

Expanded  
& Updated

*The ultimate guide to the Amazon Buy Box*

THE **BUY**  
**BOX**  
BIBLE

September  
**2014**  
edition



**FeedVisor**

# TABLE OF CONTENTS

<b>WHAT'S NEW IN THIS EDITION?</b>	4
<b>WHAT IS THE BUY BOX?</b>	6
<b>HOW IMPORTANT IS THE BUY BOX?</b>	7
An Incredible Potential	7
About This Guide	7
<b>BUY BOX MISCONCEPTIONS AND MYTHS</b>	8
Lowest Price Point Manipulations	8
The 2% Rotation Rule	9
<b>HOW THE BUY BOX WORKS</b>	10
Buy Box Rotations	10
Beating Amazon to the Buy Box	11
When no Seller Qualifies for the Buy Box	12
<b>BUY BOX REQUIREMENTS</b>	13
Professional Seller Account	13
Buy Box Eligibility (Formally Featured Merchant)	13
New Item	14
Used Item	14
Availability	15
<b>SECONDARY TO THE BUY BOX</b>	16
More Buying Choices	16
Offer Listing Page	16
<b>AMAZON MOBILE BUY BOX</b>	17
<b>THE VARIABLES THAT AFFECT THE BUY BOX</b>	18
Fulfillment Method	18
Landed Price	20
Seller Rating	21
Shipping Time	23
Order Defect Rate	24
Feedback Score	25
Delivery History	26
Customer Response Time	27
Feedback Count	28
Inventory Depth and Sales Volume	29
Cancellation and Refund Rate	30
When no Seller Qualifies for the Buy Box	30

<b>WINNING THE BUY BOX</b>	31
<b>IMPROVING SELLER PERFORMANCE</b>	32
Know Your Metrics	32
Sacrificing One Metric for Another	32
Love the Brackets	33
Getting the Timing Right	34
Creating a No-Go Zone	34
Absolute Relativity	36
Working on Feedback	37
<b>OPTIMIZING YOUR PRICES</b>	38
Finding the Sweet Spot	39
Manual Repricing	39
Rule-Based Repricing	40
Algorithmic Repricing	41
<b>CONCLUSION</b>	42
<b>THE BUY BOX CHEAT SHEET</b>	43
<b>THE AMAZON ACRONYM GLOSSARY</b>	44
<b>ABOUT FEEDVISOR</b>	45

# WHAT'S NEW IN THIS EDITION?

The idea of the Buy Box Bible originally arose after scouring the Internet for answers to many Buy Box related questions we had. Bits of information were scattered here and there but there was no one comprehensive resource covering everything. So we decided to write one.

Thus followed 18 months of extensive research into the Amazon marketplace. We watched hundreds of millions of Amazon price changes, sales, Buy Box wins and losses, and monitored the performance and behavior of Amazon sellers of all sizes.

Our findings led to the creation of the Buy Box Bible.

The first edition was so popular and had so many downloads, that the landing page crashed due to traffic overload! We realized just how relevant and important it is for every single Amazon seller to understand exactly how the Buy Box works. Each seller can utilize the information to analyze their current selling strategy and performance and work out what they need to improve on in order to sell better, wiser and more successfully.

Since the information and variables pertaining to the Buy Box are constantly evolving, we will be re-releasing the Buy Box Bible as often as necessary, with all relevant updates and changes.

## WHAT'S NEW IN THE SEPTEMBER 2014 EDITION?

### **What happened to Featured Merchant status?**

As Amazon retires its Featured Merchant status, sellers are now either Buy Box Eligible or not. We discuss what this means and how to check your Buy Box Eligibility status.

### **Mobile Buy Box**

With the growth of Amazon Mobile, we've investigated the differences between the regular Buy Box and the Mobile Buy Box and share our discoveries.

### **Changes to the Feedback Count metric**

This metric has a dual purpose, and does not only exist to affect Feedback Score as previously thought.

### **Updated Delivery History info**

The details pertaining to shipment and delivery are explained in greater detail.

### **Information on back-orders**

We will explore what a back-order is and if a seller of a back-ordered item can win the Buy Box.

### **Practical ways to improve feedback**

Feedback is the only metric the buyer controls. Discover how to enhance feedback to win the Buy Box.

### **Updated Amazon Terminology**

Amazon have changed several of their terms this year. We've detailed, where applicable, any changes that have been made.

### **Clearer images and diagrams**

Whether you're a new or veteran seller to Amazon, this edition contains everything you need to know about the Amazon Buy Box. Flick through sections that interest you, refer to it when you have a specific question, or, if you prefer, read the whole thing through from cover to cover.

## **Happy selling!**

The Buy Box Bible Editors

# WHAT IS THE BUY BOX?

There are two types of sellers on Amazon – Amazon themselves who sell a vast range of products, and third-party sellers who utilize the Amazon website as a platform to sell their own products.

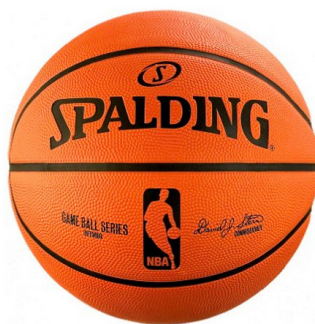
**Every third-party seller hopes to see their product appear in the Amazon Buy Box.**

As there is no limit on the number of sellers or the amount of products they can offer, the same product is often sold by many sellers, each competing for the maximum amount of sales.

When a customer lands on a Product Detail page, **Amazon chooses one seller and put their details in the Buy Box—the white box on the right hand side of the page.** When a customer clicks on the “Add to cart” button, the sale goes to the seller in this box.

This seller is called the “winner” of the Buy Box and will make far more sales than any other seller for that product.

The importance of this prime online real estate and how it can be won by any third-party seller, is the subject of this whitepaper.



Roll over image to zoom in





Spalding NBA Replica Rubber Outdoor Basketball  
by Spalding  
★★★★☆ 113 customer reviews

List Price: \$19.99  
Price: **\$10.53** + \$5.07 shipping  
You Save: \$9.46 (47%)

**In Stock.**  
Ships from and sold by DEALSTER. Gift-wrap available.  
Style Name: **Official Size 7 (29.5")**

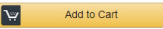
- Durable, performance rubber cover
- Official NBA Size and Weight
- Wide Channel Design provided superior grip and feel
- Designed for competitive outdoor play

5 new from \$10.53

Share    

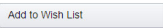
Qty: 1

**\$10.53** + \$5.07 shipping  
**In Stock. Sold by DEALSTER**




 Add to Cart

or

[Sign in](#) to turn on 1-Click ordering.

 Add to Wish List

**Other Sellers on Amazon**

<b>\$16.99</b> & FREE Shipping on orders over \$35.00. <a href="#">Details</a> Sold by: Sharp Gear	
<b>\$18.99</b> + Free Shipping Sold by: Mary's-Market	
<b>\$18.99</b> + Free Shipping Sold by: buysupports	

5 new from \$10.53

# HOW IMPORTANT IS THE BUY BOX?

When Amazon first opened its online doors in 1995, no-one could have predicted just how large the e-commerce giant would become. Last year, \$74.5 billion of revenue went through Amazon, an amount that was responsible for over 5.7% of the total international e-commerce spend.

