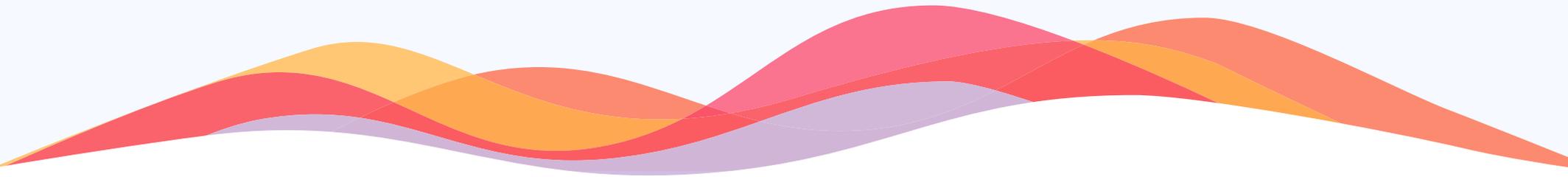


The Ultimate Guide
to Repricing by



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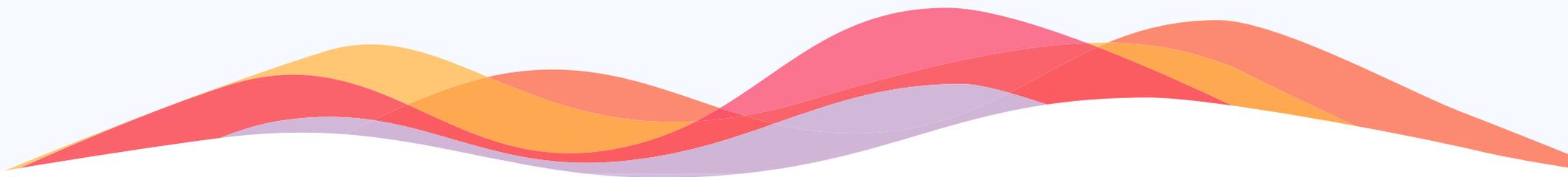
CHAPTER **SEVEN**

The Buy Box checklist



CHAPTER ONE

**What is repricing and
why is it important?**



What is repricing and why is it important?

At its most basic level, repricing refers to an alteration in the price of the products listed on your Amazon site, web store or any other additional marketplaces you sell on.

There are numerous reasons why a seller would want to change the prices of their products including, but not necessarily limited to:



The most influential factor however, is competition. The most intense level of competition in the wider world of retail right now is without a doubt online. It's where all of the major brands and independent sellers are focusing their main efforts.

Just look at Amazon, for example. According to a recent report from Marketplace Pulse (an e-commerce intelligence firm) over three thousand new merchants sign up every day.

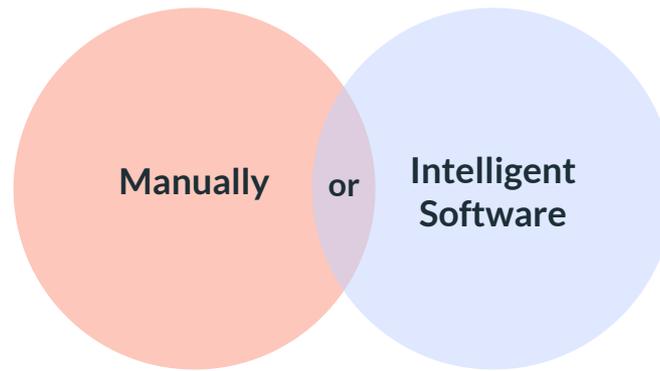
Off the top of your head, how many other online sellers can you think of that offer similar, or the exact same, products as you do?

The ultimate goal of repricing is to make sure you come out on top.

Repricing methods

Fundamentally, there are two ways of repricing.

Either you roll up the sleeves and do it manually or you allow a piece of intelligent software to look after it for you.



The manual method is wholly unsuited to the demands of modern e-commerce. It's impracticable, tiresome and time-consuming. The sheer volume of data entry required also leads to a high rate of human errors. Nobody wants to be the seller who mistakenly lists an item for .99 cents instead of \$99.

If you are a serious online seller, committed to growing your business and increasing turnover, then you need to be automating your repricing.



Allow a piece of intelligent software to look after it for you.

How repricing software benefits you

PRICEWATCH

As a concept, repricing has been around for a long time.

Brick-and-mortar stores have been engaged in price mirroring for as far back as anyone can remember. If there are two stores in a town selling the same goods then both owners are naturally going to keep a keen eye on how much their rival is charging. They can't afford to be more expensive because the consumer only has to stroll down the street to get a better deal.

Now imagine that town is a city, with dozens of options for the consumer. The task of the individual store owner becomes a lot more difficult.

That's the position which the vast majority of online sellers find themselves in. It's not possible to manually monitor how much each of your rivals is charging throughout the day.

Repricing software takes care of this for you. It doesn't sleep. It's a 24/7 tool, always on, always looking out for profitable opportunities.

Make smarter decisions with insights



Spy on your top 10 rivals for the Amazon Buy Box with competitor insights and tracking. Analyze the success for the each SKU, set rules to compete against other merchants and win the Buy Box

SPEED

One of the key ingredients in a successful repricing strategy is speed. Finding an opportunity to increase your profit and/or win the Buy Box (more on that later) is irrelevant if you cannot react quickly enough to take advantage of it.

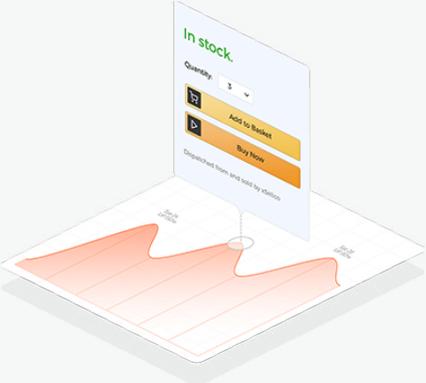
When you have repricing software monitoring your inventory, and the inventory of your rivals, then the necessary changes happen automatically.

