

AI 评论分析报告

ASIN: DEMO-A

主 ASIN DEMO-A • 评论总数 500 • 生成于 2026-09-18

样本星级分布: 5★×100 • 4★×100 • 3★×100 • 2★×100 • 1★×100, 全部可评分

数据口径: 基于本次实收的500条评论; 样本构成: 主商品评论占17.8%, 另有411条来自7个同页 ASIN (多为同族变体或同页商品); 星级占比锚定商品页真实评分; 统计数值由系统按星级确定性计算, 非模型生成; 文字洞察由 AI 基于该样本产出。

执行摘要

92.8%

正面占比

4

高严重程度痛点

5 / 9

品类优势维度

优先执行动作

- 在五点描述与图片中补充“内尺寸+适配体重/体长”实测数据（如内长、内高、建议犬只体长上限），并说明测量方法，明确30"适合的是中型犬而非所有40磅犬只，避免按体重误购。
- 在五点中加入到货保障承诺：托盘独立缓冲包装、外箱加固，并注明托盘破损可单独补发/购买替换件，减少因托盘裂而整笼退货。
- 新增“适用犬只画像”图文：说明本款适合温和、已笼训的中型犬，强咬/焦虑犬建议选加固款；同时用特写展示锁扣结构，并提供可用扎带加固门与接缝的操作示意。

整体总结

主商品30英寸单门 PetDen 在商品页累计约11.2万条评分、4.7星、正面率约93%，口碑优异；但本次收集样本仅17.8%来自主 ASIN，其余声音来自同族其它尺寸条目，36"/42"/48"等大尺寸段在抗咬逃脱、托盘破损与到货完整性上差评集中（这些尺寸条目自身平均星级仅2.6~3.4），因此问题更多落在特定尺寸变体与物流环节，而非主商品本身。

情感占比

● 正面 92.8% ● 中性 4.1% ● 负面 3.1%

优点

- 笼体结实、做工扎实、性价比突出，大量用户评价为同价位最值得买的笼子（提及200次）

“Very sturdy, well made cage at an excellent price.”

5★ • September 4, 2026

依据：C13笼体结实性价比高

C13笼体结实性价比高（约200条评论（主 ASIN 证据3/40条））： Very sturdy, well made cage at an excellent price.

- 开箱即用、几秒展开，折叠收纳方便，适合旅行与车载携带（提及30次）

“I expected it to take a lot longer to put together, but it all snapped together in 90 seconds”

5★ • August 6, 2026

依据：C14开箱即用易折叠便携

C14开箱即用易折叠便携（约30条评论（主 ASIN 证据1/13条））： all I had to do was unfold it and pull the two ends up - SUP...

- 自带隔板便于幼犬笼训，可随犬只长大扩展空间，小尺寸（18"/22"/24"）用户认可度高（提及8次）

“Very sturdy, well made cage at an excellent price.”

5★ • September 4, 2026

依据：C16隔板难装或形同虚设 • C13笼体结实性价比高

C16隔板难装或形同虚设（约20条评论（主 ASIN 证据3/9条））： It comes with a divider, but there’ s no way to use it!!
C13笼体结实性价比高（约200条评论（主 ASIN 证据3/40条））： Very sturdy, well made cage at an excellent price.

缺点

- 犬只可咬弯线材、顶开门闩自行逃脱，强犬/焦虑犬与大尺寸变体（36"/42"/48"）尤为集中（提及130次）

“This crate is not for high anxiety dogs. Mine escaped it by bending the wires by the door and getting out at the”

2★ • September 9, 2026

依据：C1狗咬弯金属顶开门逃脱

C1狗咬弯金属顶开门逃脱（约130条评论（主 ASIN 证据8/49条））： Our dog is 40+ pounds and escapes. Bent the metal and got f...

- 塑料托盘到货即裂、材质脆，裂后无法兜住排泄物，成为退货主因（提及55次）

“the tray completely broken unusable dangerous has to be thrown in the trash”

1★ • May 11, 2026

依据：C3塑料托盘到货即裂

C3塑料托盘到货即裂（约55条评论（主 ASIN 证据2/28条））：The bottom pan is cracked.

- 实物尺寸偏小、与页面的体重/尺码指引不符，用户按指引购买后装不下犬只（提及55次）

“This crate is too small for a 25-pound puppy, though the guide says it is for dogs up to 40 pounds.”

1★ • May 18, 2026

依据：C8尺寸偏小与描述不符

C8尺寸偏小与描述不符（约55条评论（主 ASIN 证据7/29条））：Extremely small

- 锋利边缘与接缝割伤、夹伤宠物和主人（脚趾、下巴、手指均被提及）（提及55次）

“Sharp edges, I can’ t believe that they sell this for our pets and is NOT safe”

1★ • April 8, 2026

依据：C2锋利边缘割伤宠物与人 • C21缝隙夹伤宠物脚趾

C2锋利边缘割伤宠物与人（约40条评论（主 ASIN 证据0/12条））：So many sharp pieces. Dangerous for pets and humans handling...

C21缝隙夹伤宠物脚趾（约15条评论（主 ASIN 证据0/7条））：he had been biting the wires on the door and got his jaw cau...

- 运输导致笼体弯曲变形，到货即损、门与卡扣对不齐，箱体完好内部仍变形（提及50次）

“This product when delivered looked like it was run over by a truck it took me hours to straighten out the metal”

1★ • August 15, 2025

依据：C4运输致笼体弯曲变形

C4运输致笼体弯曲变形（约50条评论（主 ASIN 证据5/29条））：Came bent and it’ s kinda cheap metal...

- 门闩锁不牢，幼犬或小型犬也能自己开门，锁舌只有单点固定（提及40次）

“Door doesn’ t latch and around the cage latches front and side has rust”

1★ • September 2, 2026

依据：C6门闩不牢狗能自己开门

C6门闩不牢狗能自己开门（约40条评论（主 ASIN 证据4/19条））：My 12 week old golden retriever can unlock the latch

- 收到二手/脏污/带前主宠物毛发与塑料异味的“新”笼子，部分来自二手库存（提及40次）

“the crate I received has definitely been used by animals. It’ s got muddy paw prints on the tray.”

1★ • January 16, 2026

依据：C5收到二手脏污笼子 • C15塑料气味刺鼻黑残留

C5收到二手脏污笼子（约35条评论（主 ASIN 证据6/20条））：I was sent a visibly used kennel. >"

C15塑料气味刺鼻黑残留（约8条评论（主 ASIN 证据0/3条））：I waited a week to use it because it smelled so strongly of ...

- 组装困难、钩扣卡死或出厂错装，18"与54"等极端尺寸最突出，单人难以完成（提及35次）

“DON'T BUY this crate unless you have two big muscular men to put it together for you.”