Out of this \$74.5 billion, a whopping **\$61 billion of sales went through the Buy Box, with \$30 billion going straight into the pockets of third-party Amazon Marketplace sellers.**

*A product with the Buy Box will sell four times more than the same product without the Buy Box.*

## AN INCREDIBLE POTENTIAL

With third-party sales set to grow to \$41 billion by 2015, the Buy Box itself is the single biggest opportunity for online marketplace sellers today. Understanding how the Buy Box works, therefore, is critical for sellers who want to take advantage of this potentially massive market.

## ABOUT THIS GUIDE

**82% of Amazon website sales today go through the Buy Box, and this number greatly increases with Amazon mobile sales.** It is vital for sellers to understand how Amazon determines who acquires this coveted spot as it can really make or break an online business. This extensive guide does not attempt to teach sellers how to “beat” the Buy Box or reverse engineer its calculations. Rather, it provides sellers with all the information they need to successfully “work with” the Buy Box, taking advantage of Amazon’s own algorithms to increase sales, maximize profit margins and outperform the competition.

# BUY BOX MISCONCEPTIONS AND MYTHS

Before we take a look at what the Buy Box is, we must first dispel the myths about what the Buy Box is not. A plethora of articles have been written about how to outsmart the Buy Box, and while many of them might work in specific situations, these are generally oversimplified, outdated, or just plain wrong.

Below are the most commonly spread rumors about the Buy Box:

## LOWEST PRICE POINT MANIPULATIONS

This is a theory that emerged in the summer of 2012. It claims that if a seller undercuts the lowest competition by a certain percentage and then take off an extra penny, they will always win the Buy Box.

After testing this theory extensively with multiple products, at multiple price points and in multiple categories, it is evident that this is not a fixed rule. The idea may have gained popularity because when it was tested on low-end products, it created a lot of false positives.

Although lowering prices always increases one's chances of winning the Buy Box, as will be discussed, **the claim that a certain equation will guarantee the Buy Box, certainly holds no truth.**

Continually lowering the price creates price wars between sellers, driving down profit margins on all sides.

*Although it would be great if there were proven shortcuts to winning the Buy Box, unfortunately there are none.*

## THE 2% ROTATION RULE

Another false assumption is that if a seller's price is within 2% (or other percentages) of the current Buy Box winner, that seller is guaranteed to win the Buy Box at least a certain percentage of the time, as the Buy Box rotates between sellers.

Again, there is no evidence to support this theory. Although it does often work when tested, this is another example of false positives. Buy Box rotations do exist but this has nothing to do with "The 2% rule".

While rotations are certainly an integral part of the Buy Box, as we will discuss, to assume that they can be manipulated entirely by price has been proven wrong time and time again.

# HOW THE BUY BOX WORKS

Amazon's goal has always been to offer the best possible experience to their customers. The Buy Box was created with the objective of comparing multiple offerings of the same product in order to determine which will give the customer the highest level of satisfaction.

To put it very simply, **the Amazon Buy Box is an algorithm that tries to give the customer the best possible value for money.** It does this by determining which product offering promises the best balance of high seller performance and low cost price.

When determining which product offering will win the Buy Box, the algorithm first determines which of the competing offerings meet all the necessary minimum requirements. It then breaks down each eligible offering into many different variables, and evaluates each one relative to the other sellers offering the same product.

## BUY BOX ROTATIONS

Amazon have long abandoned the idea of giving the Buy Box to a single seller for very popular products. Instead, the Buy Box is shared between several sellers, with their "share" of the Buy Box determined by the variables mentioned below. We will discuss these variables at length, starting from page 12.

For example, if there are ten perfectly equal sellers all competing for the same product Buy Box, they might get 10% each. This means that each seller will have their offering shown in the Buy Box for 10% percent of each day.

Alternatively, a relatively high performing seller could have 70% of the Buy Box, an average seller could have 25%, and a lower performing seller, 5%. Therefore, instead of saying that a seller wins or loses the Buy Box, the correct term would be to say that a particular seller has a lesser or greater share of the Buy Box.

*The Amazon Buy Box offers the consumer the perfect balance of price and performance.*

It is important to note that Buy Box rotations do not always take place. When they do, they are often dependent on the product, the competition and the time of day. Furthermore, these rotations are hidden from the customer, as Amazon use cookies to ensure each customer sees only one Buy Box winner per hour.

However, if the Buy Box winner's metrics changes for whatever reason, such as the price of the product or the amount of available stock, Amazon may rotate to another seller before the one-hour time period is up.

## BEATING AMAZON TO THE BUY BOX

A question often asked by sellers is why Amazon themselves are always winning the Buy Box, and if it is possible to ever beat them to that most sought after position.

The Buy Box treats Amazon as a seller with perfect customer experience metrics. Therefore, if a merchant has near perfect customer metrics, or a very low landed price, we often see them sharing the Buy Box with Amazon, or beat them straight out if the price is low enough.

The one big exception to this is with regard to specific media categories. When selling books or downloadable media, Amazon will always win the Buy Box, as the algorithm does not consider other sellers if Amazon themselves have the product in stock.

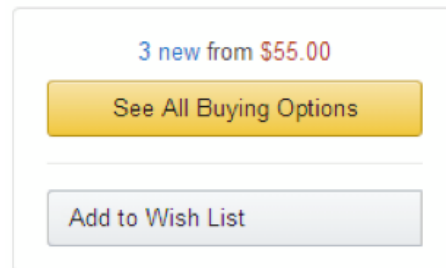
## WHEN NO SELLER QUALIFIES FOR THE BUY BOX

There are two instances in which no seller will win the Buy Box:

1. When no seller meets the requirements (see p.13), or sellers that do meet the requirements have substandard seller metrics.
2. When the sellers' prices are deemed unreasonable because they are higher than the List Price. The List Price is the full retail price (suggested by the manufacturer or supplier, or estimated according to standard industry practice), found below the Product Name on the Product Detail Page.

In these cases, the Buy Box will show a See All Buying Options button, and the buyer will be taken to the Offer Listing page (also known as the More Buying Choices page), which lists all merchants who sell this product in order of landed price only.

***If no one seller is good enough for the Buy Box, there will be no winner.***



# BUY BOX REQUIREMENTS

In competing for the Buy Box, the seller has to first meet the four key criteria listed below:

## PROFESSIONAL SELLER ACCOUNT

Only sellers paying Amazon the monthly fee for a Professional Seller account (known as a Pro-Merchant account in the UK and Europe) will be considered for the Buy Box.

Individual Seller accounts (known as Basic accounts in the UK and Europe) cannot compete for the Buy Box.

## BUY-BOX ELIGIBILITY (formally Featured Merchant)

In order to win the Buy Box, a seller must be Buy Box Eligible for the product. This status is awarded to Professional Seller account holders who have been selling on Amazon for a minimum of 2 to 6 months, and have high levels of performance.

