



Marketplace Analytics Dashboard 2022

Share Of Search

Brand
All

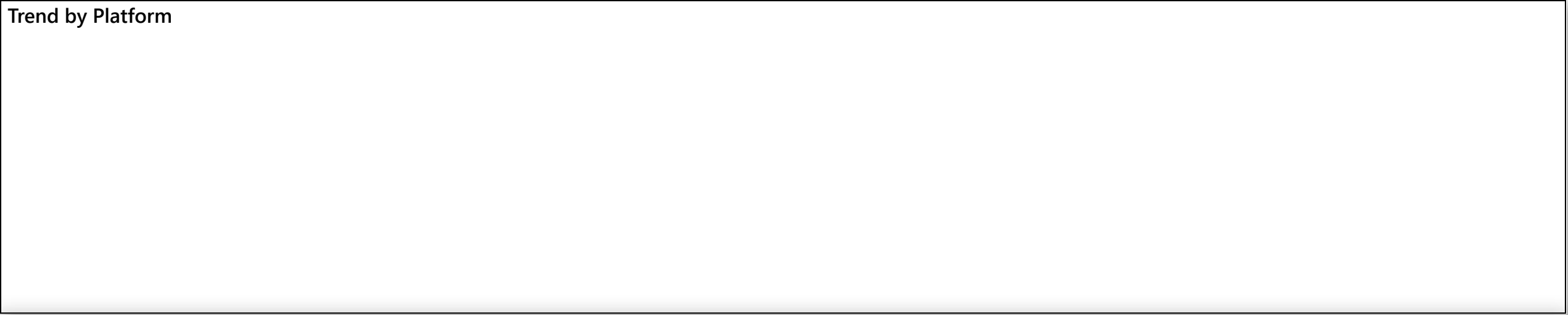
Platform
All

Location
All

Keywords
All

Date
03-04-202201-08-2022

Share of Search:



Sku's Rank on each Page										
Platform	Location	Product ID	Keyword	Category	Title	Price	Rank	Url	Date	
Amazon	BANGALORE	B0B7WMCNV3	study table for students	Desk	(MAC Creation) Foldable Bed Study Table Portable Multifunction Laptop-Table Lapdesk for Children Bed Foldabe Table Work Office Home with Tablet Slot & Cup Holder Bed Study Table (Black)	349.0	2	🔗	01-08-2022	
Amazon	CHENNAI	B0B7WMCNV3	study table for students	Desk	(MAC Creation) Foldable Bed Study Table Portable Multifunction Laptop-Table Lapdesk for Children Bed Foldabe Table Work Office Home with Tablet Slot & Cup Holder Bed Study Table (Black)	349.0	2	🔗	01-08-2022	
Amazon	HYDERABAD	B0B7WMCNV3	study table	Desk	(MAC Creation) Foldable Bed Study Table Portable	349.0	2	🔗	01-08-2022	

Review Date

28-02-2016

31-07-2022

Reviews

Rating And Review Trend

Brands

All

Platform

All

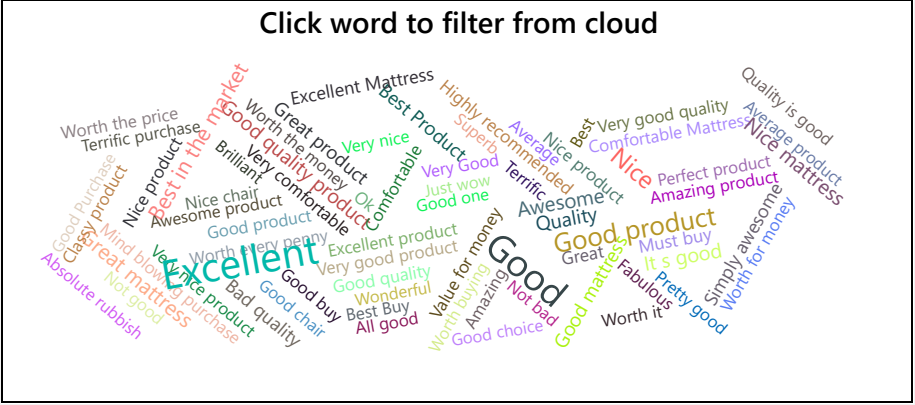
SKU

All

Product Rated



Word	Frequency
Good	846
Good product	729
Value for money	349
Nice product	310
Good quality	209
Nice	197
Excellent	190
Great product	184
Excellent product	139
Comfortable	134
Very Good	127
Awesome	126