1★ • September 26, 2025

依据：C7组装困难部件卡死

C7组装困难部件卡死（约35条评论（主 ASIN 证据2/16条））：impossible to assemble.

- 到货缺件（隔板、托盘、提手）或提手易脱落，影响正常使用与搬运（提及35次）

“Package was delivered with missing parts. Crate is fine if you have all the pieces.”

2★ • December 24, 2025

依据：C19到货缺件影响使用 • C18提手易脱落设计不佳

C19到货缺件影响使用（约15条评论（主 ASIN 证据1/9条））：The crate was missing parts. It was put together wrong.

C18提手易脱落设计不佳（约20条评论（主 ASIN 证据0/10条））：The handle doesnt stay on the crate and keeps falling off.

- 使用数月即生锈、焊点断裂导致门框散架，耐用性不如老款（提及30次）

“My dog has used this for a month and already it's rusting. Do not buy!!”

1★ • August 23, 2026

依据：C9使用后很快生锈 • C10焊点断裂门框散架

C9使用后很快生锈（约15条评论（主 ASIN 证据3/8条））：My dog has used this for a month and already it's rusting. ...

C10焊点断裂门框散架（约15条评论（主 ASIN 证据0/7条））：The dog was actually able to break some of the welds on the ...

- 客服联系不上、换货承诺无下文、配送延迟或发错货，售后体验差（提及33次）

“also not very happy with the customer service from the manufacturer. They were short with me.”

1★ • May 11, 2026

依据：C11客服与退换货体验差 • C12配送延迟与物流问题

C11客服与退换货体验差（约15条评论（主 ASIN 证据0/8条））：also not very happy with the customer service from the manuf...

C12配送延迟与物流问题（约18条评论（主 ASIN 证据1/9条））：Received a bedroom mattress instead of the cage I ordered.

- 隔板难装或形同虚设，玩具骨头会滑到隔板下，影响笼训使用（提及20次）

“The divider is mediocre as my pup’ s soothing bones or toys will slide under which results in scratching and barking”

4★ • September 5, 2026

依据：C16隔板难装或形同虚设

C16隔板难装或形同虚设（约20条评论（主 ASIN 证据3/9条））：It comes with a divider, but there’ s no way to use it!!

- 托盘抽拉困难、固定方式不便，清洁时易撒漏（提及10次）

“When you try to pull it out, it gets all over everything!!”

1★ • January 14, 2026

依据：C22托盘难取出清洁不便

C22托盘难取出清洁不便（约10条评论（主 ASIN 证据0/5条））：Dog can get the pan out of the bottom very easy.

用户痛点

- 中 关键结构强度不足：犬只咬弯线材或顶开门门即可脱困，笼子起不到安全约束作用，大尺寸变体问题更重（提及130次）

“This crate is not for high anxiety dogs. Mine escaped it by bending the wires by the door and getting out at the”
2★ • September 9, 2026

依据：C1狗咬弯金属顶开门逃脱
C1狗咬弯金属顶开门逃脱（约130条评论（主 ASIN 证据8/49条））： Our dog is 40+ pounds and escapes. Bent the metal and got f...

- 中 塑料托盘到货即裂，裂纹使其彻底丧失防漏功能，用户被迫整笼退货或额外购买托盘（提及55次）

“the tray completely broken unusable dangerous has to be thrown in the trash”
1★ • May 11, 2026

依据：C3塑料托盘到货即裂
C3塑料托盘到货即裂（约55条评论（主 ASIN 证据2/28条））： The bottom pan is cracked.

- 低 尺寸指引与体重建议不准，用户按页面信息买错尺寸，幼犬稍长即装不下，产生退货（提及55次）

依据：C8尺寸偏小与描述不符
C8尺寸偏小与描述不符（约55条评论（主 ASIN 证据7/29条））： Extremely small

- 中 锋利毛刺与缝隙存在割伤、夹伤风险，宠物脚趾/下巴和主人手指均被提及，安全事故感强（提及55次）

“Sharp edges, I can’ t believe that they sell this for our pets and is NOT safe”
1★ • April 8, 2026

依据：C2锋利边缘割伤宠物与人 • C21缝隙夹伤宠物脚趾
C2锋利边缘割伤宠物与人（约40条评论（主 ASIN 证据0/12条））： So many sharp pieces. Dangerous for pets and humans handling...
C21缝隙夹伤宠物脚趾（约15条评论（主 ASIN 证据0/7条））： he had been biting the wires on the door and got his jaw cau...

- 中 运输包装强度不足，到货笼体已弯曲变形，门与卡扣无法对齐，用户需自行掰直才能用（提及50次）

“This product when delivered looked like it was run over by a truck it took me hours to straighten out the metal”
1★ • August 15, 2025

依据：C4运输致笼体弯曲变形
C4运输致笼体弯曲变形（约50条评论（主 ASIN 证据5/29条））： Came bent and it’ s kinda cheap metal...

- 低 门闩单点锁定、锁舌短，狗从内侧一推即开，无法安心留犬独处（提及40次）

依据：C6门闩不牢狗能自己开门

C6门闩不牢狗能自己开门（约40条评论（主 ASIN 证据4/19条））：My 12 week old golden retriever can unlock the latch

- 中 以全新价买到二手、脏污或带塑料异味/黑残留的笼子，卫生与信任感受损（提及40次）

“the crate I received has definitely been used by animals. It’s got muddy paw prints on the tray.”

1★ • January 16, 2026

依据：C5收到二手脏污笼子 • C15塑料气味刺鼻黑残留

C5收到二手脏污笼子（约35条评论（主 ASIN 证据6/20条））：I was sent a visibly used kennel. >"

C15塑料气味刺鼻黑残留（约8条评论（主 ASIN 证据0/3条））：I waited a week to use it because it smelled so strongly of ...

- 高 组装卡死或出厂错装，极端尺寸单人无法完成，用户被卡在“装不上也退不掉”的处境（提及35次）

“DON'T BUY this crate unless you have two big muscular men to put it together for you.”

1★ • September 26, 2025

“Can’t even assemble it because the hook is stuck”

1★ • May 15, 2026

依据：C7组装困难部件卡死

C7组装困难部件卡死（约35条评论（主 ASIN 证据2/16条））：impossible to assemble.

- 中 到货缺件与提手脱落，导致托盘、隔板无法固定或笼子无法搬动（提及35次）

“Package was delivered with missing parts. Crate is fine if you have all the pieces.”

2★ • December 24, 2025

依据：C19到货缺件影响使用 • C18提手易脱落设计不佳

C19到货缺件影响使用（约15条评论（主 ASIN 证据1/9条））：The crate was missing parts. It was put together wrong.

C18提手易脱落设计不佳（约20条评论（主 ASIN 证据0/10条））：The handle doesnt stay on the crate and keeps falling off.

