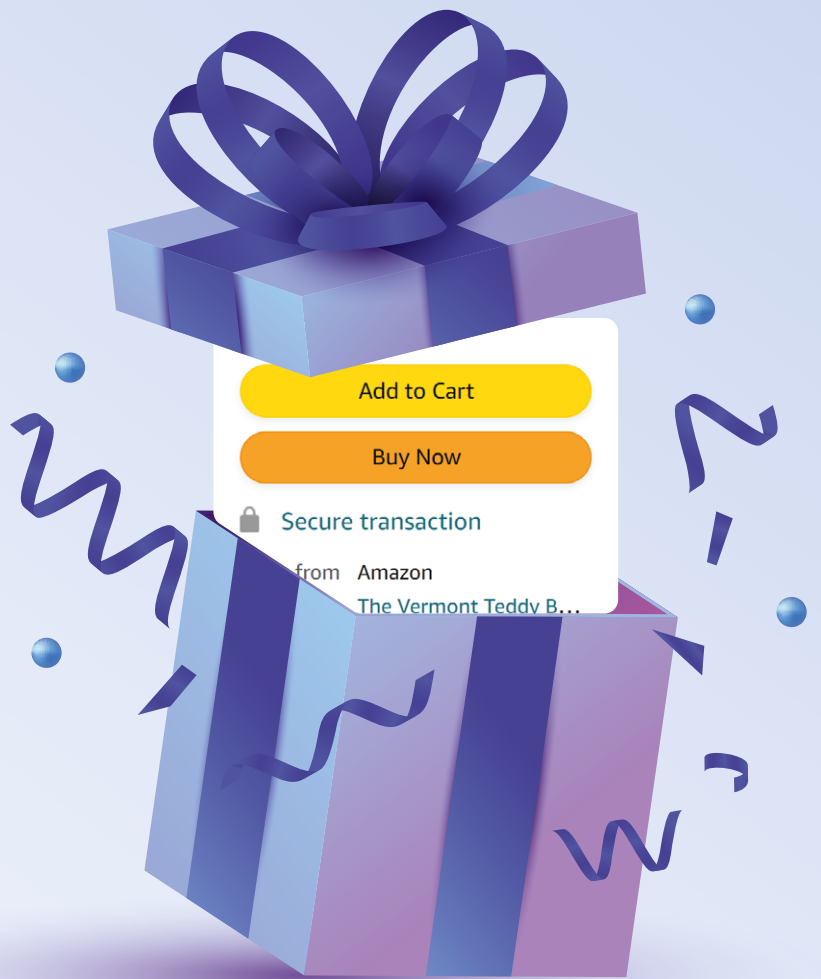


HOW TO WIN THE AMAZON BUY BOX

FREE GUIDE



83% of all Amazon sales happen through the Buy Box

On mobile devices, this figure is even higher!



Amazon's Buy Box Requirements

There are four key criteria sellers must have to compete for the Buy Box:

✓ Professional Seller account

Only sellers with a Professional Amazon Sellers account which costs \$39.99 per month are eligible to win the Buy Box.

Individual or Basic Seller accounts are not eligible.



✓ Buy Box eligibility

A seller must be Buy Box Eligible for the product in order to compete for a share of the much-coveted Buy Box for that product's sales.

Sellers can be eligible to win the Buy Box for some products and not for other products.



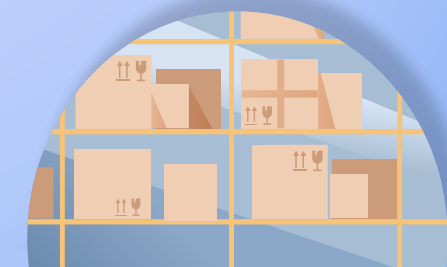
✓ Item condition

Items that are used cannot win a Buy Box position over a new item — instead, there is now a Used Buy Box which is separate to the main Buy Box.



✓ Stock availability

An obvious one but if you don't have an item in stock, you can't win the Buy Box with the exception of a back-ordered item.



Factors that can affect winning the Buy Box

Fulfillment Method

Fulfillment is probably the most important variable considered by Amazon. Fulfillment can now be done in three ways, through FBA (Fulfillment by Amazon), FBM (Fulfillment by Merchant) or Seller-Fulfilled Prime (SFP). However, Amazon knows that its own fulfillment is reliable and so can favour sellers who use FBA.

Shipping Time

The amount of time a seller takes to ship an item is known as the shipping time.

Having a quick shipping time proves to Amazon that you are consistent and reliable which provides a greater opportunity to win the Buy Box.