Reviews							
Platform	Date	Product	Owner	Title	Review	Page URL	Star Rating
Flipkart	31-07-2022	Wakefit Wilde Engineered Wood Semi-Open Book Shelf (Finish Color - White, Brown, Knock Down)	Flipkart Customer	Mind-blowing purchase	Worth of money . Quality of wood is too good .awesome product		5
Flipkart	31-07-2022	Wakefit 144 TC Cotton Queen Printed Bedsheet (Pack of 1, Multicolor)	Pallab Prasad	Great product	Good quality		5
Amazon	30-07-2022	Amazon Brand - Solimo Microfiber Reversible Comforter, Single (Sea Green & Indigo Blue, 200 GSM)	akram	Perfect for mild winters	Satisfied with my purchase. it takes time to dry up completely after washing at edges.		5
Amazon	30-07-2022	Wakefit Mattress Protectors	Amazon Customer	It's Actually Waterproof Protector	After a Lot of research bought this product and I don't regret my decision after using it for 3 weeks now. I lost one mattress in 1 year		5

Platform

All

Location

All

Keyword

Beds

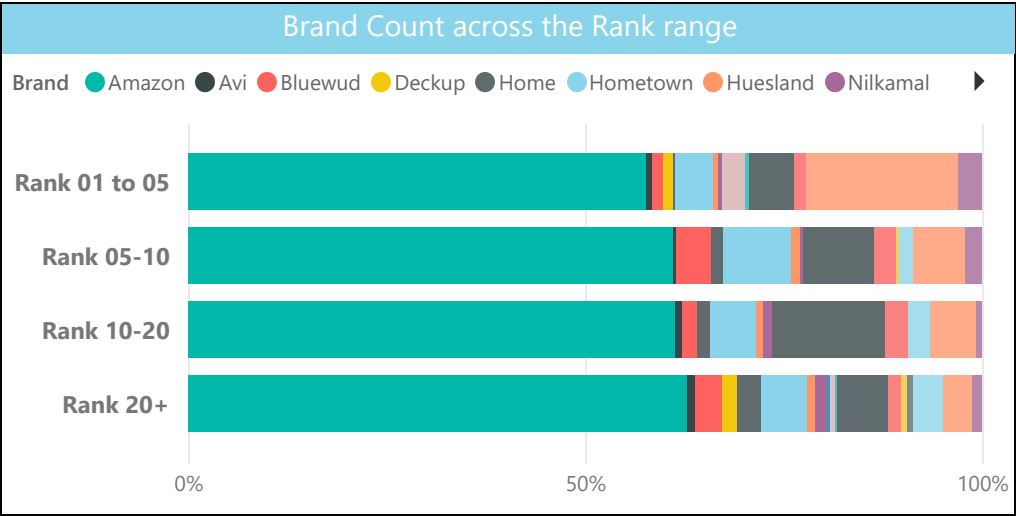
Brand

All

Date

01-08-2022

Type	Inorganic		Organic	
Platform	Score	%Value	Score	%Value
Amazon				
Rank 01 to 05	0	0.0%	72	12.6%
Rank 05-10	0	0.0%	10	1.8%
Rank 10-20	0	0.0%	7	0.6%
Rank 20+			21	0.7%
Flipkart				
Rank 01 to 05	0	0.0%	0	0.0%
Rank 05-10	0	0.0%	9	7.8%
Rank 10-20	0	0.0%	20	9.0%
Rank 20+			6	2.0%



