

# Repricing - Introductory Material

There is no one-size-fits-all answer to this question as the best method to reprice products in the e-commerce space will depend on various factors such as the nature of your products, competition, demand, and other market dynamics. Ultimately, the best method for repricing products in the e-commerce space will depend on your specific business needs and goals. It is important to constantly monitor market conditions and adjust your pricing strategy accordingly to stay competitive and profitable.

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## **Section 1 – Selection Criteria**

The first feature to understand when approaching repricing with EVP is Selection Criteria. Selection Criteria is a logic statement that identifies a group of SKUs. Selection Criteria are utilized to assign items to a price policy when Automatic Repricing is enabled. Learning what Selection Criteria options are available will allow you to identify listings for Price Policy Assignment.

### Pricing Strategy

Filter (all)
Policies

Type Name: Amazon
01 Test Trigger Conversion 0
02 Test Trigger Conversion 0
Amazon Seed Rule 0

Type Name: Sales
01 Test Sales Formulas All Good 0
02 Test Sales Formulas No Floor 0
06 Test Sales Formulas Bad Formula 0
03 Test Sales Formulas No Ceiling 0
07 Test Sales Formulas Tokens Commission 0
14 Test Sales Formulas TableLookup Good 0
10 Test Sales Formulas Tokens ItemWeight 0
04 Test Sales Formulas Floor Above Target 0
09 Test Sales Formulas Tokens ItemCost 0
05 Test Sales Formulas Ceiling Below Target 0
08 Test Sales Formulas Tokens MAP MSRP UPP 0
11 Test Sales Formulas Tokens OverheadCost 0
12 Test Sales Formulas Tokens ShippingCost 0
13 Test Sales Formulas Tokens ShippingPrice 0
15 Test Sales Formulas TableLookup Bad 0
16 Test Sales Formulas TableLookup Cost Good 0
17 Test Sales Formulas TableLookup Cost Bad 0
18 Test Sales Formulas TableLookup Sales Good 0
19 Test Sales Formulas TableLookup Sales Bad 0
20 Test Sales Controller Seek 0
21 Test Sales Controller Hold 0

### Policy Detail

Name Amazon Seed Rule
Type Amazon
Priority 0
Enabled

Settings Selection Advanced

New Test Selection Stop Test

Selection Criteria (a match in any rule will select the item)

Rule 1

Amazon-Amazon (exists) 0

Items

Code

Selection Edit
Save and Close Add Filter

Filters
Channel
Manufacturer
Weight
Dimension
Shipping Policy
Item Property

Selected Items
SKU Title

## Section 2 – Automatic Repricing Configuration

Before configuring a price policy, it is important to understand the configuration required for a SKU to utilize EVP automatic repricing. As mentioned above, selection criteria are utilized to identify and assign items to a price policy. Selection Criteria will only assign SKUs to policies that are enabled; In addition, the SKU must of the “Etail Automatic Pricing Enabled” checked.

**NOTE:** Pricing Policies that are not enabled can be utilized but an item is assigned via a trigger; See Section 5; Enabled simply indicates that selection criteria will be utilized to assign SKUs to the policy.

Etail Multi-Channel Item

Save Merge
Save and Close Close
Check Restrictions
Check Shipping Policy
Change Item Type
New Channel Record
Copy Master Item
Print Label

Item

View by Type View by Channel
Attributes Prices Channel Images Default Visible 10

ACC7074134 (Shopify-ONE)

Status Delete

UOM EA 1.0000
Publication Mode Full
Review State Verified 1/12/2022
Status Existing
Availability Mode Actual
Min Qty Threshold
Fulfillment Method All Prep Time

Trace Sales Availability
Available For Sale Available For Fulfillment Best Availability Last Published
Location Qty Latency Inventory Shipping Overhead Actual Dropship Total
EducatorsCaEDI 16 3 16.49 1.00 17.49

Attributes Add Required
Category Shopify
Product Type Shopify
Variation Settings
Attribute Value
Shopify
Inventory Item Id 42747827355857
Custom
PriceOverride 55
Shopify
Shopify Id 40653361840337
Shopify Product Id 6906347061457
Description
Title SmartTouch™ 3-Hole Punch

Prices (USD) Calculate Price
Price 47.92 MSRP
MAP
Repricing History Sale/Rebate Shipping Additional Charge
Etail Automatic Pricing Enabled
Price Policy (Automatic)
Commission (Automatic)
Shipping Cost
Shipping Price
Calculated Price \$0.00
Last Reprice
Successful Age

### Pricing Strategy

Filter (all)
Policies

Type Name: Amazon
01 Test Trigger Conversion 0
02 Test Trigger Conversion 0
Amazon Seed Rule 0

Type Name: Sales
01 Test Sales Formulas All Good 0
02 Test Sales Formulas No Floor 0
06 Test Sales Formulas Bad Formula 0
03 Test Sales Formulas No Ceiling 0
07 Test Sales Formulas Tokens Commission 0
14 Test Sales Formulas TableLookup Good 0
10 Test Sales Formulas Tokens ItemWeight 0
04 Test Sales Formulas Floor Above Target 0
09 Test Sales Formulas Tokens ItemCost 0