The central product listing card displays the following information:

- Price: \$12⁸⁹
- No Import Fees Deposit & \$7.63 Shipping to Ireland
- Delivery Thursday, November 17
- Or fastest delivery Monday, November 7. Order within 17 hrs 6 mins
- Deliver to Ireland
- In Stock.
- Qty: 1
- Add to Cart
- Buy Now
- Secure transaction
- Ships from Amazon
- Sold by Awesome Gadgets Inc.
- Seller Certifications: Minority-Owned Business
- Add to List

The surrounding icons represent:

- Price:** A purple price tag with a green dollar sign and a white percentage sign.
- Refunds:** A hand holding several gold coins.
- Stock Quantity:** A stack of three cardboard boxes on a blue pallet.
- Fulfillment:** A yellow shopping bag with a purple handle and a teal drone flying above it.
- Feedback:** A blue speech bubble with five yellow stars above it.
- Cancellations:** A red square with a white 'X' inside.

Offering Valid Tracking Information

To protect your Buy Box eligibility, valid tracking numbers should be provided for 95% of packages shipped. Anything less than this could affect their chances of winning the Buy Box and even selling in a certain category.

Order Defect Rate

Order defect rate (ODR) comprises of three different metrics: negative feedback rating, A-Z guarantee claim rate and service chargeback rate.

Amazon calculates these three metrics to find out the number of orders which were defective. According to Amazon, the ODR should be below 1% and any sellers above this will be penalized.

Factors that can affect winning the Buy Box

Customer Response Time

Amazon checks responses for the last seven, 30 and 90 days and compares them for all competing sellers. It is considered that replying to customers within 12 hours increases your chances of winning the Buy Box.

Feedback Rating

Feedback rating is the culmination of all feedback scores the seller has received over the last 30 days, 90 days and 365 days, with the most recent feedback having the greatest impact. The more of and positive feedback you receive provides a greater opportunity to win the Buy Box.

The central image shows an Amazon product listing for a drone. The price is \$12.89. It includes details about import fees, shipping to Ireland, and delivery dates (Thursday, November 17, or Monday, November 7). The product is in stock, and there are 'Add to Cart' and 'Buy Now' buttons. The seller is 'Awesome Gadgets Inc.' and has a 'Minority-Owned Business' certification. The listing is surrounded by six circular icons representing factors for winning the Buy Box: Price (with a price tag and percentage), Refunds (with a hand holding coins), Stock Quantity (with stacked boxes), Fulfillment (with a drone and shopping bag), Feedback (with a star rating and speech bubble), and Cancellations (with a red X icon).

Landed Price

There are two prices on Amazon: the amount you list an item for and the landed price, which is the total cost of an order including shipping and tax.

The lowest price will not guarantee you the Buy Box, especially if your overall performance metrics are poor, but it will improve your chances.

