

CHANNELADVISOR'S ALGORITHMIC REPRICERS FOR AMAZON, EBAY, WALMART AND JET

Win the Buy Box to Maximize Revenue

Consumers are always looking for a great deal at the lowest price. Many marketplaces place a high consideration into who wins the “buy box” or the top placement on price. With more retailers and brands selling on these marketplaces every day, finding efficient ways to increase visibility to drive sales can be challenging.

Imagine having a proven tool that can help you maximize revenue and profitability — on weekends, nights or holidays. With ChannelAdvisor Repricer, you have exactly that.

ChannelAdvisor offers repricing functionality for three large marketplaces, including Amazon, Jet and Walmart.

ALGORITHMIC REPRICER OFFERS:

- **Win the top spot.** We leverage our expertise and technology to monitor your marketplace Buy Box or Best Offer status, evaluate the quality of your competition and ensure that you land the most coveted screen position.
- **Better information.** We use our unique logic to evaluate the competitive landscape, so you can determine the most profitable repricing strategies for your products.
- **Unprecedented frequency control.** Our repricers allows you to reprice the products that matter the most to you at a higher frequency, maximizing the full capacity allowed by the marketplaces and ensuring that those items are winning the Buy Box or Best Offer spots again and again.
- **Easier setup process and enhanced visibility.** We've streamlined and simplified the setup process to speed launch time, and added additional insights with Competition Watch and Repricer Activity features.
- **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, and we were particularly pleased with the sales increase on SKUs included in the test. Seeing the gross profit go up was also impressive. Usually repricing means lowering prices...so it was a refreshing to see profit increase in such a big way as well.

– Marina Macartney
director of marketplaces
Swiss Watch International

ALGORITHMIC REPRICER FOR AMAZON

Sometimes a low price might win the sale, but it comes at a loss for your business. With ChannelAdvisor's Algorithmic Repricer for Amazon, your prices are adjusted automatically to keep you in line with your Amazon 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's just that easy!

RULE-BASED REPRICER FOR AMAZON

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 FOR EBAY

Like many of the marketplaces, eBay is becoming more competitive everyday — there are tens of millions of sellers, products and listings — making it even more challenging to effectively manage dynamic price changes.

The Algorithmic Repricer for eBay reprices products to help you stay price competitive and get visibility by winning one of the top three placements above the fold. We provides an easy way to configure and manage the repricing functionality, helping you get better placement on eBay, optimize your pricing strategy and increase sales.

ALGORITHMIC REPRICER FOR WALMART AND JET

The ChannelAdvisor Repricers for Walmart and Jet help you win the Best Offer and Buy Box on a listing. Our goal is to win the order every time — provided that you allow us to keep the floor price as low as is needed. We'll continue to revise pricing until we win the order or we reach your floor price at SKU level. It's a simple and easy set up populating just a few fields for your pricing parameters.

ChannelAdvisor's algorithmic pricing technology has one goal: Help you win the Buy Box or Best Offer position. As the competitive landscape of your listing changes, your price will be lowered to maximize your revenue and profitability. This is especially important on marketplaces like Walmart and Jet where we know competition is increasing at a rapid pace and where the vast majority of sales occur in that top position.

Whether you are utilizing ChannelAdvisor's Rule-Based or Algorithmic Repricer across supported marketplaces, you can be confident that your products are competitive.

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 with our repricer tools, email us at info@channeladvisor.com or call 866-264-8594.

Direct Home Supplies used our Amazon Algorithmic Repricer and in one day experienced an increase in gross profits by 46% and was winning 135% more of the Buy Box.

To stay competitive on Jet, we implemented Channel Advisor's Algorithmic Repricer for Jet. Using the Repricer, we've seen a 500% increase in sales. It's been an invaluable tool for us.

– Chief Technology Officer
Vibe Motorsports