This status was formally known as Featured Merchant and was visible to anyone. Any buyer or seller could see who was a Featured Merchant, by looking at the Offer Listing Page for a particular product. Today, this information is only disclosed to the seller themselves within their Seller Central account.

To check Buy Box Eligibility:

- Click on the Inventory tab in Amazon Seller Central and select Manage Inventory.
- Click on the Preferences tab.
- In the Column Display section, locate the field for Buy Box Eligible.
- Select “Show When Available” from the drop-down menu.
- Look at the Buy Box Eligible column for a particular SKU. If the seller is eligible, it will say “yes”.

Please note that the seller may see that they are eligible to win the Buy Box for some products, but not for others.

***In order to be in the running for the Buy Box, a seller needs to fulfill certain criteria.***

New sellers eager to acquire Buy Box Eligibility can speed up the process by selling some items through Amazon's own fulfillment services. Selling even a small number of popular products at a competitive price through Amazon can enable the seller to receive Buy Box Eligible status even on those items not Fulfilled By Amazon.

If a seller believes they have met all the required criteria, and has not been awarded Buy Box Eligible status, they can contact Amazon seller support directly to request they be considered for this status.

## NEW ITEMS

The item being sold must be new. Used and refurbished items often have their own unique Buy Box, called the "Buy Used Box" (see below). The Buy Used Box is separate to the Buy "New" Box and does not in any way affect the Buy New Box algorithm.

Since the Buy New Box always appears first, and most sellers sell new items, the focus of this eBook is on the Buy New Box.

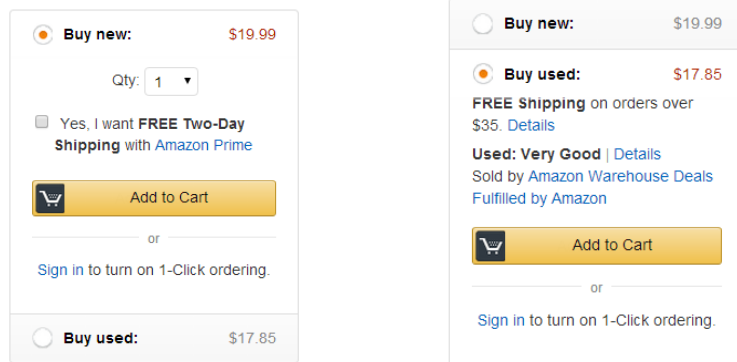
## USED ITEMS

Used items cannot be featured in the regular Buy Box. They often have their own Buy Box, called the Buy Used Box. The Buy Used Box operates in a similar way to the Buy Box for new items, and to win it, sellers need to fulfill similar criteria, such as having a Professional Seller account and being Buy Box Eligible.

Amazon have recently raised the profile of the Buy Used Box by changing its positioning. Used offers that win the Buy Used Box are now featured simultaneously with new offers that win the Buy Box in an expandable, accordion-style Buy Box. If a product has both new and used offers available in the Buy Box, the Buy Box defaults to the winning new offer. Customers can view winning used offers by selecting the "Buy used" option.

Please note that even though the Buy Used Box appears with the Buy Box for new items, the two operate in a mutually exclusive manner and do not affect one another.

Please also note that although this eBook focuses on the Buy Box for new items, since the Buy Used Box operates using similar criteria, sellers of used items can also benefit from the material found here.



*Winning offerings in both the Buy Box and the Buy Used Box are now featured simultaneously in an expandable, accordion-style Buy Box.*

## AVAILABILITY

There must be available stock of the item the seller is trying to sell. If the item is not in stock, the seller cannot win the Buy Box. The Buy Box will not show “out of stock”, it will just rotate the position to another seller. It is important to use inventory best planning practices to keep popular products in stock.

There is only one exception, and this is for a back-ordered item. Today, most products that are listed through the Fulfillment by Merchant service can be listed as a “back-order”. This means that the seller will accept orders for it, even though the product is out of stock and will only be shipped at a later date. Customers will see that the item is not available for shipping until the restock date which the seller has entered. Back-ordered items can be featured in the Buy Box, but only if it will be back in stock within 2 days. Please note that “availability” is not the same as “inventory depth” which is a Buy Box variable, not a requirement, and dealt with on page 29.

# SECONDARY TO THE BUY BOX

## MORE BUYING CHOICES

If a seller does not win the Buy Box, he still has a chance of appearing on the Product Detail page by being placed in the Other Sellers on Amazon box (formally known as the More Buying Choices box), which appears directly below the Buy Box. Although this is not as ideal as winning the Buy Box, a seller who is featured in the Other Sellers on Amazon box has more of a chance of making sales than sellers who do not appear on the Product Detail page at all.

Sellers who appear in the Other Sellers on Amazon box must possess all four requirements (see p.12), necessary to qualify for the Buy Box. Up to three listings from Buy Box Eligible sellers are selected to appear in this box.

The Other Sellers on Amazon box also provides a link to the Offer Listing page.

## OFFER LISTING PAGE

The Offer Listing page displays all sales listings for a product offered by a variety of sellers, whether they qualify for the Buy Box or not.

The Offer Listing page presents offerings in order of Landed Price (Price + Shipping). Customers can also see a seller's customer feedback ratings, shipping rates, rebate policies, and special offers, but these variables do not affect the order.

***The Buy Box is not the only way to make sales.***

# AMAZON MOBILE BUY BOX

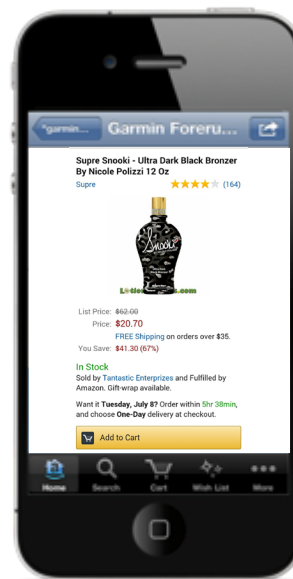
Amazon mobile shopping is steadily on the rise. During the 2013 holiday period, over 50% of Amazon customers shopped via mobile, purchasing at extremely high frequencies. The Amazon app is free for most mobile devices and its look and feel is similar to their main sites.

The role that the Mobile Buy Box plays is absolutely crucial. On a desktop, laptop or tablet, all the product information appears on one page. To purchase a particular product, the buyer will either go straight to the Buy Box, choose a seller from the Other Sellers on Amazon box, or click on the link that will take them to all sellers' offerings on the Offer Listing Page.

On a mobile however, the customer has to scroll down a vertical chain of information. The Buy Box appears directly beneath the product image and price, so if someone likes what they see, there is no reason to scroll down any further. They can click "Buy now" immediately to make their order, without even having seen the link to all the other offerings on the Offer Listing page.

There is also no "Other Sellers on Amazon" box on Amazon Mobile, which means that the potential buyer can only see the name of one seller – the one who has won the Buy Box.

**Buy Box sales receive even more of boost on a mobile phone.**



# THE VARIABLES THAT AFFECT THE BUY BOX

Once product eligibility has been determined, **Amazon then compare multiple variables of each offering to determine which offers the best overall value to the customer.** The weights assigned to each variable can change on a product-to-product or a category-to-category basis, so even though a seller could be losing to a competitor on one product, the same seller could be beating that same competitor on another unrelated product.

