

PAXCOM

Shark Tank INDIA

Keyword Trends Analysis:

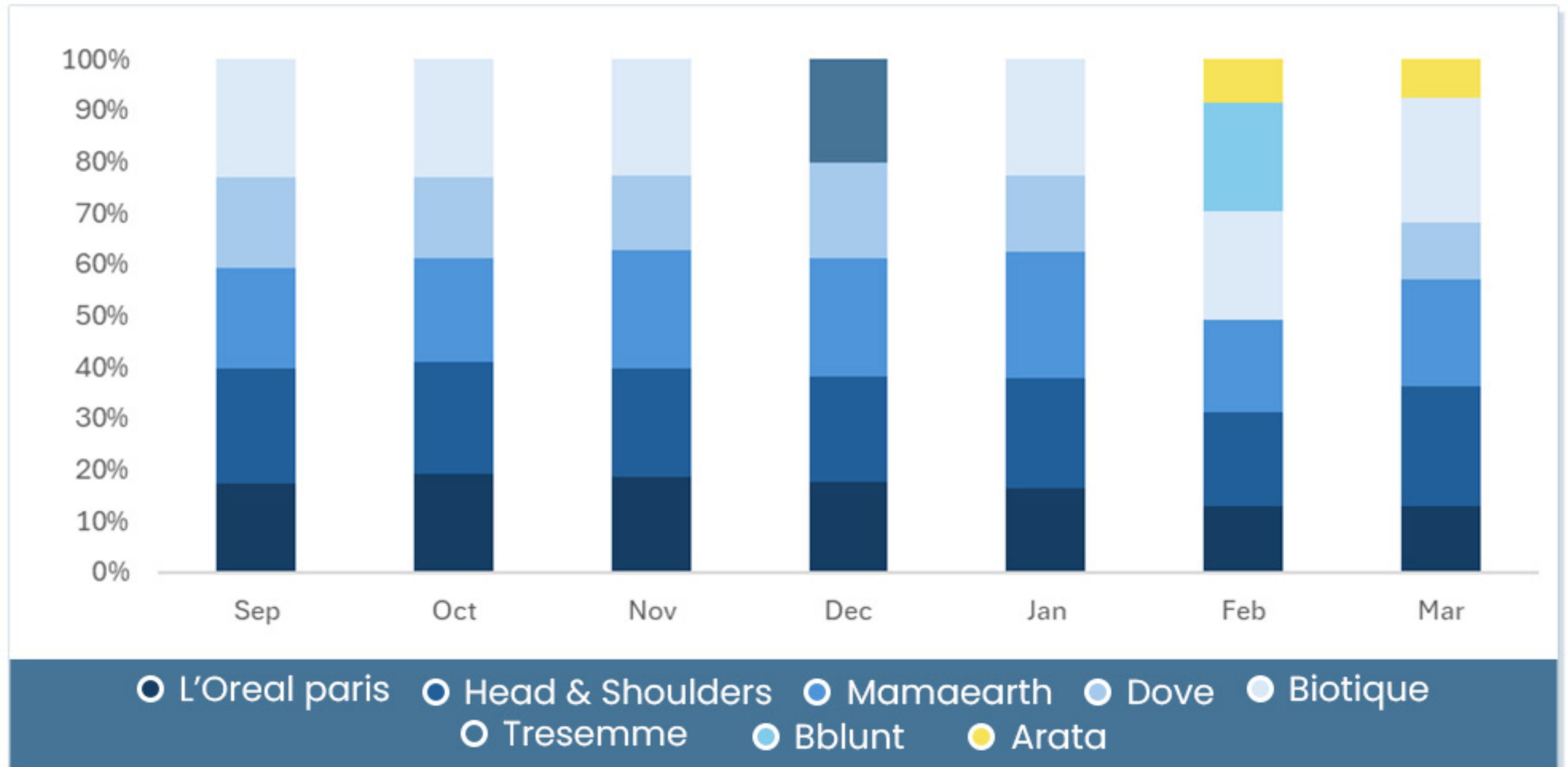
Marketplace Visibility Report
(September 2023–March 2024)

SWIPE »





Category Level- Analysis- Shampoos



This graph reveals a dramatic rise in **Arata's** brand recognition following their appearance on Shark Tank.

