

Jungle Scout Cobalt

Unlock the Power of Amazon Data:

An Inside Look at the Jungle Scout API



Brandon Bastin
Senior Onboarding & Training Specialist



Will Dolan
Customer Success Engineer



Quarterly API Webinars

Why should I attend?

- Stay on top of any changes with the API:
 - New endpoints
 - Interesting Use Cases
 - New self serve resources
 - Tips & Tricks
- Short - (ONLY) 45 minutes
 - It's like a "lunch & learn" (how vintage, I know!)
- You get to hang out with cool Jungle Scouters (That would be Will & Brandon, BTW)

Guided Tour:

Mapping out Success
in “The Jungle”

- **1st STOP** - API 101
- **2nd STOP** - Jungle Scout API
Endpoints
- **3rd STOP** - Innovative & Common API
Use Cases
- **4th STOP** - Helpful API resources & self
serve templates
- **5th STOP** - Live Q&A

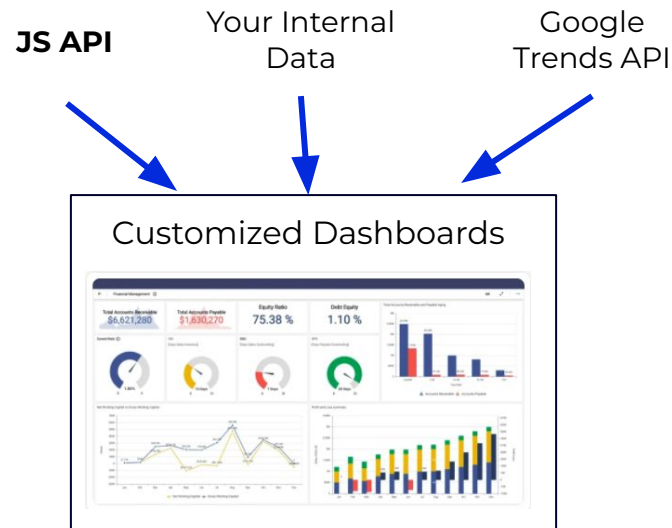
API 101

API Basics for Jungle Scout

- Facilitates external programs to access and utilize a Jungle Scout data.
- Allows for the seamless integration of Jungle Scout data into third-party applications, enhancing interoperability.

Jungle Scout API Overview

- 7 unique API endpoints provided.
- API Request Types Explained:
 - **GET API Requests:**
 - Suitable for straightforward requests with fewer parameters.
 - Parameters are included directly in the API endpoint URL.
 - Fetching historical search volume data, requiring only start/end dates and a keyword.
 - **POST API Requests:**
 - Designed for more complex requests with numerous parameters or filters.
 - Supports the submission of extensive data sets, bypassing URL length constraints.
 - Enables precise data retrieval for intricate queries, offering flexibility in data handling.



Example POST Request

```
url =
"https://developer.junglescout.com/api/product_database_query?marketplace=us&sort=name&page[size]=100"

payload = json.dumps({
  "data": {
    "type": "product_database_query",
    "attributes": {
      "categories": [
        "Appliances", "Arts, Crafts & Sewing", "Automotive",
        "Baby", "Beauty & Personal Care", "Camera & Photo",
        "Cell Phones & Accessories", "Clothing, Shoes & Jewelry",
        "Computers & Accessories", "Electronics",
        "Grocery & Gourmet Food", "Health & Household",
        "Home & Kitchen", "Industrial & Scientific",
        "Kitchen & Dining", "Musical Instruments",
        "Office Products", "Patio, Lawn & Garden", "Pet Supplies",
        "Software", "Sports & Outdoors",
        "Tools & Home Improvement", "Toys & Games", "Video Games"
      ],
      "include_keywords":
        top_keywords,
      "exclude_top_brands":
        False,
      "exclude_unavailable_products":
        True,
      "min_price":
        10,
      "max_price":
        6000,
    }
  }
})

headers = {
  'Content-Type': 'application/vnd.api+json',
  'Accept': 'application/vnd.junglescout.v1+json',
  'Authorization': api_key
}

response = requests.request("POST", url, headers=headers, data=payload)
```