### Policy Detail

Name Amazon Seed Rule
Type Amazon
Priority 0
Enabled

Settings Selection Advanced

New Test Selection Stop Test

Selection Criteria (a match in any rule will select the item)

Rule 1

Amazon-Amazon (exists) 0

Items

Code Title Channel

Section 2A – Price Policy Priority

When multiple price policies are enabled and selection criteria are configured, the policies are handled in ascending order. SKUs are assigned to the first price policy where the selection criteria logic is met. This means if a SKU meets the selection criteria parameter of multiple rules the lowest number priority policy is utilized (i.e. Priority 1 is selected before Priority 2,3,4, etc.). Typically, this means that a higher priority rule has more generic selection criteria and lower priority rules have more specific selection criteria.

Pricing Strategy

Filter (all)

Policies

Name		
Type Name: Amazon		
Seek Down	0	<input type="checkbox"/>
Seek Up	0	<input type="checkbox"/>
Amazon Seed Rule	99	<input checked="" type="checkbox"/>
Amazon MFR X Rule	10	<input checked="" type="checkbox"/>
Amazon Promotional Rule	1	<input checked="" type="checkbox"/>

Policy Detail

Name Amazon Seed Rule

Type Amazon

Priority 99

Enabled

Settings

Selection

Advanced

Channels

Name	Channel Type	Enabled
Amazon	Amazon	<input type="checkbox"/>

Merchants Feedback Minimum

Count 0

Rating 0

☐ Ceiling when FBA Backorder

☐ Featured Only

Update Minutes

Max

Min

☐ Ignore UPP

☐ Use list pricing features

☐ Ignore Price Parity

Section 3 – Pricing Formula

Each Price Policy has three Pricing Formulas. These formulas calculate the floor, ceiling, and target price. The floor is the lowest acceptable price, the ceiling is the highest acceptable price, and the target indicates an ideal/starting price.

Pricing Strategy

Filter (all)

Policies

Name		
Type Name: Amazon		
Seek Down	0	<input type="checkbox"/>
Seek Up	0	<input type="checkbox"/>
Amazon Seed Rule	99	<input checked="" type="checkbox"/>
Amazon MFR X Rule	10	<input checked="" type="checkbox"/>
Amazon Promotional Rule	1	<input checked="" type="checkbox"/>
Type Name: Competitive		
(new)	0	<input type="checkbox"/>
Type Name: Sales		
01 Test Sales Formulas All Good	0	<input type="checkbox"/>
02 Test Sales Formulas No Floor	0	<input type="checkbox"/>
06 Test Sales Formulas Bad Formula	0	<input type="checkbox"/>
03 Test Sales Formulas No Ceiling	0	<input type="checkbox"/>
07 Test Sales Formulas Tokens Commission	0	<input type="checkbox"/>
14 Test Sales Formulas TableLookup Good	0	<input type="checkbox"/>
10 Test Sales Formulas Tokens ItemWeight	0	<input type="checkbox"/>
04 Test Sales Formulas Floor Above Target	0	<input type="checkbox"/>
09 Test Sales Formulas Tokens ItemCost	0	<input type="checkbox"/>
05 Test Sales Formulas Ceiling Below Target	0	<input type="checkbox"/>
08 Test Sales Formulas Tokens MAP MGRP UPP	0	<input type="checkbox"/>
11 Test Sales Formulas Tokens OverheadCost	0	<input type="checkbox"/>
12 Test Sales Formulas Tokens ShippingCost	0	<input type="checkbox"/>
13 Test Sales Formulas Tokens ShippingPrice	0	<input type="checkbox"/>
15 Test Sales Formulas TableLookup Bad	0	<input type="checkbox"/>
16 Test Sales Formulas TableLookup Cost Good	0	<input type="checkbox"/>
17 Test Sales Formulas TableLookup Cost Bad	0	<input type="checkbox"/>
18 Test Sales Formulas TableLookup Sales Good	0	<input type="checkbox"/>
19 Test Sales Formulas TableLookup Sales Bad	0	<input type="checkbox"/>
20 Test Sales Controller Seek	0	<input type="checkbox"/>
21 Test Sales Controller Hold	0	<input type="checkbox"/>
22 Test Sales Controller Custom	0	<input type="checkbox"/>
NoLookupUsedTest	0	<input type="checkbox"/>
LookupPolicyTest	10	<input type="checkbox"/>
LookupPolicyWithoutDimension	15	<input type="checkbox"/>
LookupUsingLookupTableOnly	20	<input type="checkbox"/>

Policy Detail

Name Amazon Seed Rule

Type Amazon

Priority 99

Enabled

Settings

Selection

Advanced

Channels

Name	Channel Type	Enabled
Amazon	Amazon	<input type="checkbox"/>

Merchants Feedback Minimum

Count 0

Rating 0

☐ Ceiling when FBA Backorder

☐ Featured Only

Ignore FBA Never

Minimum Price Position 0

Ignore FBM Never

Controller

Configure

Triggers

Add New Trigger

Type	Summary
------	---------

Price Formulas

Floor	Target	Ceiling
-------	--------	---------

Relative Amount

Competitor Type	Relative Type	Amount
Amazon	Amount	0
FBA	Amount	0
Merchant	Amount	0

NOTE: A SKU can move from one policy to another via a trigger, if the rule the SKU is moved DOES NOT have formulas set, the formula is inherited from the policy it was moved from; See

Section 5 for more details.