The fact is that your rivals more than likely have repricing software themselves. If you've been scratching your head wondering how they always seem to know what your business is doing, then that's probably why.

Operating without an automatic, live repricer is like showing up to a duel without your pistol. There's only ever going to be one outcome!



In the battle of repricing, **timing is everything**. You either react first or you lose. There's no such thing as second place.



Reprice in real time,
sell more

Our Amazon repricer uses Amazon Web Service to ensure you are repricing at the fastest speed possible. The moment one of your competitors reprices or goes out of stock, we react immediately to help you win the Buy Box at the optimal price.

How exactly does repricing software work?

Without delving too deep into the technical side of things, it's important to understand what it is that your repricing tool is doing, and why you simply couldn't do it yourself.

For the purposes of explanation, we'll focus specifically on Amazon.

When you begin using the software, you'll be required to enter your Seller ID. The repricer then pulls in all of the information available about your inventory. This data comes directly from Amazon itself.

The repricer then syncs with all other available marketplace data, including your competitors'.



There are so many elements of a successful online business that can't be automated. No piece of software is going to establish a better relationship with wholesalers or manufacturers. You need to give these matters your full attention. **Save time and automate the rest!**

Whenever a competing price changes, or a rival runs out of stock, that information is automatically received by your repricer.

The software then alters your price accordingly (depending on the overall strategy you've set).

It's a very simple idea, but the potential rewards are phenomenal.

Later in this guide we'll take you through an actual case study of what you can expect from the first few months of using our software.



Increase sales by 145%

Repricer.com customers see an average increase of 145% in Amazon sales in just 30 weeks. Our Amazon repricer replicates your price changes across your other marketplaces, on eBay, Walmart, Shopify and more, so you can remain competitive across all your marketplaces.



Target top competitors

Create rules to target sellers that are competing with you for the Amazon Buy Box. Increase prices when you own the Buy Box by setting rules to target competitors based on seller rating, fulfillment, stock levels, and more.

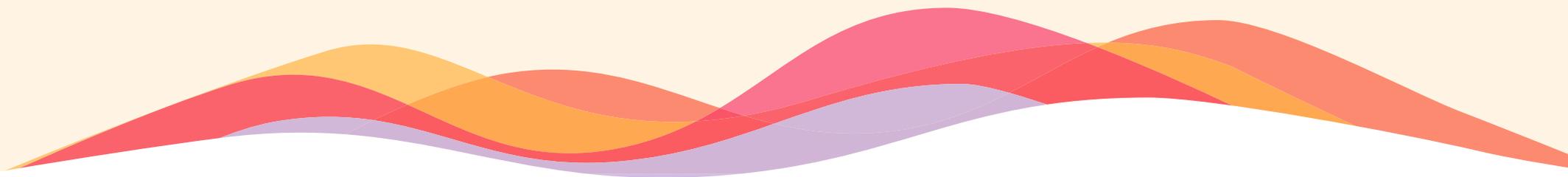


Measure performance

Grow your business by measuring your Amazon reprice data. Monitor which products have high or low chances of winning the Buy Box. View net-margin and track price performance for each product. Adjust your strategy based on data.

CHAPTER TWO

**The must-have features
of a repricing tool**

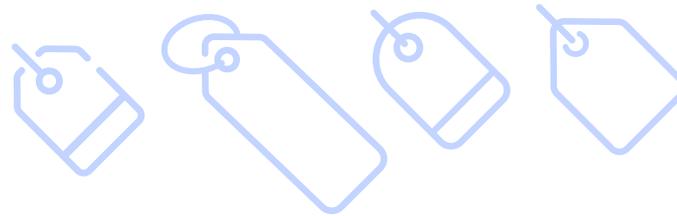


The must-have features of a repricing tool



Would you run a 100-meter sprint with one shoe or enter a bike race with a flat tyre?

Unless you're using the best Amazon repricer, that's what you're doing—giving your competitors an instant advantage.



Not all repricers are born equal. The best ones automate the process while taking full advantage of the seller's knowledge and experience. Here's what an industry-standard repricer should offer.



FBA (Fulfilled By Amazon)

AMAZON REPRICING RULES



1.

FBA AND NON-FBA

Define how much above or below other types of sellers you wish to compete. FBA merchants can compete with other FBA sellers only and ignore non-FBA, or price above them. Using rules, FBA sellers can maximize the profit on each sale by pricing above the self-fulfilled, while still having a strong chance of winning the Buy Box because Amazon favors FBA.

2.

FEEDBACK RATINGS AND PERCENTAGES

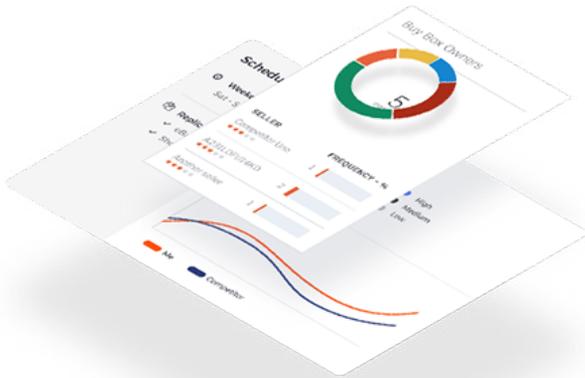
Feedback score is another way to compete. It's easy to find your seller rating and percentage, as well as that of other sellers. Feedback is a key differentiator for buyers in that it's used to compare sellers and make buying decisions. You can choose to compete with sellers in your range and rule out sellers you either can't or don't need to compete with.

3.

DOMESTIC VS FOREIGN

With buyer preferences in mind, an effective Amazon repricing tool can be programmed to overlook overseas sellers and only compete with domestic traders. Choose to price higher than a foreign merchant. Many buyers are more likely to purchase from a domestic seller so it can be worth pricing above international competitors to get that extra margin.

REPRICING



- **Reprice on multiple channels**
Manage pricing on every Amazon marketplace and grow your business internationally.