Since there are so many more optional inputs and filters in POST requests, a payload is passed into the API request

Example GET Request

```
url =
"https://developer.junglescout.com/api/keywords/historical_search_volume?marketplace=us&keyword=basketball&start_date=2023-01-01&end_date=2023-12-31"

headers = {
  'Content-Type': 'application/vnd.api+json',
  'Accept': 'application/vnd.junglescout.v1+json',
  'Authorization':
    api_key
}

response = requests.request("GET", url, headers=headers)
```

GET requests have fewer inputs/filters so everything is added directly to the url and no payload is passed into the API request

Jungle Scout API Endpoints

- **Keyword_by_keyword**
 - The Keyword by Keyword endpoint returns related keywords and data based on the queried keyword. This endpoint is great for competitive research, optimizing your listing, and benchmarking against the competition.
- **Keyword_by_asin**
 - The Keywords by ASIN endpoint returns related keywords and data based on the queried ASIN. This endpoint is great for understanding which keywords your ASIN ranks for and how it stacks up to competitive ASINs.
- **Historical_search_volume**
 - The Historical Search Volume endpoint returns historical keyword search volume in seven-day increments. This endpoint is excellent for monitoring weekly search volume and trends over time.

keyword_by_asin & keyword_by_keyword

id	country	name	primary_asin	monthly_trend	monthly_search_volume_exact	quarterly_trend	monthly_search_volume_broad	dominant_category
us/bath towels	us	bath towels	B08LBMFCJM	-14.50	468617	0.34	884493	Home & Kitchen
us/towels	us	towels	B08LBMFCJM	3.25	327169	-18.42	6883256	Home & Kitchen
us/towels for bathroom	us	towels for bathroom	B08LBMFCJM	-10.04	217026	55.39	790386	Home & Kitchen
us/bathroom towels	us	bathroom towels	B08LBMFCJM	-7.75	120363	-13.16	357190	Home & Kitchen
us/towel	us	towel	B08LBMFCJM	1.26	69902	-22.99	3259671	Home & Kitchen
us/towels bathroom sets clearance	us	towels bathroom sets clearance	B08LBMFCJM	-37.27	67837	-22.41	75422	Home & Kitchen

historical_search_volume

Start Date	End Date	Search Volume	keyword
2023-01-01	2023-01-07	21910	mouse traps
2023-01-08	2023-01-14	22564	mouse traps
2023-01-15	2023-01-21	18624	mouse traps
2023-01-22	2023-01-28	17592	mouse traps
2023-01-29	2023-02-04	18067	mouse traps
2023-02-05	2023-02-11	17347	mouse traps
2023-02-12	2023-02-18	16434	mouse traps
2023-02-19	2023-02-25	17047	mouse traps
2023-02-26	2023-03-04	17393	mouse traps
2023-03-05	2023-03-11	15248	mouse traps
2023-03-12	2023-03-18	30452	mouse traps
2023-03-19	2023-03-25	17828	mouse traps
2023-03-26	2023-04-01	13160	mouse traps
2023-04-02	2023-04-08	12807	mouse traps

- The primary function of the product database endpoint is to utilize its extensive range of filters for curating tailored lists of products.
- With a multitude of filtering options available, as illustrated in the accompanying screenshot, you can refine your search to yield the most relevant results.
- This fine-tuning ensures that your analysis is as efficient and focused as possible.