## **Section 3B – Pricing Formula Tokens**

Pricing Formula utilizes Tokens to pull SKU-specific price values for this such as cost and shipping cost. This SKU-specific value is then utilized in place of the Token when price calculation occurs.

### **Token Options Include:**

- ItemCost
- ShippingCost
- OverheadCost
- Commission
- AdditionalCharge
- MSRP
- MAP
- UPP

### **Example Price Formula:**

- $(\text{ItemCost} + \text{ShippingCost} + \text{Commission}) / .75$
- $(\text{ItemCost} / .945) + (\text{ShippingCost} / .95) + (\text{Commission} / .9975)$
- $((\text{ItemCost} + \text{OverheadCost} + \text{ShippingCost}) / 0.91) + \text{Commission} + \text{AdditionalCharge}$
- $((\text{ItemCost} + \text{OverheadCost} + \text{ShippingCost}) / 0.7) * 1.5$
- $\text{Math.Truncate}((\text{ItemCost} * 1.47) + (\text{AdditionalCharge}) + (\text{ShippingCost})) + .88$ 
  - Math.Truncate – rounds the cost to the nearest whole value. Utilized to achieve retail pricing (2.88)

## **Section 4 – Pricing Policy Basic Configuration Options**

Pricing Policy configuration options will vary depending on the sales channel. Pricing Policies are grouped into three categories: Amazon, Competitive (Walmart), and Sales (All Other Marketplaces).

Pricing Policies are enabled on a per-channel basis and needed to be supported by that channel (i.e. Amazon price policy will not work for eBay SKUs). Sales-type pricing policies are typically the only ones used across sales channels.

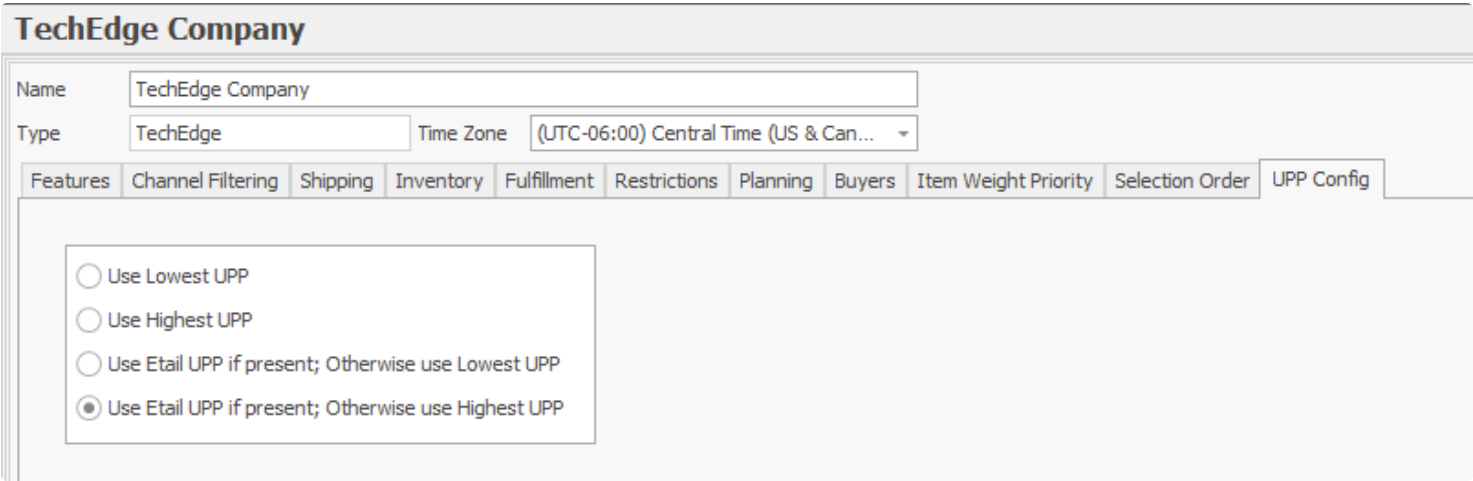
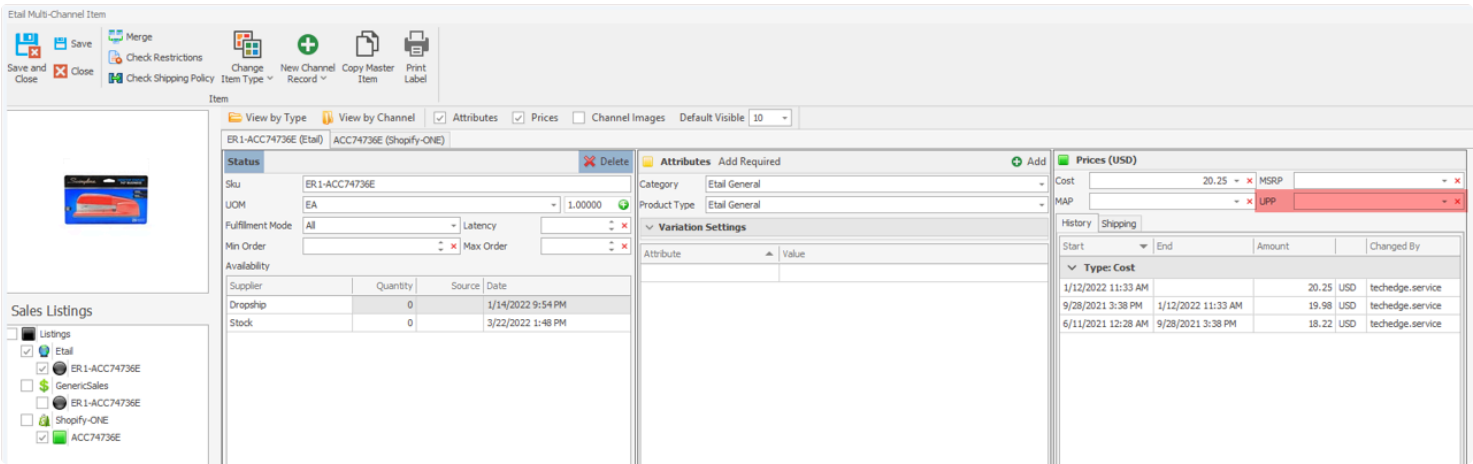
Three configuration options available to all price policy types are: Ignore UPP, Use kit pricing features, and Ignore Price Parity. The next three sections will cover the basic concepts related to