- **Net-margin repricing**
Make a profit on every sale. Enter your costs, so you will only sell at your target profit margin.

- **Consistent pricing**
Replicate your product pricing across all sales channels, including Amazon, eBay, Magento, Shopify, BigCommerce and more.

- **Scheduler**
Raise your game during quiet periods of the week by scheduling time-specific rules that optimize your repricing strategy.

- **Price up and down**
Price upwards when competitive environment allows.

- **Amazon Buy Box predictor**
Identify products with low probability of winning the Buy Box and take action.

ADVANCED REPRICING RULES



4.

COMPETITOR STOCK LEVEL

This is the option for sellers to compete against people who are in stock or not. Program your Amazon repricer to price above the out-of-stock seller. For example, if your competitors go out of stock you can set a rule that automatically jumps certain products up to the max price so you are guaranteed to win the Buy Box at your highest price.

5.

STOCK AGE

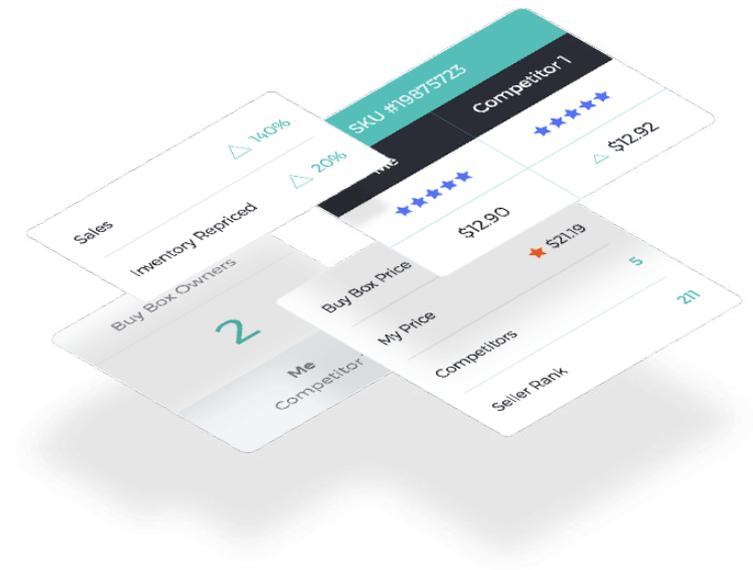
Stock rules also apply to your old stock that's taking up shelf space by encouraging the sale of stagnant inventory. For example, if you've had inventory for 50-plus days, you might want to drop the price of it.

6.

SPECIFIC MERCHANTS

This rule is essential when it comes to beating your competitors —without them knowing! Whether it's because they drive your prices down or jump on your listings, or they're one of the few real competitors in your niche, every seller will have a rival that springs to mind.

KNOW YOUR COMPETITORS' EVERY MOVE



Competitors

Spy on your top rivals in each Amazon marketplace. See the products they are beating you on and quickly take action.

Reporting

Make informed business decisions with all the key trends that drive your sales. See SKUs that are selling fast, their minimum price, stock risks and more.

Buy Box winners

See who is beating you to the Buy Box and take action to increase your sales.

Price movement

Make smart repricing decisions based on the price and sales history of your products, along with the corresponding Buy Box winner for every SKU.

REPRICING STRATEGY



7.

REPRICING SCHEDULER

You won't want every rule to be applied to a product all the time. You may, for example, want to only reprice certain SKUs below a certain level or sell them at a specific time, such as weekdays or over the weekend. Set rules to take advantage of times with both high and low volumes of sales—and even do it while you sleep! Use your analytics to spot peak selling times and make sure your pricing strategy is on point at the right time to maximize your sales potential.

8.

MULTICHANNEL REPRICING

Do you sell on other marketplaces, like eBay? If so, replicate your Amazon prices to your equivalent eBay listings. Choose to replicate them exactly or set them to be a percentage or value above the Amazon price. You decide how this works on a product by product basis. Replicate your Amazon prices on your website for price parity across channels.

9.

NET-MARGIN REPRICING

Net-margin repricing prevents you from selling products at a loss. Every single cost associated with a product can be entered into the repricer and used to automatically calculate the minimum selling price. Net-margin repricing allows you to identify and eliminate unprofitable sales.

FLEXIBLE, TARGETED RULES



Fulfillment method

Win the Buy Box with intelligent repricing rules that compete with FBA and seller-fulfilled merchants differently.

Individual sellers

Get super granular by targeting individual rival sellers with a tailored strategy.

Feedback

Have 5-star seller metrics? Use them to target your rivals by their feedback count and score.

Stock levels

Price up when your rivals run out of stock. Adjust your strategy automatically when your inventory runs low.

When Buy Box winner

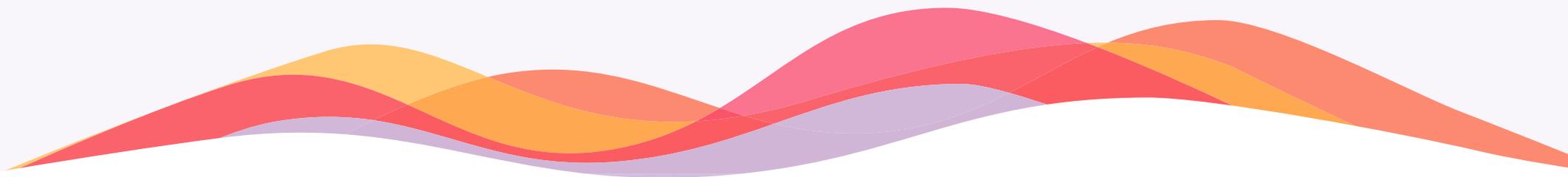
Increase your profits by incrementally raising your price when you own the Buy Box.

Last sale

Slow moving inventory? Speed up your sales by setting rules based on your last sale date.

CHAPTER **THREE**

**Developing and implementing
a repricing strategy**



Developing and implementing a repricing strategy.



Our repricer ensures your products are at the optimum price based on both the competitive environment and the conditions or rules you have set,

WHAT ARE YOUR MAIN GOALS?

