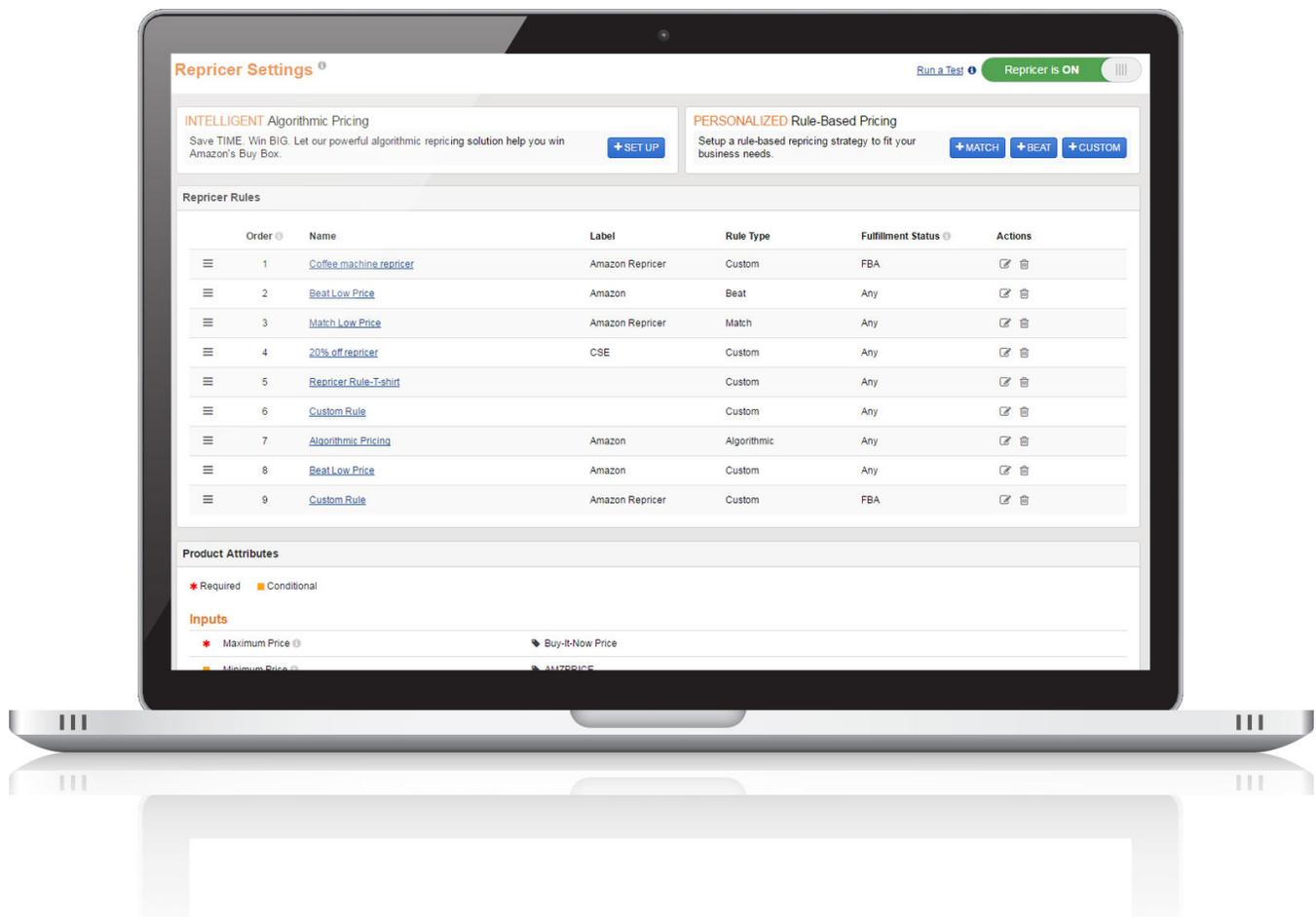


# AMAZON REPRICER: WINNING THE BUY BOX MADE EASY

## Maximize Revenue and Profitability with Algorithmic Repricing

Imagine having a sentinel who watched over your business for you — weekends, nights, holidays. With ChannelAdvisor Repricer, you have exactly that.

Amazon captured more than 51% of all applicable retail growth dollars in the U.S. during Q4 (2015)\* and has shown no signs of slowing down in 2016. To stay competitive, many brands and retailers are leveraging product repricing. Since price is one of the six factors that Amazon takes into consideration when selecting a product for the Buy Box, ChannelAdvisor has enhanced our Repricer to improve your chances of winning this coveted position. Enjoy a competitive advantage over traditional repricing tools and the effect the Repricer can have on your business's bottom line.



