

Dynamic Auto Matcher - Criteria & Best Practices

Search Criteria	Definition	Best Practice Notes	Our Recommendation
Initial Match Type	How you want EVP to find matches from Amazon for review	UPC is the most reliable form of matching products on Amazon, while it's not always completely accurate this is why we apply the next level of evaluation in the proceeding settings	UPC
Minimum Offers	This is where you define how many merchants you would like to already be selling the ASIN for you to match	We recommend starting with at least one since this rules out products that are "Unavailable" on Amazon. Products that are "Unavailable" on Amazon are generally underperforming at best, and bad listings at worst	1
Sales Rank Below	This is where you can define a "ceiling" for your sales rank	We recommend only matching to products with less than a 1 million sales rank to start with as this will give you the best potential to drive	1,000,000

		sales velocity on your matched items	
Has Image	This allows you to define if the product you're matching to must have an image	We recommend only matching to products that have an image as products missing images are generally low sales volume and in many cases bad listings	TRUE
Package Quantity	This allows you to define what package quantity (or quantities) you are willing to consider as "valid" matches	We recommend starting with only matching to products that have a package quantity of "1" and then expanding to other package quantities after this initial pass has been done	1
Manufacturer Match	Will only allow products to be matched if the manufacturer on Amazon matches the manufacturer in EVP	This is largely dependant on the quality of your data in EVP but if you have a manufacturer loaded in EVP, we recommend setting this to "TRUE", if not it should be false	TRUE

Map Amazon Manufacturers to EVP Manufacturers	This allows manufacturers on Amazon to be correlated to manufacturers in EVP using Etail's manufacturer mapping interface.	We recommend setting this to True as many times the manufacturers on Amazon do not match directly to what you have in your catalog.	TRUE
Manufacturer Part No Match	Will only allow products to be matched if the mfr part number on Amazon matches the mfr part number in EVP	This is largely dependant on the quality of your data in EVP but if you have a mfr part number loaded in EVP, we recommend setting this to "TRUE", if not it should be false	TRUE
Minimum Price Formula	This allows you to define a formula to be applied so that underpriced products (due to low margin or bad listings) are not considered as matches	We generally recommend validating that a match's price is not below 80% of your item cost	ItemCost*.8
Maximum Price Formula	This allows you to define a formula to be applied so that overpriced products (most commonly due to incorrect pkg quantity entries) are not considered as matches	We generally recommend validating that a match's price is not more than 4 times your cost	ItemCost*4

Maximum Stock	Allows you to define a maximum inventory to be published on	We would recommend that you set this to "10" which	10
---------------	---	--	----