- 高 使用几个月即生锈、焊点断裂导致门框散架，耐用性下滑让老用户转向其它品牌（提及30次）

“My dog has used this for a month and already it's rusting. Do not buy!!”

1★ • August 23, 2026

“It has started to rust where she has chewed. Along with other spots she has not chewed is rusting really bad.”

2★ • January 9, 2024

依据：C9使用后很快生锈 • C10焊点断裂门框散架

C9使用后很快生锈（约15条评论（主 ASIN 证据3/8条））：My dog has used this for a month and already it's rusting. ...

C10焊点断裂门框散架（约15条评论（主 ASIN 证据0/7条））：The dog was actually able to break some of the welds on the ...

- **高** 出问题后联系不上厂家、换货无下文、物流延迟或发错货，退换成本高（提及33次）

“also not very happy with the customer service from the manufacturer. They were short with me.”
1★ • May 11, 2026
“I tried to get a hold of the company and the message won’ t go through even with all the accurate information .”
2★ • July 26, 2026

依据：C11客服与退换货体验差 • C12配送延迟与物流问题

C11客服与退换货体验差（约15条评论（主 ASIN 证据0/8条））： also not very happy with the customer service from the manuf...

C12配送延迟与物流问题（约18条评论（主 ASIN 证据1/9条））： Received a bedroom mattress instead of the cage I ordered.

- **低** 隔板安装困难或功能失效，笼训时无法有效限制幼犬活动空间（提及20次）

依据：C16隔板难装或形同虚设

C16隔板难装或形同虚设（约20条评论（主 ASIN 证据3/9条））： It comes with a divider, but there’ s no way to use it!!

- **高** 托盘固定方式不便抽拉，清洁时排泄物易撒漏（提及10次）

“When you try to pull it out, it gets all over everything!!”
1★ • January 14, 2026
“Dog can get the pan out of the bottom very easy.”
2★ • July 10, 2026

依据：C22托盘难取出清洁不便

C22托盘难取出清洁不便（约10条评论（主 ASIN 证据0/5条））： Dog can get the pan out of the bottom very easy.

核心诉求

- 笼子在强犬、焦虑犬面前真正锁得住：加粗线径、加固门闩与焊点，明确标注适用犬只行为类型（优先级10/10）

依据：C1狗咬弯金属顶开门逃脱 • C10焊点断裂门框散架 • C6门闩不牢狗能自己开门

C1狗咬弯金属顶开门逃脱（约130条评论（主 ASIN 证据8/49条））： Our dog is 40+ pounds and escapes. Bent the metal and got f...

C10焊点断裂门框散架（约15条评论（主 ASIN 证据0/7条））： The dog was actually able to break some of the welds on the ...

C6门闩不牢狗能自己开门（约40条评论（主 ASIN 证据4/19条））： My 12 week old golden retriever can unlock the latch

- 保证到货完整：托盘加厚并独立缓冲、外箱加固、出厂配件清点，减少“到手即损/缺件”（优先级9/10）

依据：C3塑料托盘到货即裂 • C4运输致笼体弯曲变形 • C19到货缺件影响使用

C3塑料托盘到货即裂（约55条评论（主 ASIN 证据2/28条））： The bottom pan is cracked.

C4运输致笼体弯曲变形（约50条评论（主 ASIN 证据5/29条））： Came bent and it’ s kinda cheap metal...

C19到货缺件影响使用（约15条评论（主 ASIN 证据1/9条））： The crate was missing parts. It was put together wrong.

- 尺寸指引准确：按内尺寸与犬只体高/体长给出适配建议，避免体型误购与退货（优先级8/10）

依据：C8尺寸偏小与描述不符

C8尺寸偏小与描述不符（约55条评论（主 ASIN 证据7/29条））：Extremely small

- 消除割伤与夹伤风险：圆角包边、封闭缝隙，让宠物与主人在日常使用中不被划伤（优先级8/10）

依据：C2锋利边缘割伤宠物与人 • C21缝隙夹伤宠物脚趾

C2锋利边缘割伤宠物与人（约40条评论（主 ASIN 证据0/12条））：So many sharp pieces. Dangerous for pets and humans handling...

C21缝隙夹伤宠物脚趾（约15条评论（主 ASIN 证据0/7条））：he had been biting the wires on the door and got his jaw cau...

- 到手即用、易装易折、单人可操作，极端尺寸也提供清晰装配指引（优先级7/10）

依据：C7组装困难部件卡死 • C14开箱即用易折叠便携

C7组装困难部件卡死（约35条评论（主 ASIN 证据2/16条））：impossible to assemble.

C14开箱即用易折叠便携（约30条评论（主 ASIN 证据1/13条））：all I had to do was unfold it and pull the two ends up - SUP...

- 保证全新品交付：出厂封签与清洁标准，避免二手、脏污商品流入（优先级7/10）

依据：C5收到二手脏污笼子 • C15塑料气味刺鼻黑残留

C5收到二手脏污笼子（约35条评论（主 ASIN 证据6/20条））：I was sent a visibly used kennel. >"

C15塑料气味刺鼻黑残留（约8条评论（主 ASIN 证据0/3条））：I waited a week to use it because it smelled so strongly of ...

- 托盘易抽拉、防漏耐用，清洁和维护不需要拆整笼（优先级6/10）

依据：C22托盘难取出清洁不便 • C3塑料托盘到货即裂

C22托盘难取出清洁不便（约10条评论（主 ASIN 证据0/5条））：Dog can get the pan out of the bottom very easy.

C3塑料托盘到货即裂（约55条评论（主 ASIN 证据2/28条））：The bottom pan is cracked.

- 售后可联系、退换货顺畅，问题件能快速补寄配件（优先级6/10）

依据：C11客服与退换货体验差 • C12配送延迟与物流问题

C11客服与退换货体验差（约15条评论（主 ASIN 证据0/8条））：also not very happy with the customer service from the manuf...

C12配送延迟与物流问题（约18条评论（主 ASIN 证据1/9条））：Received a bedroom mattress instead of the cage I ordered.

- 隔板真正可用、安装简单，能支撑幼犬笼训与空间调节（优先级5/10）

依据：C16隔板难装或形同虚设

C16隔板难装或形同虚设（约20条评论（主 ASIN 证据3/9条））：It comes with a divider, but there's no way to use it!!

- 提手耐用、居中可承重，搬运大尺寸笼子时不脱落（优先级4/10）

依据：C18提手易脱落设计不佳

C18提手易脱落设计不佳（约20条评论（主 ASIN 证据0/10条））：The handle doesnt stay on the crate and keeps falling off.