In order to get the most out of your repricing tool you need to establish certain parameters.

Your first order of business however, will be to decide what you want your main strategy to be.

Do you want to:

1. Undercut your competitors at all times?
2. Consistently win the Buy Box?
3. Price-mirror your main rival?
4. Capitalise on a rival's low stock?

An industry-standard repricing tool should enable you to do each of these things, though some are obviously mutually exclusive. You can't mirror a competitor's price and beat it at the same time!

HOW TO MAKE COMPETITOR RULES WORK FOR YOU



FBA (Fulfilled By Amazon)

What are competitor rules?

Competitor rules are additional conditions you can set that operate alongside your main strategy, mentioned earlier, overriding it only when it is optimal to do so. They allow you an incredible amount of control over your repricing strategy, guiding you to victory in a multitude of highly specific situations.

Let's run through a common scenario, where a repricer is working to help win you the Buy Box.

For this example, let's say the product you sell is a branded bike lock. Your seller score is 97.

As you know your costs and the minimum margin you want to make, you set a minimum price of \$16.50. You're also aware that if the product is too expensive the customer may buy a different type of lock. So you set a maximum price of \$30.

You can now set up either a basic rule and/or a series of rules to compete with other sellers of this product. For most products, you will have a series of competitors selling the same product.

Let's assume in this case you are an FBA (Fulfilled By Amazon) seller and set the following rule: price below the competition by 10%. This is your main strategic plan.

In order to give yourself greater control over your repricing and to seize upon certain opportunities, you add the following competitive rules:

Competitor Rule 1

Reprice 5% higher than the competition when they are FBM and have seller metrics above 97 (higher than your seller metrics)

Competitor Rule 2

Reprice 5 cents above the competition when they are FBA and have seller metrics lower than 97 (lower than your seller metrics)

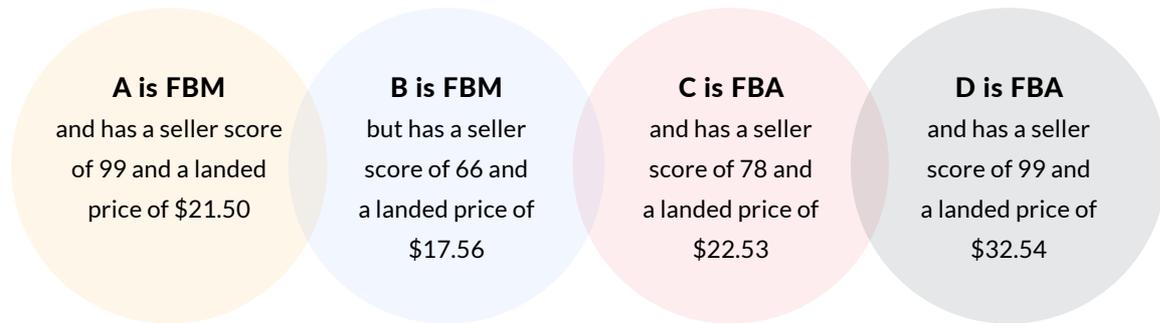
Competitor Rule 3

Reprice 0 cents below the competition when they are FBA and have seller metrics higher than 97 (higher than your seller metrics)



This rule will take effect unless a specific competitor rule is in effect.

A “landed price” means item price plus + shipping price.



HOW OUR REPRICER USES THIS DATA TO SET THE OPTIMAL PRICE.

First, the software will run through every competitor, and for every competitor it will analyze the competitor rules. Once it finds a competitor rule that matches, we will create a “virtual price” against that seller. If we don’t find a competitor rule that matches the competitor, we will use the default rule to create a virtual price.

Now let’s suppose in this scenario you’re up against four other competitors, called A, B, C & D.

Assess Competitor A

The repricer will look at your first competitor rule. In this case competitor A is an FBM with a score of 99. As the criteria of Competitor Rule 1 has been met, the repricer will assign a virtual price of \$21.53 which is five percent more than Competitor A’s price. As we have found a competitor rule that matches competitor A, the repricer will now look at Competitor B.

The repricer will now look at Competitor B

In this case Competitor B is an FBM seller with a score of 66. As the criteria for Competitor Rule 1 has not been met, Price Manager will move on to Competitor Rule 2. As Competitor Rules 2 and 3 are both for FBA sellers, the repricer will move on to your default rule. The repricer assigns a virtual price of \$15.80 which is 10 percent below Competitor B’s price.

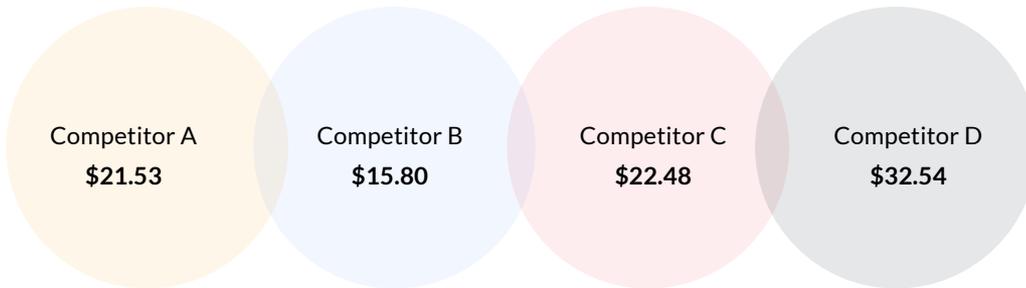
The repricer will then look at Competitor C

Our repricer works through the competitor rule list and matches Competitor C with Competitor Rule 2. In this case the virtual price of \$22.48 is applied (five cent lower than Competitor C’s price)

Finally, the repricer looks at Competitor D

The repricer gets to Competitor D and assigns Competitor Rule 3 against this competitor. A virtual price of \$32.54 is assigned in this case.

At this point we are left with the following virtual prices against the competition:



The repricer will then take the smallest value off this list (\$15.80) and attempt to set this as the new price.

