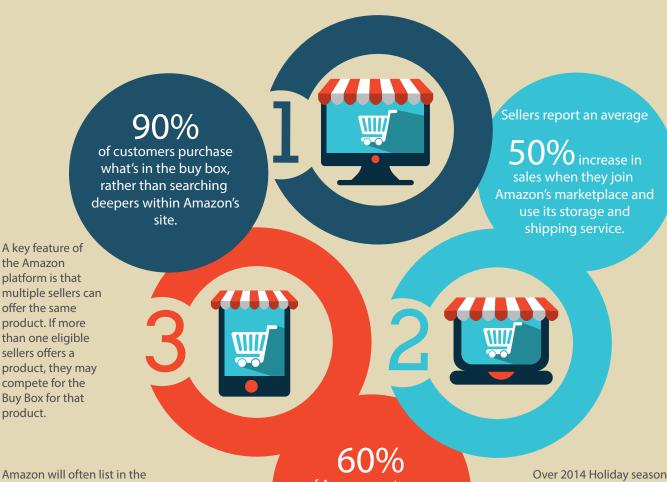
UNDERSTANDING THE HYPE OF THE amazon buy box

"The Buy Box is the box a product detail page where customers can begin the purchasing process by adding items to their shopping carts. For many sellers, Buy Box placement can lead to increased sales" - Amazon

The Buy Box can make all the difference in generating a large number of sales. The Buy Box gets you noticed. It's strategically located so a buyer's eyes are drawn to it. The Buy Box is convenient. The one-click "Add to Cart" button makes purchasing effortless. The Buy Box reinforces trustworthiness because shoppers know it is backed by Amazon.



Amazon will often list in the buy box the cheapest item under a given search, unless the company offers it itself within 1% of the lowest offered price. of Amazon customers shopped using a mobile device over the 2014 Holiday season.

Over 2014 Holiday season, nearly 60% of Amazon customers shopped using a mobile device. It's to your advantage to figure out how to win the Amazon Buy Box featued search result when marketing to mobile shoppers.

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