

How Can You Improve Your
Chances to Win the Buy Box?

How to Win the Amazon Buy Box eBook

Tips to Win the Buy Box



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How to Win the Amazon Buy Box



Winning the highly sought after Amazon Buy Box is the aim of retailers around the world.

This piece of desirable online retail real estate has proven to be an invaluable asset to sellers and a compelling factor in driving increased sales. The Buy Box is reserved solely for sellers who are deemed eligible by Amazon, meeting Amazon's performance-based requirements.

What Makes the Buy Box So Desirable?

Amazon is one of the top 10 retailers in America for consumer purchases. For Amazon sellers, the Buy Box represents the ultimate achievement. It's the coveted space in the marketplace where listings are given the spotlight desired by all other listings for that product. For the seller, it represents:

- 1. Exposure:** As with real-estate, the most sought after property is in the best location. For online retailers, that means getting noticed on Amazon. The Amazon Buy Box is located on a product detail page where customers begin the purchasing process by adding items to their shopping carts. If more than one eligible seller offers a product, they may compete for the Buy Box for that product.
- 2. Endorsement:** Amazon wants to give its customers the best possible shopping experience. So, they require sellers to meet performance-based requirements to be eligible to compete for Buy Box placement. Sellers who achieve Buy Box status are an exclusive set of trusted merchants who know that Buy Box placement can lead to increased sales.
- 3. Ease of Use:** The Buy Box is conveniently located near the highly visible 'Add to Cart' button. Through it, Amazon compares like products to help consumers shop more efficiently on the site. Amazon creates a master product page with listings that have been approved to win the Buy Box.



Here's What Amazon Has to Say*

Amazon.com outlines requirements that sellers must adhere to when considering Buy Box status. Here are some of their requirements and recommendations.

Buy Box Eligible Status

Buy Box eligible sellers must meet performance-based requirements. There is no additional fee for being Buy Box eligible, and sellers must maintain their performance levels in order to retain the status of Buy Box eligible.

Sellers with Buy Box eligible seller status gain placement advantages for their listings on Amazon.com. Their listings are eligible to compete for the Buy Box and listings that do not win the Buy Box are eligible for placement in the More Buying Choices box and Buy Box eligibility. Amazon does not guarantee placement in either of these locations.

Buy Box Eligible Status Qualifications

Amazon evaluates sellers based on specific factors to give customers the best shopping experience. Criteria include:

1. ODR (Order Defect Rate): Order Defect Rate centers around customer service. Negative Customer Feedback hurts you in Amazon's eyes. Amazon's top priority is the customer. Keep track of how well you are taking care of the customer once they've made a purchase.
2. Customer shopping experience: including speed of delivery, shipping options, price, and 24x7 customer service (including through the seller's participation in Fulfillment by Amazon)
3. Time and experience on the Amazon selling platform.
4. Status as a Professional seller.

A seller's Buy Box eligibility to win the Buy Box may change over time based on the seller's performance against the eligibility criteria mentioned above. The criteria are subject to change. Sustained seller performance and low ODR will help achieve and preserve a seller's Buy Box eligible status.

Specific performance metric targets can vary by category and are subject to change. Earning Buy Box eligible status in one category does not automatically qualify a seller for Buy Box eligible status for all categories. Some categories do not offer the benefits of Buy Box eligible status.

Monitoring Buy Box Eligibility

Buy Box eligibility requires meeting very high standards. Excelling in the qualifying criteria is the best way to work toward achieving Buy Box eligible status. If you are not currently Buy Box eligible, you can work toward becoming one by improving your Order Defect Rate and your other seller performance metrics. These metrics can be improved by maintaining high-standards over time, which helps develop customer trust.

Build Customer Trust:

1. List accurately: Carefully title, describe, and categorize items and their conditions to avoid confusion.
2. Ship accurately: Build reliable fulfillment and shipping procedures to avoid customers receiving the wrong item.
3. Ship on time: Ship orders with enough time to meet or beat the estimated delivery date, especially around the holidays. And then confirm shipment to avoid unnecessary cancelled orders. If you are not going to make the estimated delivery date, notify your customer right away, even for issues outside of your control.
4. Communicate with customers: Notify customers when an order is delayed and respond quickly to customers with order updates. The right communication at the right time builds trust between you and the customer.
5. Provide excellent customer service: Provide support for refunds, returns, and exchanges for customer satisfaction.

* Source: Selling at Amazon.com > Buy Box Eligibility Status

How Can You Improve Your Chances to Win the Buy Box?