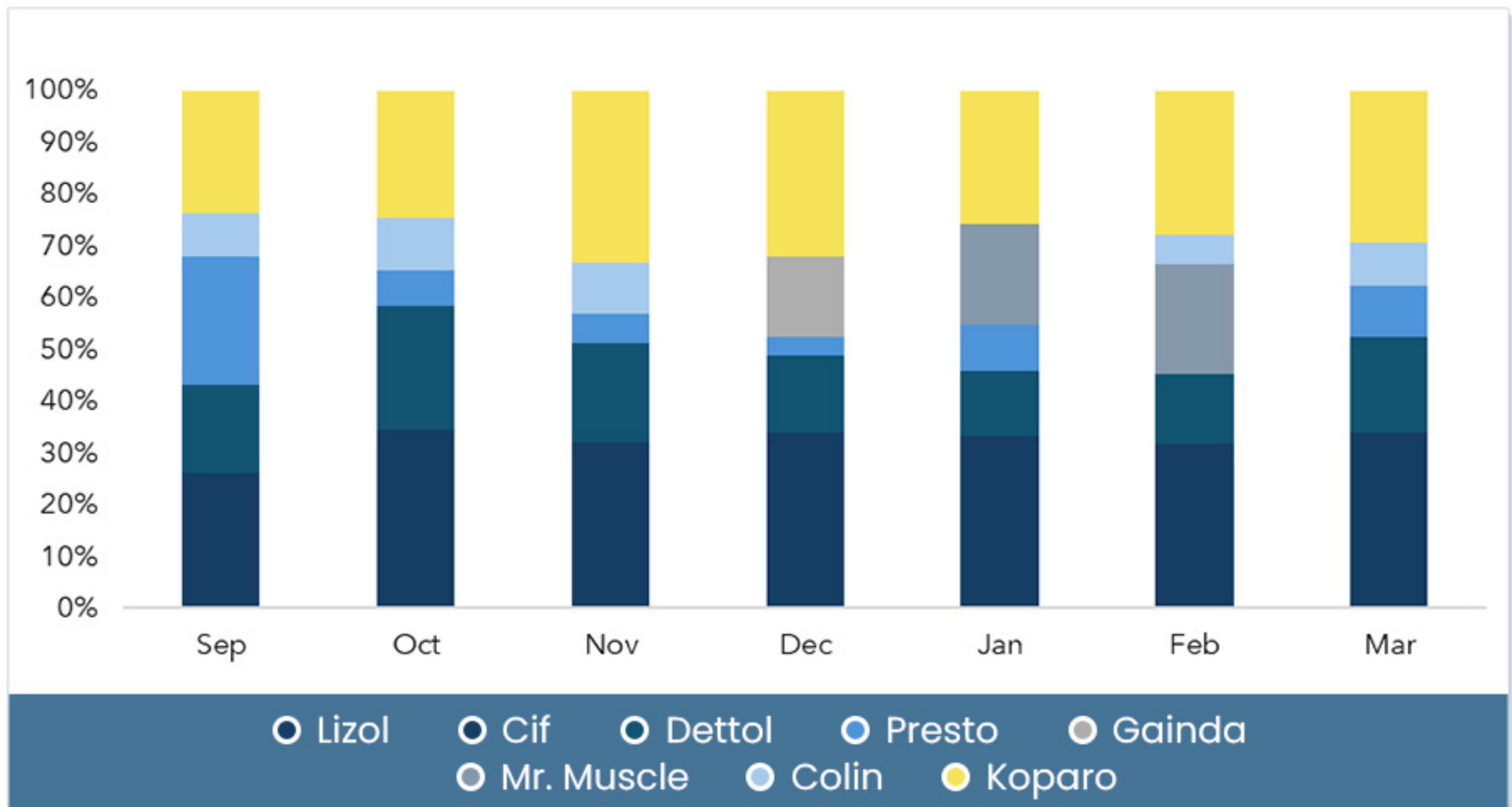
Pre-Shark Tank (Sep-Jan): Before February, Arata wasn't even among the top **100** shampoo brands, highlighting minimal brand awareness.

Shark Tank Effect (February): Their Shark Tank episode in February acted as a springboard, pushing them into the top **100** rankings. This signifies a significant surge in brand visibility due to the show's exposure.

Gaining Momentum (March): March wasn't just about maintaining their newfound ranking; Arata's average rank actually improved compared to February. This suggests their popularity continued to grow beyond the initial Shark Tank boost.



