



HOW TO CHOOSE A REPRICER



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Introduction

With more and more people shopping online, and Amazon being the #1 platform people turn to to shop, repricing software has become an essential part of online sellers eCommerce strategy.

Whether you are switching your repricing solution, or contemplating purchasing a repricing solution for the first time for your Amazon store, it can be a tough and difficult choice. What is important for a repricing solution on Amazon is that it will help you stay competitive, boost your margins and profits and, of course win the Buy Box.

It is crucial though to remember that winning the Buy Box is more than just having a low price. Other factors that weigh in are your competitive landscape, inventory levels, reviews status, customer service, shipping costs and more.

Repricing is not a silver bullet for sellers on Amazon, but nothing is. It's a type of automation that should be assessed and measured, and adopted fully if it provides a positive return on investment.

Even so, with the fierce competition to win the Buy Box, a repricing solution is an essential part of an Amazon sellers' eCommerce strategy.

With many factors to consider on how to choose a repricer, we broke it down for you in ten easy steps.

Average daily sales
on Amazon

**\$410
Million**

Average hourly sales
on Amazon

**\$17
Million**



01

Trial period

Almost all companies that offer a repricing solution provide a trial period.

A trial period is crucial when you are about to invest in your company with a repricing solution, as you will want to make sure that you will get your investment back in sales profit through repricing and Buy Box share.

Give yourself time to really delve deep into the statistics and actionable insights during your trial period. Don't just turn it on and forget about it for two weeks.

02

Price

A repricing solution can seem a high expense for your business, but remember that a repricer is only expensive if it does not make you more money.

Be realistic.

- How much money are you currently generating?
- How much can you afford to spend on third-party software solutions?

If you plan on scaling your business, it is okay to take that into account as well.

Factor into the cost the additional analytics, ease-of-use, and time-saving qualities as well. Less time sifting through data is more time focusing on other parts of your business.

90%

of sales on Amazon come via the

Buy Box

03

SKUs for trial period

Repricing is necessary if you are on a competitive listing, especially as so many of your competitors will be using a repricing solution.

When choosing SKUs for your trial period:

- Make sure you choose items with competition and items that you have in stock.
- Mimic your total inventory as much as possible.
- Follow your business model. For example, if your business model is split into FBA and FBM listings 60/40, make sure you follow that ratio with the sample you put into the trial.

Your inventory model is relevant for making a decision which repricing solution suits best, for example:

- If you are a business selling your own branded items, repricing these items can be tricky.
- If you are consistently selling the same products month after month makes analyzing performance much easier.

04

Compare

Compare with a control group. It is important to set benchmarks, if you can, for products and product types in order to measure success.

Be clear when you set up your repricing solution how you would like to measure success. Will success be based on Buy Box share, profit margin, or revenue? If your focus is solely on revenue or Buy Box share then your method of repricing will likely be different than if you focus on profit.

Compare to similar times of the year. When viewing your results for the repricing solution and comparing to your previous set up, keep in mind outside factors that can affect your P&L. For example, comparing revenue from Toys & Games before and after the holidays will likely give you skewed numbers.

05

Min & Max Prices

If you are looking to replace a repricing solution, you are familiar with establishing appropriate Minimum and Maximum prices. If you haven't used a repricing solution in the past, or if you would like to add new listings, this step is important for the following reasons:

1. Maintaining a minimum profit margin.
2. Reducing the risk of being delisted from Amazon as your price might be too high or too low.

Make sure that you are comfortable selling at both the Minimum and the Maximum price as the repricer might need to implement these prices at different times.

Make sure that the repricing solution offers this option as these price guards protect your margins.



06

Details

During the trial period it is important to pay attention to the small details. A few things to keep your eye on:

- Are there additional features not available in the trial?
- How fast do they reprice?
- In what scenarios are the current repricing settings not optimal?
- How configurable are the settings to help you optimize?
- How does the repricer differentiate from others on the market?
- Is the Customer Support knowledgeable and responsive?

1,761,784
Sellers have products listed for sale

07

Implementation

Check if you need the Repricing solution to be integrated with your current software and programs. Sometimes this can be a bit tricky so check if there is proper customer support available to assist you with the tricky parts.

Another point to check is if the solution is software-based or downloadable. As Amazon is in the cloud it might be more efficient to choose a cloud-based solution too. Also make sure that the repricer works on the platform you are working on (PC / Mac).

08

Opinions of Other Sellers

Read reviews on the web and join Seller Groups on Facebook/LinkedIn/Twitter to see what other sellers are saying about the Repricing solution they are using.

During your trial period ask the provider if they have customers with similar businesses to yours that you can speak with. Do they have Case Studies you can read? These can really ease your worries about switching / finding Repricing solutions.

09

Optimization

Some repricing solutions will simply change the prices, but won't necessarily optimize them. Find a solution whose algorithm will adjust strategy any time a Buy Box variable changes, like inventory levels, prices and company strategy.

An intelligent repricer will also take the number of competitors into account when calculating the right price. If there's no competitor to challenge your Buy Box possession, it will increase your price by a certain percentage to maximize your profits.

> **\$1B**

Items ordered from third-party sellers on Amazon during the holiday season

10

The Game Theory Repricer

Seller Snap uses artificial intelligence to optimize its sellers repricing strategy based on competitors' behavior. Learning from Game Theory logic, Seller Snap developed a cooperative strategy in order to help sellers on Amazon get a share of the Buy Box at the optimal price to increase both sales, profits and margins.

Unlike "The Prisoner's Dilemma", where everybody loses by choosing a non-cooperative strategy, Seller Snap recognizes that pricing on Amazon is a repetitive process. Being as aggressive as you can will erode your profits in the long term. Our AI repricer will apply the optimum strategy for each individual listing to allow your business to maximize profits while retaining a fair share of the Buy Box.



What was good about this product or service overall? They simply get it. I tried higher priced. I tried lower priced. This is what works. Selling on Amazon is a game. They know it. They know how to play the game.

Charles H (via WebRetailer)



In the situations where AI is not optimal, there is the option to reprice rule-based as well. In addition, Seller Snap's analytics and aggregations are crucial to monitoring the listings of its sellers in order for you to make decisions about inventory.

Seller Snap offers diagnostic tools combined with customized Views to allow Amazon sellers to dive deep into their stats and isolate listings that are big sellers, or those that are underperforming.

With guidance from the Seller Snap team, and useful data, such as Sales Rank figures and Returns Data, customers can become proficient at inventory management, Buy Box monitoring, and much more!

Whether you are choosing a Repricing solution for the first time or thinking of replacing your current solution, Seller Snap's support team will help you set up the free 15-day trial and subscription so you can see how the solution works and how it will impact your bottom line.

Seller Snap and Game Theory Repricing are a genuine step forward in Amazon repricing technology, providing a fresh and effective approach to a long-standing problem: how to compete effectively on the Amazon marketplaces without driving prices into the ground.



About Seller Snap

Our innovative repricing solution takes a new approach to determining the optimal price for products sold on Amazon, based on Game Theory and Artificial Intelligence. Seller Snap offers you a fully automated, proprietary AI-powered Game Theory Repricer, guaranteeing the best possible performance no matter how the competition changes.

For more information: www.sellersnap.io