*Amazon consider many different factors in determining who wins the Buy Box. The importance of each variable can change according to product.*

It is vital to remember that all variables are measured relative to their competitors' offerings. For example, having a Seller Rating of 92% could have a negative effect on winning the Buy Box if a near identical seller has a 96% rating. However, if competing against a seller with an 85% rating, their chances of winning the Buy Box would increase.

The variables considered by the Buy Box algorithm are as follows:

## FULFILLMENT METHOD

Buy Box impact: **Very High**



The most important variable considered by Amazon is whether the item fulfillment is handled by the merchant or by Amazon themselves.

Amazon consider their own fulfillment service to have perfect scores for multiple variables, including Shipping Time, On-Time Delivery Rate and Inventory Depth, making it much more likely for merchants who use their fulfillment services to win the Buy Box. Although a Fulfillment by Merchant (FBM) seller can beat a Fulfillment by Amazon (FBA) seller to the Buy Box, the FBM seller has to have very high relative scores in all areas and/or a very low price to do so.

For that reason, **choosing Fulfillment by Amazon is the quickest and easiest way to drastically improve the chances of winning the Buy Box.** Ultimately though, this has to be a strategic business decision for the seller, as it has many other implications and can significantly eat into the seller's overall profit margin if the decision has not been thought through and planned properly.

A product's Fulfillment Method can be seen on the Offer Listing Page as follows:

---


 

**FULLFILLMENT BY AMAZON**

★★★★☆ 93% positive over the past 12 months. (142,840 total ratings)

In Stock. Want it delivered Tuesday, September 24? Order it in the next 32 hours and 55 minutes, and choose **One-Day Shipping** at checkout. [See details](#)  
[Domestic shipping rates and return policy.](#)

---



★★★★★ 96% positive over the past 12 months. (17,982 total ratings)

Ships in 1-2 business days. Ships from United States. Expedited shipping available.  
[Domestic shipping rates and return policy.](#)

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Note that in the first example, the product is fulfilled by Amazon and in the second example, the product is fulfilled by the merchant.

## LANDED PRICE

Buy Box impact: **High**

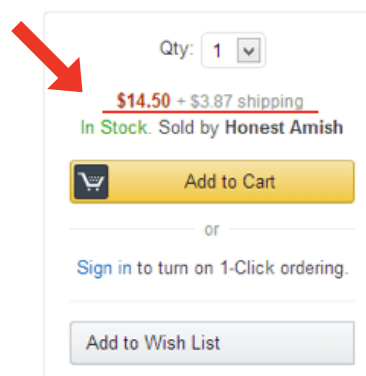
The landed price is the total amount that the product is sold for on Amazon. This includes shipping in the US, and shipping and VAT in the UK and Europe.

**A lower landed price will increase the seller's Buy Box share.** This is arguably the easiest variable to manipulate, as it is the only element that the seller can control directly and instantly.

If the seller's overall performance metrics are inferior to those of the competition, then the seller will need to lower the price of the product to gain a greater share of the Buy Box. The lower these metrics are, relative to the competing sellers, the lower the seller needs to drop the price in order to compete for the Buy Box.

Conversely, **the higher the seller's performance metrics are in relation to the competition for a specific product, the higher the seller can raise their price** and still hold on to a healthy share of the Buy Box. This can be seen as the "dollar value" of improving customer experience. A higher Seller Rating and lower Order Defect Rate means the same item can be sold at a higher cost and maintain the same share of the Buy Box.

A product's Landed Price can be seen on the Amazon product page as follows:



**Price is certainly key to winning the Buy Box. However, on its own, it is not enough.**

***A high Seller Rating is vital because of the massive affect it has on the Buy Box.***

## SELLER RATING

Buy Box impact: **High**

The Seller Rating is an overall score of customer experience when buying products from a seller.

**For every order fulfilled without any problem, the seller receives 100 points.** An extra 10 points are awarded for orders that Amazon deem perfect. 110 points is therefore the maximum score that a seller can receive for each order. If there is a problem or issue however, such as delayed shipping, the seller cancelling the order, or the customer leaving negative feedback, then zero or even a negative score is given.

Orders with minor problems, such as late shipments, receive zero points, while orders with moderate problems, such as order cancellations, receive -100 points, and orders with major problems, such as negative feedback, will receive -500 points. Note that if an order has multiple issues, only the strongest negative score is counted.

**The average of all these scores is defined as a percentage and called Seller Rating.** Only orders placed within the last 365 days count towards the score. However, orders from the last 90 days have a greater effect on a seller's total score.

When comparing sellers for the Buy Box, Amazon group sellers by several rating brackets. Note that these are different from the way that Amazon group these scores in the Amazon Seller Central dashboard.

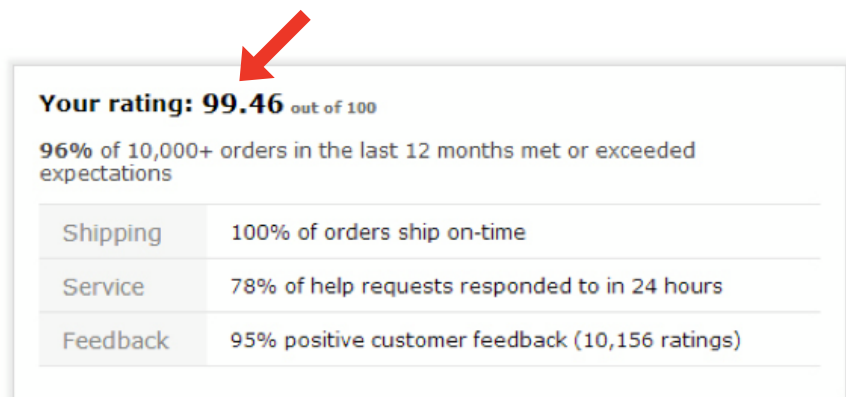
The Buy Box groups are:

- 100-98%
- 97-95%
- 94-90%
- 89-80%
- 79-70%
- Less than 70%

Although any improvement in the Seller Rating will have a positive effect, **jumping from one bracket to another will have a more significant effect on the Buy Box share than moving within the brackets themselves.** For example, improving one's Seller Rating from 94% to 95% would give a greater comparative bump in the Buy Box share that moving from 95% to 96%.

If one's Seller Rating is less than 70%, there is very little chance that they will be able to win the Buy Box at all, even with other low rating sellers competing for the same product.

This metric can be seen in the [Amazon Seller Central](#) and is displayed as follows:



**Your rating: 99.46** out of 100

96% of 10,000+ orders in the last 12 months met or exceeded expectations

Shipping	100% of orders ship on-time
Service	78% of help requests responded to in 24 hours
Feedback	95% positive customer feedback (10,156 ratings)

## SHIPPING TIME

Buy Box impact: **High**

The simplest metric looked at by the Buy Box is the time in which the seller promises to ship the item to the customer.