id	title	price	reviews	category	rating	brand	approximate_30_day_revenue	approximate_30_day_units_sold
us/B07CQ8WFN6	"Ames" Feline Pine Cat Litter, 20 Lbs - 4 Pack	80.00	1056	Pet Supplies	4.5	Feline Pine	8160.00	102
us/B071V6J1RM	"Hartz Delectables Senior Bisque Lickable Cat ...	11.77	752	Pet Supplies	4.2	Delectables	1259.39	107
us/B09V1R1W1L	"I and love and you" Feed Meow Wet Cat Food To...	19.99	117	Pet Supplies	4.2	I AND LOVE AND YOU	8295.85	415
us/B0B5B9QW1X	"I and love and you" Feed Meow Wet Cat Food To...	19.99	7	Pet Supplies	4.3	I AND LOVE AND YOU	1479.26	74
us/B09V1RNTBJ	"I and love and you" Feed Meow Wet Cat Food To...	17.88	53	Pet Supplies	4.2	I AND LOVE AND YOU	3754.80	210
us/B09V1PP81K	"I and love and you" Feed Meow Wet Cat Food To...	17.88	117	Pet Supplies	4.2	I AND LOVE AND YOU	7348.68	411

- The sales estimates endpoint offers invaluable daily data for individual ASINs, covering the specified timeframe you need. It provides not only the estimated unit sales for each day but also records the price at which each unit was sold.
- The estimates that are provided through this endpoint are not as refined as what you would get within Cobalt, however they can be a great resource for getting a quick snapshot of sales potential.
- Sales estimates for variant ASINs will return values for the parent ASIN. The parent ASIN values are an aggregate of all variants under that parent.

date	id	type	asin	is_parent	is_variant	is_standalone	parent_asin	variants	estimated_units_sold	last_known_price
2023-02-12	us/B072M34RQC	sales_estimate_result	B072M34RQC	False	False	True	None	[None]	57	169.99
2023-02-13	us/B072M34RQC	sales_estimate_result	B072M34RQC	False	False	True	None	[None]	54	179.00
2023-02-14	us/B072M34RQC	sales_estimate_result	B072M34RQC	False	False	True	None	[None]	81	169.99
2023-02-15	us/B072M34RQC	sales_estimate_result	B072M34RQC	False	False	True	None	[None]	80	169.99
2023-02-16	us/B072M34RQC	sales_estimate_result	B072M34RQC	False	False	True	None	[None]	77	169.99
2023-02-17	us/B072M34RQC	sales_estimate_result	B072M34RQC	False	False	True	None	[None]	88	169.99
2023-02-18	us/B072M34RQC	sales_estimate_result	B072M34RQC	False	False	True	None	[None]	70	169.99
2023-02-19	us/B072M34RQC	sales_estimate_result	B072M34RQC	False	False	True	None	[None]	58	169.49
2023-02-20	us/B072M34RQC	sales_estimate_result	B072M34RQC	False	False	True	None	[None]	62	169.49

Share of Voice (SOV):

- Represents the market portion your brand owns versus competitors on the AMZ search results page
- Indicates brand dominance in the eCommerce sphere.
- Aids in developing strategies for market share growth.

SOV Endpoint Features:

- Analyzes SOV based on the first three pages of search results for a given term.
- Provides data on organic, sponsored, and total SOV.
- Includes PPC bid information.
- Returns conversion rate for the top three ASINs over the past week.

brand	combined_products	combined_weighted_sov	combined_basic_sov	combined_average_position	combined_average_price	organic_products	organic_weighted_sov	organic_basic_sov
WAG	4	0.26	0.02	17.50	42.23	2	0.00	0.01
Purina ONE	10	0.26	0.06	49.90	34.75	7	0.28	0.05
Purina Pro Plan	15	0.16	0.08	43.87	58.62	7	0.01	0.05
Royal Canin	7	0.10	0.04	37.57	97.85	1	0.00	0.01
Kibbles 'n Bits	2	0.06	0.01	7.50	18.48	2	0.23	0.01
Pedigree	14	0.10	0.08	45.79	21.70	14	0.36	0.10
Blue Buffalo	22	0.03	0.12	69.09	37.12	19	0.10	0.13
Merrick	8	0.01	0.04	55.88	54.98	3	0.00	0.02
Cesar	8	0.00	0.04	47.63	19.64	8	0.02	0.06