How Amazon Repricing works

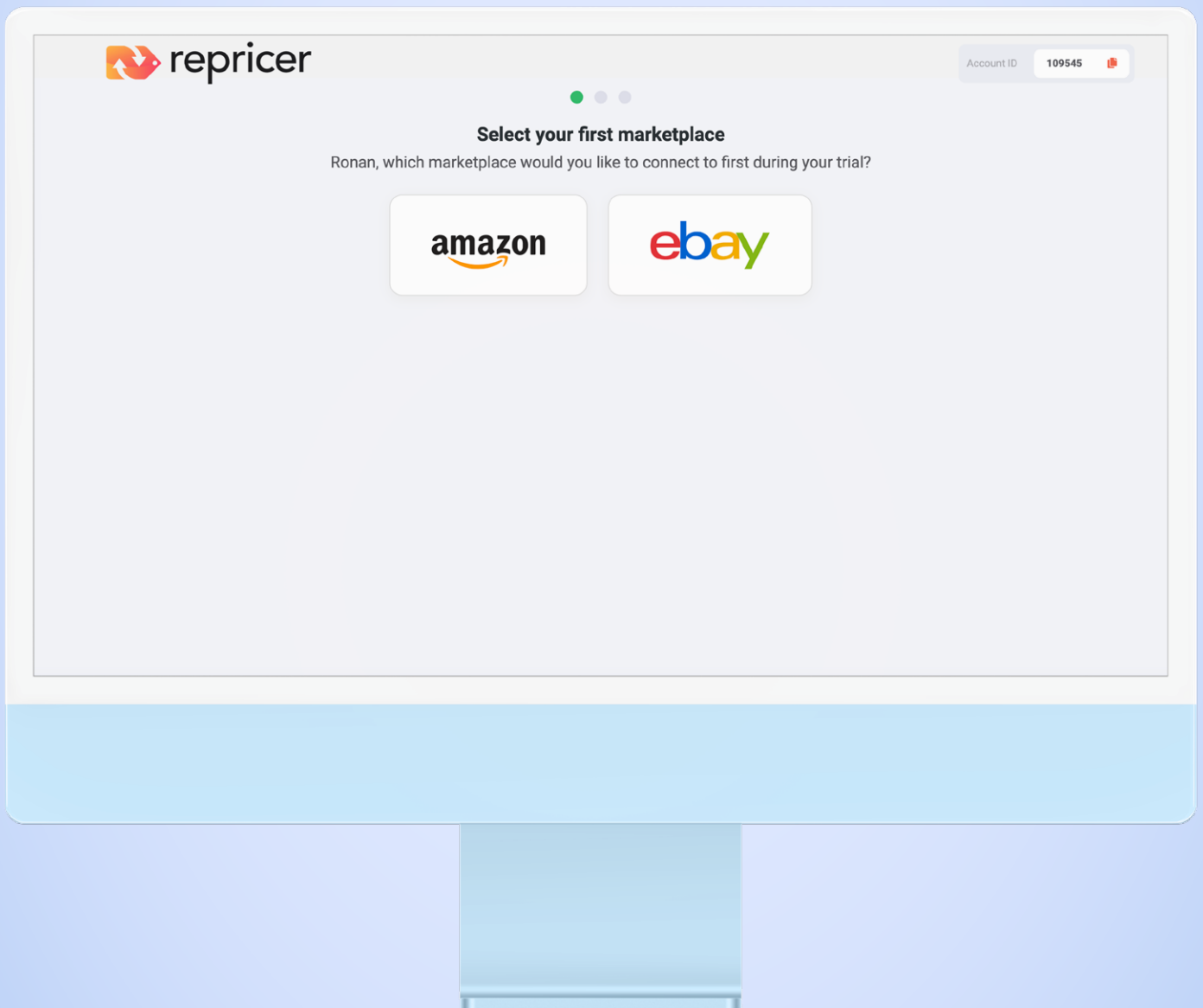


Get Started
with
Repricer.com
in 3 Easy
Steps

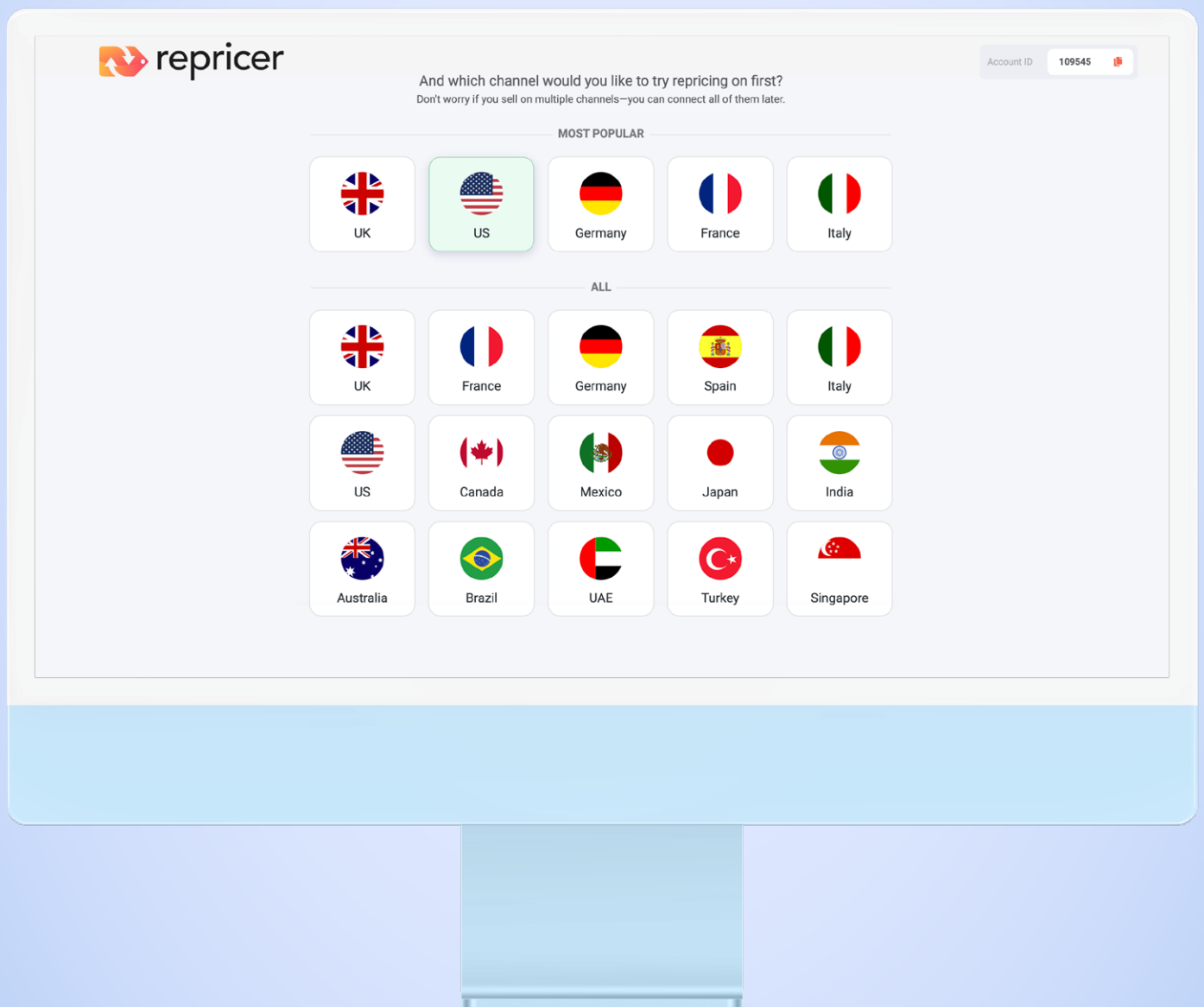
Step 1

Connect Your Channel

Choose which channel you sell on



Select the marketplace
you want to set up





Connect Amazon with XSellco Repricer

Ronan, to connect your Amazon US marketplace with XSellco Repricer, simply click the button below to log in to Amazon and grant access to XSellco.

- If you are logged into a Seller Central account that is different from the one you use to manage this marketplace, please log out of Seller Central before continuing.