Category Level- Analysis- Household Cleaners

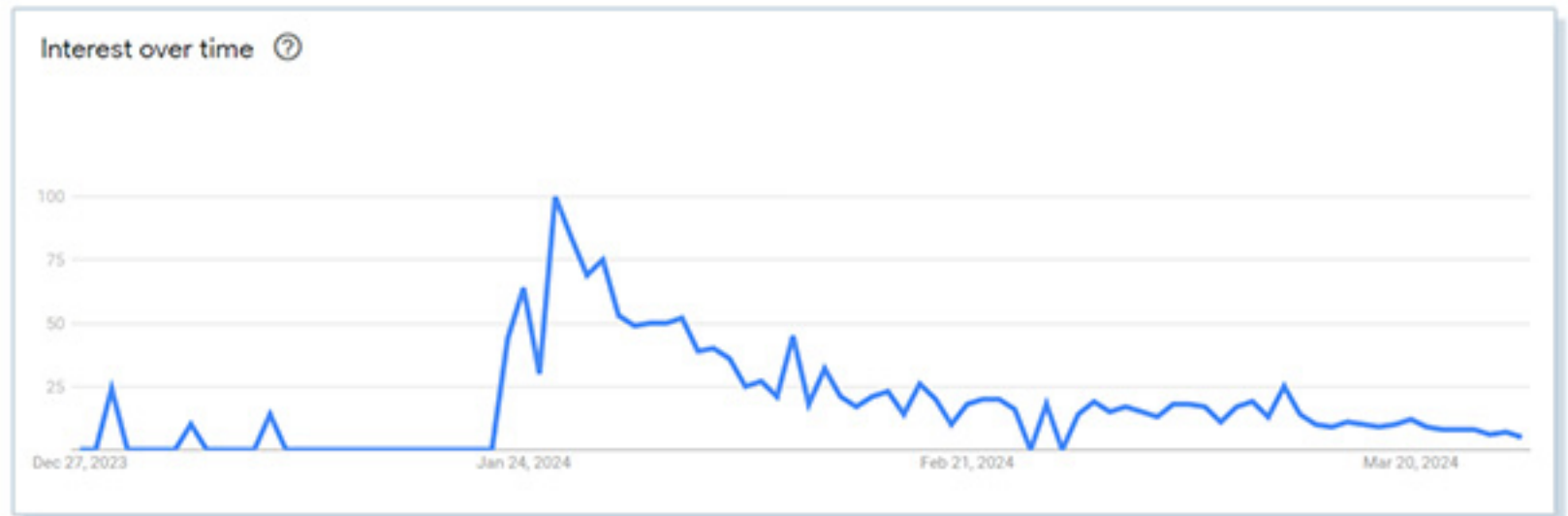


The analysis of the graph reveals that **Koparo** performed moderately well in the household cleaners category between September and March. Koparo, which recently gained exposure through Shark Tank India, demonstrates a consistent presence within the top **100** ranks. This suggests positive brand awareness and a healthy conversion rate for those encountering Koparo products. While their share is steady, there's room for future growth!