these configuration options.

Section 4A – UPP Handling

UPP stands for a Unilateral Pricing Policy; It is utilized by brands and manufacturers to maintain a minimum retail price for their products. For Each Channel Record, there is an option to store a UPP. EVP will consider stored UPP values when repricing an SKU and ensure a floor price is never calculated below this value. If a UPP value is present on a sales channel record this will override all other UPPs. If multiple UPPs are present on Etail and/or Supplier Records then the system UPP configuration will be utilized to determine which UPP value to utilize.

If a SKU is priced in a policy with the “Ignore UPP” checked then the UPP is ignored and a price below this value can be calculated.



Section 4C – Price Parity

Price Parity is an EVP Sales Channel Setting that allows you to have one Sales Channel copy the price of another (and adjust by a factor/amount if desired). The typical use case is to allow a marketplace channel to drive pricing on a non-marketplace channel. For example, a SKU on Amazon will have multiple price changes daily due to multiple sellers on a single ASIN but the corresponding eBay listing would not update unless there was a cost change. By using price

parity, the eBay SKU can follow price changes occurring on Amazon (which is driven by marketplace competition).

When an SKU is priced within a pricing policy that has the “Ignore Price Parity” checked – then the Sales Channel Price Parity settings will be ignored.

NOTE: A successful reprice event is needed for the price party to apply. Meaning there must be a price policy for the channel even if it is utilizing price parity.

The screenshot displays the 'Channel: eBay' configuration window. The 'Sales Channel' tab is selected, and a red arrow points to the 'Price Parity' section. The 'Price Parity' section includes the following settings:

- Mode:** None
- Channel:** [Edit Value is null]
- Factor:** [Dropdown menu]
- Delta:** [Dropdown menu]
- ☐ Limit Parity to Listings with Published Quantity
- ☐ Limit Parity to FBA Listings with Quantity

Other visible sections include:

- Availability:** Includes checkboxes for 'Require Shipping Cost' and 'Require Inventory Cost', and a 'Publish Quantity Mode' dropdown set to 'TotalAtBestCost'.
- Commission:** Includes fields for 'Default Commission', 'Commission Percent', 'Commission Minimum', and 'Commission Per Order'.
- Fulfillment Requirements:** Includes checkboxes for 'Allow Partial Fill' and 'Allow Partial Line'.
- URL Configuration:** Includes fields for 'Open Order URL' and 'Open Item URL'.
- Custom Assign Price Policy Rules:** Includes an 'Enabled' checkbox and fields for 'Assembly' and 'Class'.
- Custom Shipping Policy Assignment Rules:** Includes an 'Enabled' checkbox and fields for 'Assembly' and 'Class'.

## Section 5 – Minimum Required Data for Repricing

The minimum data required to reprice an item is Inventory (i.e., a QTY is loaded to a valid location) and DIM data (i.e. Weight or LxWxH; LxWXH is ideal so DIM weight can be calculated).

The expectation of this rule is items with UPP. A background job can be put in place to ensure items (without available/inventory) do not have a price below UPP.

## Section 6 – Controllers and Triggers

Each Price Policy has the option to utilize Controllers and Triggers. In simple terms, a Controller is a behavior and a Trigger is an event.