Sponsored Sku

Product with Rank					Sponsored
					All
Platform	Location	Zip	Sku	Rank	Url
Amazon	Hyderabad	500072	Amazon Brand - Solimo Canes Engineered Wood Queen Bed with Box Storage (Walnut finish)	1	Link
Amazon	Mumbai	400104	Amazon Brand - Solimo Canes Engineered Wood Queen Bed with Box Storage (Walnut finish)	1	Link
Amazon	New Delhi	110059	Amazon Brand - Solimo Canes Engineered Wood Queen Bed with Box Storage (Walnut finish)	1	Link
Amazon	Bangalore	560068	Amazon Brand - Solimo Canes Engineered Wood Queen Bed with Box Storage (Walnut finish) [sponsored]	1	Link
Amazon	Hyderabad	1000144	Amazon Brand - Solimo Canes Engineered Wood Queen Bed with Box Storage (Walnut finish) [sponsored]	1	Link
Amazon	Mumbai	400104	Amazon Brand - Solimo Canes Engineered Wood Queen Bed with Box Storage (Walnut finish) [sponsored]	1	Link
Amazon	New Delhi	220118	Amazon Brand - Solimo Canes Engineered Wood Queen Bed with Box Storage (Walnut finish) [sponsored]	1	Link
Amazon	Chennai	600100	Amazon Brand - Solimo Costa Engineered Wood Queen Bed with Storage (Brown , Wenge) [sponsored]	1	Link
Amazon	Mumbai	400104	Amazon Brand - Solimo Costa Engineered Wood Queen Bed with Storage (Brown , Wenge) [sponsored]	1	Link

Share of Media(Sponsored Ad's)

Platform

All

Keyword Category

Beds

Location

All

Date

03-04-2022 01-08-2022

Sponsored Products On Each Keyword

Platform	Keyword	Product	URL	Rank	Selling Price	Rating	Date
Amazon	bed for bedroom	ALISHAANK Multifunctional Smart King Size Bed (Finish Color - Black)[sponsored]	🔗	7	1,85,000.0	5.0	01-08-2022
Amazon	bed for bedroom	ALISHAANK Multifunctional Smart King Size Bed (Finish Color - Blue)[sponsored]	🔗	8	1,80,000.0	5.0	01-08-2022
Amazon	bed for bedroom	Amazon Brand - Solimo Canes Engineered Wood King Bed with Box Storage (Wenge finish)[sponsored]	🔗	3	18,699.0	3.5	01-08-2022
Amazon	bed for bedroom	Amazon Brand - Solimo Canes Engineered Wood Queen Bed with Box Storage (Walnut finish)[sponsored]	🔗	3	16,999.0	3.3	01-08-2022
Amazon	bed for bedroom	Amazon Brand - Solimo Canes Engineered Wood Queen Bed with Box Storage (Walnut finish)[sponsored]	🔗	4	16,999.0	3.3	01-08-2022
Amazon	bed for bedroom	Amazon Brand - Solimo Canes Engineered Wood Queen Bed with Box Storage (Wenge finish)[sponsored]	🔗	1	12,999.0	3.8	01-08-2022
Amazon	bed for bedroom	Amazon Brand - Solimo Medusa Engineered Wood Queen Size Bed Without Storage - (Walnut Finish_Brown)[sponsored]	🔗	2	11,299.0	3.7	01-08-2022
Amazon	bed for bedroom	Amazon Brand - Solimo Medusa Queen Engineered wood Bed Without Storage (Wenge Finish)[sponsored]	🔗	4	11,299.0	3.6	01-08-2022
Amazon	bed for bedroom	Artemis Engineered Wood Box Storage Queen Size Bed in Chestnut Colour[sponsored]	🔗	9	44,795.0	0.0	01-08-2022
Amazon	bed for bedroom	Artemis Engineered Wood Box Storage Queen Size Bed in Chestnut Colour[sponsored]	🔗	10	44,795.0	0.0	01-08-2022
Amazon	bed for bedroom	Artemis Engineered Wood Box Storage Queen Size Bed in Chestnut Colour[sponsored]	🔗	11	44,795.0	0.0	01-08-2022
Amazon	bed for bedroom	Casablanca King Bed with Hydraulic Storage by Hometown[sponsored]	🔗	11	71,900.0	4.2	01-08-2022



