



# Win the Buy Box Walmart

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## How it works

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Although a simple strategy, there are a few things you will need to know to understand when the Win the Buy Box Strategy will reprice and when it will not.

- SellerActive will NOT reprice an item if it owns the BB.
- Items that do not own the BB WILL reprice down once an hour until they own the BB or reach the minimum price. SellerActive will never price below your minimum.
- Items that have competitors and a price lower than the BB Price, SellerActive will not price up to the BB and the price will stay at the minimum.



## How it works

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- Uses UPC to look for the Buy Box on Walmart.
- Once the UPC and the Buy Box is found, SellerActive will undercut the Buy Box price by .01.
- Is notification-based. Meaning, when the Buy Box changes on Walmart, SellerActive is sent a notification of the Buy Box price and we will reprice according to this new price.
- If you do not own the BB, SellerActive will reprice once an hour in order to gain the BB.



## Set up

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- Click the **Create** button on the Pricing Manager screen.
- Select the sales channel for which you are building the strategy.
- On the **Configure Strategy Settings** screen, select **Below your minimum price** under **Competitor Exclusions**. This setting will look at any price below your minimum and exclude it from the list of competitors.
- Select **Next**.



# 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



## Optional Fallback Strategy Setting

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 a Walmart 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.
- Manually adjust price if BB price is higher than your current selling Price. This will force the item to reprice and remain competitive.