Controllers control the behavior of a SKUs price will in a price policy with a configured controller. The two primary options available are Hold and Seek. Hold is utilized to Hold a SKU at a price while it is within a policy. Seek is utilized to adjust the price up or down by a fixed amount/percent every set interval (Example: Move the Price down by \$0.05 every hour).

A Trigger is a response to an event. When a specific event occurs, the SKU is triggered to take an action. The action is always to move the SKU to a different price policy.

Pricing Strategy

Filter (all)

Policies

Name		
Type Name: Amazon		
Seek Down	0	<input type="checkbox"/>
Seek Up	0	<input type="checkbox"/>
Amazon Seed Rule	0	<input checked="" type="checkbox"/>
Amazon MFR X Rule	0	<input checked="" type="checkbox"/>
Amazon Promotional Rule	0	<input checked="" type="checkbox"/>
Type Name: Competitive		
Type Name: Sales		
01 Test Sales Formulas All Good	0	<input type="checkbox"/>
02 Test Sales Formulas No Floor	0	<input type="checkbox"/>
06 Test Sales Formulas Bad Formula	0	<input type="checkbox"/>
03 Test Sales Formulas No Ceiling	0	<input type="checkbox"/>
07 Test Sales Formulas Tokens Commission	0	<input type="checkbox"/>
14 Test Sales Formulas Table.lookup Good	0	<input type="checkbox"/>
10 Test Sales Formulas Tokens ItemWeight	0	<input type="checkbox"/>
04 Test Sales Formulas Floor Above Target	0	<input type="checkbox"/>
09 Test Sales Formulas Tokens ItemCost	0	<input type="checkbox"/>
05 Test Sales Formulas Ceiling Below Target	0	<input type="checkbox"/>
08 Test Sales Formulas Tokens MAP MSRP UPP	0	<input type="checkbox"/>
11 Test Sales Formulas Tokens OverheadCost	0	<input type="checkbox"/>
12 Test Sales Formulas Tokens ShippingCost	0	<input type="checkbox"/>
13 Test Sales Formulas Tokens ShippingPrice	0	<input type="checkbox"/>
15 Test Sales Formulas Table.lookup Bad	0	<input type="checkbox"/>
16 Test Sales Formulas Table.lookup Cost Good	0	<input type="checkbox"/>
17 Test Sales Formulas Table.lookup Cost Bad	0	<input type="checkbox"/>
18 Test Sales Formulas Table.lookup Sales Good	0	<input type="checkbox"/>
19 Test Sales Formulas Table.lookup Sales Bad	0	<input type="checkbox"/>
20 Test Sales Controller Seek	0	<input type="checkbox"/>
21 Test Sales Controller Hold	0	<input type="checkbox"/>
22 Test Sales Controller Custom	0	<input type="checkbox"/>
NoLookupUsedTest	0	<input checked="" type="checkbox"/>
LookupPolicyTest	10	<input type="checkbox"/>
LookupPolicyWithoutDimension	15	<input type="checkbox"/>
LookupUsingLookupTableOnly	20	<input type="checkbox"/>
LookupUsingTable.lookupBySalesChannel	25	<input type="checkbox"/>

Policy Detail

Name NoLookupUsedTestType SalesPriority 0Enabled

SettingsSelectionAdvanced

Channels

Name	Channel Type	Enabled
GenericSales	Sales	<input checked="" type="checkbox"/>
Etal	Etal	<input type="checkbox"/>
Amazon	Amazon	<input type="checkbox"/>
Shopify-QNE	Shopify	<input type="checkbox"/>
eBay	eBay	<input type="checkbox"/>
QA NEW SHOPIFY TEST	Shopify	<input type="checkbox"/>
Overstock	Sales	<input type="checkbox"/>
QA SHOPIFY TEST 8308	Shopify	<input type="checkbox"/>

Update Minutes

Max

Min

☐ Ignore UPP

☐ Use kit pricing features

☐ Ignore Price Parity

Controller

Price Formulas

Floor Price Formula

Target Price Formula

Ceiling Price Formula

Available Tokens: AdditionalCharge, Commission, ItemCost, ItemWeight, MAP, MSRP, OverheadCost, ShippingCost, ShippingPrice, UPP

Triggers

Add New Trigger

Type	Summary
------	---------

User: James Davies (Davies) / System Administrator

Controller Configuration – Seek

- Adjustment Type – This controls where the Adjustment Amount is treated as a number or a percent.
- Adjustment Amount – This controls the increments the SKU price is adjusted at. (NOTE – Negative Number needed to Seek Down)
- Price Base – XXXX
- Period Unit – This controls the time measurement at which the price is adjusted.
- Period – This controls how frequently the time measurement is applied.

