

# 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
- 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
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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