Innovative & Common API Use Cases

Combining Jungle Scout API Endpoints for Enhanced Insights

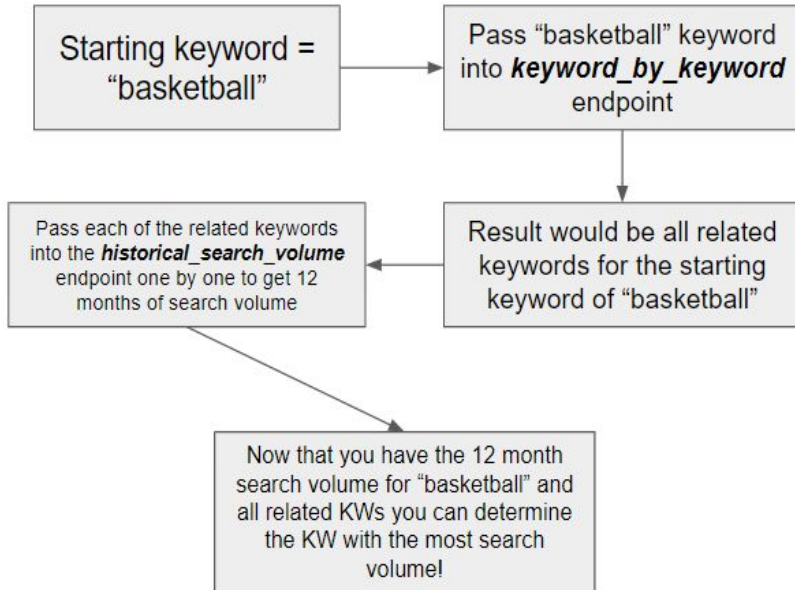
- Integration: Use multiple endpoints together for deeper analysis.
- Strategy: Start with broad-result endpoints, then move to specialized ones.

Process Example

- Starting Point: Identify a broad keyword for initial research.
- First Endpoint: Use `keyword_by_keyword` to find related keywords.
- Second Endpoint: Input related keywords into historical search volume for 12-month data.
- Outcome: Determine highest search volume keyword over the past year that is related to your starting keyword

You are conducting keyword research focused on "basketball" to identify the related keyword with the highest search volume in the past 12 months.

Example two endpoint workflow



Output

keyword	SV_2023
basketball accessories	1569164
silent basketball	1355258
basketballs	439880
basketball ball	430144
outdoor basketball	354183
basketball pump	344840
indoor basketball	331357
wilson basketball	322286
kids basketball	305516
youth basketball	255124
wilson evolution basketball 29.5	228752
glow in the dark basketball	197759
basketball game	167269
basket ball	162217
spalding basketball	158623

Seasonality Trends in Keywords

- Capability: Reveals seasonal trends using weekly search volumes.
- Application: Strategy planning based on search query peaks.

Monthly Analysis

- <10% volume: Low seasonality
- 10%-15% volume: Moderate seasonality
- 15% volume: High seasonality