For certain time-critical products and categories, such as birthday cards and perishable goods, the impact of this metric on the Buy Box will be even higher, since customers often demand swift shipping on such items.

Shipping Time is arranged into several brackets. These are:

- 0-2 days
- 3-7 days
- 8-13 days
- 14 or more days

Please note that the term “days” refers to business days, and does not include Saturdays or Sundays.

Again, jumping between the brackets will have a greater significance than moving within them. For example, if a seller improves their Shipping Time from 6 days to 3 days, they may see an increase in their Buy Box share. However, improving it from 3 days to 2 days will have a much greater effect.

A product's Shipping Time can be seen on the Amazon product page as follows:



## ORDER DEFECT RATE

Buy Box impact: **Medium**

The Order Defect Rate (ODR) is a combination of three different metrics:

- The Negative Feedback Rate
- The A-to-Z Guarantee Claim Rate
- The Service Chargeback Rate

Amazon add these three numbers together to work out the percentage of the defective orders that were sent. It groups these orders into two categories, “Short Term” – those orders placed between 17 and 77 days ago, and “Long Term” – those placed between 32 and 122 days ago. Orders placed in the last 17 days are disregarded, as there has not been enough time to gather enough customer complaints.

While this score only has a medium level impact on the Buy Box algorithm, **sellers with more than 1% ODR in the Long Term or Short Term categories are significantly penalized.** Ideally therefore, this number should always be kept below 1% to have a serious chance of winning the Buy Box.

This metric can be seen in the [Amazon Seller Central](#) and is displayed as follows:

Order Defect Rate <a href="#">[?]</a>			
	<b>Short Term</b> (Jun 25, 2013 to Aug 24, 2013) Orders: 14,035	<b>Long Term</b> (May 11, 2013 to Aug 9, 2013) Orders: 16,741	<b>Target</b>
<b>Order Defect Rate</b>	<b>0.3%</b> (42/14,035)	<b>0.33%</b> (55/16,741)	<b>&lt; 1%</b>
- <b>Negative Feedback Rate</b> <a href="#">[?]</a>	0.23% (32)	0.21% (35)	--
- <b>Filed A-to-z Claim Rate</b> <a href="#">[?]</a>	0% (0)	0.04% (7)	--
- <b>Service Chargeback Rate</b> <a href="#">[?]</a>	0.07% (10)	0.08% (14)	--



**A seller's ODR (Order Defect Rate) takes into account multiple metrics. The higher the percentage, the less likely the seller is to win the Buy Box.**

## FEEDBACK SCORE

Buy Box impact: **Medium**

This is the culmination of all the feedback that a seller has received from customers and is grouped by the last 30 days, 90 days and 365 days.

**The most recent feedback has the greatest effect on the Buy Box.**

In the below example, the feedback score was 93%, giving the seller 4.7 stars out of a maximum of 5 stars.

This metric can be seen in the [Amazon Seller Central](#) and is displayed as follows:



## DELIVERY HISTORY

Buy Box impact: **Medium**

The Buy Box takes into consideration three separate elements regarding delivery. Each one is grouped according to the last 7 days, 30 days and 90 days:

**On-time delivery:** This is the percentage of orders that buyers received by the estimated delivery date. This number is based on confirmed tracking information. A score of less than 97% will have a strong negative effect on the Buy Box.

**Late shipment rate:** This is the number of orders shipped 3 or more days later than promised, divided by the number of orders (in the last 7, 30 or 90 days). A score of more than 4% will have a strong negative effect on the Buy Box.

Note: Even though shipping the order 1 or 2 days later than promised will not affect a seller's late shipment rate, it will affect their Seller Rating. It is ideal and recommended therefore to ship by the date promised to the seller.

**Tracked delivery rate:** This is the percentage of deliveries sent with full tracking information. A score of less than 98% will have a negative effect on the Buy Box.

These metrics can be seen in the [Amazon Seller Central](#) and are displayed as follows:

Recent Customer Metrics Data				
	7 days (Sep 1, 2013 to Sep 8, 2013) Orders: 1,341	30 days (Aug 9, 2013 to Sep 8, 2013) Orders: 6,509	90 days (Jun 10, 2013 to Sep 8, 2013) Orders: 20,192	Target
Pre-fulfillment Cancel Rate [?]	0.15% (2)	0.08% (5)	0.03% (7)	< 2.5%
Late Shipment Rate [?]	0.22% (3)	0.22% (14)	0.07% (15)	< 4%
Refund Rate [?]	0.67% (9)	3.84% (250)	6.21% (1,254)	--

On-Time Delivery Score (seller fulfilled orders only) <a href="#">Learn more</a>				
	7 days (Aug 22, 2013 to Aug 29, 2013)	30 days (Jul 30, 2013 to Aug 29, 2013)	90 days (May 31, 2013 to Aug 29, 2013)	Target
Delivered on time [?]	96.36% (53)	94.31% (199)	94.12% (224)	> 97%
Packages with tracking info [?]	100% (55)	100% (216)	100% (245)	> 98%

[Request Report](#) [Download Past Reports](#)

*When and how one ships a product can have a significant effect on the Buy Box.*

## CUSTOMER RESPONSE TIME

Buy Box impact: **Medium**

While initially believed to have little effect on the Buy Box, it is now evident that Customer Response Time plays a part in determining the Buy Box share. Amazon looks at this metric in two ways. First, it checks the average response time for the last 7, 30 and 90 days, and compares these times to competing sellers.

It then also creates four brackets for messages received in these time periods, grouping them by their reply times as follows:

- Messages replied to within 12 hours
- Messages replied to within 24 hours
- Messages replied to after 24 hours
- Messages never replied to

**If over 10% of messages were replied to after 24 hours, or never replied to, the chances of the seller winning the Buy Box will severely decrease.**

It is important to note that responses to every customer message (even customer replies) are included in these statistics, so it is important to respond to each one. Any auto replies sent are not counted as responses, but checking the “Mark as no response needed” box in the reply area within 24 hours will discount this message from the total metric, having neither a positive or negative affect.

This metric can be seen in the [Amazon Seller Central](#) and is displayed as follows

Buyer-Seller Contact Response Time <a href="#">Learn more</a>				
	7 days (Sep 3, 2013 to Sep 10, 2013)	30 days (Aug 11, 2013 to Sep 10, 2013)	90 days (Jun 12, 2013 to Sep 10, 2013)	Target
Response times under 24 hours	<a href="#">52%</a> (60)	<a href="#">75%</a> (443)	<a href="#">73%</a> (1324)	> 90%
Late responses	<b>48%</b> (56) ❌	<b>25%</b> (151) ⚠️	<b>27%</b> (478) ⚠️	≤ 10%
No response for more than 24 hours	<a href="#">27</a>	<a href="#">34</a>	<a href="#">47</a>	--
Response times over 24 hours	<a href="#">29</a>	<a href="#">117</a>	<a href="#">431</a>	--
Average response time	22 hours 21 minutes	19 hours 2 minutes	22 hours 50 minutes	--

You have [57 messages](#) that you have not responded to in the past 7 days.

Note that the 12 hour bracket is not shown but is still counted.