Review Analysis

Platform

All

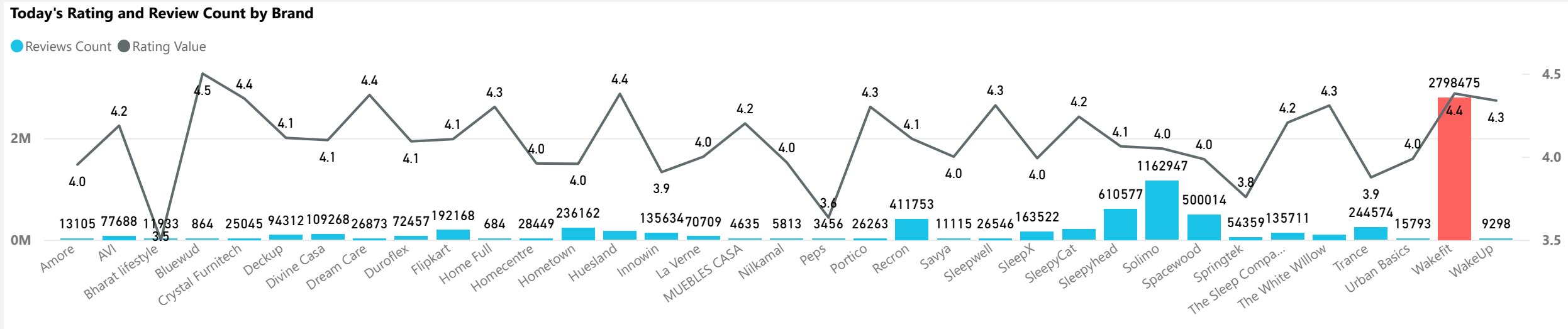
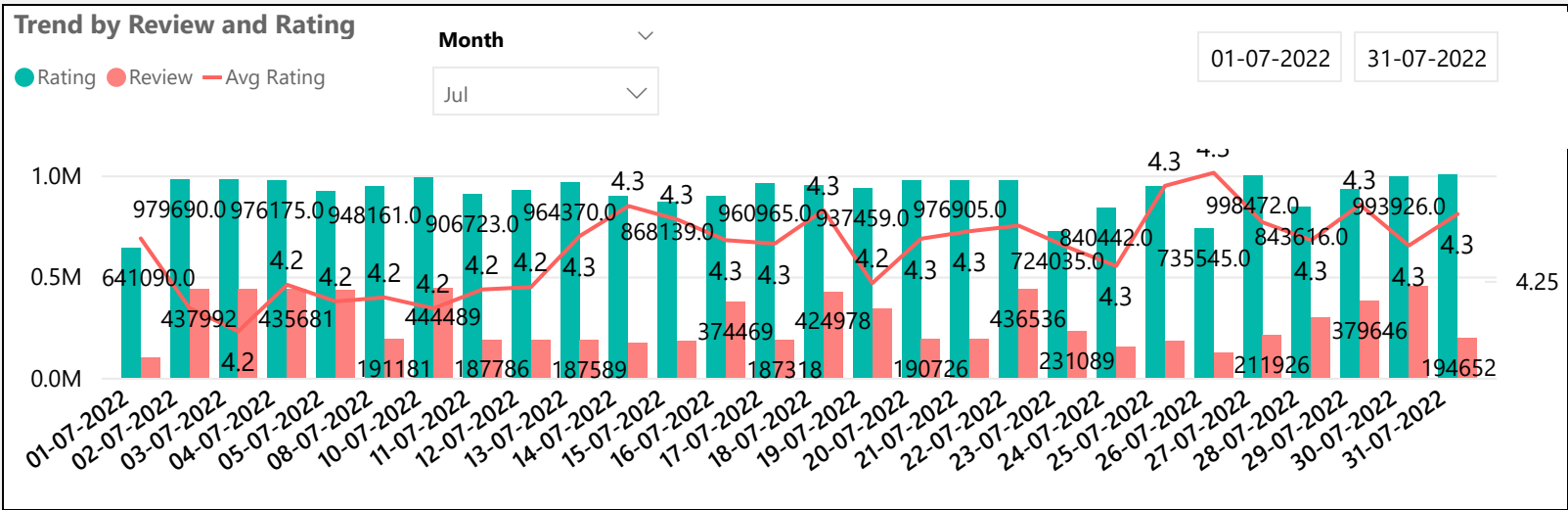
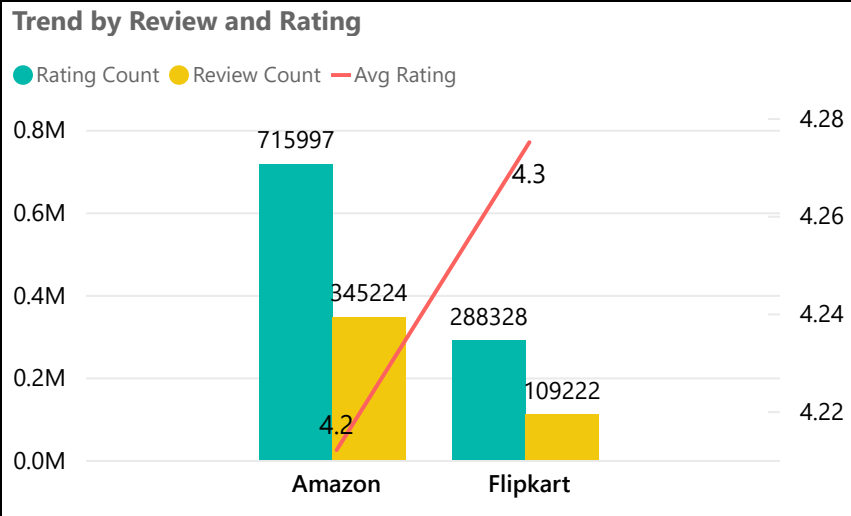
Brand

