



Win the Buy Box for Amazon

Usage

- Uses the competitor data below, not just the price, to determine the potential Buy Box price:
 - **Fulfillment type**
 - **Positive feedback percentage**
 - **Total amount of feedback**
 - **Price**
- Will price to optimal Buy Box price. The algorithm looks for the highest price that it can get and keeps the Buy Box rather than the lowest price.
- Before settling in on a price, you will see your prices rise and fall before it determines the Buy Box price it will use.



Set up

- Click the **Create** button on the Pricing Manager screen.
- Select the **Amazon** sales channel.
- Optional Settings
 - Exclude extremely new sellers
 - Exclude prices below your min price
 - Exclude Fulfillment type
 - Exclude Amazon
 - Exclude or price only against certain sellers
 - Exclude extremely low prices



Profit Protection Settings: Profit vs. Custom vs. Manual

Profit Based

A dynamic repricing feature based on cost, sales channel fees, fulfillment cost, and profit margin. Cost must be added. Fulfillment (Shipping) Cost is optional.

Maximum Value

- When min and max are unknown
- When Vendor cost fluctuates
- When seeking a comprehensive min and max price

Minimal Value

- Already have predetermined min and max cost
- Do not have costs

Custom Formula

A dynamic repricing feature based on cost and profit margin. Cost must be added via the Product Workspace – can use MAP or Retail price as base.

Maximum Value

- When min and max are unknown
- When Vendor cost fluctuates – will save time recalculating new min and max pricing
- Quickest method to go live with repricing

Minimal Value

- When shipping and market fees must be calculated into final min and max cost
- Already have predetermined min and max prices
- Don't have costs

Manual Assignment

Must be calculated (by the customer) and imported into SellerActive prior to going live.

Maximum Value

- When coming from another repricer and have previous min and max prices available
- When shipping and fees are of concern

Minimal Value

- Lack of familiarity with excel and formula calculations for determining min and max prices
- Cost fluctuates



Fallback Protection

A fallback strategy is only used when there are an insufficient number of qualified competitors to price against. For example, if there isn't a Buy Box price and you're using a Win the Buy Box strategy, then SellerActive will use your fallback strategy. This will not be reflected in the Listing Workspace grid. It only happens at the time of repricing which varies by channel.

- **Preferred Price** – The price SellerActive defaults to if there aren't any competitors.
- **Fallback Strategy** – Falls back to another strategy if there is no Buy Box available.
- **None** – If selected and all competitors drop off the listing, the price will stay where it is until there are competitors.



Tips

- If your competitors consistently reprice below your min price, use the **Below your minimum price** option.
- Use the **Custom Formula** when cost changes constantly.
- **Preferred Price** is a good tool for repricing up when competitors fall off the listings.
- Copy **Maximum Price** into **Preferred Price** to maximize profits and save time.
- Use an Amazon Target position strategy as a fallback strategy when using the Amazon Win the Buy Box strategy.