However, since this price is below your minimum threshold, the repricer will change your price to the minimum price of \$16.50. This will give you the greatest chance of winning the Buy Box ahead of your 4 competitors, whilst still achieving an acceptable profit margin.

This process is practically instant and will happen again every time the repricer is notified of a price change on this product.

As an aside, if we had chosen the advanced setting, 'ignore out of bounds sellers', Competitor B would be excluded and the repricer would have assigned the next lowest price, \$21.53, as the virtual price.

NB It's important to note that the repricer will only ever price between the minimum and maximum price you define. If either of these values are undefined we will not price a product. Our repricer has over 30 internal checks for ensuring safe pricing at all times.



If this sounds at all complicated, don't worry! **Our expert support agents are on-hand to advise you and guide you through the process of integrating our software with your business.**

We will provide you with all the knowledge you need to become a repricing master

CHAPTER **FOUR**

Winning the Buy Box

Winning the Buy Box

Buy Box Predictor

70% High

25% Medium

5% Low

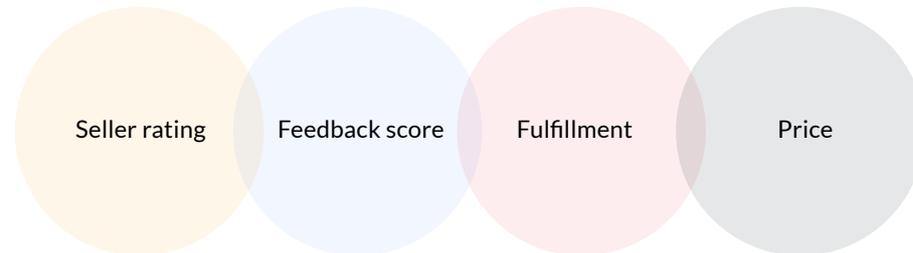


The Buy Box accounts for 82% of all sales on the Amazon marketplace. If you want to increase your profits then getting your products into that lucrative window is a surefire way to do so. Our repricing software can help you do exactly that on a more consistent basis and ensure you sell at as high a margin as possible while you're there.

HOW THE BUY BOX WORKS

The algorithm behind Amazon's Buy Box is a tightly guarded secret. It would be dishonest for anyone outside of that company to claim they have fully cracked the formula. However, we can with some certainty say there are a number of factors which contribute to Buy Box ownership.

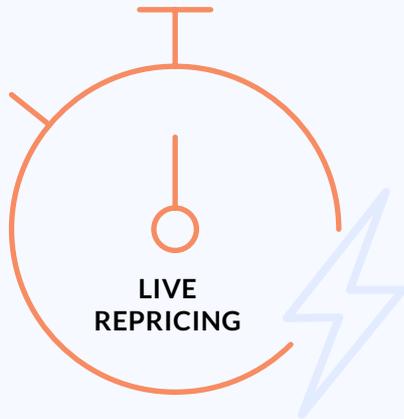
They include:



How price affects your Buy Box potential

Products are placed in the Buy Box because Amazon believes they have the best chance of being sold. Naturally, price plays a crucial role in a consumer's decision to make a purchase or not.

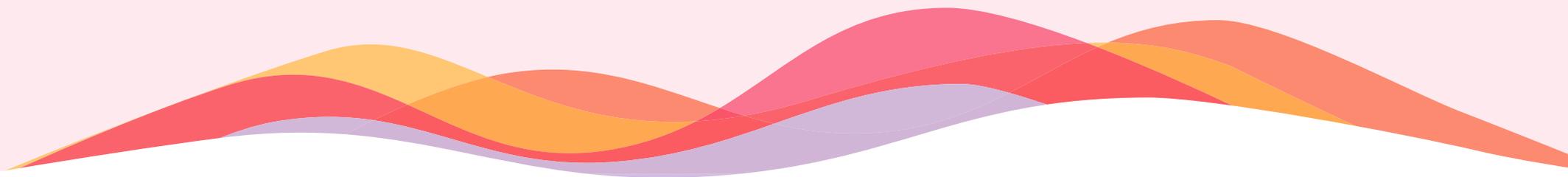
Our algorithmic repricer takes into account all of the core factors (feedback rating, seller score, fulfillment) when determining your price. This is one of the reasons it's an industry leader.



It's important to note the difference between **“timed”** and **“live”** repricing. When a repricer runs on a timed model it does not instantly react to changes in the competitive environment. Instead, it checks for marketplace alterations at regular intervals. It is possible that if using this kind of software you may only hold on to the Buy Box for a matter of seconds before another seller reprices and trumps you. A live repricer, on the other hand, is working around the clock, reacting appropriately in real time.

CHAPTER FIVE

Our repricer case study

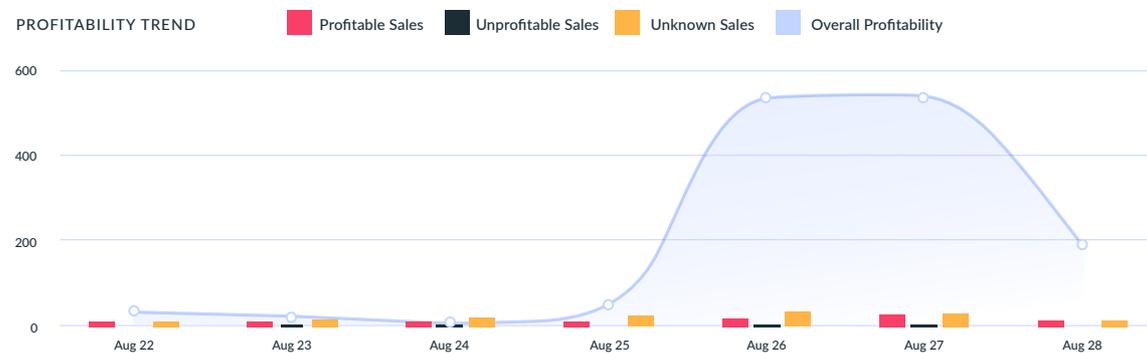


Our repricer case study

We analyzed a sample of 300+ Amazon sellers using our repricer over a 30 week period. We found that they experienced an average increase of 145 percent in weekly sales during this timeframe. Our sellers were able to scale their Amazon sales at a rapid rate in a short period, while also maintaining this increase in sales volume over a sustained period.