All

SKU

All

Page Url





Marketing Reach

Flipkart

Amazon

Google

Facebook

Campaign Name

All



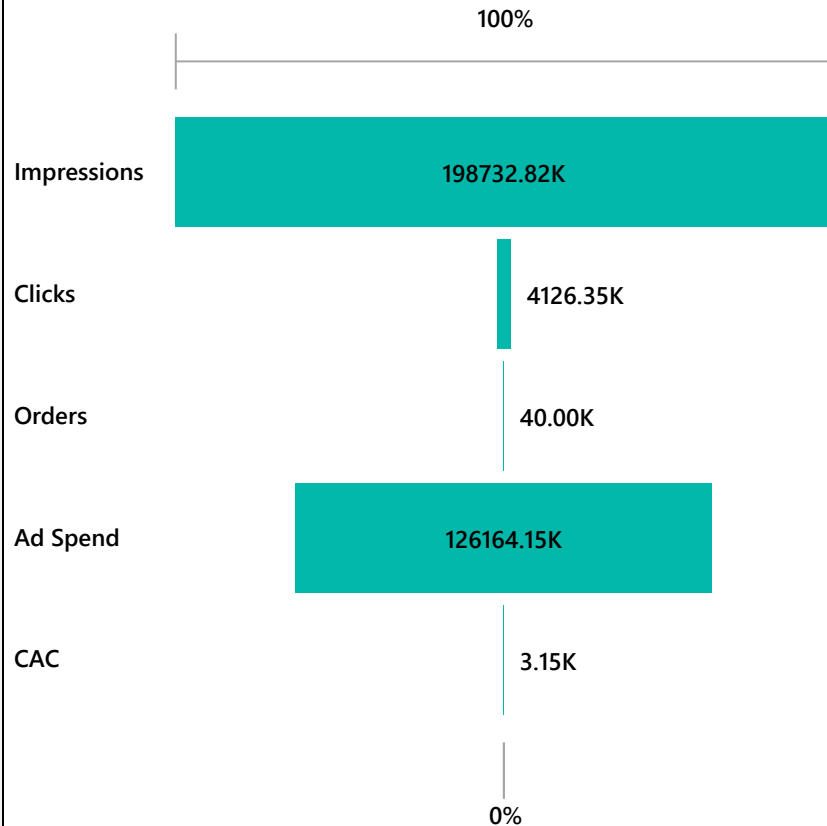
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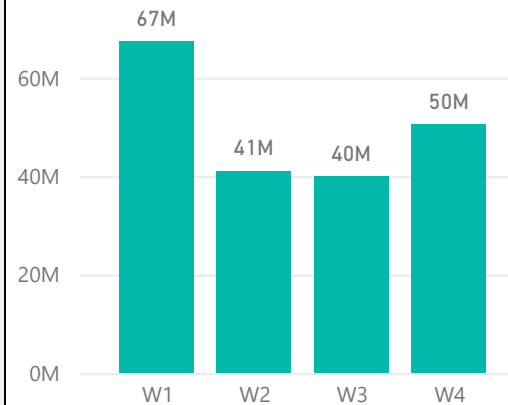
25-07-2022