引擎 3 • 品类定位

单品报告无竞品样本：以下判定以同类产品的一般市场预期为基准，证据均来自本品评论。

品类定位判定

- 商品页整体口碑（星级、评分规模、正面率）：

优势

主 ASIN 为4.7星、正面率约93%、11.2万+条评分；同族其它尺寸条目平均星级仅2.6~3.4、正面率约27%~59%，评分样本多在29~76条，主商品是整族的口碑担当。

依据：C13笼体结实性价比高

C13笼体结实性价比高（约200条评论（主 ASIN 证据3/40条））：Very sturdy, well made cage at an excellent price.

- 抗咬/抗逃脱结构强度（按尺寸段对比）：

优势

逃脱类差评共约130条，其中36" 14条、48" 11条、42" 11条，而主商品30"仅8条（占自身样本约9%，低于36"的约18%），说明该问题集中在大尺寸变体，主 ASIN 相对更稳。

依据：C1狗咬弯金属顶开门逃脱 • C10焊点断裂门框散架

C1狗咬弯金属顶开门逃脱（约130条评论（主 ASIN 证据8/49条））：Our dog is 40+ pounds and escapes. Bent the metal and got f...

C10焊点断裂门框散架（约15条评论（主 ASIN 证据0/7条））：The dog was actually able to break some of the welds on the ...

- 到手完整性（托盘抗损与运输变形）：

劣势

托盘到货即裂约55条、运输变形约50条，主商品同样命中（托盘2条、变形5条），而48"托盘10条、54"变形8条，全族包装与大件物流保护普遍不足。

依据：C3塑料托盘到货即裂 • C4运输致笼体弯曲变形

C3塑料托盘到货即裂（约55条评论（主 ASIN 证据2/28条））：The bottom pan is cracked.

C4运输致笼体弯曲变形（约50条评论（主 ASIN 证据5/29条））：Came bent and it's kinda cheap metal...

- 安全细节（锐边割伤与缝隙夹伤）：

优势

割伤与夹伤类差评约55条，集中在24"、22"、42"、36"、18"等条目，主商品在相关主题中未见明显命中，其圆角与锁扣设计在同族中表现相对更好。

依据：C2锋利边缘割伤宠物与人 • C21缝隙夹伤宠物脚趾

C2锋利边缘割伤宠物与人（约40条评论（主 ASIN 证据0/12条））：So many sharp pieces. Dangerous for pets and humans handling...

C21缝隙夹伤宠物脚趾（约15条评论（主 ASIN 证据0/7条））：he had been biting the wires on the door and got his jaw cau...

• 尺寸指引准确性：

劣势

尺寸偏小类差评约55条，主商品占7条（30"按指引声称可容纳40磅犬只，用户实测25磅幼犬已偏挤；另有用户指出广告高度33"实际标签为32"），18"条目更多达8条。

依据：C8尺寸偏小与描述不符

C8尺寸偏小与描述不符（约55条评论（主 ASIN 证据7/29条））：Extremely small

• 易装易折与便携性：

优势

正面评价约30条称90秒装好、开箱即用、折叠后便于旅行；组装困难类差评集中在18"（5条）与54"（3条），主商品仅2条，属相对优势维度。

依据：C14开箱即用易折叠便携 • C13笼体结实性价比高 • C7组装困难部件卡死

C14开箱即用易折叠便携（约30条评论（主 ASIN 证据1/13条））：all I had to do was unfold it and pull the two ends up - SUP...

C13笼体结实性价比高（约200条评论（主 ASIN 证据3/40条））：Very sturdy, well made cage at an excellent price.

C7组装困难部件卡死（约35条评论（主 ASIN 证据2/16条））：impossible to assemble.

• 性价比与价格定位：

优势

主商品定价 \$49.99，正面评价反复强调“结实耐用、价格实惠、同款线下更贵”，200条规模的正面主题支撑其作为入门笼训笼的价格优势。

依据：C13笼体结实性价比高

C13笼体结实性价比高（约200条评论（主 ASIN 证据3/40条））：Very sturdy, well made cage at an excellent price.

• 配件可用性（隔板与提手）：

劣势

隔板类差评约20条，主商品占3条，用户反馈单门结构下隔板难以安装、玩具易滑落隔板下；提手脱落集中在18"（6条）与48"（2条）。

依据：C16隔板难装或形同虚设 • C18提手易脱落设计不佳

C16隔板难装或形同虚设（约20条评论（主 ASIN 证据3/9条））：It comes with a divider, but there's no way to use it!!

C18提手易脱落设计不佳（约20条评论（主 ASIN 证据0/10条））：The handle doesnt stay on the crate and keeps falling off.

