



## Uploading Data

Use Searchbox to gain automatic visibility into which of your products are performing well. Getting started is super simple - just enter which search terms and ASINs you want to track. You can add terms individually or via bulk upload.

The screenshot displays the Searchbox interface. At the top, there are tabs for 'Terms' and 'Products'. Below this, a header indicates 'Monitoring 152 Terms'. A red circle highlights the 'Add Terms' button, with a blue arrow pointing to the 'Add a keyword' modal window. The modal window contains the following fields:

- Source:** A dropdown menu with 'Amazon (US)' selected.
- Where to search:** A text input field.
- Search term:** A large text input field with a placeholder: 'Phrase to use for search. This can be a brand, product title, or keywords.'
- Custom Fields:** Two pairs of input fields labeled 'Category' and 'Brand', each with a 'Value' field next to it.
- More Fields:** A button to expand the custom fields section.
- Footer:** 'Add Term' and 'Cancel' buttons.



You can also optionally register a set of ASINs. This lets you quickly compare how well your ASINs are performing versus the competition.

For example, let's say we want to track the term **pet drinking fountain**, and we have some products that we want to rank highly for that term. Visualizing this relationship, we can register listings and associate them with the search term. Simply click on the search term you want to drill into. For this example, you can see that 2 of our registered ASINs are ranking organically and there are no registered ASINs that are ranking in sponsored searches. You can also track the top-ranking items for that search term, as well as get a visualization of the top ranked items over time, both organically and sponsored.

**pet drinking fountain** [Export Results](#)

Date Range: This week

**478 listings discovered**

- 2 organic are in your catalog
- 395 organic are outside your catalog
- 0 sponsored are in your catalog
- 63 sponsored are outside your catalog

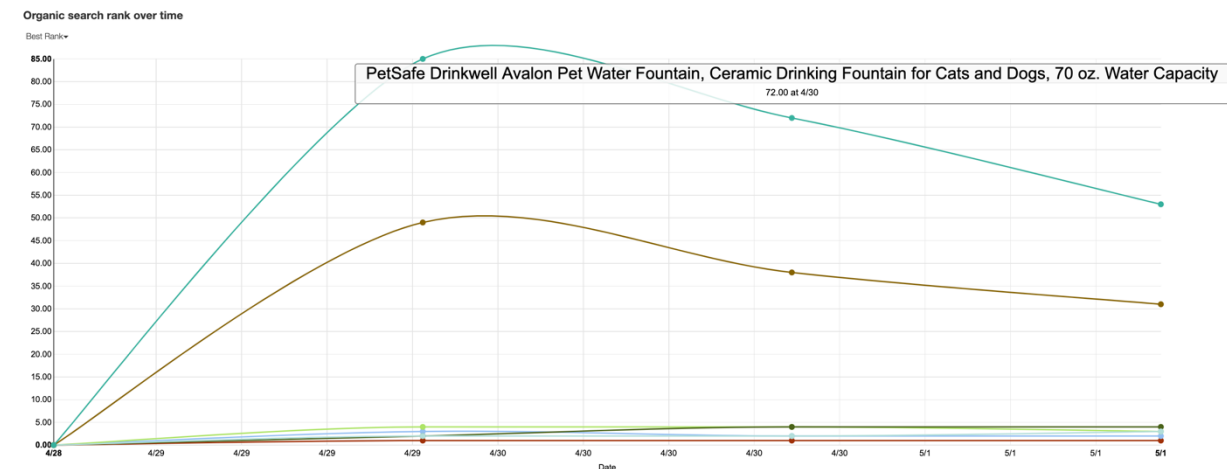
**Top ranking organic**

Top 5 Registered

- 31 - PetSafe Drinkwell Mini Dog and Cat Water Fountain, 40 oz. (B00G15EGOE)
- 53 - PetSafe Drinkwell Avalon Pet Water Fountain, Ceramic Drinking Fountain for Cats and Dogs, 70 oz. Water Capacity (B00BD3TO82)

Top 5 Untracked

- 1 - PetSafe Drinkwell Multi-Tier Dog and Cat Water Fountain, Automatic Drinking Fountain for Pets, 100 oz. Water Capacity (B0056ASTES)
- 2 - Pioneer Pet Swan Pet Drinking Fountain: 80oz Water Capacity (B07GJMSB9X2)
- 2 - Veken Pet Fountain, 84oz/2.5L Automatic Cat Water Fountain Dog Water Dispenser with 3 Replacement Filters & 1 Silicone Mat for Cats, Dogs, Multiple Pets (B07H57NBGP)
- 2 - PetSafe Drinkwell 360 Multi-Pet Stainless Steel Dog and Cat Fountain, Filtered Water, 128 oz. Water Capacity (B002SB91QS)
- 3 - PetSafe Drinkwell Platinum Cat and Dog Water Fountain, Pet Drinking Fountain with Carbon Filter, 168 oz. Water Capacity (B000L3XYZ4)