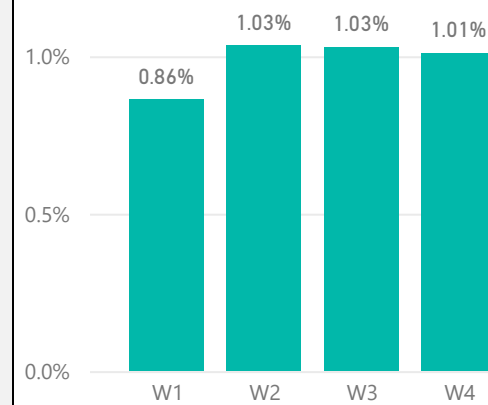
Marketing Funnel



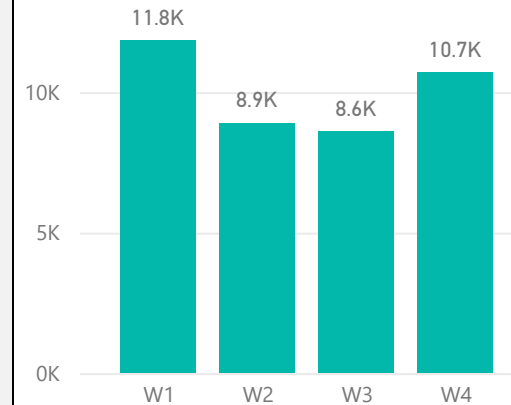
Trend by Impressions



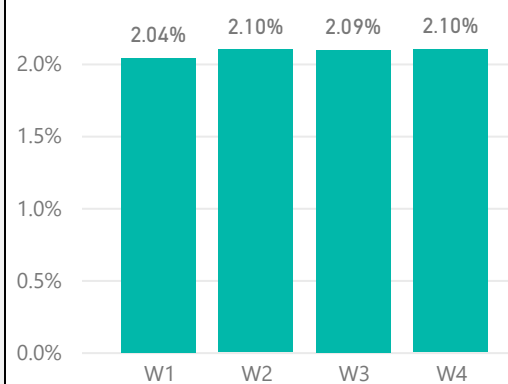
Trend by Conversion Rate(%)



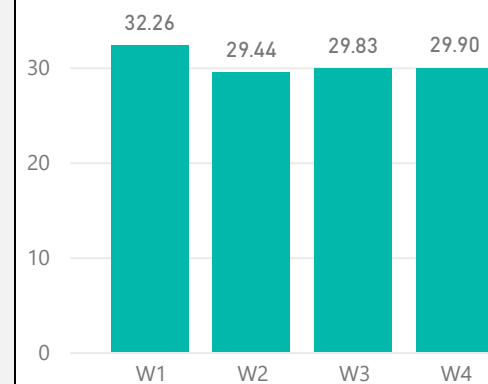
Trend by Orders



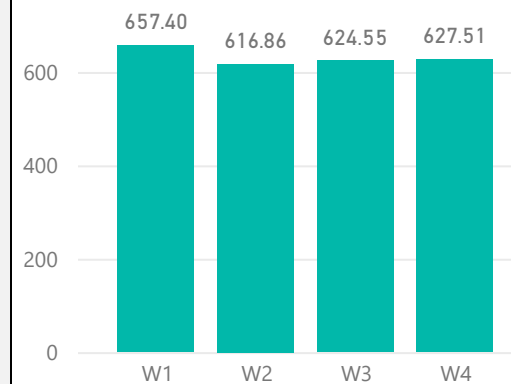
Trend by Click Through Rate(%)