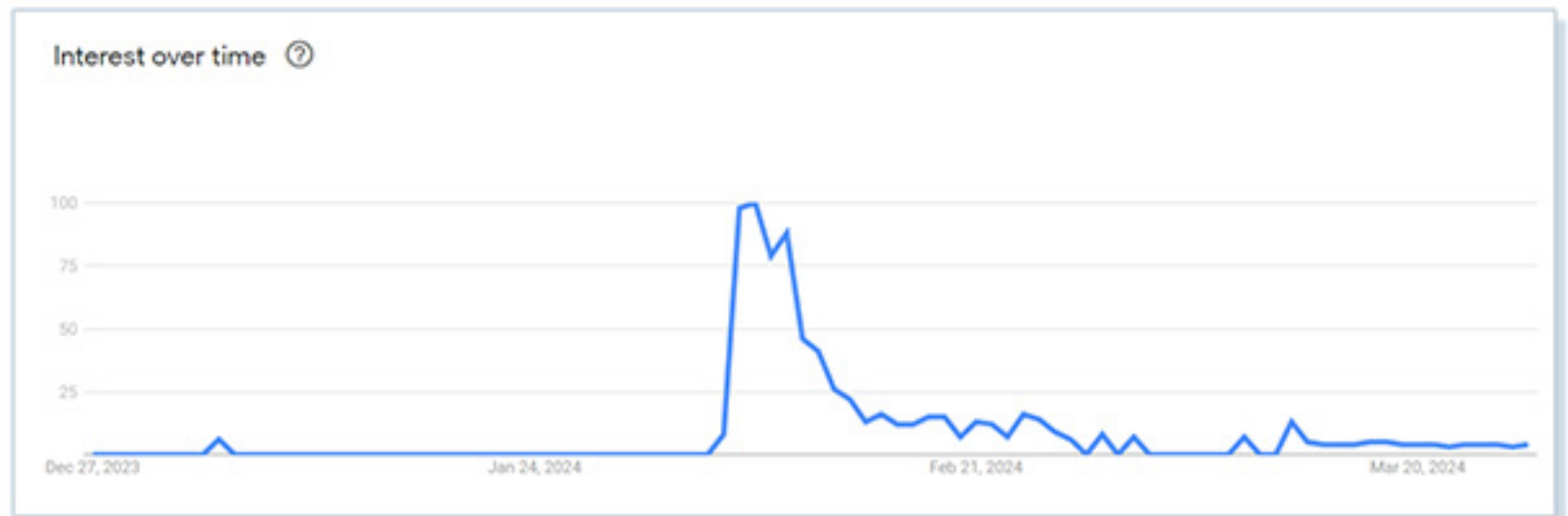


Google Trend Analysis: Post-Episode Reach of Shark Tank Brands

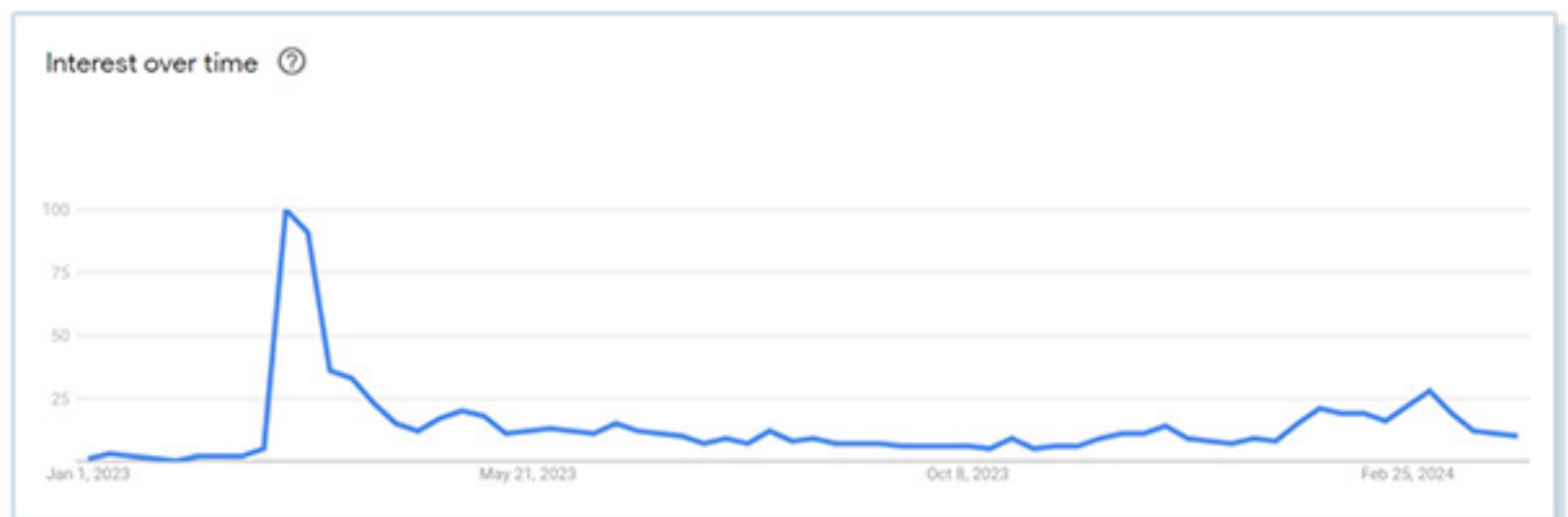
**Cinnamon
Kitchen**



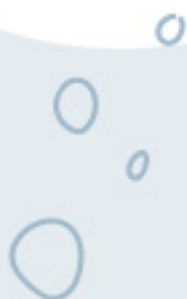
Koparo



Nish Hair



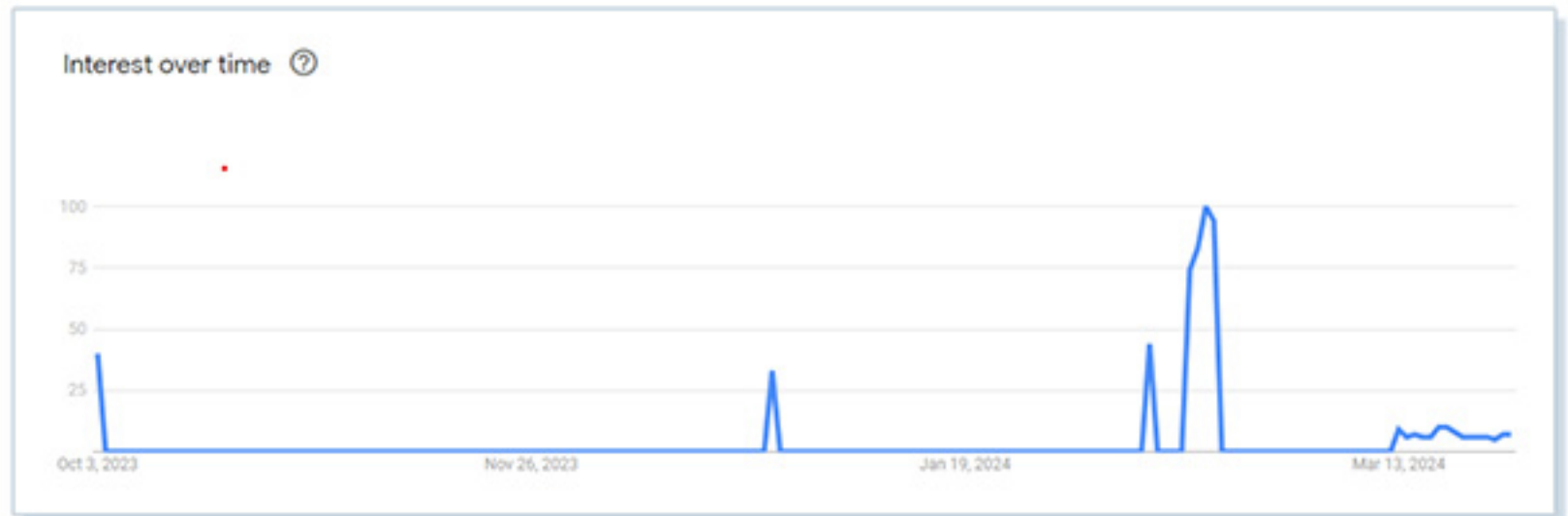
The graph shows search volume exploding for **Koparo**, **Cinnamon Kitchen**, and **Nish Hair** after their Shark Tank appearances. This surge indicates a jump in brand awareness as consumers discover these businesses. The spike in searches suggests these companies are piquing curiosity and potentially attracting new customers.