- Please note: Granting XSellco Repricer access to your Amazon account DOES NOT affect your live Amazon listings or prices in any way.

Connect to Amazon →

Allow **Repricer** to connect to your seller account

Sign into your seller account to successfully link your channel

Sign in

Email or mobile phone number

Password

[Forgot your password?](#)

Sign in

By continuing, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#).

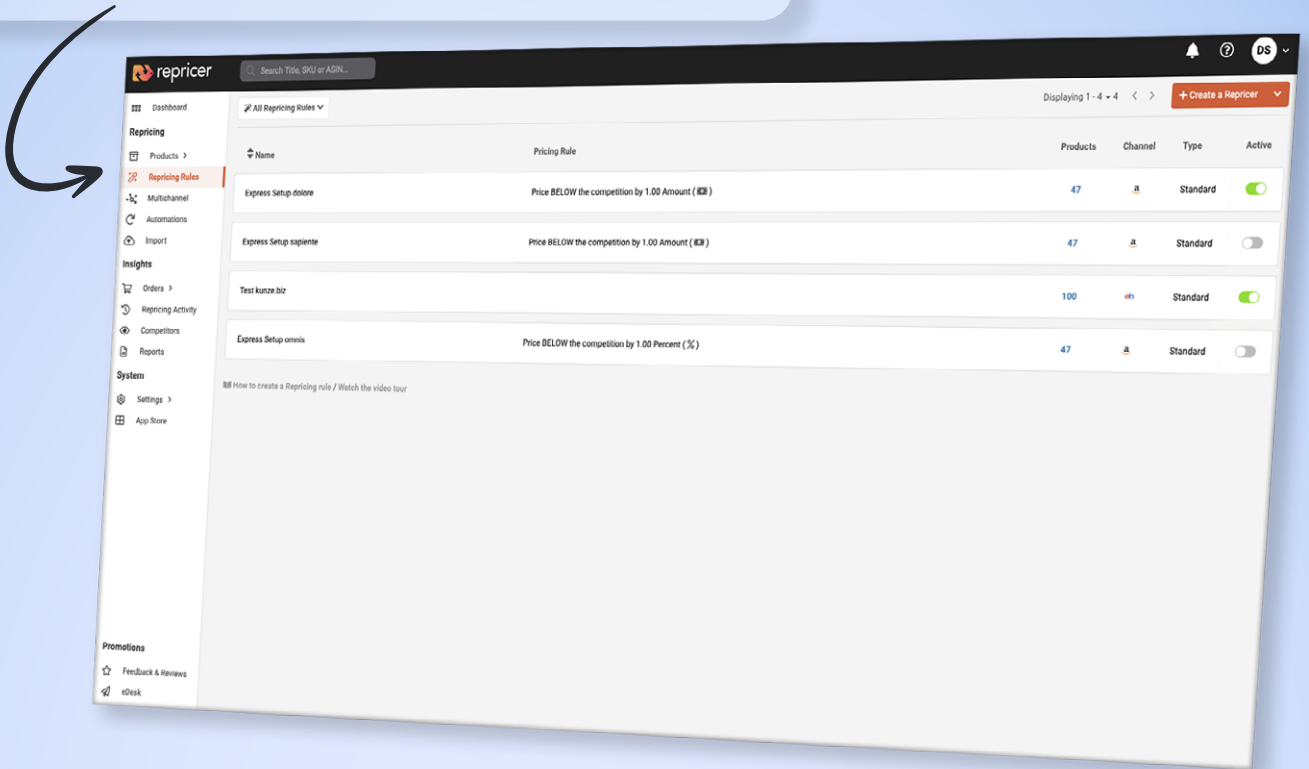
Keep me signed in. [Details](#)

