

Product Tracker



Dr. Bronner's Pure-Castile Bar Soap Variety Gift Pack- 5oz, 6 Pack Dr. Bronner's

Estimated Units Sold
1,095

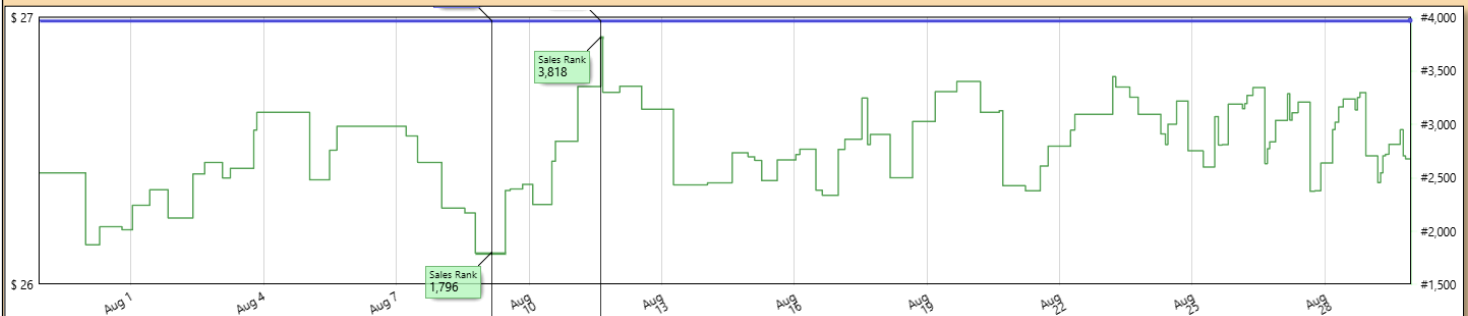
Estimated Revenue
\$29,554

Average Sales Rank
2,729

Current Rating
4.8/5

AUGUST TRENDS

Dr. Bronner's Pure-Castile Bar Soap Variety Gift Pack saw a solid August with an average sales ranking of 2,729 in Amazon's Beauty and Personal Care category. Its best sales day was August 9th when it rose to a sales ranking of 1,796. It dipped to its lowest point on August 11th with a sales ranking of 3,818. Overall, the product sold over 1,000 units for a successful sales month. More customers would land on this page if search keywords were better utilized. For instance, when searching for "organic soap," this product is the 26th item on the list. When the word "bar" is added to this search, it still appears after 8 other competitors. A PPC advertisement campaign is recommended for better search results, which will yield more sales and a better rank.



PRODUCT LISTING STATUS: IMPROVEMENTS NEEDED

- ✓ Pictures Sufficient, Up-To-Date, and Amazon Compliant
- ✓ Keywords Fully Utilized and Up-To-Date
- ✗ Content Optimized for Amazon Search
- ✓ Buy Box Fully Functional
- Sellers Adhering to MAPP Pricing



CUSTOMER REVIEW STATUS: EXCELLENT (71 reviews 4.8/5 stars)

Recent verified purchaser reviews:

August 19: Simple, wonderful good old soap! No garbage in it!

August 9: Long lasting soaps. Got the variety pack to see which one we like best. So far the peppermint is the favorite.

July 26: I love this variety pack! I have used Dr. Bronner's soap before, and wanted to try other scents. This pack was a great way to try them all and find out which ones I like the most. After using this soap, I won't go back to drug store brands again.

July 18: Love these Soaps. The scent is just right. I have found my skin to much softer since we switched to the Dr. Bronner's Magic Soaps. Pure castile soap is the best on the market!!