Controller

Seek

Adjust starting price every 3 hours by -0.05

Seek Settings

OKCancel

Price Adjust

Adjustment Type Amount

Adjustment Amount -0.0500

Price Base LastCalculation

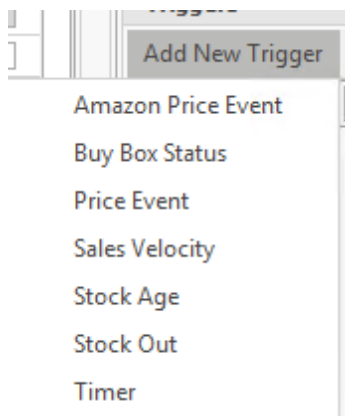
Period

Period Unit Hour

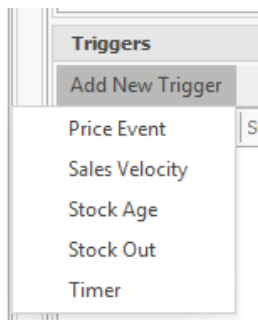
Period 3

Cycling

☐ Load New Data On Cycle



## Amazon Trigger Options



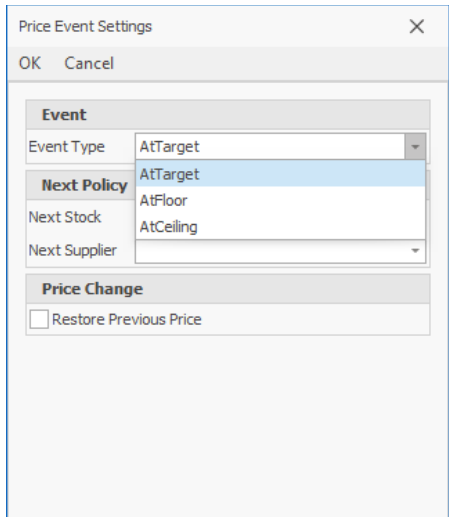
## Other Marketplace Trigger Options

### Trigger Options

- Price Event
  - When the price event occurs, the SKU will be moved to a new price policy.
    - Restore Previous Price - XXX
- Sales Velocity
  - This trigger assesses the rate of sale of a SKU (Sales Velocity). If the SKU falls below or above threshold ranges, the item is moved to a new rule.
- Stock Age
  - This trigger assesses the stock age of a SKU (FBM = EVP Stock Age; FBA = Amazon Stock Age) and a low sales velocity threshold. If the conditions are met the SKU is moved to a new rule.
- Stock Out
  - This trigger will move a SKU to a new price policy if a Out of Stock event occurs.
- Timer
  - This trigger will move a SKU to a new price policy once the configured time has elapsed.
- Amazon Price Events Settings



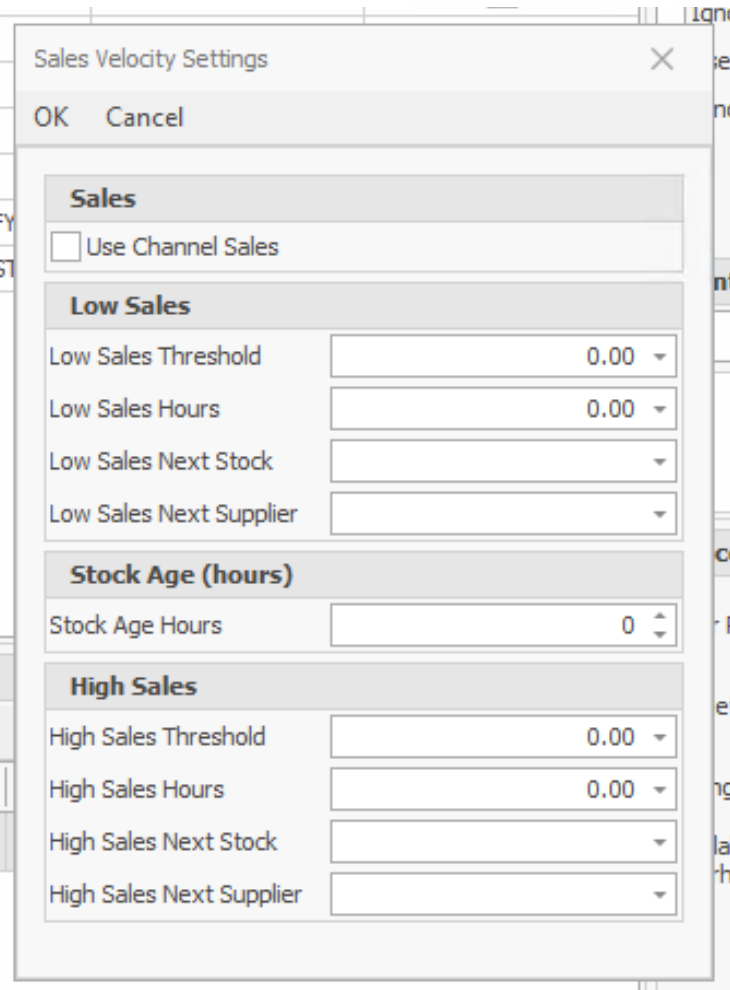
- When the Amazon Price Event occurs (WinBuyBox or LoseBuyBox) the item is moved to a new policy.
- Buy Box Status Settings
  - This trigger will assess if the SKU is in the Amazon Buy Box or not and then move the SKU to a new rule of the condition is met.
  - Delay – utilize this configuration to delay the check on Buy Box Status till the SKU has been the rule for the allotted period of time.