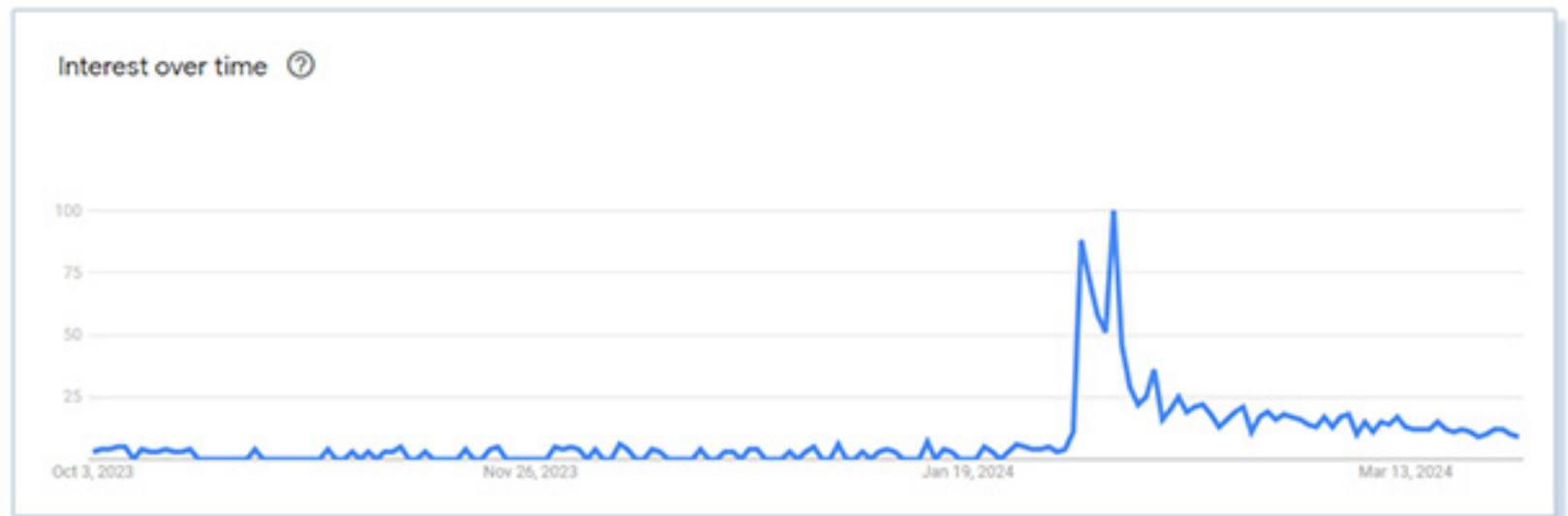


Google Trend Analysis: Post-Episode Reach of Shark Tank Brands

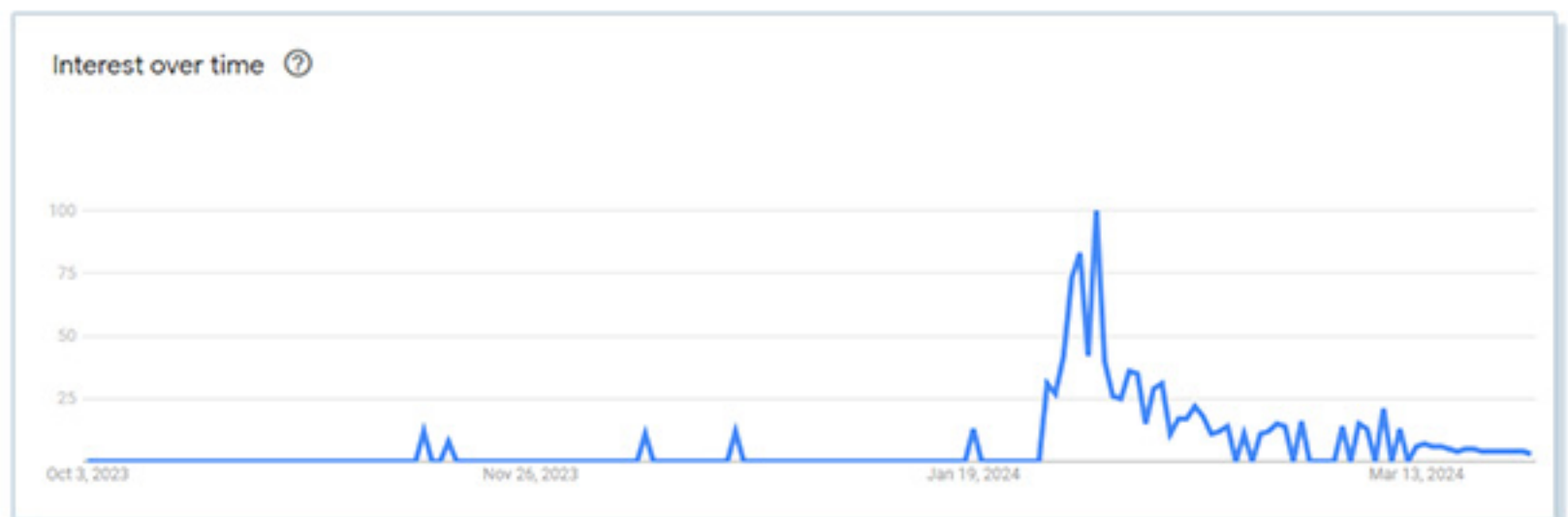
**Toffee
Coffee
Roasters**



Arata



Tiggle



The graph shows search volume exploding for **Toffee Coffee Roasters**, **Arata**, and **Tiggle** after their Shark Tank appearances. This surge indicates a jump in brand awareness as consumers discover these businesses. The spike in searches suggests these companies are piquing curiosity and potentially attracting new customers.





Beyond the Tank: Exploring the Impact of Shark Tank Brands After the Show

Nish hair



Source - Sony Liv

D2C Brand

Categories: Hair extensions, hair accessories

Product Range: Hair Toppers, Clip In Bangs, Wigs, Hair Extension, Halo Hair

Distribution: Presence on the website, Amazon

USP: Premium 100% human hair extensions and hairpieces, including toppers, clip-ins, wigs, and more

Pre-Shark Tank revenue: Monthly earnings amounted to **Rs 80 lakh**.

Post-Shark Tank: Achieved a remarkable three-fold increase, reaching **Rs 2.4 crore** per month.