Quarterly Analysis

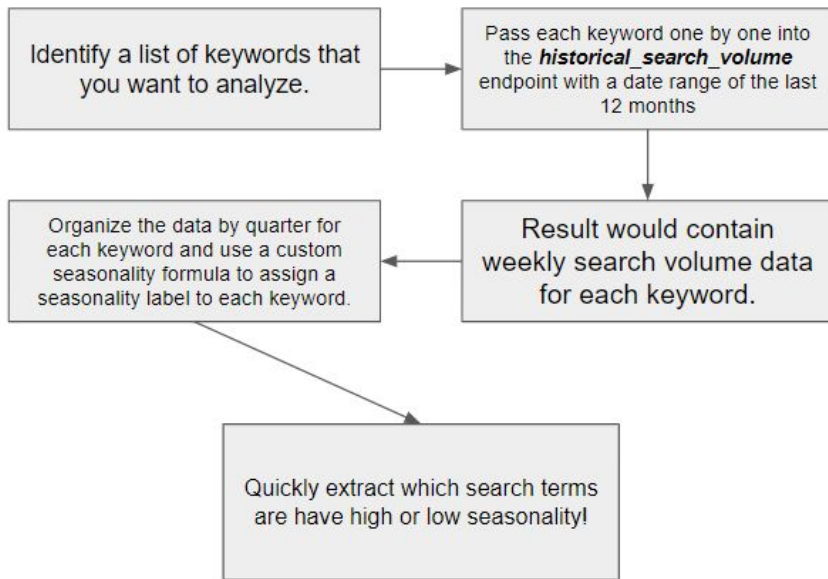
- <30% volume: Low seasonality
- 30%-35% volume: Moderate seasonality
- 35% volume: High seasonality

What to do with the data?

- Ensure that you have ad campaigns with these keywords during highlight relevant time periods
- Adjust bids when needed (High seasonality likely means higher bids)

You are examining a list of keywords to determine their seasonal trends, aiming to identify those with significant seasonal variations.

Workflow



Output

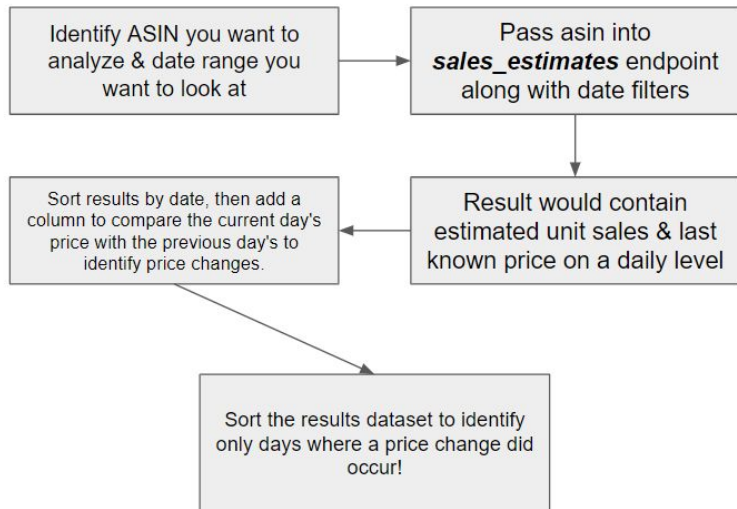
	keyword	Overall SV (12M)	Seasonality
0	protein shake	6,106,896	Low
1	premier protein shake	5,726,548	Moderate
2	gatorade	3,810,903	Low
3	electrolytes	3,157,296	High
4	electrolytes powder	2,973,929	High
5	celsius	2,546,546	Very High
6	vegan	2,514,108	Low
7	whole foods market	2,234,059	Moderate
8	electrolytes powder packets	2,047,532	Very High
9	groceries	1,921,871	Low
10	hydration packets	1,772,419	Moderate
11	ultima electrolytes	1,721,720	Low
12	gatorade powder	1,668,749	High
13	protein drinks	1,628,254	Low
14	gatorade zero	1,470,088	Low
15	ginger ale	1,439,210	Moderate
16	jelly	1,323,112	Low
17	muscle milk	1,304,277	Low
18	lemonade	1,303,938	Moderate

Tracking Daily Price Changes by ASIN

- Offers daily data on individual ASINs for specified timeframes.
- Provides estimated unit sales and recorded sale prices per day.
- Enables analysis of price fluctuations and competitor pricing strategies.
- Helps identify potential promotional activities.

You are researching a competitor's ASIN to identify specific dates when they raised or lowered their prices.