Register now

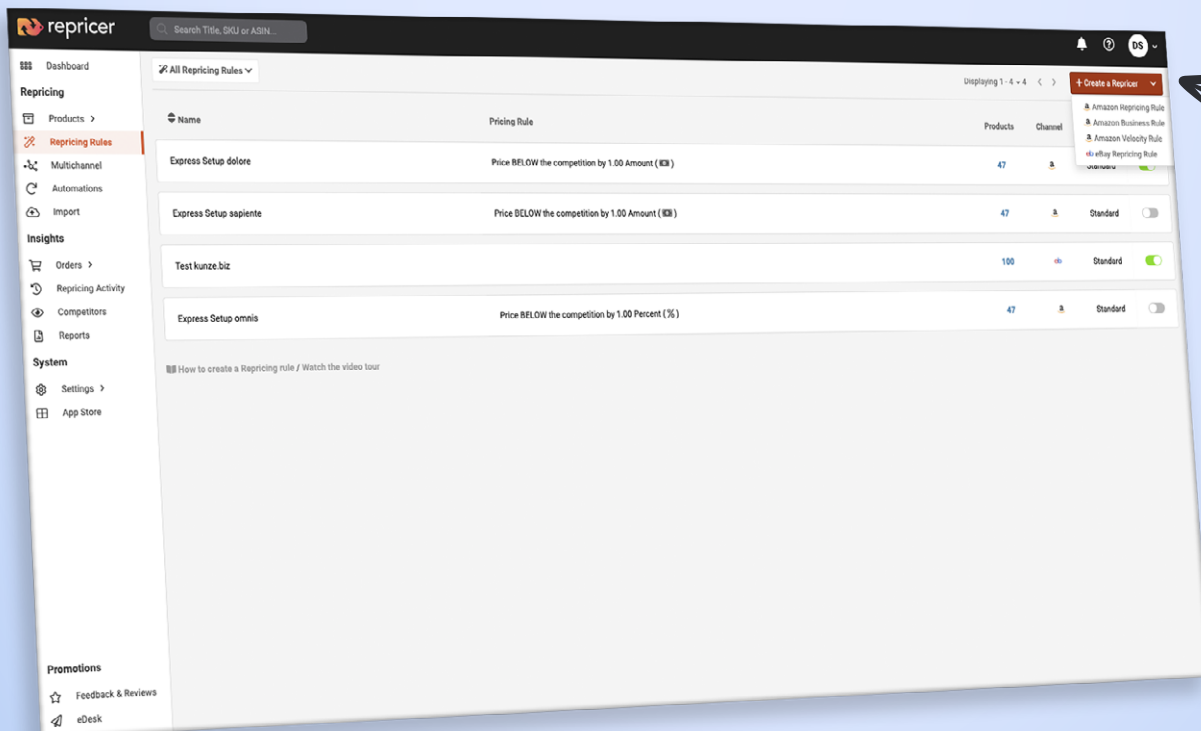
Step 2

Set Up Your First Rule

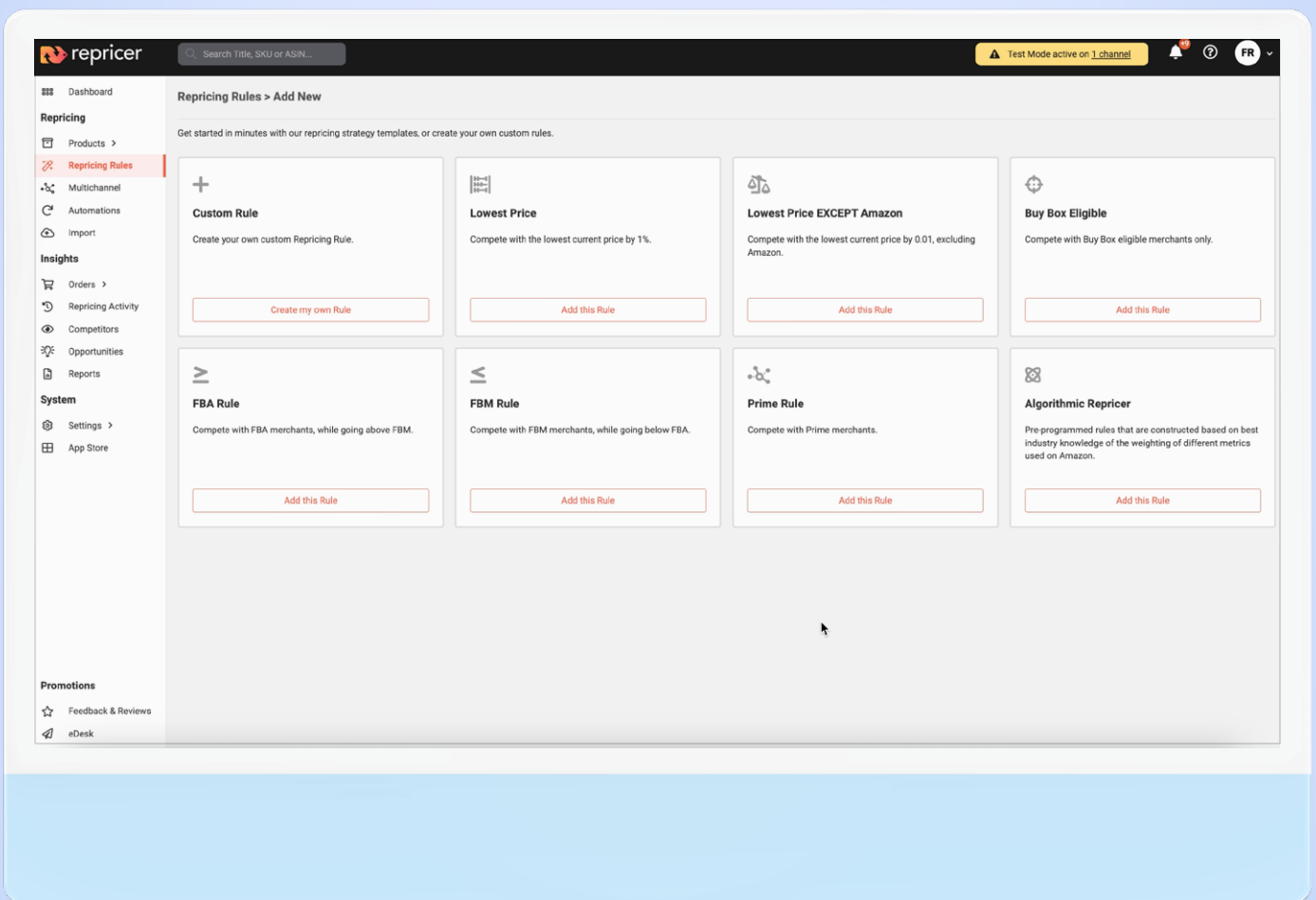
Click on **'Repricing Rules'** on the left-hand side.



Click on **'Create a Repricer'** and choose which you would like to setup.



You can choose one of our **professionally crafted repricing templates** or create your own for total customizability.



Create how you would like your **rule to reprice**.
Click **'Save'** and **'Assign products'** you would like
to reprice using this rule.



Products assigned this repricing rule 0

Repricing Rule Name

