

# 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.



**FREE eBook: UNDERSTANDING THE AMAZON BUY BOX HYPE**  
Get Your eCommerce Back Office in Order with Freestyle Solutions

Internet Retailer: The rise of mobile makes winning the Amazon Buy Box even more important; January 7, 2015

Wall Street Journal: Competing with Amazon on Amazon; June 27, 2012

Selling at Amazon.com: How the Buy Box Works

**Freestyle**  
solutions  
www.freestylesolutions.com