



# Target Position Strategy for eBay

## How it works

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- Using UPC, SellerActive looks for the lowest price on eBay and either matches or undercuts that price.
- Reprices every 2 hours.



## Set up

- Click the **Create** button on the Pricing Manager screen.
- Select the **eBay** sales channel
- Select **Target Position**
- Offer Price (must choose one)
  - Set below competitor price by (dollar or percentage)
  - Match Competitor Prices
- Optional Settings
  - Exclude items of (Different/Worse) conditions
  - Exclude positive feedback percentage
  - Exclude amount of feedback
  - Exclude extremely low-price competition



# Profit Protection Settings: Setting Min and Max prices

## 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

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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** – This option is not available with the ebay strategy.
- **None** – If selected and all competitors drop off the listing, the price will stay where it is until there are competitors.



## Tips

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- 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.
- If you're selling an item with a unique UPC there's little benefit to a competitive Target Position strategy.