Arata



Source - Sony Liv

D2C Brand

Products: 50+, Shampoos, Hair Creams, Oils, Gels & more

USP: Organic Flax seeds, Alcohol free, toxin-free, Ecom +Qcom

Known for natural and sustainable personal care products.

Pre-Shark Tank (September 2023): Achieved 2 crore in sales with 45% repeat customers.

Post-show: Experienced significant revenue surge, with a 3X-4X increase in sales.

Monthly run rate by February: Reached 7-8 crore.



Shark Tank Terms Decoded

Cohort Analysis:

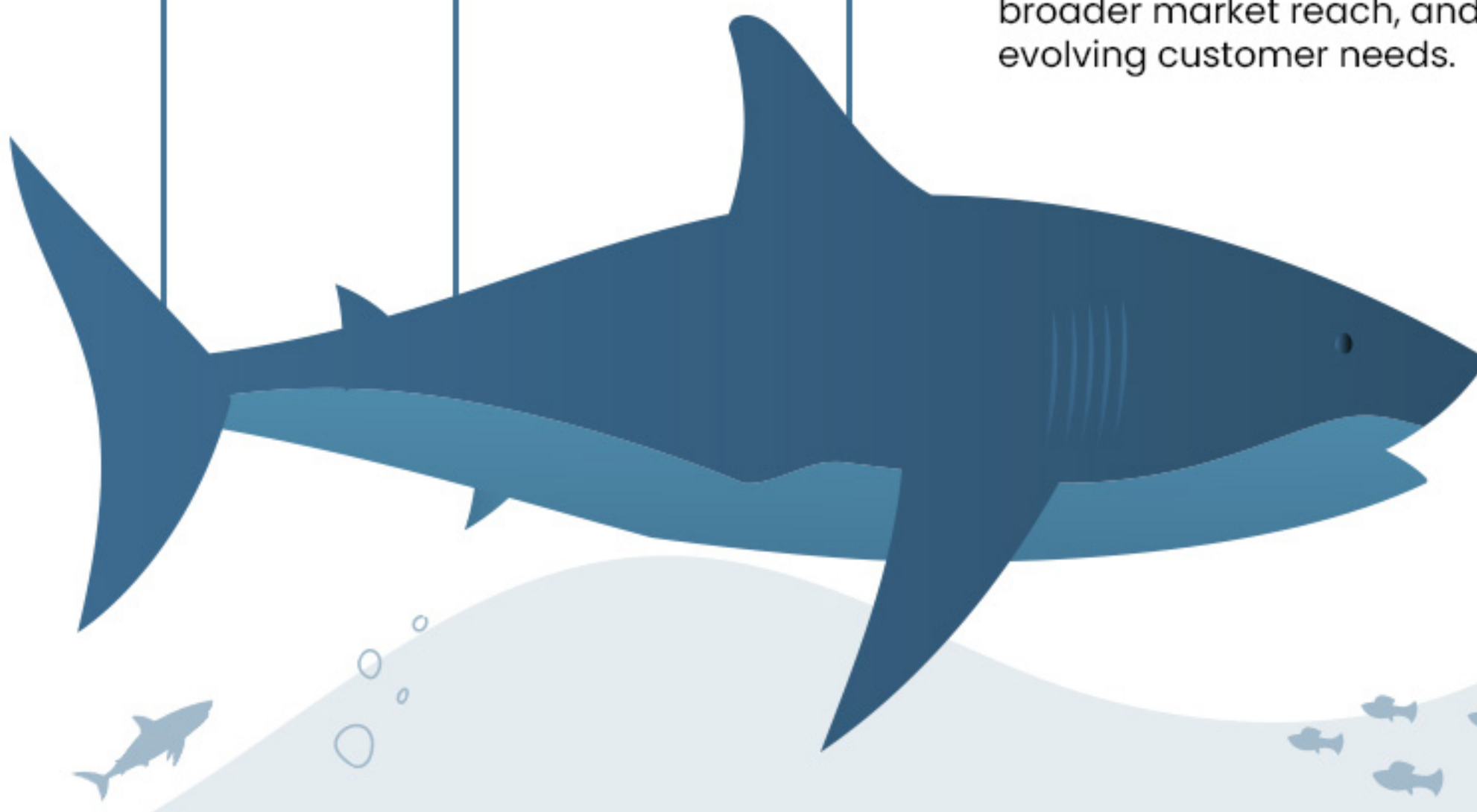
Cohort analysis groups data based on shared characteristics or experiences, aiding organizations in observing user behavior trends, optimizing retention, and customizing strategies for specific customer segments.

