HOW TO WIN THE AMAZON BUY BOX

FREE GUIDE

Buy Now

Add to Cart

Secure transaction

rom Amazon The Vermont Teddy B.



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 muchcoveted 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

Fulfilment is probably the most important variable considered by Amazon. Fulfilment can now be done in three ways, through FBA (Fulfilment by Amazon), FBM (Fulfilment 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.



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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.



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



A price changes on Amazon

07 New price

is live on Amazon

06

Amazon's Pricing Error System checks new price

How long does the process take?

With Repricer, the processing of messages from Amazon is instant - so when we receive a change notification from Amazon about your listing, we process that immediately.

However, Amazon limits the number of uploads any third party app can send every hour. It processes smaller file uploads (within minutes) much quicker than very large files.

To keep files small and ensure the fastest possible processing time, Repricer sends files every 2-15 minutes to Amazon. Other solutions may actually limit this to every 30 minutes or hour.

05 New price is uploaded to Amazon

Amazon sends a message to Repricer

Data is instantly processed and a new price calculated 03

No repricer

Get Started with Repricer.com in 3 Easy Steps



Connect Your Channel



















Set Up Your First Rule



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

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

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



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







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**.

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

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	\$904.55	\$869.76	\$774.09
	+ \$696.22	+ \$661.43	+ \$565.76



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?



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.





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





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 <u>book a demo</u> 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.