hair Growth	13K, 14K, 60K	Mature market
GLP-1 Patches	Few with 1,000+	Newer market

SEO Strength Calculation

Formula:

Add: 60% column + 80% column
Total = Number of competitors with strong SEO

Scoring: | Total | Assessment | |---|-----| | 10+ | Strong competition | | 6-9 | Moderate | | <6 | Opportunity |

1P (Amazon Selling) Check

Look for "AMZ" or "Amazon" in seller column:

"Amazon is selling this so that that would be good... if Amazon selling it I mean that's a little bit more promising."

Interpretation: - 0 Amazon sellers: Common for niche - 1-2 Amazon sellers: They see opportunity - 3+ Amazon sellers: Established market

9. SEO Strength Evaluation

Google Trends Analysis

What to Look For:

Pattern	Meaning
Going up	Growing demand
Flat	Stable market
Spiky	Seasonal product
Down	Declining interest

Seasonality Check

"This is something that I imagine is bought year round so you just wanna go double check this make sure it's not like a Christmas tree."

Variations Analysis

Check variation column in MKL:

Count: 2-3 variations = Normal
Count: 6+ variations = Complex market

"So there's four to five there major brands."

Major Brands Assessment

Brands Present	Risk Level
0-2	Lower risk
3-4	Moderate
5+	Higher risk

Bundles/Multi-packs Check

Look at product images: - Single units vs bundles - Multi-pack offerings - Standard market format

"They're all bundles and multi packs... that's just the nature of this product."

10. Listing Builder Review

What to Check

Exact Match Keywords: > "I just wanna quickly look at how many of them have exact match in there."

Scoring Question

Do 5+ competitors have 3+ top keywords in exact match?

How to Evaluate: 1. Open Listing Builder 2. Look at exact match count column 3. Count competitors meeting threshold

Warning Signs

If you see empty coverage: > "If you see products that are being sold and you see a view like this and there's a high probability that's gonna be restricted."

Interpretation: - Good coverage = Mature market - Empty coverage = Potentially restricted terms - Mixed = Sellers avoiding certain keywords

11. Pipeline Management

Viewing Multiple Products

After validating 10+ products: > "Now you can take a step back and you can start looking at how these are gonna stack up against one another."

What the Pipeline Shows

View	Information
Scores	Positive vs negative
Search volume	Keyword strength
Competitor strength	Market difficulty
Review counts	Barrier to entry

Labeling Products

Use labels to track: - Getting quotes - Pre-launch - Ready to launch - Quotes received

"You can tag labels maybe you're getting quotes from your manufacturer where they are in the process."

Comparing Products

Sort by: - Highest potential score - Lowest review count - Best profit margins - Strongest trends

12. Profits Calculator

Accessing the Calculator

1. Open dive

2. Go to "Profits" section
3. Enter your numbers

Input Fields

Field	Description
Unit cost	From manufacturer
Batch size	Units per order
Shipping cost	Per unit landed
Amazon fees	Calculated automatically
Retail price	Your selling price

What It Shows

- Total COGS breakdown
- Profit per unit
- Budget required to launch
- ROI percentage

"Once you have this added in here it's gonna give you an idea of all the breakdown so you're gonna see your retail price... as you start changing these numbers around it's gonna give you an idea if you're gonna have profits or not."

Budget Planning

"Maybe you're gonna do a different batch maybe you're gonna try some different things out here but as you fill that out... it will give you that breakdown so now you can go in and maybe you have a specific budget."

Example:

Budget: \$50,000
Products that fit: X, Y, Z

Budget: \$100,000

Products that fit: A, B, C, X, Y, Z

13. Red Flags & Warning Signs

Product Lifespan Concerns

"I did see that this had a shorter life cycle... it could be that it's restricted maybe it's getting taken off some of it's staying on."

When to Downgrade: - New/unproven product - Regulatory concerns - Amazon restrictions possible

Restricted Product Indicators

Sign	What It Means
Empty Listing Builder	Keywords may be restricted
Products removed frequently	Category instability
Health claims in keywords	Risk of takedown
Very new category	Uncertain future

Similar Products from China

"You can see a lot of these new sellers they even almost look exactly the same so you can see a lot of these are coming from China... they're actually kind of hard to tell apart."

Risk Assessment: - Easy to copy = Lower margins - Hard to differentiate = Price wars - Quality concerns = Returns risk

Health Claims Warning

"Weight loss claims right some of these you can see this is a fairly new niche... these might be restricted they might be getting taken off."

Avoid: - Direct weight loss claims - Medical claims - Unsubstantiated benefits

14. Case Study: GLP-1 Patches

Product Discovery

Started with generic supplement search, changed price point, found GLP-1 patches.

