



# Troubleshooting Repricing

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## Set Up

Setting up your Listings workspace with the correct columns will go a long way in understanding how your pricing strategies are functioning

- In the **Listings Workspace**, use the **Column Chooser** to add the following columns.
  - Minimum Price (Choose Dynamic Minimum if pricing strategies are using Custom or Profit based in the strategies)
  - Maximum ((Choose Dynamic Maximum if pricing strategies are using Custom or Profit based in the strategies)
  - Preferred Price
- Use the **Column Chooser** to add Buy Box Price and Buy Box Status columns.



# Troubleshooting

Now that your pricing columns have been added, you can easily see where your price is in relation to your min max or preferred price.

- If your price matches the Minimum (or Dynamic Minimum) then SellerActive has repriced down as far as it can go.
- If your price matches your Preferred Price then there are no competitors or no qualified competitors.
- Using the Buy Box Status column, you tell easily if you own the Buy Box or not.



## Digging Deeper

Using the columns is not the only way to determine how your strategy is functioning. SellerActive has multiple tools that allow users to see competitors and a history of pricing changes.

- In the **Listings** Tab of the **SKUPane**, select the Competition link to see all competitors and the Buy Box Owner.
- In the **Listings** Tab of the **SKUPane**, Select the history Link to view a list of pricing changes over the last 30 days.
  - In the History window you will be able to see all changes to price, when they occurred, and the reason why the price did or did not change.
- Using the Buy Box Status column, you tell easily if you own the Buy Box or not.



## Buy Box Report

Using the Buy Box Report you can see a wide variety of information about your listing. The Buy Box Report will only display Amazon and Walmart marketplaces.

- Access the Buy Box Report in the left-hand **Navigation Pane** under **Reports**
- Check your skus for Sales Rank and where they sit in relation to the Buy Box as well as your competitors.
- This report is fully exportable.

