

★ SUPREME ECOM DECEMBER 2022 PRODUCTS

Product #1 - The Magic Mat

[Aliexpress Link](#)

[Competitor Store](#)

[Facebook Ad](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$39.00	\$9.87	\$29.13

5 Interest for FB Ads: Bathroom, Bath & Bodyworks, Kitchen, Shower, bath.

Like - I like how the product page is clean and does not have many color, keeping the main color, then black and white and the reviews show the product being used in multiple ways

Dislike - I don't like the reviews being mostly 5 stars because you want it to be more believable

Product # 2 - Full Leg Massager

[Aliexpress Link](#)

[FB ad](#)

[Competitor Store](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$194.67	\$86.85	\$107.82

5 Interest for FB Ads: leg extension, world gym, well-being, Planet fitness, physical fitness

Like - Their website looks very professionally done.

Dislike - They do not include upsells on their landing page.

Product #3 - Wood Name Piggy Bank

[Ali link](#)

[fb link](#)

[store](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$34.80	\$7.84 + \$4.22	\$22.74

5 Interest for FB Ads: Grandparent, Christmas, Lego, Gift, Toy story

Like - They utilize High quality reviews for their website.

Dislike - No upsells to increase AOV > Product description has too many images and not much text explaining features and benefits to break it up.

Product # 4 - Heated Vest

[Ali Link](#)

[Comp Store](#)

[FB link](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$95.99	\$14.93	\$81.06

5 Interest for FB Ads: Clothing (Apparel), Heated Clothing, Walmart, Health & Wellness, Dicks Sporting Goods.

Like - They have upsells that are similar to the main product.

Dislike - They have a terrible Product Description

Product # 5 - Montessori Christmas Tree

[Aliexpress Link](#)

[Competitor Store](#)

[Facebook Ad](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$31.46	\$7.81	\$23.65

5 Interest for FB Ads: Montessori, Early Childhood Education, Teacher Education, Nursery, Primary School

Like - Great benefits highlighting key points why people should buy the product. + Sticky add to cart

Dislike - Trust badges right under product add to cart.

Product # 6 Electroplating Magnetic Case For iPhone

[Aliexpress Link](#)

[Competitor Store](#)

[Facebook Ad](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$ 26.98	\$6.12	\$20.86

5 Interest for FB Ads: Consumer electronics, Mobile phones, iPhone, Mobile phone accessories, iPhone & Apple

Like - listed features and benefits look like we can use as guidance and further direction

Dislike - Lack of product reviews

Product # 7 - LED christmas candles

[CJ Dropshipping Link](#)

[Competitor Store](#)

[Facebook Ad](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$36.98	\$12.25	\$24.73 (3.0x)

5 Interest for FB Ads: Christmas Shopping, Christmas Holiday, candles, Santa, Holiday

Like - I like the feature in (color) that selects all the colors and product price increases 89.99

Dislike - Their website lacks features and benefits surrounding this product.

Product #8 - LED Beanie

[Aliexpress Link](#)

[Competitor Store](#)

[Facebook Ad](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$33.98	\$8.18	\$25.80

5 Interest for FB Ads: Hunting, Camping, Running, hiking, construction

Like: Highlighting and targeting the Christmas season.

Dislike: Too many colors on the product page and they aren't using upsells.

Product #9 - Shark Fluffy Boots

[CJ Dropshipping](#)

[Competitor Store](#)

[Tik Tok Ad](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$43.85	\$13.63	\$30.22

5 INTEREST FOR FB ADS: kids, animals, zoos, christmas, sharks

Like: Color scheme of store has a nice flow, using high quality images for better conversions

Dislike: Has no reviews and doesn't have a sticky add to cart nor quantity breaks to increase AOV

Product # 10- Flying Orb

[Aliexpress](#)

[Competitor Store](#)

[Tik Tok Ad](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$29.99	\$8.75	\$22.00

(5 INTEREST FOR FB ADS: children, toys, holidays, fun, lightshow

Like: has everything a one product store needs,

Dislike: Can elaborate further with benefit and feature and break them apart more with gifs. Reviews are a must when you are a one product store, only thing they are slacking on

Product # 11 - Montessori Christmas Tree

[Aliexpress Link](#)

[Competitor Store](#)

[Facebook Ad](#)

SELLING PRICE	PRODUCT COST	PROFIT MARGIN
\$31.46	\$7.84	\$23.62

5 Interest for FB Ads: Montessori, Early Childhood Education, Teacher Education, Nursery, Primary School

Like - Great benefits highlighting key points why people should buy the product. + Sticky add to cart

Dislike - Trust badges right under product add to cart.