



Jungle Scout Launches AI Solutions, Putting Amazon Insights Just a Question Away

New Ask Cobalt interface and Jungle Scout MCP integration deliver real-time Amazon marketplace answers inside Cobalt and the AI tools teams already use.

CHICAGO, IL, UNITED STATES, September 10, 2026 /EINPresswire.com/ -- [Jungle Scout](#), the leading provider of Amazon insights on demand, today announced Jungle Scout AI Solutions, a new way for teams to access Amazon marketplace answers by asking a plain-English question instead of combing through dashboards, analyzing data, or building reports.

The launch includes two products. Ask Cobalt is a question-and-answer interface built natively into the Cobalt platform, so customers can ask about their brand's performance, category trends, or competitive position and get an answer grounded in their own performance data and business context. The Jungle Scout MCP brings that same data into the AI tools teams already use, including Claude, ChatGPT, Gemini Enterprise, and Microsoft Copilot.

Both products are built around Jungle Scout's Assess-Diagnose-Act decision framework: assess where a brand stands against its category and competitors, diagnose what's driving a shift in performance, and act on specific next steps, from pricing changes to keyword strategy to catching unauthorized sellers. Across the two products, Jungle Scout AI Solutions support more than 15 use cases spanning all three stages of the framework.

Both products draw on the same underlying data: more than 11 years of proprietary Amazon marketplace data with visibility into more than 600 million products and 18% of Amazon's total GMV. Customers using Jungle Scout's Cobalt marketplace intelligence platform have historically seen a 28% average year-over-year revenue increase.

"Every Amazon seller and brand generates more data than they can act on. Jungle Scout AI Solutions close that gap. Instead of pulling reports and waiting on analysis, teams get a direct answer, grounded in real marketplace data, the moment they need it," said Jay Lovelace, Jungle Scout CEO. "That's the shift we're making: from data you have to interpret to insight you can act on immediately."

Jungle Scout AI Solutions are available now to new and existing customers. To learn more or request a demo, visit junglescout.com/ai-use-cases.

About Jungle Scout

Jungle Scout delivers Amazon insights on demand. Drawing on more than 11 years of proprietary data and visibility into 40,000+ live seller integrations and 600 million tracked products, Jungle Scout gives brands the clearest view of what's happening on Amazon and why. Its MCP and AI solutions make that data conversational, turning signals into insight instantly, wherever teams work. That intelligence powers decisions on category strategy, pricing, product innovation, share, and advertising — the foundational layer teams need to compete on Amazon. You can't win a market you can't see. Learn more at junglescout.com.

Gayle deDie

Jungle Scout

gayle.dedie@junglescout.com

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