### ENHANCED REPRICER OFFERS:

- **Higher Buy Box price.** We leverage our expertise and technology to monitor your Buy Box status and evaluate the quality of your competition to arrive at the highest price possible.
- **Better information.** We use our unique logic to evaluate the competitive landscape so you can determine the most profitable repricing strategies for your products, even allowing individual rules for different product criteria such as product type, brand, age in warehouse, condition, whether it's fulfilled by Amazon and more.
- **Unprecedented frequency control.** Our Repricer allows you to reprice the products that matter the most to you at a higher frequency, maximizing the full capacity allowed by Amazon and ensuring that those items are winning the Buy Box again and again.

- **Easier setup process and enhanced visibility.** We've streamlined and simplified the setup process to speed launch time, and added activation and testing management within the dashboard to provide greater control over your repricing strategy.
- **Predictive capabilities.** We provide a real-time preview into how your repricing rules will compare to other retailers BEFORE you set your strategy, providing immediate feedback on your repricing strategy and leaving little room for errors and uncertainty.

*The results were all very positive ... Usually repricing means lowering prices... so it was a refreshing to see profit increase in such a big way as well.*

– ChannelAdvisor beta customer

## RULE-BASED REPRICER

Our intelligent, rule-based repricer is constantly listening to Amazon to detect any price changes in products you carry. When it senses a change, it looks at the business rules you've created and strategically adjusts your price. That way, you get near-real-time updates rather than waiting for a repricer to cycle through your entire catalog one SKU at a time.

## ALGORITHMIC REPRICER

Sometimes a low price might win the sale, but it comes at a loss for your business. With ChannelAdvisor's Algorithmic Repricer your prices are adjusted automatically to keep you in line with your competitors and enable you to win the buy box at the highest possible price. The repricer compares all prices on the ASINs of your products and, based on the parameters you set, adjusts your prices automatically. Turn it on and let ChannelAdvisor do the work for you - it is just that easy!

## COMPETE PROFITABLY

Additionally, we provide you more visibility into your competitors. The Competition Watch feature shows you where your listing stands in relation to Amazon, the current Buy Box owner and other competitors.

The Repricer Preview tool lets you test out rules and view your position in the battle for the Buy Box. This immediate feedback means that you can see the potential effects of your repricing strategy, leaving little room for errors and uncertainty. When building rules, you can choose to include or exclude the names of specific competitors. In short, you can set pricing goals to maximize your profit while respecting your pricing limits.

Whether you are utilizing ChannelAdvisor's Rule-Based or Algorithmic Repricer, you can be confident that your products are the most competitive on Amazon, greatly improving your chances of capturing the Buy Box.

| SKU        | Title   | ASIN       | Merchant                       | Price   | Shipping | Total   | Featured Merchants | FBA | Ratio | Feedb Count |
|------------|---|------------|--------------------------------|---------|----------|---------|--------------------|-----|-------|-------------|
| LucyCookie | Lucy's Gluten Free Combo Cookie Snack'n Go, 6.3 Ounce | B009AEK9PC | Daybreak Enterprises, Inc.     | \$4.97  | \$0.00   | \$4.97  |                    |     | 4.5   | 5           |
| LucyCookie | Lucy's Gluten Free Combo Cookie Snack'n Go, 6.3 Ounce | B009AEK9PC | Amazon US                      | \$6.98  | \$0.00   | \$6.98  |                    |     | 4.5   | 5           |
| LucyCookie | Lucy's Gluten Free Combo Cookie Snack'n Go, 6.3 Ounce | B009AEK9PC | ShopRunner                     | \$7.01  | \$0.00   | \$7.01  |                    |     | 4.5   | 5           |
| LucyCookie | Lucy's Gluten Free Combo Cookie Snack'n Go, 6.3 Ounce | B009AEK9PC | ChannelAdvisor Dev MWB TEST 24 | \$7.24  | \$0.00   | \$7.24  |                    |     | 4.5   | 5           |
| LucyCookie | Lucy's Gluten Free Combo Cookie Snack'n Go, 6.3 Ounce | B009AEK9PC | Swanson Health Products        | \$4.98  | \$4.99   | \$9.97  |                    |     | 4.5   | 5           |
| LucyCookie | Lucy's Gluten Free Combo Cookie Snack'n Go, 6.3 Ounce | B009AEK9PC | Traders of North America       | \$56.71 | \$5.07   | \$62.78 |                    |     | 4.5   | 5           |

## OPTIMIZE WITH POWERFUL AND FLEXIBLE TOOLS

Our goal is to give you powerful tools to help automate your marketplace performance and meet your business goals — all while keeping your e-commerce activities optimized and running efficiently. To find out more about ChannelAdvisor Marketplaces and how we can help you grow your sales on Amazon, email us at [info@channeladvisor.com](mailto:info@channeladvisor.com) or call 866-264-8594.