Initial Assessment

Factor	Finding
Search Volume	142 keywords
Market Age	Very new
Reviews	Few with 1,000+
Amazon Selling	Yes (2 ASINs)
Trends	Strong upward

Validation Results

Strengths: - Low competition - High demand - Amazon buying = validation - Good profit potential

Concerns: - Very new market - Regulation uncertainty - Similar products from China - May not stay on Amazon

Score Adjustments Made

1. Shortened lifespan estimate

- 2. Adjusted multi-pack scoring
- 3. Kept high awareness of risks

Final Assessment

"This one actually looks pretty good there's some things I'd be a little bit worried about... fairly new product it does look like maybe Amazon's buying some of this so not so bad."

15. Case Study: Hair Growth Supplements

Product Discovery

Found at \$88 price point in supplements category.

Initial Assessment

Factor	Finding
Search Volume	185 keywords
Root Keywords	7+ identified
Reviews	Very high (13K-60K)
Market Maturity	Established

Root Keywords Found

hair growth
hair growth vitamins
vitamins for hair
hair vitamins
biotin for hair

Validation Results

Strengths: - High demand - Long-term market - Multiple keyword angles - Good price points

Concerns: - High review counts - Mature competition - Many major brands - Hard to differentiate

Scoring

Category	Score
Market size	High
Profitability	Good
Competitiveness	Challenging
Overall	Moderate opportunity

16. Case Study: GLP-1 Weight Loss

Product Discovery

Found through GLP-1 keyword exploration, different from patches.

Product Types Found

Patches
Capsules
Powder
Tinctures
Drink mix

Keyword Analysis

"So there's definitely more than seven... even people are even misspelling it so it looks like there's definitely more than seven."

Search Patterns: - GLP1 - GLP-1 - GLP 1 - GPL (misspelling) - G1P (misspelling)

Warning Signs Identified

1. **Restricted Keywords:** > "Weight loss claims right some of these... might be restricted."
2. **Empty Listing Builder:** > "If you see something like this and nobody's using the copy it doesn't mean that they don't know they could just be avoiding it."
3. **Short History:** Only 4-5 months on Amazon

Validation Results

Opportunities: - Multiple product formats - Strong search volume - Growing trend

Risks: - Health claim restrictions - New/unproven category - Potential for removal

Recommendation

"Definitely be aware of that... but plenty of them have it in here so we'll go over here and then we'll just say it's more than five."

17. Best Practices & Recommendations

Volume of Validation

Experience Level	Products to Validate
New seller	100+ products
Experienced	50+ products
Quick scan	10 products minimum

Scoring Consistency

"Keep in mind these were scored a little bit differently just to show you guys different ways and methods on how to score it to keep it consistent."

Recommendation: Train team on consistent scoring approach.

Account Setup

"Make sure that you watch how to set up your account and the enterprise training especially if you're a big brand or an agency will show you how to set up your pods."

When to Move Forward

After validation: 1. Product scores well 2. Manufacturer quotes obtained 3. Budget approved 4. Risks understood

Next Steps After Validation

1. Get manufacturer quotes
2. Add to pipeline with labels
3. Run profits calculator
4. Compare against other validated products
5. Select best opportunity for your budget

Catalog Diving

"You can go get quick quotes if you're not talking to a manufacturer yet and then get their catalogs and dive their catalogs."

Quick Reference Checklists

10-Minute Validation Checklist

☐

Clean MKL (remove brands)

☐

Set 450+ search volume threshold

☐

Remove inconsistent competitors

☐

Count root keywords (7+?)

☐

Check relevant keyword count

- ☐ Review profitability factors
- ☐ Score potential questions
- ☐ Count high-review competitors
- ☐ Calculate SEO strength
- ☐ Check 1P presence
- ☐ Review Google Trends
- ☐ Check variations
- ☐ Identify major brands
- ☐ Note bundles/multi-packs
- ☐ Check Listing Builder coverage
- ☐ Save with proper naming

Pipeline Review Checklist

- ☐ Sort by score
- ☐ Review search volume summaries
- ☐ Check competitor strength
- ☐ Compare review counts
- ☐ Add labels for status
- ☐ Enter profit calculations
- ☐

Compare budget requirements

☐

Select products for quotes

Red Flag Checklist

☐

Very new market (<1 year)

☐

Health/weight claims

☐

Empty Listing Builder coverage

☐

Similar products from China

☐

Regulatory uncertainty

☐

Amazon removing products

☐

Extreme review counts (60K+)

☐

Many major brands present

Appendix: Video Source References

Video	Topic	URL
1	Pipeline Overview & Profits	https://www.youtube.com/watch?v=wdtK3A9E0YQ
2	GLP-1 Patches Validation	https://www.youtube.com/watch?v=_65VxchJm4c
3	GLP-1 Weight Loss Detailed	https://www.youtube.com/watch?v=cxm7hDqJPU
4	Hair Growth Validation	https://www.youtube.com/watch?v=YhzAZbtS8Ho

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