Top ranking sponsored

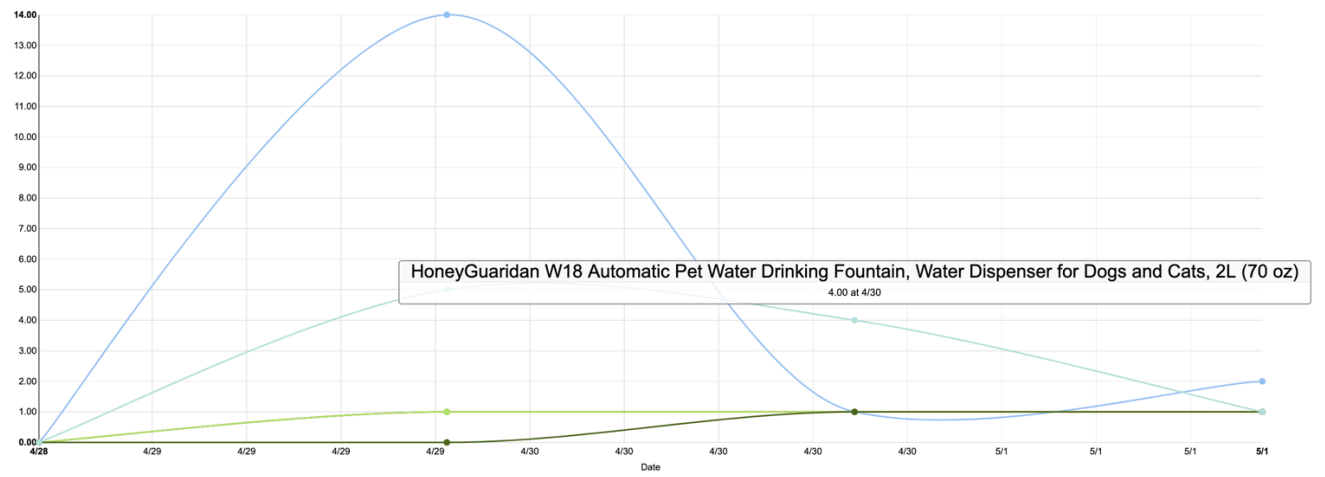
Top 5 Registered

Top 5 Untracked

- 1 - Semail Pet Water Fountain, 2.5L Flower Pet Dispenser, Super Quiet Automatic Drinking Water Bowl for Cat and Dog(B07F5BYGFW)
- 1 - Lotus Pet Fountain Cat and Dog 97 oz/2.3L Dual Filters Fresh Clean Water Ultra Quiet 3 Ways to Enjoy Drinking(B07D6TW7V9)
- 1 - Amazonbasics Pet Fountain - Large, White(B0797BK2JS)
- 1 - HoneyGuardian W18 Automatic Pet Water Drinking Fountain, Water Dispenser for Dogs and Cats, 2L (70 oz)(B07988YKK5)
- 1 - Flexzion Pet Water Dispenser Station - Replenish Pet Waterer for Dog Cat Animal Automatic Gravity Water Drinking Fountain Drinkwell Bottle Bowl Dish Stand with Microban - (1 Gallon) Small, Medium Size(B01LEWET9U)

Sponsored search rank over time

Best Rank





To take a deep dive into your search term ranking, export the “Share of Voice” report from the top tool bar. Here you will find term insights, category insights, organic and sponsored insights, and more. For category insights, you will need to manually group the keywords and select keyword from menu.

Maximum page results

1st page

How would you like to view results?

By Week

Would you like to group keywords?

Manually group

Choose search terms to include

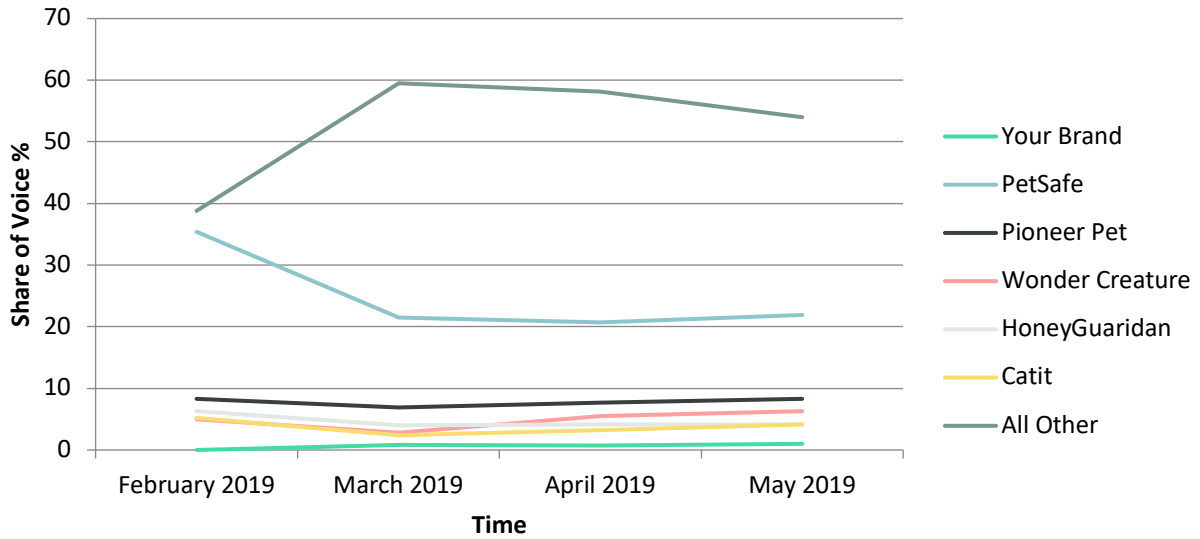
- 8 inch widespread faucet (amazon)
- FuelBelt Pack (amazon)
- PetSafe (amazon)
- SportDog (amazon)
- adult cat food (amazon)
- adult dog food (amazon)
- aquarium (amazon)
- aquarium starter kit (amazon)
- bark collar (amazon)
- bathroom faucet (amazon)

Choose search terms to detailed performance information

- 8 inch widespread faucet (amazon)
- FuelBelt Pack (amazon)
- PetSafe (amazon)
- SportDog (amazon)
- adult cat food (amazon)
- adult dog food (amazon)
- aquarium (amazon)
- aquarium starter kit (amazon)
- bark collar (amazon)
- bathroom faucet (amazon)

Cancel Export

### Organic Share of Voice Insight: pet drinking fountain



### Organic Share of Voice %: February 2019