Reprice 5c below the competition



Default Pricing Rule

Below



the competition by

0.05



Amount



Step 3

Set Your Min & Max Prices

Create Min/Maxs to lock in floor and ceiling limits on your sell prices

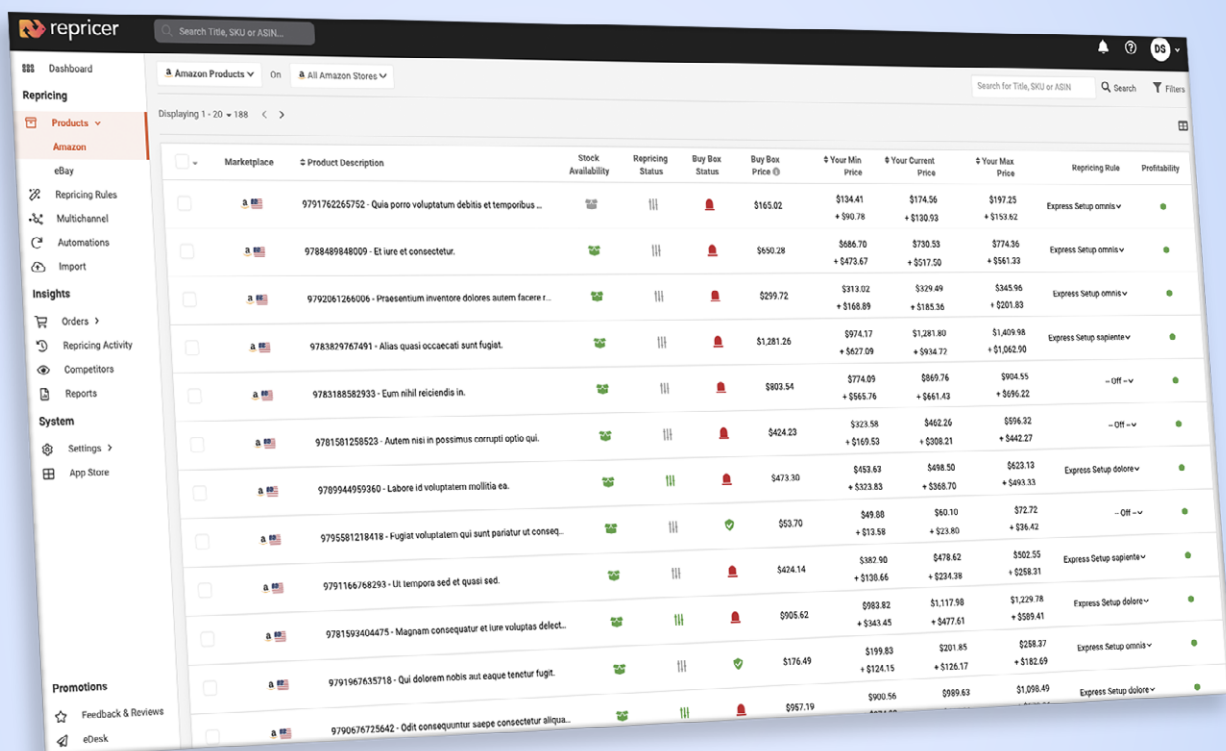
To enable repricing, you must set Minimum (Min) and Maximum (Max) sell prices for your products which Repricer will never price below or above, regardless of your competition. As Amazon views your **TOTAL** price (price + shipping) as your offer, your Min and Max prices **must include shipping** to effectively keep your prices competitive at all times.