• 售后与退换响应：

持平

客服与退换类差评集中在48"、42"、54"、36"条目（联系厂家无回应、换货承诺未兑现），主商品评论中未出现同类高频抱怨，暂判持平。

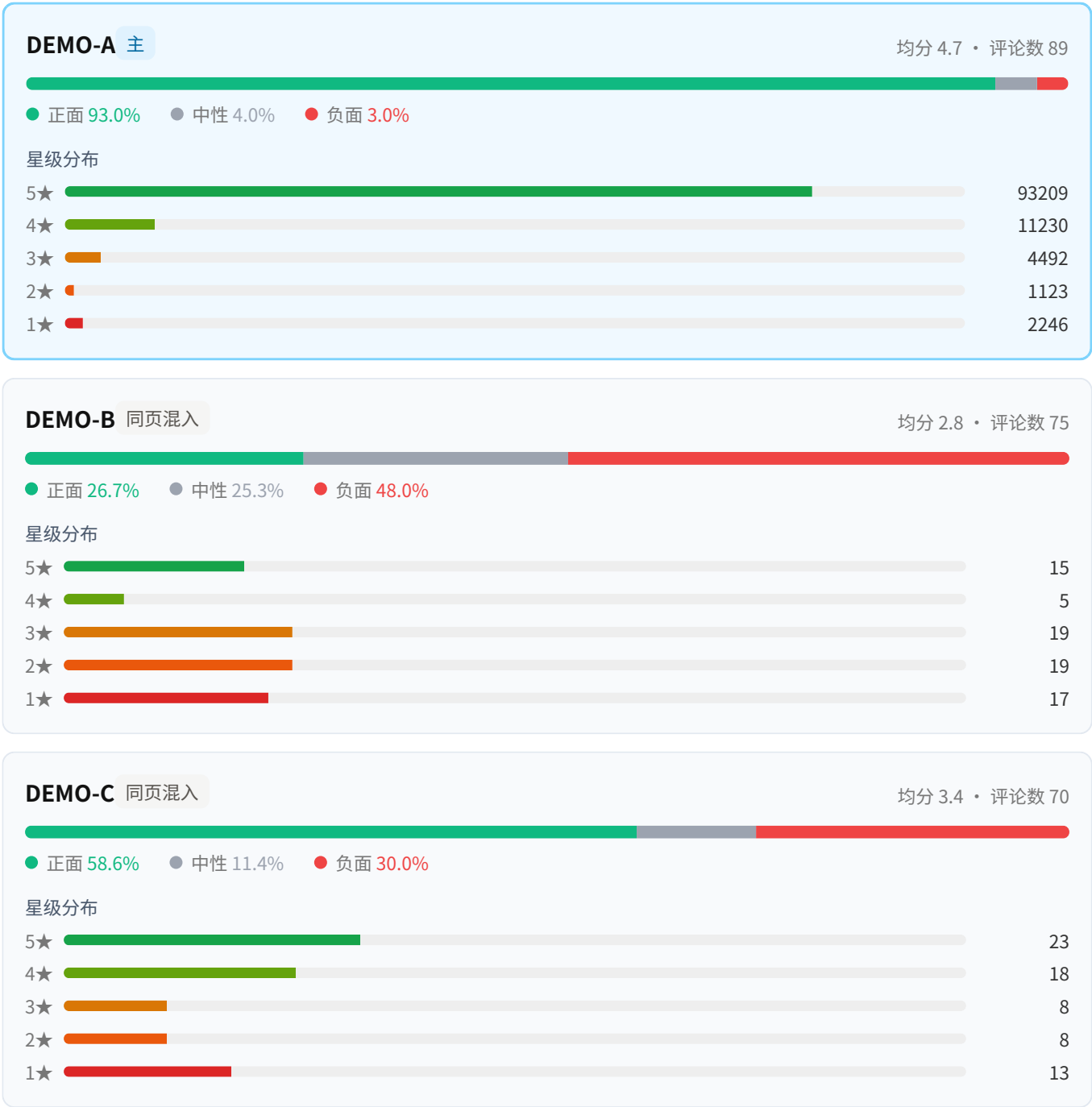
依据：C11客服与退换货体验差 • C12配送延迟与物流问题

C11客服与退换货体验差（约15条评论（主 ASIN 证据0/8条））：also not very happy with the customer service from the manuf...

C12配送延迟与物流问题（约18条评论（主 ASIN 证据1/9条））：Received a bedroom mattress instead of the cage I ordered.

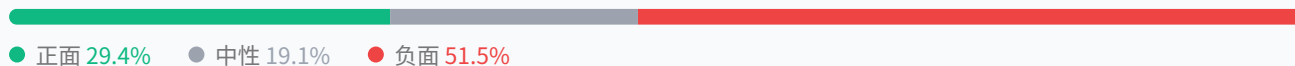
ASIN 对比

以下数值由系统按星级确定性统计（正面 = 4~5 星，中性 = 3 星，负面 = 1~2 星），非模型生成。



DEMO-D 同页混入

均分 2.6 · 评论数 68



星级分布



DEMO-E 同页混入

均分 2.9 · 评论数 62



星级分布



DEMO-F 同页混入

均分 3.1 · 评论数 76



星级分布



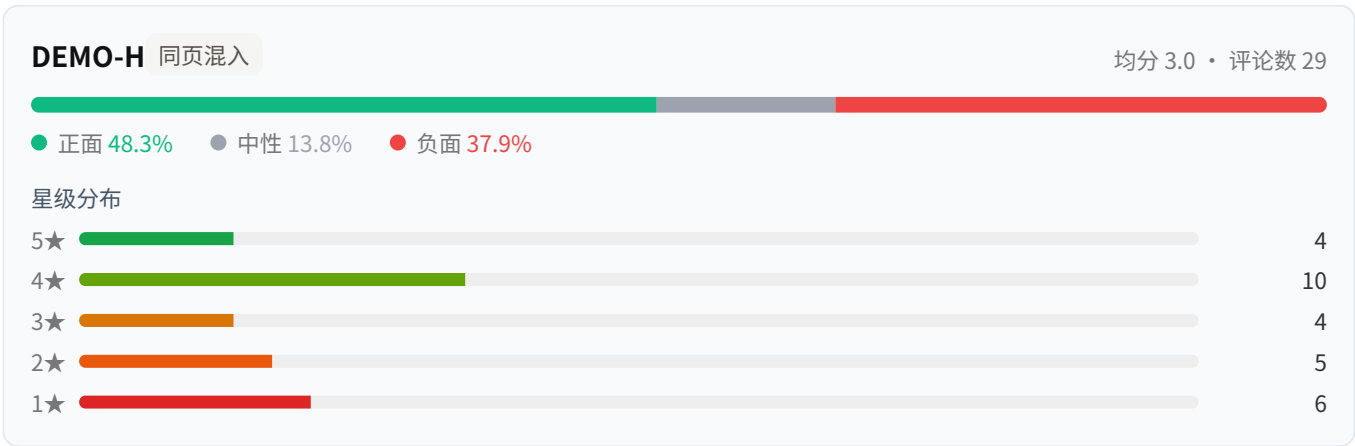
DEMO-G 同页混入

均分 3.0 · 评论数 31



星级分布





引擎 4 · Listing 优化

Listing 优化建议

- 五点描述

在五点描述与图片中补充“内尺寸+适配体重/体长”实测数据（如内长、内高、建议犬只体长上限），并说明测量方法，明确30"适合的是中型犬而非所有40磅犬只，避免按体重误购。

优先级 高 · 依据：用户抱怨“按指引适合40磅却装不下25磅幼犬”“广告33英寸实际只有32英寸”“页面尺寸不准导致买错笼垫，还要自费退货”。

依据：C8尺寸偏小与描述不符

C8尺寸偏小与描述不符（约55条评论（主 ASIN 证据7/29条））：Extremely small
- 五点描述

在五点中加入到货保障承诺：托盘独立缓冲包装、外箱加固，并注明托盘破损可单独补发/购买替换件，减少因托盘裂而整笼退货。

优先级 高 · 依据：大量用户反馈托盘一到货就裂、裂纹后无法兜住排泄物，只能退货或额外花钱买托盘；另有运输导致笼体弯曲、门对不齐的抱怨。

依据：C3塑料托盘到货即裂 · C4运输致笼体弯曲变形

C3塑料托盘到货即裂（约55条评论（主 ASIN 证据2/28条））：The bottom pan is cracked.

C4运输致笼体弯曲变形（约50条评论（主 ASIN 证据5/29条））：Came bent and it’s kinda cheap metal...
- A+ 页面

新增“适用犬只画像”图文：说明本款适合温和、已笼训的中型犬，强咬/焦虑犬建议选加固款；同时用特写展示锁扣结构，并提供可用扎带加固门与接缝的操作示意。

优先级 高 · 依据：用户反复反馈狗咬弯线材或顶开门门即可脱困，评论中常提到用扎带自行加固；此类差评在整个商品族中最集中，需要提前管理预期。

依据：C1狗咬弯金属顶开门逃脱 · C6门闩不牢狗能自己开门

C1狗咬弯金属顶开门逃脱（约130条评论（主 ASIN 证据8/49条））：Our dog is 40+ pounds and escapes. Bent the metal and got f...