## FEEDBACK COUNT

Buy Box impact: **Medium**

This is the total number of buyers that have given the seller feedback. Until recently, this metric has mainly been used to accurately weigh the Feedback Score between sellers with a long history and a lot of feedback, and newer sellers with a short history and less feedback.

However, Feedback Count is now also considered a key metric in and of itself, and sellers with a high score are more likely to win the Buy Box over a seller with a low score, all other metrics being equal.

This metric can be seen in the [Amazon Seller Central](#) and is displayed as follows:



Customer Feedback <a href="#">Learn more</a>				
★★★★★ 4.7 stars over the past 12 months (10153 ratings)				
	30 days	90 days	365 days	Lifetime
Positive	<b>93%</b> (560)	<b>94%</b> (1,519)	<b>95%</b> (9,640)	<b>94%</b> (23,320)
Neutral	4% (24)	3% (48)	3% (293)	3% (769)
Negative	3% (19)	3% (47)	2% (220)	3% (618)
Count	603	1,614	10,153	24,707

## INVENTORY DEPTH AND SALES VOLUME

Buy Box impact: **Low**

Amazon prefer to give the Buy Box to sellers who have enough inventory to deal with the increased demand that the Buy Box may create. For that reason, **sellers with a larger current inventory, consistent sales, and a strong stock history may be granted a greater Buy Box share.**

*Amazon will not award the Buy Box to someone who is frequently out of stock of a product.*

The strength of the stock history is determined by how much time in the last 30 and 90 days the seller has been out of stock of this item. However, historical stock amounts do not seem to be taken into account. Even if a seller maintains a low stock level, they will be preferred over a perfectly equal competitive seller who has big fluctuations in stock quantity and frequently goes out of stock.

These metrics have not been proven to have a strong effect on the Buy Box when compared to other, higher-impact metrics. They may be used to distinguish between sellers who have very similar performance ratings, and/or are bidding on very popular products, although we have not seen any strong proof of this.

This metric is hidden and cannot be seen in the Amazon Seller Central.



Please note that this variable is not related to the Buy Box requirement of "availability" (see p.15). A seller can only win the Buy Box if the item is currently in stock.

## CANCELLATION AND REFUND RATE

Buy Box impact: **Low**

This is the number of orders cancelled by the seller pre-fulfillment, and the number of orders refunded to the customer post-fulfillment. While a positive score does not have a strong impact on the Buy Box share, a pre-fulfillment Cancellation Rate greater than 2.5% will have a strong negative effect.

This metric can be seen in the Amazon Seller Central and is displayed as follows:

Recent Customer Metrics Data				
	7 days (Sep 1, 2013 to Sep 8, 2013) Orders: 1,341	30 days (Aug 9, 2013 to Sep 8, 2013) Orders: 6,509	90 days (Jun 10, 2013 to Sep 8, 2013) Orders: 20,192	Target
 <u>Pre-fulfillment Cancel Rate</u> [?] <a href="#">[?]</a>	<u>0.15%</u> (2)	<u>0.08%</u> (5)	0.03% (7)	< 2.5%
<u>Late Shipment Rate</u> [?] <a href="#">[?]</a>	<u>0.22%</u> (3)	<u>0.22%</u> (14)	0.07% (15)	< 4%
 <u>Refund Rate</u> [?] <a href="#">[?]</a>	0.67% (9)	3.84% (250)	6.21% (1,254)	--

*If no one seller is good enough for the Buy Box, there will be no winner.*

# WINNING THE BUY BOX

The theory behind winning the greatest share of the Buy Box is simple. The goal is to always improve on one or more of the aforementioned metrics without forfeiting performance in other areas.

In reality though, it is not always that easy. Online businesses don't have endless resources to put into customer service, nor are they willing to sacrifice profit margins by lowering prices to win the Buy Box on Landed Price alone. **The key is to identify which changes would have the biggest effect on the Buy Box share, at the lowest business costs in terms of time, money and manpower.**



The strategies in the following pages will help sellers efficiently improve their Buy Box share.

# IMPROVING SELLER PERFORMANCE

## KNOW YOUR METRICS

The same way any business owner needs to keep account of their profits and losses to be successful, Amazon sellers should be used to checking their seller metrics every day in Amazon Seller Central.

Amazon provide the seller with a quick view panel that highlights some of the major issues at the top of the [Amazon Seller Central](#). A healthy account should always look like this:

Performance Checklist					
Order Defect Rate	Cancellation Rate	Late Shipment Rate	Policy Violations	On-Time Delivery	Contact Response Time
					
<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>

If the seller sees a panel like this, they should quickly attempt to improve on the highlighted problem areas:

Performance Checklist					
Order Defect Rate	Cancellation Rate	Late Shipment Rate	Policy Violations	On-Time Delivery	Contact Response Time
					
<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>	<a href="#">Learn more</a>

## SACRIFICING ONE METRIC FOR ANOTHER

One common strategy is to forgo focusing on a metric with a low impact on the Buy Box, in order to spend more time and effort on a metric that has a high impact.

For example, a seller may decide to minimize the efforts spent replying to customer questions, ensuring a response within 24 hours rather than 12, and spend that extra time improving their Seller Rating by working with unhappy customers to remove negative feedback.

**Although every metric impacts the Buy Box, sellers should focus on improving their scores in the high impact ones.**

**It's never wise to completely ignore any one metric**, since an extremely low score in any one area will always have a negative effect on the Buy Box share. However, once the seller understands what Amazon considers are the most important metrics, they can choose to strategically sacrifice small gains in less important areas for large gains in very important ones.

## LOVE THE BRACKETS

Understanding the metric brackets for Seller Rating, Shipping Time and Customer Response Time can often be the key to efficient Buy Box gains. This is incredibly important for finding those quick wins that can often have a massive effect on the Buy Box share.

For example, let's assume a seller currently has an average Customer Response Time of less than 14 hours, and a Shipping Time of 7 days. If the seller improves their response time to less than 12 hours, they will move up a bracket, which will have a very positive effect on their Buy Box share. Conversely, to jump a bracket in Shipping Time, the seller would have to reduce their Shipping Time from 7 days to 2 days, which could be significantly more expensive.

A first step for marketplace sellers who are trying to increase their Buy Box share would be to check their current Seller Rating, Shipping Time and Customer Response Time to see where they can have the greatest effect with the least amount of effort.

As a general rule, **if a seller has an opportunity to quickly jump to a higher bracket for any one metric, this should always be preferred** over spending a large amount of resources moving between brackets in another metric.

## GETTING THE TIMING RIGHT

Since many metrics are judged over a period of time, be it days, weeks or months, this can often be used to the seller's advantage. For example, if a seller's 90 day Order Defect Rate is not great, yet in the last 30 days they have not received a single negative feedback, claim or chargeback, they can comfortably "wait out" the low score, as once the history changes their Buy Box share will increase.

Again, this works both ways. If a seller has several claims against them in the last 30 days, meaning their ODR has increased, they should do everything they can to ensure that no other claims are made against them in the coming weeks to mitigate the negative effect it could have on the Buy Box share.