The long-term impact of using a repricer is measured against sales generated in the first week of repricing. To preserve the integrity of the analysis, we deliberately did not measure against sales volume prior to using a repricer.

The revenue growth experienced immediately after repricing software is introduced is often considerably higher, so actual growth would in fact be understated in this report.

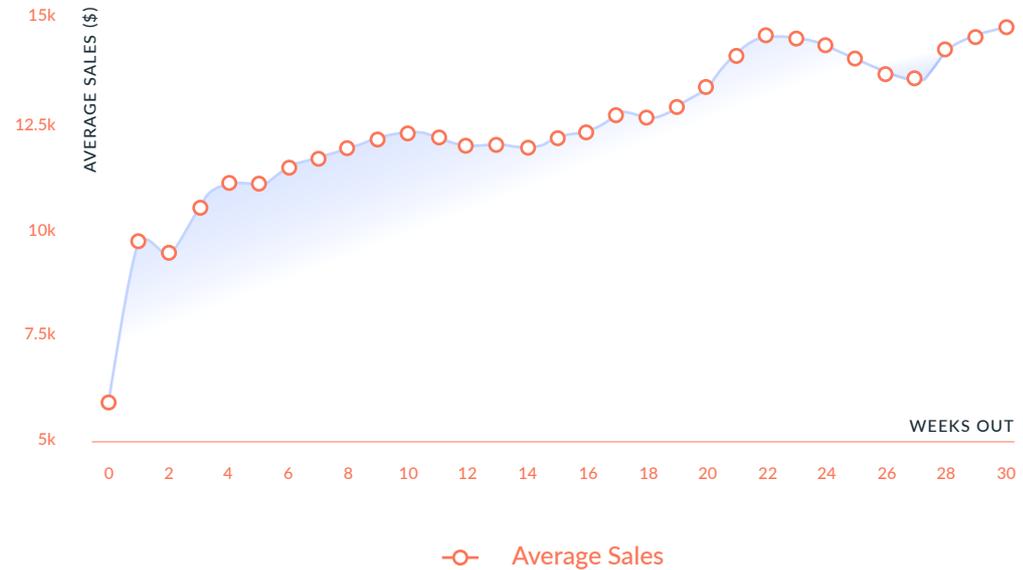


Extra \$200k in Amazon sales

The average weekly sales volume for the sample of Amazon sellers stood at \$5,936 in the first week of using repricing software. The study showed a significant increase of 64 percent in average sales from the first week to the second week of using a repricing tool.

After 30 weeks, the average weekly sales volume rose to over \$14,500, representing a 143 percent increase in just over six months of using our repricing tool.

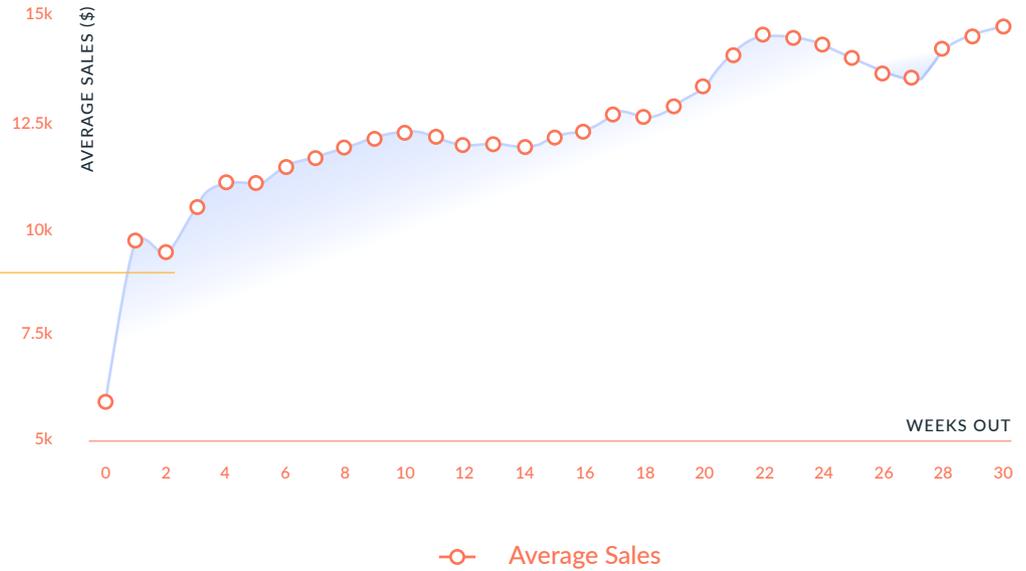
This growth amounts to an average increase in revenue of \$203,000 for each seller over the 30-week period.



143%

increase in just over six months

The small decline in sales volume in week 2 is the result of a short period of repricing inactivity caused by the 14-day trial expiry and a short delay in reactivation of the repricer.



AUTOMATED PRICING - THE FOUR STAGES OF REVENUE GROWTH

Over the course of the 30-week period, we analyzed 4 key stages of revenue growth -

