

Amazon Revenue Health Checklist

Javelin Harbor Strategic Brand Consultation | jhsbconsulting.com

Use this checklist to assess the health of your Amazon business. Each section targets a common area where CPG brands lose revenue. Check off each item, and if you find gaps, consider a full Amazon Revenue Recovery Audit to quantify the impact.

1. BUY BOX HEALTH

- Do you know your current Buy Box win rate percentage?
Check Brand Analytics or use a tool like Helium 10 / Jungle Scout to track this.
- Have you identified which ASINs are losing the Buy Box most frequently?
- Do you know which competing sellers are winning your Buy Box?
- Are you monitoring pricing conflicts between your 1P and 3P offers?
- Do you have a process to flag and resolve Buy Box suppression events?
- Have you calculated the estimated revenue lost from Buy Box erosion?

Pro Tip: Even a 5% Buy Box loss on a \$5M catalog can mean \$250K+ in annual lost revenue.

2. UNAUTHORIZED SELLER MONITORING

- Do you know how many third-party sellers are listing your products?
- Have you identified any unauthorized or grey-market sellers?
- Are you tracking price erosion caused by unauthorized resellers?
- Do you have MAP (Minimum Advertised Price) policies in place?
- Have you mapped potential distribution leakage sources?
- Do you have an enforcement strategy for unauthorized sellers?

Pro Tip: Unauthorized sellers often source from wholesale liquidators or retail arbitrage. Trace the supply chain.

3. CATALOG & CONTENT HEALTH

- Are all product listings active and unsuppressed?
- Do your top ASINs have A+ Content / Enhanced Brand Content?
- Is your Brand Store updated and driving traffic?
- Are product titles, bullets, and descriptions keyword-optimized?
- Do you have high-quality images (7+ per listing) including lifestyle shots?
- Are you monitoring and responding to customer reviews?
- Have you checked for duplicate or conflicting listings?

Pro Tip: Suppressed listings are invisible revenue killers. Run a weekly catalog health check.

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4. COMPLIANCE & FEE OPTIMIZATION

- Have you audited your FBA fees for accuracy (pick & pack, storage)?
- Are you tracking and disputing chargebacks and shortage claims?
- Have you reviewed compliance fees (bagging, labeling, prep)?
- Are your shipping dimensions and weights accurate in Seller Central?
- Do you have a process for recovering reimbursements from Amazon?
- Are you optimizing inventory levels to avoid long-term storage fees?

Pro Tip: Incorrect product dimensions alone can cost brands tens of thousands in overcharged FBA fees annually.

5. ADVERTISING PERFORMANCE

- Do you know your blended ROAS (Return on Ad Spend) across all campaigns?
- Are you running Sponsored Products, Brands, and Display campaigns?
- Have you reviewed search term reports in the last 30 days?
- Are you using negative keywords to eliminate wasted spend?
- Do you have a DSP strategy for upper-funnel brand awareness?
- Are you tracking TACoS (Total Advertising Cost of Sale)?

Pro Tip: A healthy TACoS for established CPG brands is typically 8-15%. Above 20% signals inefficiency.

6. ANALYTICS & BUSINESS INTELLIGENCE

- Are you using Brand Analytics to track search query performance?
- Do you monitor market basket analysis for cross-sell opportunities?
- Are you tracking category share and competitive positioning?
- Do you have dashboards for weekly/monthly performance reviews?
- Are you analyzing repeat purchase rates and customer lifetime value?

Pro Tip: Search Query Performance data is one of the most underutilized tools in Brand Analytics.

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7. OMNICHANNEL READINESS

- Are you selling on Walmart Marketplace in addition to Amazon?
- Have you explored Target Plus or other retail marketplace opportunities?
- Is your pricing consistent across all online channels?
- Do you have a unified inventory strategy across marketplaces?
- Are your brand assets consistent across all platforms?

Pro Tip: Brands selling on 3+ marketplaces see 30-50% higher total e-commerce revenue on average.

YOUR SCORE

- 35-40 checked:** Your Amazon business is in strong shape. Focus on optimization and scaling.
- 25-34 checked:** Solid foundation with room for improvement. A strategic review could unlock growth.
- 15-24 checked:** Significant revenue leakage likely. A Revenue Recovery Audit is recommended.
- Under 15 checked:** Critical gaps exist. Immediate action needed to stop revenue loss.

Ready to uncover your hidden revenue? Book a free discovery call.

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