## CREATING A NO-GO ZONE

It is vital that every seller understands the points below which they should never allow their metrics to go. These are:

- **Seller Rating** - Below 70%
- **On-Time Delivery** - Below 97%
- **Tracked Orders** - Below 98%
- **Late Shipment Rate** - Above 4%
- **Cancellation Rate** - Above 2.5%
- **Shipping Time** - More than 14 days
- **Customer Response Time** - More than 10% of messages over 24 hours

*Amazon expect a certain standard across all metrics.*

If a seller's metrics drop below any one of these levels, it becomes very difficult to win the Buy Box at all, and it places their competition in a position to win the Buy Box, even with a higher landed price. Avoiding these red zones should always be the top priority of any seller.

Amazon provide the seller with a summary of how they are doing, in the Account Health information box shown in the Amazon Seller Central:

The screenshot displays the 'Account Health' section in Amazon Seller Central. It features a list of performance metrics on the left and a 'Notifications' section on the right. The metrics are: Order Defect Rate (green checkmark), Cancellation Rate (green checkmark), Late Shipment Rate (green checkmark), Policy Violations (green checkmark), On-Time Delivery (red X), and Contact Response Time (red X). The notifications section lists three items: 'Notice: Policy warning 8/29/13', 'Notice: Policy Warning 8/24/13', and 'Policy Violation: Warning 7/30/13'. At the bottom of the notifications, it says 'Unread (0) | All'.

Metric	Status
<a href="#">Order Defect Rate</a>	Good (Green Checkmark)
<a href="#">Cancellation Rate</a>	Good (Green Checkmark)
<a href="#">Late Shipment Rate</a>	Good (Green Checkmark)
<a href="#">Policy Violations</a>	Good (Green Checkmark)
<a href="#">On-Time Delivery</a>	Needs Attention (Red X)
<a href="#">Contact Response Time</a>	Needs Attention (Red X)

**Account Health** [Learn more](#)

**Notifications**

- Notice: Policy warning 8/29/13
- Notice: Policy Warning 8/24/13
- Policy Violation: Warning 7/30/13

Unread (0) | All

## ABSOLUTE RELATIVITY

As metrics are only appraised relative to other sellers of the same product, a seller with items in less volatile marketplaces where the competition hardly changes can use this relativity to their advantage.

A really good example of this can be seen with the Shipping Time metric. If a seller has a product that ships in 2 days, while all of their competitors ship the same product in 10 days, assuming all other metrics are comparable, this seller has a higher chance getting a large Buy Box share. However, if they increase the Shipping Time from 2 days to 7, they could still maintain the same Buy Box share.

If this same seller then has another product that they ship in 5 days while all their competitors ship it in 3, it might be worthwhile for them to spend the money they have saved on shipping costs for the previous product, in order to reduce the Shipping Time for this product to 2 days. This is likely to give them a higher percentage of the Buy Box for both products.

## WORKING ON FEEDBACK

Two of the most difficult metrics for a seller to boost, are Feedback Score and Feedback Count. This is because, unlike other metrics which can be controlled by the seller, feedback relies entirely on the buyer taking action. Since receiving good feedback is crucial for a seller who wants to compete for the Buy Box, encouraging positive feedback and removing negative feedback are two key things a seller should do.

Sellers can encourage buyers to leave feedback in a number of ways. They can add a cute and quirky feedback request message to the packaging slip in the order. They can also contact the buyer directly, via the Contact Buyer link in the Manage Orders section of Seller Central. Alternatively, feedback tools are available to automatically send reminders to the buyer once a sale is complete.

Newer sellers who do not yet have a lot of feedback, can quickly and easily increase their Feedback Count by selling a couple of popular and cheap items. This will raise the seller's chances of making more sales, which in turn likely to increase the amount of sellers who will leave feedback.

A seller should always try to work with the buyer to get negative feedback removed. This may require issuing a refund, sending a replacement item or giving them a complimentary gift certificate. Once the customer's problem is resolved, the seller can ask them to remove the negative feedback.

Working on feedback will not only impact a seller's Feedback Score and Feedback Count, but it will also positively affect their Seller Rating and Order Defect Rate metrics.

***By communicating with customers, sellers can enhance their feedback metrics, and impact their chances of winning the Buy Box.***

# OPTIMIZING YOUR PRICES

Changing the price of a product is the quickest and easiest way to manipulate the Buy Box. As stated, lowering the total price will almost always increase a seller's chance of winning the Buy Box.

**The traditional “quick and dirty” method involves lowering one’s price to undercut the lowest competitor.** If the seller’s customer performance metrics are at least as good as the competition, they are far more likely to win the Buy Box with the low price. While this strategy often produces positive results, it has two major drawbacks.

First, it ensures the minimum possible profits for the product. If, for example, the seller’s customer performance metrics are better than the lowest competitor, this product could be sold at a significantly higher price, and still maintain the same Buy Box share.

More importantly, this technique creates endless price wars, with two or more sellers continuously dropping their prices to outmatch the other. This destroys profit margins and may end with all sellers selling at cost price, just to cover their expenses.

*Having a low percentage of the Buy Box and high profit margins can be better than a high percentage of the Buy Box and low profit margins.*

## FINDING THE SWEET SPOT

When using pricing strategies to win the Buy Box, the seller has to carefully balance two separate quantities – the Buy Box share and the product's profit margin.

Instead of always targeting 100% of the Buy Box at a very low profit margin, **the seller should try to find the optimal pricing point that balances a high profit margin with a healthy Buy Box share.**

For example, if a seller currently has 70% of the Buy Box share with a \$5 profit margin, it might be worth raising the price by a few dollars, even if the Buy Box share goes down to 60%. Finding this optimum point between the Buy Box share and profit margin will lead to the maximum contribution per product and ultimately the highest overall profits.

There are three methods currently used by Amazon sellers to find this pricing sweet spot. These are manual, rule-based and algorithmic repricing:

## MANUAL REPRICING

The simplest repricing method involves manually updating prices for every item in the seller's inventory through the Amazon Seller Central interface or another third-party platform. This gives the highest level of control and visibility to the seller, but also requires the most amount of work, which can be very restrictive for sellers with many products or those who do not have the time to spend manually repricing their entire inventory

Manual repricing is a great option for merchants selling:

- A very small amount of high value items
- Unique or handmade products
- Products with no competition on Amazon
- Products with prices fixed by the manufacturers (MAP)

Using manual repricing can often be a full-time job, with larger sellers hiring teams of people to constantly monitor each product. For that reason, this method is only really used by sellers who fall into the categories mentioned above.

## RULE-BASED REPRICING

Currently the most popular repricing technique, **rule-based repricing looks at the competitors' prices for each product, and then adjusts the seller's price based on a set of predefined rules.** For example, rules can be set to match the lowest price on the market, beat the lowest price by a certain dollar amount, or be in the lowest 20% of all prices.