- Immediate Impact
- Accelerated Sales
- Sustained Growth and
- Longevity

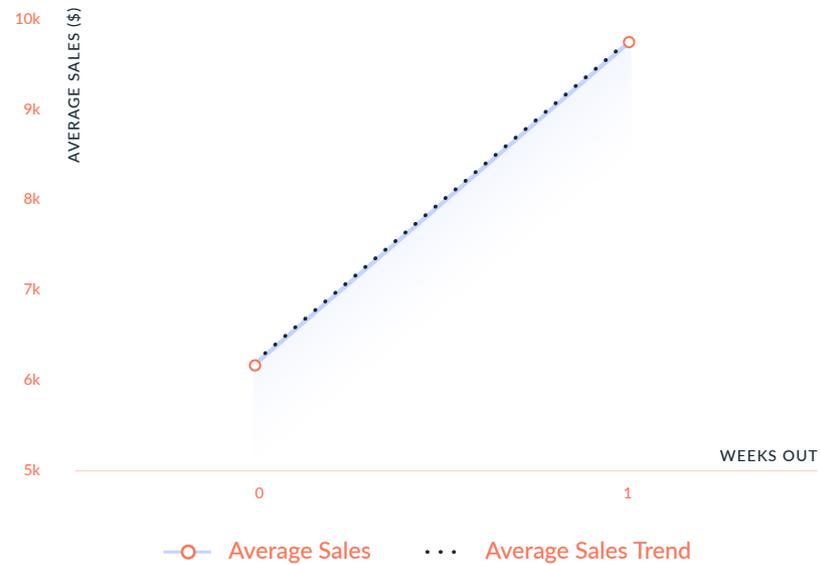
Immediate Impact

WEEK 1

In week one, online sellers will typically start by adding pricing rules to a portion of their SKUs.

After they experience a growth in sales, sellers then usually add rules to more products and optimize pricing strategy across all products.

The majority of sellers in this case study used automated repricing on multiple Amazon marketplaces, including the US, UK, Canada, Japan, Germany, Italy, France and Spain.

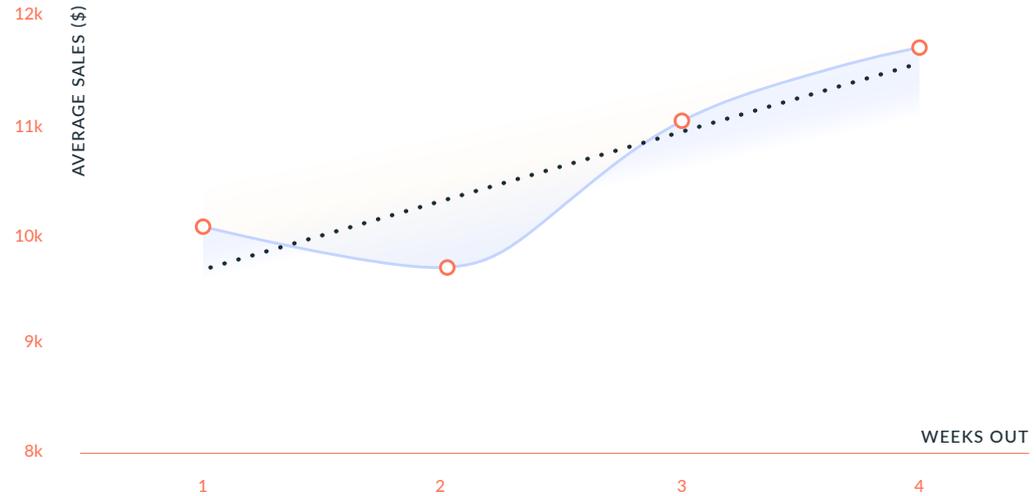


Accelerated Sales

WEEK 2 - 4

In the second week of using our repricer, Amazon sellers experience a rapid increase in sales of 64% as automated pricing optimizes product prices on the hyper-competitive Amazon marketplace.

By week four, this increase in sales reaches 87% in comparison to sales volumes in their first week of using a repricer.



Sellers are now regularly adding new rules, with 58% of these rules focused on fulfillment method. The other 42% of rules were related to:

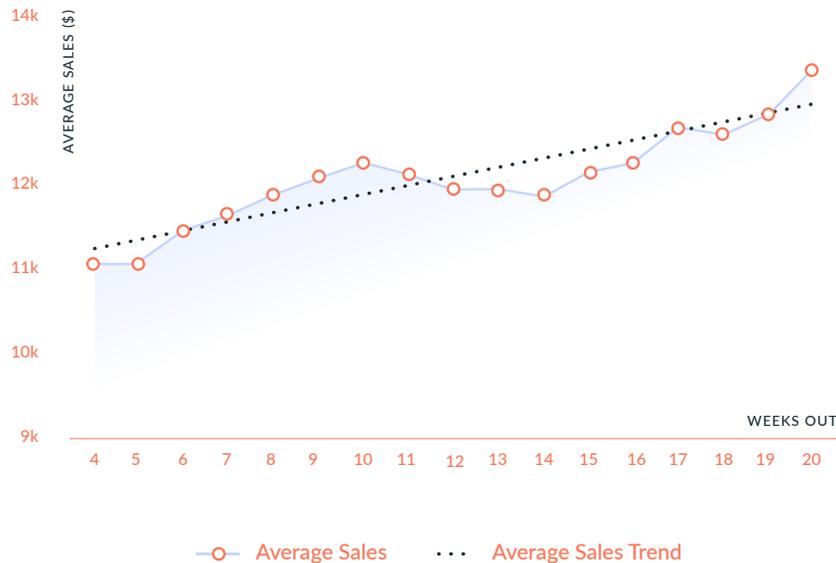


As previously noted, the small decline in sales volume in Week 2 is due to a short period of repricing inactivity during the trial-to customer transition period when the 14-day trial ends.

Sustained Growth

WEEKS 4 - 20

In this period, sellers have developed a refined repricing strategy across the majority of their products on multiple marketplaces.



During this period, sellers start to reap the benefits of our powerful analytics to inform repricing strategy. Some of the high impact features include Buy Box competitor targeting, price movement tracking and sales performance analysis.

Sellers continue to add repricing rules, allowing them to maintain a healthy growth in sales. Repricing strategies become more tailored for each product in this period too.

In comparison to the initial period (Week 1-4), the focus on targeting competitors by fulfillment method reduces. FBA-related scenarios now only account for 39 percent of active repricing rules.

As sellers improve their understanding of the competitive landscape, the development of more targeted repricing rules drives this sustained period of sales growth.

By week 20, sellers see a **143% increase** compared to when they began

Longevity

WEEKS 4 - 20

The data also shows that the impact of repricing isn't just a short-term boost in revenue.

