



Amazon Best Seller Badge

Executive Summary

Amazon badging is one of the few "free" merchandising offerings available on the platform. These badges can be obtained/awarded by running coupons and deals, being part of specialized programs, being the 'best match' on a keyword and having the highest velocity in a category (Best Seller Badge). Over the last year, we have been experimenting and testing the impact of holding the Best Seller Badge, which we have found to be quite significant. Here are our findings on how to obtain and protect the badge as well as the impact we saw.

Amazon Browse Nodes Brief

Amazon operates using a hierarchical tree of nodes that organizes their 12 million + items for sale into groupings of similar products. The layers of this tree are the Root Node (Grocery and Gourmet Food), Branch Node (Candy and Chocolate), and a variety of Leaf Nodes (Candy & Chocolate Assortments & Samplers).

Your ranking in your node is dependent on unit velocity. The more units you move, the better ranking you get. This allows lower priced items to have an advantage when fighting for the best seller status.

Highlight

Keebler, Cookies and Crackers, Variety Pack, 12 oz (12 Count)

Visit the Keebler Store

★★★★★ 880 ratings

#1 Best Seller in Candy & Chocolate Assortments & Samplers

Lowest price in 30 days

-15% \$4.99 (\$0.42 / Count)

Was: \$5.98

Save 5% on 4 select item(s). Discount by Amazon. [Shop items](#)

Get \$50 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card. No annual fee.

SNAP EBT eligible

Size: 1 Count (Pack of 12)

1 Count (Pack of 12)	1 Count (Pack of 1)	1 Ounce (Pack of 40)	30 Piece Set
\$4.99 (\$0.42 / Count)	\$13.11 (\$13.11 / Count)	\$28.82 (\$0.72 / Ounce)	\$11.25 (\$0.38 / Ounce)

How to judge your shot at obtaining the badge

The first step is determining if it is even possible – a hero sku is the place to look, where do you currently rank? We have found the most success when we are starting with products that are already a top 5 seller. If it is possible, is it financially sustainable? Using the example above, competing against Kellogg is not a task lightly taken on. Once we've determined the viability and see the opportunity, it's time to act.

Why make the push? Daily sales lift

Sales. It's why we are all reading this. While it can vary between clients, we have consistently seen daily sales lift from 15–25% while we have the best seller badge. Though it's harder to analyze, there is a clear assumed ad efficiently with higher CTR and conversion. Amazon awards top seller by pushing additional organic traffic that also converts better

Levers for defense

More likely than not, defense is going to be an ongoing task. Here is a breakdown of the different levers we can pull: Monitoring – keeping a regular pulse and knowing the gap in daily sales from 2nd place. Our favorite tool for this is the Jungle Scout extension Twisting in more products is the most sustainable – Amazon looks at the family, not a single ASIN For short term defense – ie; you've lost the badge but see you are only a few units behind and need some quick velocity: Coupons Deals Push external traffic Increased spend on category keyword hero images(consider brand analytics to look at how many units you could get from a search term) Stickiness of sales rank increases: you get more organic traffic, which is generally less relevant, but some still converts, which props you up in sales rank and you decay back down to equilibrium There is always the possibility a fast-scaling product swoops in and claims the badge, there are still options: switching to a less saturated category. Go online and sift through Amazons node tree – can you drill down a level further? The benefits of the badge often outweigh the cons of a smaller category. Keep in mind that your browse node will impact your auto ad campaigns and your organic traffic. Have a look at top ranked products in the new category – that is where you'll be merchandised. If it's not relevant, you may have lower organic traffic conversion.

Things to consider

Subscriptions are the toughest moat here. Most category leaders have a significant subscription base creating a moat - as sometimes there are more subscribers than monthly shoppers and hard to attack even with aggressive ads. Also, it's worth considering the seasonality and promo periods of your competitions. We use tools such as Keepa to see historical pricing. High sales seasons are more important to hold the badge. Important to call out Amazon's choice badge - again, this is Amazon awarding a product for being a 'best match' on a certain keyword - this is not what we're talking about here, but we'll never turn down a badge.

Chris Moe and Jonathan Willbanks
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We'd love to hear from you! If you'd like more information, please reach out at contact@gocartograph.com.

ABOUT CARTOGRAPH

Cartograph is an eCommerce focused agency that helps food brands sell their products on Amazon. Their mission is to help brands grow products that are better for people and the planet. They support brands with strategy, pricing, SEO, advertising, and operations and logistics. Cartograph is based in Austin, TX.