C6门闩不牢狗能自己开门（约40条评论（主 ASIN 证据4/19条））：My 12 week old golden retriever can unlock the latch

- A+ 页面** 用 A+图文说明圆角包边、Paw Block 锁扣与托盘缝隙处理，并附“到货自检3步”（检查毛刺、试锁门闩、确认托盘贴合），避免与安全类差评形成反差。

优先级 中 • 依据：同族多个尺寸出现锋利边缘割伤宠物、手指被划破、缝隙夹住脚趾/下巴的反馈，而当前页面强调防割伤与防逃脱，容易被买家视为宣传过度。

依据：C2锋利边缘割伤宠物与人 • C21缝隙夹伤宠物脚趾

C2锋利边缘割伤宠物与人（约40条评论（主 ASIN 证据0/12条））： So many sharp pieces. Dangerous for pets and humans handling...

C21缝隙夹伤宠物脚趾（约15条评论（主 ASIN 证据0/7条））： he had been biting the wires on the door and got his jaw cau...
- 五点描述** 明确标注“单门款”并在主图/尺寸图中标出唯一开门方向，同时说明单门结构下隔板正确安装步骤（或提供预装/短视频指引）。

优先级 中 • 依据：有用户因页面“单门/双门”表述混淆而误购，也有用户反馈单门结构下隔板很难装到后侧、装好后又影响取物。

依据：C17单门与宣传双门不符 • C16隔板难装或形同虚设

C17单门与宣传双门不符（约20条评论（主 ASIN 证据3/11条））： It says it has two doors-but IT DOES NOT!!!!

C16隔板难装或形同虚设（约20条评论（主 ASIN 证据3/9条））： It comes with a divider, but there's no way to use it!!
- 其他** 在页面与包装上强化“全新品封签、出厂清洁”与退换保障说明，并梳理／隔离二手（like new）库存，避免全新订单发出旧货。

优先级 中 • 依据：用户收到带泥印托盘、猫毛、塑料黑残留或明显使用痕迹的“新”笼子，多次表示要清洗甚至直接丢弃，严重影响评价与信任。

依据：C5收到二手脏污笼子 • C15塑料气味刺鼻黑残留

C5收到二手脏污笼子（约35条评论（主 ASIN 证据6/20条））： I was sent a visibly used kennel. >"

C15塑料气味刺鼻黑残留（约8条评论（主 ASIN 证据0/3条））： I waited a week to use it because it smelled so strongly of ...
- 搜索关键词** 在标题与后台关键词补充具体犬种与内尺寸词（如30 inch dog crate for French Bulldog/Dachshund、内高19英寸），把搜索意图引向正确尺寸段，降低尺寸类退货。

优先级 中 • 依据：尺寸类差评多集中在“以为买大了实际装不下”的场景，评论中频繁出现法国斗牛犬、腊肠犬、迷你雪纳瑞等中型/小型犬只，说明尺寸相关搜索需求强、指引不足。

依据：C8尺寸偏小与描述不符

C8尺寸偏小与描述不符（约55条评论（主 ASIN 证据7/29条））： Extremely small

- **图片/视频** 增加提手承重与搬运示意图，说明提手安装位置与承重上限（如需组装后再安装提手的限制），减少因提手脱落造成的搬运差评。

优先级 低 • 依据：多名用户反馈提手不居中、易滑落甚至断裂，导致笼子难以搬动；另有用户提到提手只能在拆解状态下安装、平时无处存放。

依据：C18提手易脱落设计不佳 • C19到货缺件影响使用

C18提手易脱落设计不佳（约20条评论（主 ASIN 证据0/10条））：The handle doesnt stay on the crate and keeps falling off.

C19到货缺件影响使用（约15条评论（主 ASIN 证据1/9条））：The crate was missing parts. It was put together wrong.

引擎 5 • 深层洞察

深层洞察

- **跨簇归因** 负面簇证据多在非主 ASIN，主商品口碑稳健

主 ASIN 30英寸 PetDen 正面率93%、平均4.7星；而 C1逃脱簇锚定评论中主 ASIN 仅8/49条，其余来自 DEMO-F(14)、DEMO-D(11)、DEMO-B(11) 等同页其它 ASIN，这些 ASIN 平均星级仅2.6~3.1。证据主要来自同页其它 ASIN/同族变体，不应读作主商品问题。提示：主链接以主 ASIN 口碑背书，低星变体图文与 A+需隔离。

依据：C1狗咬弯金属顶开门逃脱 • C10焊点断裂门框散架 • C8尺寸偏小与描述不符

C1狗咬弯金属顶开门逃脱（约130条评论（主 ASIN 证据8/49条））：Our dog is 40+ pounds and escapes.- Bent the metal and got f...

C10焊点断裂门框散架（约15条评论（主 ASIN 证据0/7条））：The dog was actually able to break some of the welds on the ...

C8尺寸偏小与描述不符（约55条评论（主 ASIN 证据7/29条））：Extremely small

- **跨簇归因** 尺寸越大结构越弱：大尺寸段集中出故障

C1逃脱集中在 Intermediate 36"(14)、XL 48"(11)、Large 42"(11)；C3托盘到货即裂集中在 XL 48"(10)、Large 42"(7)；C4运输变形以 XXL 54"(8) 居首。三者共同指向大尺寸段线径、托盘厚度与包装强度不足。提示：对大尺寸变体单独做加固线径、托盘加厚与双箱包装的改版测试。

依据：C1狗咬弯金属顶开门逃脱 • C3塑料托盘到货即裂 • C4运输致笼体弯曲变形

C1狗咬弯金属顶开门逃脱（约130条评论（主 ASIN 证据8/49条））：Our dog is 40+ pounds and escapes.- Bent the metal and got f...

C3塑料托盘到货即裂（约55条评论（主 ASIN 证据2/28条））：The bottom pan is cracked.

C4运输致笼体弯曲变形（约50条评论（主 ASIN 证据5/29条））：Came bent and it' s kinda cheap metal...

• **矛盾信号** 同一 Listing 装配体验两极：快装 vs 装不上

C7组装困难负面占比0.813（13负/3中/0正），而 C13（200条）与 C14（30条）正面簇称90秒快装、开箱即用、易折叠。C7集中在 XXS 18"(5) 与 XXL 54"(3)，说明极端尺寸的卡扣与结构公差是分裂来源。提示：为 XXS/XXL 提供装配视频、预装选项或到货调试指引。

依据：C7组装困难部件卡死 • C13笼体结实性价比高 • C14开箱即用易折叠便携

C7组装困难部件卡死（约35条评论（主 ASIN 证据2/16条））：impossible to assemble.

