

SellerActive 

# Price Mirror

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## How it works

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- Use Price Mirroring to reflect prices from one marketplace to another.
  - Typically, prices are mirrored from Amazon to a shopping cart or non-competitive marketplace, such as Shopify or Sears.
  - Mirrored prices can be adjusted higher or lower on the reflected market.
  - Reflected prices will still need a minimum price. Using the mirror host sites minimum pricing it is easy to add the minimum price to a reflected item.



## Creation

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- Click the **Create** button on the Pricing Manager screen.
- Select the marketplace for which you are building the strategy.
- Under **Configure Strategy Settings** and **Required**, select the Price Mirroring option.
- Under the **Optional** header, select the **Price Modifier** (whether you want the price to be higher or lower on the given marketplace.)
- If you are mirroring to a foreign market, use the convert currency setting.
- Select **Next**.



# Profit Protection Settings: Custom vs. Manual

## 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 prices are unknown
- When vendor cost fluctuate. Will save time with recalculating new min and max pricing
- Quickest method to going live with repricing

### Minimal Value

- When shipping and market fees must be calculated into final minimum and maximum cost
- Already have pre-determined minimum and maximum prices
- Do not have cost

## Manual Assignment

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

### Maximum Value

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

### Minimal Value

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



## Tips

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- Export your minimum price from the reflected market and import into the mirrored market.
- Build a good strategy on the reflected marketplace. Remember, your reflected strategy will not be able to grab a Buy Box but will only reflect the BB price from a mirrored site.
- If mirroring to a foreign marketplace select the convert currency in the Optional settings in the Price Mirror strategy.
- Price Modifiers are a useful way to help account for the differences of fees on reflected marketplaces.