EBITDA:

Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) is a financial metric that evaluates a company's operational profitability by excluding non-operating expenses like interest, taxes, depreciation, and amortization. It provides a clear view of financial performance, aiding stakeholders in accurately assessing profitability and operational efficiency.

Scalability:

Scalability in business enables efficient growth and adaptation to market changes, allowing organizations to expand operations cost-effectively for long-term success, with benefits including enhanced efficiency, broader market reach, and improved agility to meet evolving customer needs.





Shark Tank Terms Decoded

Viral Marketing:

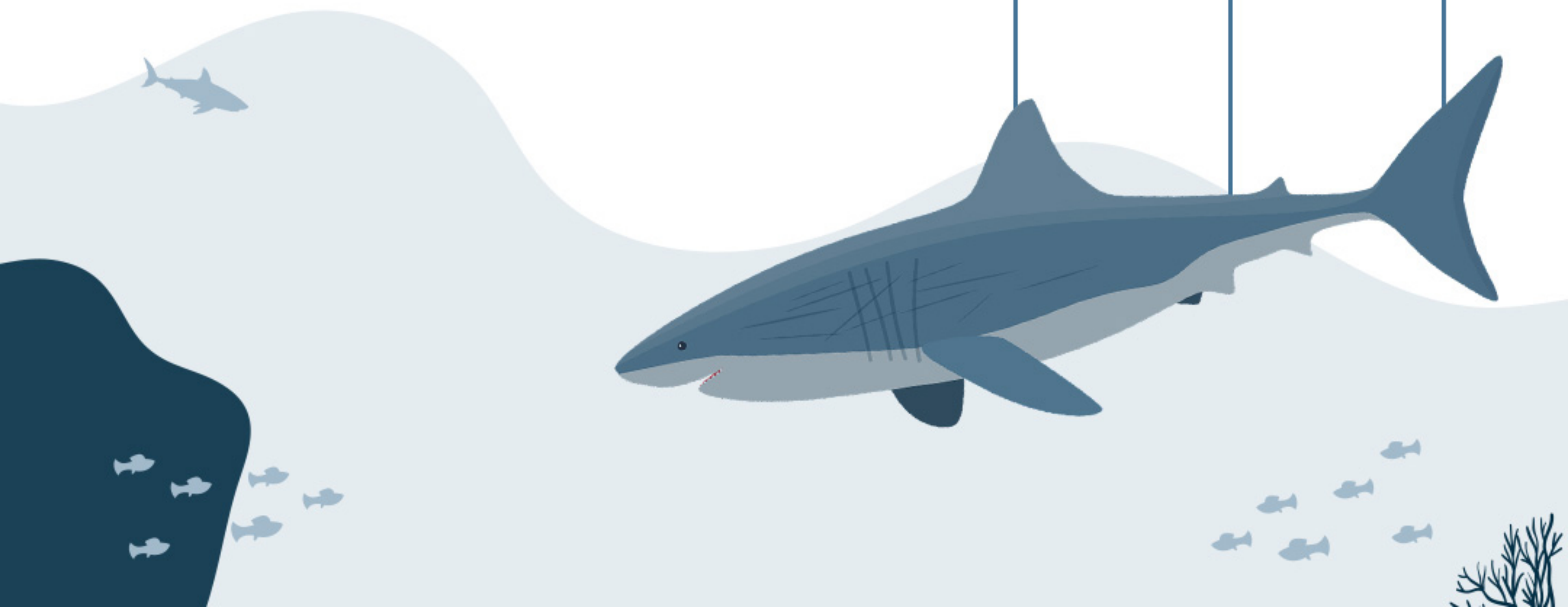
Viral marketing leverages extensive online content sharing to boost brand awareness, reach a wider audience, drive rapid growth, enhance credibility, and achieve cost-effective mainstream exposure, aiding organizations in expanding their reach and strengthening brand recognition efficiently.

The Blue Ocean Strategy:

The Blue Ocean strategy creates uncontested market spaces through innovation, high differentiation, and low costs, enabling brands to thrive without direct competition, fostering loyalty, and driving profitability.

Net Promoter Score:

NPS measures customer loyalty by asking how likely customers are to recommend a company to others on a scale of 0 to 10.



The logo for Paxcom, featuring the word "PAXCOM" in a white, uppercase, sans-serif font. The letters are widely spaced and have a clean, modern appearance. The background is a solid blue color with subtle white illustrations of fish, coral, and waves.

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