The image shows a 'Price Event Settings' dialog box with a close button (X) in the top right corner. Below the title bar are 'OK' and 'Cancel' buttons. The main content area is divided into several sections:

- Event**: Contains an 'Event Type' dropdown menu set to 'AtTarget'.
- Next Policy**: A dropdown menu with 'AtTarget' selected, and a list of other options: 'AtFloor' and 'AtCeiling'.
- Next Stock**: A dropdown menu set to 'AtCeiling'.
- Next Supplier**: A dropdown menu.
- Price Change**: A section containing a checkbox labeled 'Restore Previous Price', which is currently unchecked.

Price Event Trigger



The image shows a 'Sales Velocity Settings' dialog box with a close button (X) in the top right corner. Below the title bar are 'OK' and 'Cancel' buttons. The main content area is divided into several sections:

- Sales**: A section containing a checkbox labeled 'Use Channel Sales', which is currently unchecked.
- Low Sales**: A section containing four fields: 'Low Sales Threshold' (0.00), 'Low Sales Hours' (0.00), 'Low Sales Next Stock' (dropdown), and 'Low Sales Next Supplier' (dropdown).
- Stock Age (hours)**: A section containing a field 'Stock Age Hours' (0).
- High Sales**: A section containing four fields: 'High Sales Threshold' (0.00), 'High Sales Hours' (0.00), 'High Sales Next Stock' (dropdown), and 'High Sales Next Supplier' (dropdown).

Sales Velocity Trigger

Stock Age Settings

✕

OK

Cancel

Stock

Stock Age

0.

▼

Stock Age Next

▼

Low Sales

Low Sales Threshold

0.00

▼

Low Sales Hours

0.00

▼

Stock Age Trigger

Stock Out Settings

✕

OK

Cancel

Stock

Out Of Stock Next

▼

Out of Stock Trigger

Amazon Price Event Settings

OK Cancel

Event

Event TypeWinBuyBox

Next PolicyWinBuyBox

Next StockLoseBuyBox

Next SupplierSeek Up

Amazon Price Event Trigger

Buy Box Status Settings

OK Cancel

Delay

Delay UnitMinute

Delay0

Status

Buy Box OwnerSelf

Compare

Buy Box CompareEqual

Next Policy

Next Stock

Next Supplier

Buy Box Status Trigger



Timer Trigger

## Section 6A – Trigger & Controller Examples

- FBA Stock Age
- Amazon Hold Buy Box Loop
- Standard Seek Loop

## Section 7 – Look-Up Tables

The Look-Up Table is a means to determine a **factor** within cost ranges based on a fulfillment source. In most cases, this factor is used as Margin.

### Section 7A – The Problem Look-Up Table Solves

A historically used pricing rule would look something like this:

$((\text{OverheadCost} + \text{ItemCost} + \text{ShippingCost}) / \mathbf{0.9}) + \text{Commission}$

The **Margin-Factor** is 0.9 for this formula. It is a fixed value and cannot be dynamically adjusted.