C13笼体结实性价比高（约200条评论（主 ASIN 证据3/40条））：Very sturdy, well made cage at an excellent price.

C14开箱即用易折叠便携（约30条评论（主 ASIN 证据1/13条））：all I had to do was unfold it and pull the two ends up - SUP...

• **矛盾信号** Listing 宣称防夹防逃，安全差评却成簇

商品描述强调 Paw Block 锁扣可减少割伤与逃脱，但 C1逃脱130条（负面占比0.694）、C2锋利割伤40条、C6门闩不牢40条、C21缝隙夹伤15条。宣传口径与安全类差评正面冲突，易被买家视为误导。提示：改用可验证表述（锁扣强度测试值），并随箱附防夹配件说明。

依据：C1狗咬弯金属顶开门逃脱 • C2锋利边缘割伤宠物与人 • C6门闩不牢狗能自己开门 • C21缝隙夹伤宠物脚趾

C1狗咬弯金属顶开门逃脱（约130条评论（主 ASIN 证据8/49条））：Our dog is 40+ pounds and escapes.- Bent the metal and got f...

C2锋利边缘割伤宠物与人（约40条评论（主 ASIN 证据0/12条））：So many sharp pieces. Dangerous for pets and humans handling...

C6门闩不牢狗能自己开门（约40条评论（主 ASIN 证据4/19条））：My 12 week old golden retriever can unlock the latch

C21缝隙夹伤宠物脚趾（约15条评论（主 ASIN 证据0/7条））：he had been biting the wires on the door and got his jaw cau...

• **市场机会** 可设计消除的物理安全缺陷是改版机会

C2锋利边缘、C21缝隙夹伤、C6门闩不牢跨簇合计约95条差评，且儿童/母婴类安全信号最新命中到 2026-09，说明问题仍在发生。这些均属可通过结构设计消除的缺陷。提示：圆角包边、缝隙封闭条、加固锁扣可作为下一代卖点，并优先在差评最多的非主 ASIN 变体上验证。

依据：C2锋利边缘割伤宠物与人 • C6门闩不牢狗能自己开门 • C21缝隙夹伤宠物脚趾

C2锋利边缘割伤宠物与人（约40条评论（主 ASIN 证据0/12条））：So many sharp pieces. Dangerous for pets and humans handling...

C6门闩不牢狗能自己开门（约40条评论（主 ASIN 证据4/19条））：My 12 week old golden retriever can unlock the latch

C21缝隙夹伤宠物脚趾（约15条评论（主 ASIN 证据0/7条））：he had been biting the wires on the door and got his jaw cau...

• **市场机会** 到货完整性是最大未被满足的需求

C4运输变形50条、C3托盘到货即裂55条、C5收到二手脏污35条、C19到货缺件15条，构成负面簇的主体；其中 C4、C5趋势显示近期负面占比上升。提示：加厚外箱、托盘独立缓冲、出厂封签与配件清单卡可同时降低退货率与差评，且成本低于改模。

依据：C3塑料托盘到货即裂 • C4运输致笼体弯曲变形 • C5收到二手脏污笼子 • C19到货缺件影响使用

C3塑料托盘到货即裂（约55条评论（主 ASIN 证据2/28条））：The bottom pan is cracked.

C4运输致笼体弯曲变形（约50条评论（主 ASIN 证据5/29条））：Came bent and it's kinda cheap metal...

C5收到二手脏污笼子（约35条评论（主 ASIN 证据6/20条））：I was sent a visibly used kennel. >"

C19到货缺件影响使用（约15条评论（主 ASIN 证据1/9条））：The crate was missing parts. It was put together wrong.

引擎 6 • 风险雷达

风险雷达

• **口碑** 退款/投诉高频 **高** 平稳

依据：C11客服与退换货体验差

C11客服与退换货体验差（约15条评论（主 ASIN 证据0/8条））：also not very happy with the customer service from the manuf...

• **安全** 受伤/伤害/疼痛 **高** 平稳

依据：C2锋利边缘割伤宠物与人 • C21缝隙夹伤宠物脚趾

C2锋利边缘割伤宠物与人（约40条评论（主 ASIN 证据0/12条））：So many sharp pieces. Dangerous for pets and humans handling...

C21缝隙夹伤宠物脚趾（约15条评论（主 ASIN 证据0/7条））：he had been biting the wires on the door and got his jaw cau...

• **安全** 儿童/母婴安全隐患 **中** 平稳

依据：C2锋利边缘割伤宠物与人 • C21缝隙夹伤宠物脚趾

C2锋利边缘割伤宠物与人（约40条评论（主 ASIN 证据0/12条））：So many sharp pieces. Dangerous for pets and humans handling...

C21缝隙夹伤宠物脚趾（约15条评论（主 ASIN 证据0/7条））：he had been biting the wires on the door and got his jaw cau...

• **质量** 过早损坏/寿命短 **高** 平稳

依据：C10焊点断裂门框散架

C10焊点断裂门框散架（约15条评论（主 ASIN 证据0/7条））：The dog was actually able to break some of the welds on the ...

附录 • 评论主题聚类

以下主题由 AI 对本次分析的同一评论样本聚类得出，主题名与规模为模型归纳估计（评论数非精确计数）；摘录逐字取自评论原文，星级与日期为被引评论真实值。正文各要点后的「依据」编号对应本页各簇。

C1 狗咬弯金属顶开门逃脱

负面 约130条评论

“This crate is not for high anxiety dogs. Mine escaped it by bending the wires by the door and getting out at the”

2★ • September 9, 2026

“These used to be made much more solid. My 60 pound husky was able to bend the wires and figure out how to get out!”

2★ • February 18, 2025

“Our dog is 40+ pounds and escapes. Bent the metal and got free in about 2 hours.”

1★ • June 29, 2026

C2 锋利边缘割伤宠物与人

负面 约40条评论

“Sharp edges, I can’ t believe that they sell this for our pets and is NOT safe”

1★ • April 8, 2026

“The crate has sharp edges which cut my dog when brushed up against the crate.”

1★ • September 1, 2026

“So many sharp pieces. Dangerous for pets and humans handling it.”

1★ • February 18, 2026

C3 塑料托盘到货即裂

负面 约55条评论

“the tray completely broken unusable dangerous has to be thrown in the trash”

1★ • May 11, 2026

“The bottom pan is cracked.”

2★ • June 2, 2025

“The large plastic tray that covers the bottom of the crate, is brittle and it arrived with a 4½ inch split across it.”