Rule-based repricing is a great option for:

- Merchants selling books, films and other media
- Merchants who are not Buy Box Eligible
- Drop-shippers
- Merchants selling low-profit items

Rule-based repricing is quicker and easier than manual repricing. It also has the ability to instantly react to competitive price changes as they happen, often in near real time. However, this method suffers some major drawbacks. First of all, the rules themselves can often take a long time to set up. These rules can also become conflicting, and need to be constantly managed to ensure that they deliver the best possible performance in a variety of marketplace situations.

More importantly, rule-based repricers only take into account the competitors' prices, and ignore all other seller metrics. They are therefore forced to disregard the Buy Box share and profit margin, and cannot try to find the maximum potential profit.

## ALGORITHMIC REPRICING

The latest repricing technique available to sellers uses computer algorithms to determine the best possible price based on all known market conditions. This is similar to the technique used by traders to decide what price to set when selling shares on the international stock market.

Unlike rule-based repricing, algorithmic repricing is able to monitor every variable used to determine the Buy Box itself, and sets a price that will give the optimal balance of Buy Box share and profit margin for each individual product.

Algorithmic repricing is a great option for merchants selling:

- On a professional or enterprise level
- Products with high potential profit margins
- Thousands of unique products
- A wide range of different products and product lines

Algorithmic repricing has been proven to deliver the highest rate of return to sellers with the least amount of effort, as the process is usually entirely automated. However, this is also one of the more expensive repricing methods available, and can therefore be prohibitive for smaller merchants or merchants with very low profit margins per product.

# CONCLUSION

As we've shown, the Amazon Buy Box is a complex and multi-faceted system. To the extent that it is complicated, it also gives a lot of control to third-party sellers, who should always try to take full advantage of its incredible potential.

Delivering a first class customer experience gives sellers the ability to raise their prices significantly and still maintain a healthy Buy Box share, guaranteeing the maximum possible profit for each and every sale.

Finding the optimal pricing point for every product is crucial and challenging. Get it almost right and you'll probably win some sales. Get it exactly perfect and you'll watch your overall profits soar.

**Happy selling!**

*Sellers have the ability and potential to continually win the Buy Box. All that is needed is knowledge and effort.*

# THE BUY BOX CHEAT SHEET



**Feedvisor**

Print this out and stick it on your wall!

Metric	Impact On Buy Box	Definition	Best Way To Win Buy Box	For Buy Box Consideration	Time Period That Impacts Metric
Fulfillment Method	Very High	How the seller ships the item	FBA	FBA/ FBM	Current
Landed Price	High	The total price plus shipping	Lower is better		Current
Seller Rating	High	The overall score of customer experience	98% +	Not less than 70%	Last 365 days
Shipping Time	High	Time it takes to ship the item	Up to 2 days	Not more than 14 days	Current
Order Defect Rate	Medium	Negative Feedback Rate + A-to-Z Claim Rate + Chargeback Rate	0%	Not more than 1%	Last 90 days
Feedback Score	Medium	Total of all feedback the seller has received	Higher is better (%)		Last 365 days
On-Time delivery	Medium	Orders that were delivered on time	100%	Not less than 97%	Last 90 days
Late Shipment Rate	Medium	Deliveries that were shipped more than three days after receiving the order	0%	4%	90 days
Tracked Delivery Rate	Medium	Deliveries sent with full tracking information	100%	Not less than 98%	Last 90 days
Customer Response Time	Medium	How long the seller takes to reply to the customer	Up to 12 hours	Not more than 24 hours	Last 90 days
Feedback Count	Medium	The number of customers that have given feedback	Higher is better (%)		Constant
Inventory Depth	Low	How often the seller runs out of stock	Lower is better (%)		Last 90 days
Cancellation Rate	Low	How often sellers cancel an order	0%	Not more than 2.5%	Last 90 days
Refund Rate	Low	How often customers ask for a refund	Lower is better (%)		Last 90 days

# THE AMAZON ACRONYM GLOSSARY

## WHAT DO ALL THESE WORDS MEAN?!

To avoid all possible discomfort when not having a clue what these acronyms stand for, here is the full Amazon glossary:

<b>ASIN</b>	Amazon Standard Identification Number; a unique 10-digit code assigned to each product sold on Amazon. ASINs are the same across all Amazon sites.	<b>GTIN</b>	Global Trade Item Number; the umbrella term used to cover several numbers used to identify every product sold on Amazon. It includes, UPC, ISBN, EAN among others.
<b>BMVD</b>	Books, Music, Video & DVD; a category of items sold on Amazon. Amazon actually began as an online store for BMVD products, and its terms for them still remain slightly different to all other categories.	<b>ISBN</b>	International Standard Book Number; every publicly printed book is assigned one of these (usually) 13-digit numbers. It is located on the packaging and/or back cover of the specific product located above the bar code.
<b>EAN</b>	European Article Number/ International Article Number; a 13-digit code that is given to retail products and can be found either on the outer packaging of a product or the back cover of a book, below the bar code.	<b>MAP</b>	Minimum Advertised Price; a suppliers pricing policy that prevents a seller from advertising prices below a specific amount.
<b>FBA</b>	Fulfilled by Amazon; when Amazon is in control of the seller's entire handling and shipping process. The seller pays a service fee and ships their inventory to an Amazon warehouse. When an order is placed, Amazon employees select, package and ship the item to the buyer..	<b>MSRP</b>	Manufacturer's Suggested Retail Price; the price at which the manufacturer recommends the retailer sell the product. It does not necessarily correspond to the price retailers actually set.
<b>FBM</b>	Fulfilled by Merchant; when the seller is in control of his entire handling and shipping process. Instead of paying a service fee and shipping inventory to Amazon to handle, the seller uses his or her own resources and sends the items directly to the buyer.	<b>SKU</b>	Stock Keeping Unit; this is a number/ letter combination used to identify a billable item in a company's inventory. Companies use SKUs to manage inventory effectively using computerized systems, rather than having to keep track of everything manually.
<b>FNSKU</b>	Fulfillment Network Stock Keeping Unit; this unique identifier is the way that Amazon identifies a product as unique to the seller who has sent it to the Amazon fulfillment center. It is printed on product-level labels.	<b>UPC</b>	Universal Product Code; a 12-digit scannable bar code that is used to track retail items in many countries, including the USA and UK. It is located below the bar code on the packaging of an item or the back cover of a book.

# ABOUT FEEDVISOR

Feedvisor is the world's first fully algorithmic repricing platform, offering e-commerce marketplace sellers a best in class, cloud-based solution to keep their prices competitive and maximise profitability.

Instead of using complicated and often conflicting pricing rules, Feedvisor's technology is a self-learning, constantly improving algorithm that checks the competitive offerings of millions of products every hour, and adjusts prices in real-time based on the seller's business goals.

Founded in 2011, Feedvisor has been tried and tested by hundreds of sellers all over the world, with a purely success-based, pay-as-you-go style fee, and represents the next generation of automated pricing solutions. Visit us at [www.feedvisor.com](http://www.feedvisor.com).

**Need more information?**

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# The ultimate guide to the Amazon Buy Box

*"If there's one reason we have done better than of our peers in the Internet space, it is because we have focused like a laser on customer experience, and that really does matter, I think, in any business. It certainly matters online, where word of mouth is so very, very powerful."*

- Jeff Bezos.



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