Trend by CPC



Trend by CPM



Multi Platform analysis

Platform

All 

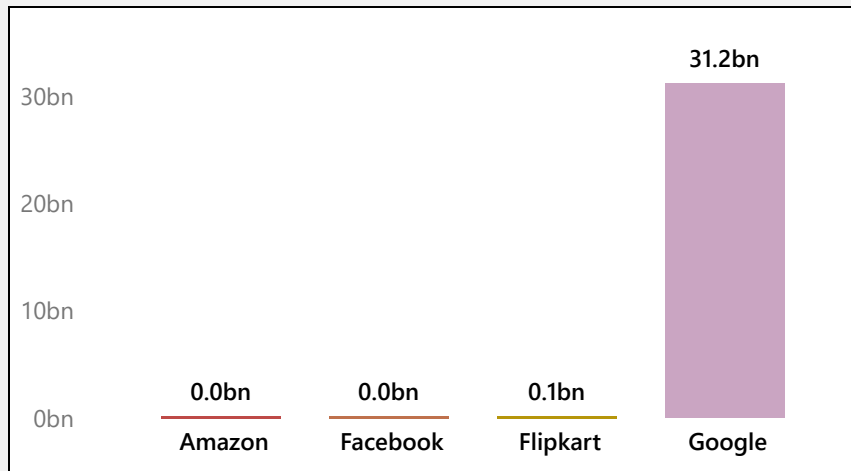
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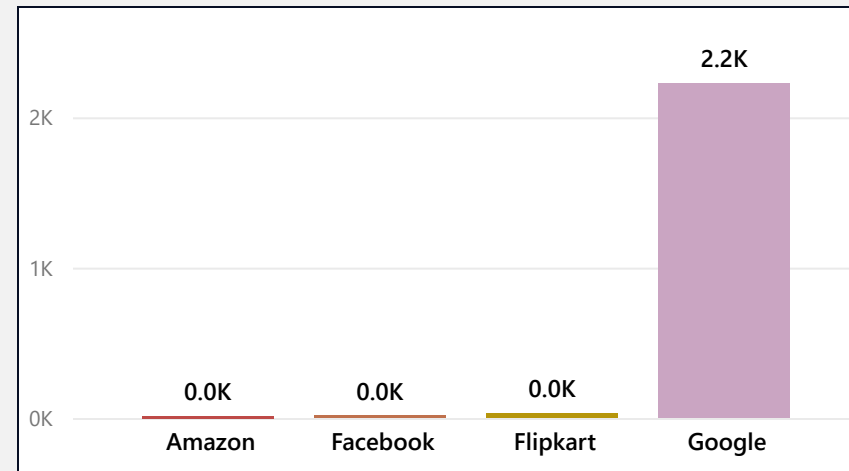
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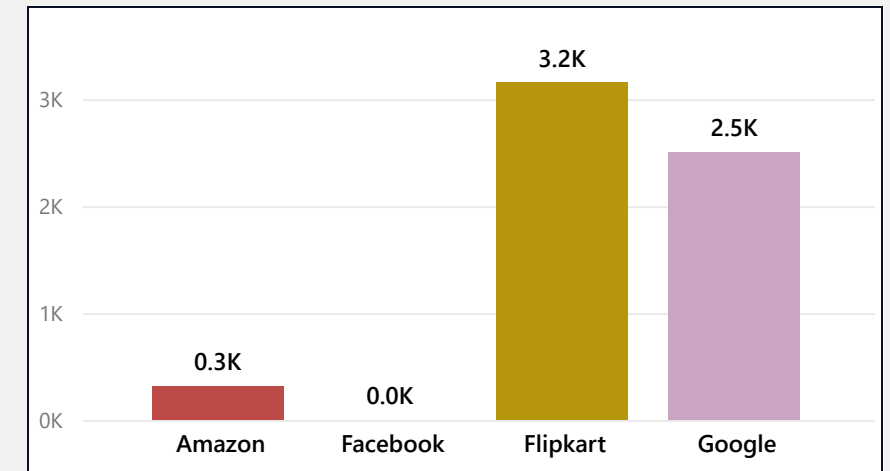
AP Spend across platform



Cost per click platform



CAC across platform



RoAS across Marketplace

