



THE KEY TO SUCCESS FOR AMAZON RESELLERS: THE BEST PRICE IN THE BUY BOX



100,000 MERCHANDS - ONE BUY BOX:

HOW AMAZON-SELLERS WITH THE REPRICER FROM SELLERLOGIC WIN THE BUY BOX BY THEMSELVES

Various performance factors, such as product availability, customer ratings or low return rates, have a positive influence on winning the cart field. However, even though you don't have control on any of these factors - you do have it on the price. This is where the SellerLogic Amazon-Repricer plays a role. Based on the actual

performance, it first determines the price with which the Amazon seller wins the BuyBox. Once this has been achieved, the price is further optimised. In such a way, you do not acquire the lowest price in the Buy Box,


It is crucial to respond quickly to the market's evolution. The SellerLogic Amazon-Repricer works with an intelligent algorithm based on Big Data analysis, which optimizes the prices depending on the market's situation and the price changes of the competitors.





THE DIFFERENCE BETWEEN SELLERLOGIC AND OTHER CONVENTIONAL REPRICING TOOLS

The main difference between the Amazon-Repricer of SellerLogic and other conventional Amazon Repricers, is that most of them work with optimization rules, and try to generate sales with the lowest possible price. Their motto: "Our product should always be 5 cents cheaper than the cheapest". Getting into the Buy Box through this rigid mechanism is not guaranteed, as there are other decisive performance factors to win it.



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THE CONCEPT

This is why SellerLogic relies on the concept of dynamic price adjustment. The merchant can choose from different levels of automation: from fully automatic optimization of the BuyBox with the highest price, position optimization (e.g. to achieve specific awareness or simply to be present) to sales number-based strategies for manufacturers and private label providers.

To create a manual strategy, SellerLogic provides a multitude of different settings in the Amazon-Repricer. Thus, the retailer has a free hand in the optimization and can also easily display specific scenarios. The SellerLogic customer can set the maximum and minimum price limits statically in the repricer or dynamically calculate them on the basis of the desired margin.

In addition, the push strategy enables the sellers to reduce the price of products that have difficulties to be sold and, at the same time increase prices as demand rises. In the Daily push strategy, they have the option of selling their items based on the purchase behavior.

For example, the seller can increase the value of the price for the items sold by midnight or reset the price to the basic value at a certain time.

FACTS

- Amazon generates huge e-commerce revenues, with growth above 25%.*
- Dealers with identical product ranges must hold their own against the competition by winning the BuyBox as quickly as possible and keeping it as long as possible.
- Amazon does not offer the seller any support or optimisation possibilities for dynamic sales.

CUSTOMER BENEFITS

- SellerLogic Repricer works with a dynamic algorithm that adjusts your prices according to the market situation. This is a decisive advantage over rigid rule optimization.
- Maximum margin by price optimization on the highest price in the BuyBox instead of the cheapest price.
- Say Bye to price dumping
- Unlimited scalability of sales processes and quantities.

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