According to Amazon, the decisions you make for each step of selling on Amazon impact your performance standing, and your performance standing impacts your Buy Box eligibility. Here are ways to improve your chances to win.

1. Achieve Featured Merchant Status

Only sellers with a Featured Merchant status are eligible to win the Buy Box in their category. Featured Merchants must have at least 3-6 months of selling history and/or order history (varies by category). This is based on several factors, most notably the order defect rate. Refund claims and poor feedback factor in. Other factors include how long you have been selling on Amazon, how many sales you have made, how many orders you have cancelled before delivery, how many orders customers have reported as late delivery and what options you give customers for shipping.

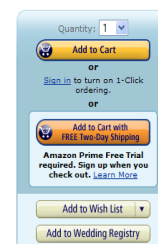
2. Be Known as a Positive Seller

Buyers rate the merchant using Amazon's star rating system from 5 stars (best) to 1 star (worst).

Positive feedback: 5 or 4 stars; Neutral feedback: 3 stars; Negative Feedback: 2 or 1 stars

Amazon calculates a buyer feedback score using the following methodology:

$\text{SUM (positive feedback)} / \text{SUM (all feedback)}$ for feedback left in the last 30, 90, 365 days, and lifetime.



If products are classified correctly, and the buyer receives what they expected and on time, then the seller will have happy buyers. Refunds, claims, and negative feedback work against sellers. Avoid scenarios where mistakes can happen and when they do remember that to Amazon "the customer comes first". To surpass customer-satisfaction metrics for your category by offering excellent shipping options, shipping speed, customer service and more.

3. Maintain Your Available to Sell Levels

Amazon awards the Buy Box to sellers with sufficient stock on hand to meet customer demand. It's important that you consistently monitor stock levels, particularly during busy buying seasons or with special offers. Visibility into your product availability is critical. The last thing you want to do is disappoint a buyer with an 'out of stock' label. Manage inventory across all channels so you can rest assured that the 'available to sell' levels that are synced to each channel are accurate.

4. Manage Fulfillment and Shipping

Consider taking advantage of Amazon's fulfillment service known as Fulfillment by Amazon (FBA). With FBA, Amazon handles your product fulfillment and customer service. This can result in consistency of timely deliveries which could elevate your seller ratings. All FBA inventory is also eligible for the Amazon Prime program which offers buyers shipping and customer service benefits. Some categories require FBA to win the Buy Box. Make the decisions that work best for your business.

5. Competitive Pricing

Lower priced sellers and those that include shipping with the purchase are given an advantage in the Amazon algorithm. Amazon considers the total price of an item, with shipping costs factored in, as opposed to the product price alone. Sellers should take shipping costs into account when applying pricing strategies.

6. Be Patient

It takes time. In most categories you are not eligible for the Buy Box right away. You need to develop your business on Amazon and build a positive reputation before you can qualify for the Buy Box. Your sales history is an important aspect - both number of sales and customer satisfaction on those sales.



Ready to Freestyle?

Our solutions put everything you need in one place.

Freestyle Commerce® enables online retailers to grow faster by expanding their eCommerce presence & automating back office operations to manage critical aspects of their business including integration with Magento, Amazon & more.

Freestyle Solutions is changing the way that the industry thinks about order and inventory management. Freestyle Solutions is dedicated to providing growing multichannel retailers,etailers, catalogers, fulfillment and distribution firms with best-in-class inventory, order, and customer management software solutions that help them increase sales and grow their business.

Freestyle Solutions' products integrate easily with eCommerce platforms to drive efficiency, productivity, insight and growth. Freestyle Solutions' proven on-premise & cloud-based solutions enable small to medium sized retail & fulfillment businesses to grow faster by expanding their eCommerce presence & automating back office operations to manage critical aspects of their business: multichannel order management; inventory visibility & control across multiple channels; drop ship management; rapid, reliable order fulfillment; customer management; integration with Magento, Amazon, Bigcommerce, eBay & more.

The Freestyle Commerce cloud-based solution is tightly integrated with leading third-party eCommerce platforms, including Magento and Amazon, providing users with the smartest order management dashboards for the always up-to-date business insight they need to grow sales.

Over 2,000 multichannel merchants rely on Freestyle Solutions to automate their back office operations and drive business growth. Freestyle's clients engage over a million shoppers daily, generating nearly 10 million in gross merchandise sales every day. For more information, visit www.freestylesolutions.com and follow us on Twitter @freestyleOMS.