Amazon sellers are able to sustain this new level of sales in the long run. Our repricer has allowed sellers to maintain a significantly higher volume of sales after 30 weeks of automating prices.

Our repricer has allowed sellers to maintain a higher volume of sales after 30 weeks of automating prices.



Sellers have grown their Amazon businesses and now have the capacity to make more sales, identify and sell more products, and become consistent top performers in their niche.

With an average revenue increase per seller of \$203,000 over the 30 weeks of the study, our customers have the capacity to invest more in their business, expand internationally and become major players on multiple Amazon marketplaces.

Automated Pricing - 4 stages of Growth

STAGE 1 Immediate impact	STAGE 2 Accelerated sales	STAGE 3 Sustained growth	STAGE 4 Longevity
<ul style="list-style-type: none"> 64 % sales growth Repricing rules applied to SKUs Popular rule 1: FBA vs FBM Popular rule 2: Free shipping 	<ul style="list-style-type: none"> 87% growth on week 1 Tailoring repricing strategy Other rule use increases: <ul style="list-style-type: none"> Rule 1: Buy Box owner Rule 2: Domestic vs abroad Rule 3: Merchant exclusion 	<ul style="list-style-type: none"> 143 % sales growth on week 1 Informed repricing strategy with powerful features Price movement tracking Competitor analytics and targeting 	<ul style="list-style-type: none"> Extra \$203k per seller Repricing rules on most SKUs Repricing performance analysis Invest in more products with revenue

SOURCE: xsellco.com

CHAPTER **SIX**

**Common repricing myths
debunked**

Common repricing myths debunked

Misinformation is everywhere these days. It's possible you've come across some of the following myths surrounding repricers. Let's take a look at where they've come from and why they are bogus.

MYTH 1: IT'S A RACE TO THE BOTTOM

FACT : Yes, repricers sometimes lower the price of your products. This doesn't mean however, that it's therefore always going to be a downward spiral. You can win sales based on a number of factors. Using repricing rules, you can price both up and down, based on the attributes of your competitors. For example, a seller with a better reputation could price above a seller of lower standing and still win the Buy Box.

Many factors influence who wins the Amazon Buy Box – our repricer allows you to consider all of them. Some of the competitive factors beside price include:



MYTH 2:
**REPRICERS REDUCE PRICES
TO A PENNY**

FACT : Again, not true. With rulesbased repricing, you set the lowest and highest price at which you're willing to sell a particular product.

With advanced repricers, you can use your desired net-margin to set your price range. This ensures you always sell at a price that makes sense for your business.

MYTH 3:
**YOU'VE NO CONTROL
OVER PRICES**

FACT : You set the price range – the repricer only works between those conditions. Repricing rules let the seller decide the price, when to compete and when to exit the fight. Sellers understand their products and competitors better than anyone else. They combine this unique knowledge with the flexibility of rules to set out the best repricing strategy.

MYTH 5:
**AMAZON REPRICING
CAN MEAN SELLING AT A LOSS**

FACT : With rules-based repricing a seller can specify how they wish to compete in a supergranular way. Selling at a loss can be avoided by setting your minimum and maximum price within your preferred margin. You set the rules, you define the margins and you choose the competitive scenarios.

MYTH 4:
**REPRICERS ARE
TOO EXPENSIVE**

FACT : Not all repricers take a cut of your sales. With the right repricer, the benefits far outweigh the costs. The end goal is to achieve a healthy return on investment and make more profit. A good repricer is a solid investment because it creates more opportunities to sell and also lets you control your margins.

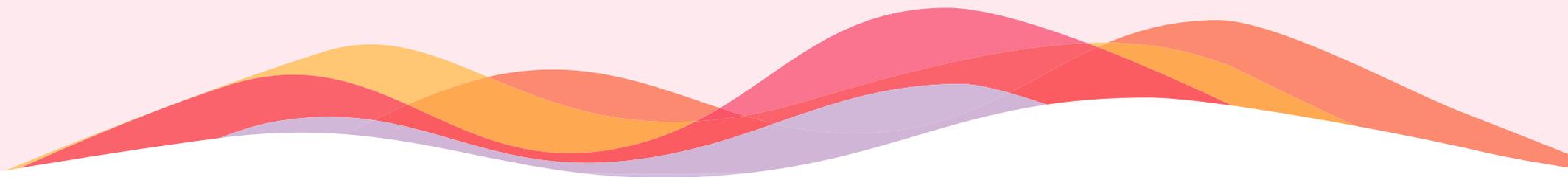
Pricing plans vary. To get started, choose a flexible, short-term plan and measure performance as you go. This limits the cost and means you only pay for the month you're in.

MYTH 6:
**THEY ARE ONLY SUITABLE
FOR BIG SELLERS**

FACT : Repricers are suitable for every type of seller. There are entry level packages for those in slower moving markets with less competition, or advanced repricers with features like net-margin repricing that take account of all costs to ensure a target profit.

CHAPTER SEVEN

The Buy Box
CHECKLIST



The Buy Box Success Checklist



SELLER STATUS

To be in with a chance you must be registered as a professional seller.



PRICING STRATEGY

The Buy Box is not necessarily awarded to the lowest bidder. Price is a huge factor, however. Use an algorithmic repricer to optimize your landing price when compared to competitors and give yourself the best shot at the Buy Box.



FEEDBACK SCORE

A feedback score above 90 % is essential to obtaining the Buy Box.



FULFILLMENT METHOD

FBA sellers have a better chance of winning the Buy Box, but don't be discouraged if you are SFP or a mixture of the two. If Amazon is satisfied that your fulfillment record is up to its high standard you can still win.



ORDER DEFECT RATE (ODR)

Amazon takes into account negative feedback, chargebacks and A-Z claims over both short-term (1-2 months ago) and long-term periods (1-4 months ago) and scores a seller accordingly. If your ODR is 1 percent or higher, your chances of winning the Buy Box are slim.



CONSISTENT STOCK LEVEL

You must maintain sufficient stock levels for top-selling products to meet any potential increase in demand.



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