Example: if your lowest selling price for the teddy bear is £10 + £2 shipping, **then your Min price should be £12**—not £10.

You can import your product inventory and prices through several integrations or via API and FTP.





You can also manually set your Min/Max prices on **'Products'** on the left-hand side and select your channel, whether it be **Amazon** or **eBay**.



Marketplace	Product Description	Stock Availability	Repricing Status	Buy Box Status	Buy Box Price (€)	Your Min Price	Your Current Price	Your Max Price	Repricing Rule	Profitability
Amazon	9791762265752 - Quis porro voluptatum debitis et temporibus...	🟢	🟡	🔴	\$165.02	\$134.41 + \$90.78	\$174.56 + \$130.99	\$197.25 + \$193.62	Express Setup omnis	🟢
Amazon	9788489848009 - Et iure et consectetur.	🟢	🟡	🔴	\$650.28	\$686.70 + \$473.67	\$730.53 + \$517.50	\$774.36 + \$561.32	Express Setup omnis	🟢
Amazon	9792061266006 - Praesentium inventore dolores autem facere r...	🟢	🟡	🔴	\$299.72	\$313.02 + \$168.89	\$329.49 + \$185.36	\$345.96 + \$201.83	Express Setup omnis	🟢
Amazon	9783829767491 - Alias quasi occaecati sunt fugiat.	🟢	🟡	🔴	\$1,281.26	\$974.17 + \$627.09	\$1,281.80 + \$934.72	\$1,409.98 + \$1,062.90	Express Setup sapiente	🟢
Amazon	9783188582933 - Eum nihil reiciendis in.	🟢	🟡	🔴	\$802.54	\$774.09 + \$565.76	\$869.76 + \$661.43	\$904.55 + \$696.22	Off	🟢
Amazon	9781581258523 - Autem nisi in possimus corrupti optio qui.	🟢	🟡	🔴	\$424.23	\$323.58 + \$169.53	\$462.26 + \$308.21	\$594.32 + \$442.27	Off	🟢
Amazon	9789944959360 - Labore id voluptatem mollitia ea.	🟢	🟡	🔴	\$473.30	\$453.63 + \$323.63	\$488.50 + \$368.70	\$623.12 + \$483.33	Express Setup dolore	🟢
Amazon	9795581218418 - Fugiat voluptatem qui sunt pariatur ut consequ...	🟢	🟡	🟢	\$53.70	\$49.88 + \$13.58	\$60.10 + \$23.80	\$72.72 + \$38.42	Off	🟢
Amazon	9791166768293 - Ut tempora sed et quasi ead.	🟢	🟡	🔴	\$424.14	\$382.90 + \$138.66	\$478.62 + \$234.38	\$502.55 + \$258.21	Express Setup sapiente	🟢
Amazon	9781593404475 - Magnam consequatur et iure voluptas delect...	🟢	🟡	🔴	\$905.62	\$983.82 + \$343.45	\$1,117.98 + \$477.61	\$1,229.78 + \$599.41	Express Setup dolore	🟢
Amazon	9791967635718 - Qui dolorem nobis aut eaque tenetur fugit.	🟢	🟡	🟢	\$176.49	\$199.83 + \$124.15	\$201.85 + \$126.17	\$258.37 + \$182.69	Express Setup omnis	🟢
Amazon	9790676725642 - Odit consequuntur saepe consectetur aliqua...	🟢	🟡	🔴	\$967.19	\$900.56 + \$667.19	\$989.63 + \$742.19	\$1,098.49 + \$812.19	Express Setup dolore	🟢

Simply type or use the arrows to set your Minimum and Maximum prices.