1★ • July 21, 2025

C4 运输致笼体弯曲变形

负面 约50条评论

“This product when delivered looked like it was run over by a truck it took me hours to straighten out the metal”

1★ • August 15, 2025

“Arrived already bent up and is super flimsy in the XL size.”

1★ • July 8, 2026

“Came bent and it’ s kinda cheap metal...”

1★ • April 11, 2026

C5 收到二手脏污笼子

负面 约35条评论

“the crate I received has definitely been used by animals. It’s got muddy paw prints on the tray.”

1★ • January 16, 2026

“Used item!! Very used!! Dirty, Rusty, bent up, USED!!!”

1★ • August 17, 2025

“I was sent a visibly used kennel. 3”

2★ • January 14, 2026

C6 门闩不牢狗能自己开门

负面 约40条评论

“Door doesn’t latch and around the cage latches front and side has rust”

1★ • September 2, 2026

“My 12 week old golden retriever can unlock the latch”

2★ • July 21, 2025

“Crate was plenty big for my 8 week old puppy the problem is the door does not stay closed even when it is latched”

2★ • April 25, 2025

C7 组装困难部件卡死

负面 约35条评论

“DON'T BUY this crate unless you have two big muscular men to put it together for you.”

1★ • September 26, 2025

“Can’t even assemble it because the hook is stuck”

1★ • May 15, 2026

“impossible to assemble.”

1★ • February 24, 2026

C8 尺寸偏小与描述不符

负面 约55条评论

“This crate is too small for a 25-pound puppy, though the guide says it is for dogs up to 40 pounds.”

1★ • May 18, 2026

“Extremely small”

1★ • August 2, 2026

“the measurements provided as part of this ad are not accurate.”

3★ • September 5, 2026

C9 使用后很快生锈

负面 约15条评论

“My dog has used this for a month and already it's rusting. Do not buy!!”

1★ • August 23, 2026

“It has started to rust where she has chewed. Along with other spots she has not chewed is rusting really bad.”

2★ • January 9, 2024

“Arrived on time and Size was correct. However the one that arrived seemed used and rusted upon opening.”

3★ • May 21, 2026

C10 焊点断裂门框散架

负面 约15条评论

“The dog was actually able to break some of the welds on the kennel door.”

1★ • August 4, 2026

“my Golden was able to break the welds on the door and get out needs stronger welds on the corners”

2★ • March 23, 2024

“3 mo old German Shepherd puppy broke welds on crate when left for an hour in it.”

1★ • March 17, 2026

C11 客服与退换货体验差

负面 约15条评论

“also not very happy with the customer service from the manufacturer. They were short with me.”

1★ • May 11, 2026

“I tried to get a hold of the company and the message won’ t go through even with all the accurate information .”

2★ • July 26, 2026

“I was told to send in my info, they would happily replace it. I sent the information & I STILL haven't heard from them.”

1★ • November 27, 2025

C12 配送延迟与物流问题

负面 约18条评论

“pague 17 dólares para que llegara al siguiente día y llego a los dos días después”

2★ • April 27, 2024

“I paid an extra \$14.99 to have this product over nighted & now they won’ t over night it after I paid?”

1★ • April 20, 2026

“Received a bedroom mattress instead of the cage I ordered.”

3★ • May 10, 2026

C13 笼体结实性价比高

正面 约200条评论

“Very sturdy, well made cage at an excellent price.”

5★ • September 4, 2026

“It’ s very sturdy, made well. Love PetDen crates!!!”

5★ • August 20, 2026

“Very easy to put together. This is a nice, heavy crate and it’ s easy for my medium size dog to turn around in.”

5★ • September 8, 2026

C14 开箱即用易折叠便携

正面 约30条评论

“I expected it to take a lot longer to put together, but it all snapped together in 90 seconds”

5★ • August 6, 2026

“Easy set up and take down. Great for traveling. Will work great for camping.”

5★ • August 25, 2026

“all I had to do was unfold it and pull the two ends up - SUPER EASY!”

5★ • July 29, 2026

C15 塑料气味刺鼻黑残留

负面 约8条评论

- “I waited a week to use it because it smelled so strongly of plastic.”
1★ • July 28, 2025
“I literally wiped the tray with a paper towel and plain water, and all this black residue came off.”
1★ • July 3, 2026
“it's a hard plastic and it carries an extreme odor you have to set it out for about a week”
3★ • April 2, 2025

C16 隔板难装或形同虚设

负面 约20条评论

- “The divider is mediocre as my pup’ s soothing bones or toys will slide under which results in scratching and barking”
4★ • September 5, 2026
“It comes with a divider, but there’ s no way to use it!!”
1★ • July 29, 2025
“however, the divider is garbage. I had it in storage and then I caught it on the cage”
4★ • February 9, 2025

C17 单门与宣传双门不符

负面 约20条评论

- “This is NOT a Double-Door Crate and is only a single-door crate.”
1★ • July 19, 2025
“It says it has two doors-but IT DOES NOT!!!!”
1★ • July 29, 2025
“Indicated it had two doors. Only one door but I needed it immediately so I had to use it anyway.”
3★ • May 23, 2025

C18 提手易脱落设计不佳

负面 约20条评论

- “The handle on there don’ t stay in place ! Which is very annoying and the lock is semi loose too”
2★ • August 3, 2025
“The handle doesnt stay on the crate and keeps falling off.”
2★ • June 22, 2025
“the handle doesn't center over the crate it's too small so if you want to lift it up it's wonky”
4★ • February 11, 2025

C19 到货缺件影响使用

负面 约15条评论

- “Package was delivered with missing parts. Crate is fine if you have all the pieces.”
2★ • December 24, 2025
“the back part of the cage wont stay together and its because it’ s completely missing the clash on the left side”
1★ • May 22, 2026
“The crate was missing parts. It was put together wrong.”
1★ • August 30, 2025

C20 笼体晃动噪音大

负面 约10条评论

“It’ s also crazy noisy due to the janky design.”

1★ • July 8, 2026

“Does the job, but rattles a lot.”

4★ • July 26, 2025

“this crate is sized appropriately but is a bit loose when you want to move it.”

4★ • January 27, 2026

C21 缝隙夹伤宠物脚趾

负面 约15条评论

“he had been biting the wires on the door and got his jaw caught in them.”

3★ • September 6, 2026

“there is a large gap above the tray that allows my dog to get his toes stuck.”

4★ • August 1, 2026

“she's now gotten her paw caught in the entrance twice, both times causing her to scream”

1★ • August 13, 2026

C22 托盘难取出清洁不便

负面 约10条评论

“When you try to pull it out, it gets all over everything!!”

1★ • January 14, 2026

“Dog can get the pan out of the bottom very easy.”

2★ • July 10, 2026

“The mat on the bottom slides out of the front of the cage, even when the black lock is in place.”

2★ • June 28, 2024