Workflow



Output

id	type	attributes.data.last_known_price	attributes.data.estimated_units_sold	attributes.data.date	Price Change
us/B094F8KCRD	sales_estimate_result	19.99	412	2023-01-31	Yes
us/B094F8KCRD	sales_estimate_result	17.99	439	2023-03-27	Yes
us/B094F8KCRD	sales_estimate_result	18.27	435	2023-03-28	Yes
us/B094F8KCRD	sales_estimate_result	19.99	435	2023-03-29	Yes
us/B094F8KCRD	sales_estimate_result	18.28	367	2023-04-03	Yes
us/B094F8KCRD	sales_estimate_result	17.89	375	2023-04-04	Yes
us/B094F8KCRD	sales_estimate_result	19.99	373	2023-04-06	Yes
us/B094F8KCRD	sales_estimate_result	18.67	759	2023-06-03	Yes
us/B094F8KCRD	sales_estimate_result	19.99	780	2023-06-07	Yes
us/B094F8KCRD	sales_estimate_result	18.55	970	2023-06-23	Yes
us/B094F8KCRD	sales_estimate_result	19.21	796	2023-07-04	Yes
us/B094F8KCRD	sales_estimate_result	19.98	1991	2023-07-13	Yes
us/B094F8KCRD	sales_estimate_result	19.80	744	2023-07-17	Yes
us/B094F8KCRD	sales_estimate_result	19.99	702	2023-07-31	Yes
us/B094F8KCRD	sales_estimate_result	19.80	770	2023-08-02	Yes
us/B094F8KCRD	sales_estimate_result	19.69	841	2023-08-04	Yes
us/B094F8KCRD	sales_estimate_result	19.46	873	2023-08-05	Yes
us/B094F8KCRD	sales_estimate_result	19.99	942	2023-08-09	Yes
us/B094F8KCRD	sales_estimate_result	19.47	948	2023-08-10	Yes
us/B094F8KCRD	sales_estimate_result	19.99	870	2023-08-14	Yes

Helpful API resources & self serve templates

- We currently have an Enterprise API Help Center that contains a ton of great information on our endpoints, including more in-depth use cases, code examples, technical setup and implementation, as well as API usage and tracking.

Cobalt Help Center > API

API

API Endpoints

- ▶ [Use Case Guide - Share of Voice Endpoint](#)
- ▶ [Use Case Guide - Historical Search Volume Endpoint](#)
- ▶ [Use Case Guide - Sales Estimates Endpoint](#)
- ▶ [Use Case Guide - Product Database Endpoint](#)
- ▶ [Use Case Guide - Keyword by ASIN Endpoint](#)
- ▶ [Use Case Guide: Keyword by Keyword Endpoint](#)

[See all 9 articles](#)

API Technical Set Up and Implementation

- ▶ [Using pagination with the API](#)
- ▶ [API Throttle Limits](#)
- ▶ [API FAQs](#)
- ▶ [How to Access the API and Generate API keys](#)
- ▶ [How to Set Up the Jungle Scout API using Postman](#)

API Usage and Tracking

- ▶ [How to leverage the API Usage endpoint](#)
- ▶ [API → Public API Logging](#)
- ▶ [API Calculator \(Template\)](#)
- ▶ [API Calculator \(Template\) - Simplified](#)

API Videos and Webinars

- ★ [Cobalt API Demo](#)
- ▶ [Leveraging API with Cobalt \(Webinar\)](#)

- In recent months, we have explored options to make the API more accessible to non-technical users.
- We are excited to share new resources now available in the Enterprise API Help Center.
- These resources allow you to access the data from the API with no coding required!
- **Let's provide a quick Demo!**



Questions

Jungle Scout Cobalt

Next steps:

Follow Up Email with:

- Information for this Webinar: **Video Link**
- PDF Copy of the Presentation Slide Deck

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