↕ Your Min Price	↕ Your Current Price	↕ Your Max Price
 \$134.41 + \$90.78	\$174.56 + \$130.93	<input checked="" type="checkbox"/> 197.25  + \$153.62
\$686.70 + \$473.67	\$730.53 + \$517.50	\$774.36 + \$561.33
\$313.02 + \$168.89	\$329.49 + \$185.36	\$345.96 + \$201.83
\$974.17 + \$627.09	\$1,281.80 + \$934.72	\$1,409.98 + \$1,062.90
\$774.09 + \$565.76	\$869.76 + \$661.43	\$904.55 + \$696.22

Start Repricing in Test Mode



You're ready to go!

Start Repricing Now

After you have a repricing rule and your Min/Maxs in place with Repricer, you're ready to begin repricing.

Here's what happens next...

**What
happens
when
repricing
begins?**

A

Repricing automatically begins in Test Mode

This means that no price changes are sent to your live Amazon listings and none of your actual prices are affected.

We recommend that you reprice in Test Mode for at least 24-48 hours to review the recommended prices Repricer is generating.



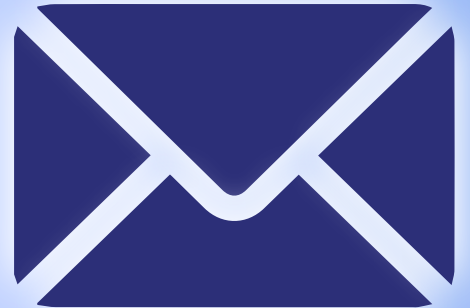
B

Messages will start to come in from Amazon

If one of the top 20 sellers of a listing changes price (or triggers another change) Amazon will send Repricer a message detailing price and seller information of the top 20 sellers of that item.

As well as Active Price, Amazon will send a message to Repricer if any of the following change:

- ✓ Handling time
- ✓ Shipping price
- ✓ IsFeaturedMerchant
- ✓ Offer condition
- ✓ Offer subcondition
- ✓ Offer deleted

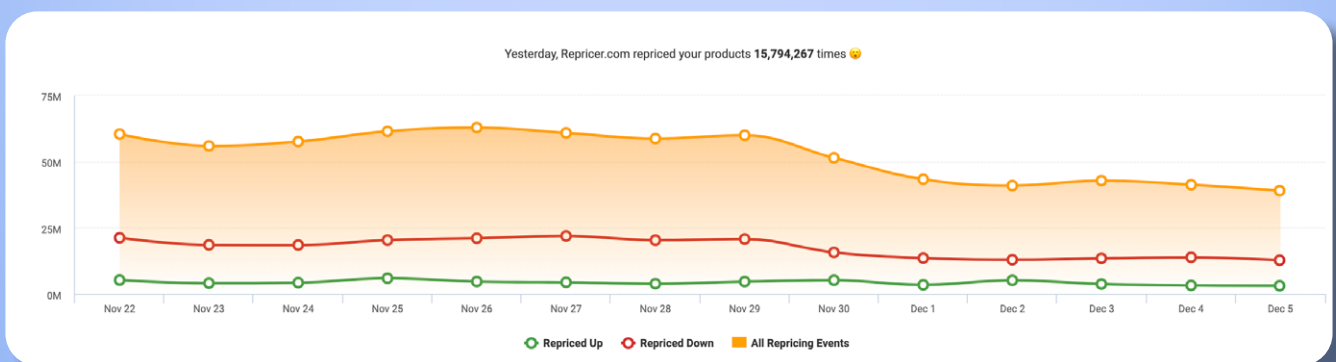


C

Repricing will begin immediately on listings that receive messages

In Test Mode (which we recommend you remain in until you are happy with your prices) you'll see what your new prices would be on listings that Repricer has been able to reprice, however, these will not be sent to your live Amazon account.

In Live Mode, any listings that reprice will be processed immediately and new prices sent back to Amazon's queue to add to the live marketplace.



You can quickly see a top level view of how your listings have repriced from the Dashboard.

Need help?

We're here to help

We've tried to make the process of setting up Amazon repricing as simple as possible, but if you need assistance, our dedicated onboarding & support team is always ready to help.

You can contact us via:

Email: support@repricer.com

Chat: Just click the chat box at the bottom right of your screen on our website

Check out our helpful videos:





**Okay, I'm ready to increase
my sales with Repricer!**

Start my free 14 day trial

Why not try out Repricer and [book a demo](#) with one of our repricing experts.

As a Repricer customer, you will get dedicated account management for the first 3 months to ensure your repricer is set up for total profitability.