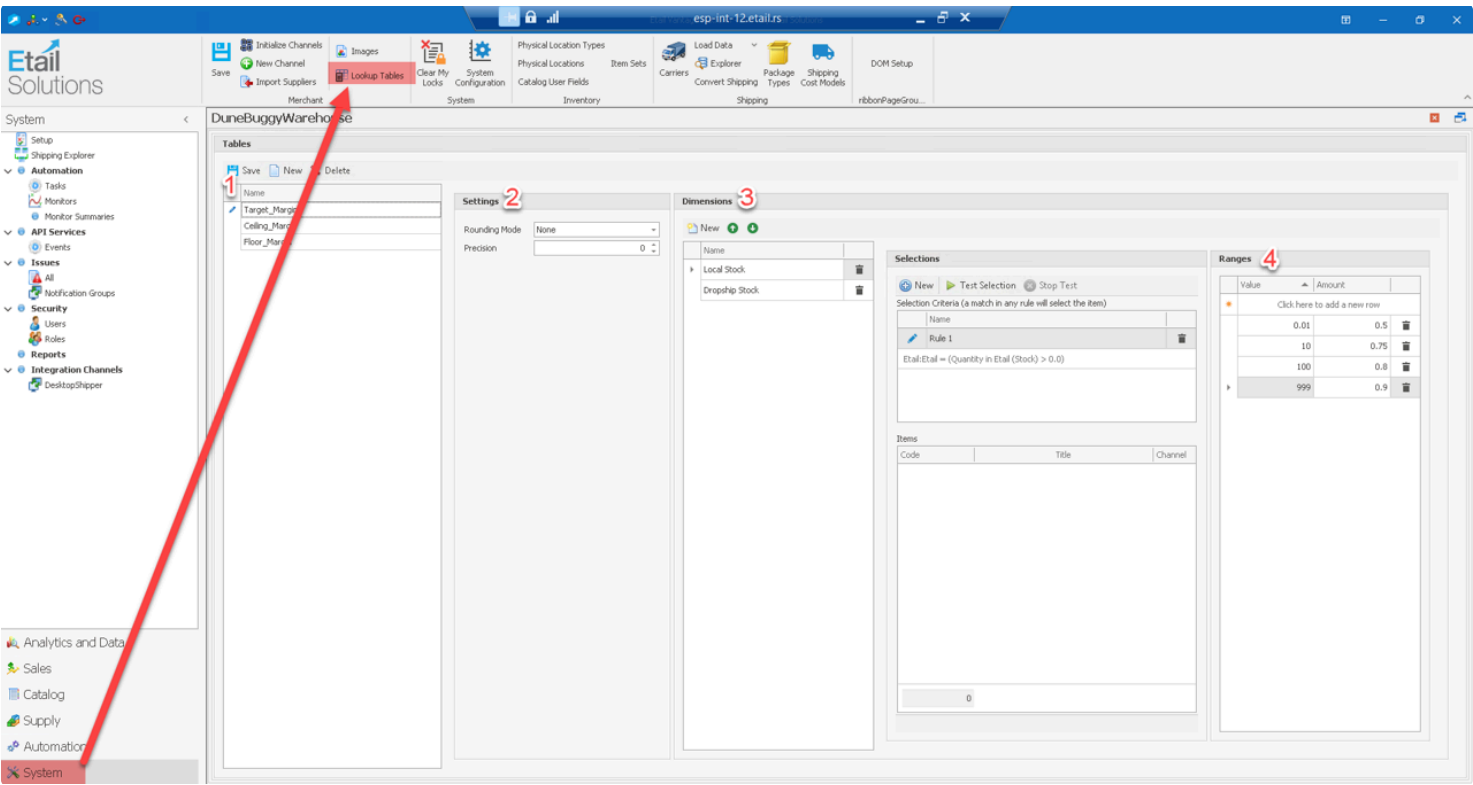
The limitation is then if the Fulfillment source and/or cost impacted the Margin-Factor, then separate rules (and formulas) would need to be created. This led to the following configurations in EVP systems.

zzFBM <1.01 (Amazon)	98	<input type="checkbox"/>
zzFBM 1.01-2 (Amazon)	98	<input type="checkbox"/>
zzFBM 2.01-4 (Amazon)	98	<input type="checkbox"/>
zzFBM 4.01-6 (Amazon)	98	<input type="checkbox"/>
zzFBM 6.01-10 (Amazon)	98	<input type="checkbox"/>
zzFBM 10.01-15 (Amazon)	98	<input type="checkbox"/>
zzFBM 15.01-25 (Amazon)	98	<input type="checkbox"/>
zzFBM 25.01-40 (Amazon)	98	<input type="checkbox"/>
zzFBM 40.01-60 (Amazon)	98	<input type="checkbox"/>
zzFBM 60.01-100 (Amazon)	98	<input type="checkbox"/>

Notice how each cost range required a separate rule and specific suppliers required their own rule as well. The driver for this stratification is that cost and supplier impacted the Margin-Factor.

With the usage of look-up tables, the policies above could be condensed into one Pricing Policy!

Section 7B – Look-Up Table UI



Lookup Table UI

The Look-Up Table feature is located on the top ribbon of the System module.

The order of operation in the Look-Up Table workflow goes as follows:

Table → Dimensions → Ranges → Amount

Meaning the process starts on a specific table (1), the table has dimensions (3), and each dimension then looks at ranges to determine an amount (4).

Each table has its own set of Dimensions. Dimensions utilize selection criteria to identify groups of SKUs. Groups of SKUs identified within a Dimension look at the Value (cost) of the SKU and return an Amount (margin) to the pricing formula.

#### 1. Tables

- a. This area of the screen shows the table set up in the system.
- b. Select the New Button to create a new table.
- c. Keep in mind Table Names are referenced in the pricing formula (explain below).

#### 2. Settings

- a. Rounding Mode – XXX
- b. Precision - XXX

#### 3. Dimensions

- a. Dimensions = Selection Criteria
- b. Dimensions are table specific.

#### 4. Ranges

- a. The Values column is the cost range of an item
- b. The Amount is the Margin-Factor returned to the price formula

### Section 7C – Look-Up Table Usage in Repricing Formula

This section will break down a basic use case of the Look-Up Table feature within a Pricing Policy.

The formatting of the Price Formula:

$((\text{ItemCost} + \text{ShippingCost} + \text{OverheadCost}) / \text{TableLookupByCostChannel}(\text{"Margin\_Floor"}, \text{ItemCost})) + \text{Commission}$

The Look-Up Table referenced (“Margin\_Floor”) is then utilized to determine the Margin-Factor.

When an item applies this formula to define the floor it will take Total-Costs divided by the Margin-Factor being returned by the look-up table then add commission. The **Margin-Factor** returned will be dynamically adjusted based on the configuration of the Dimensions and Ranges.

Pricing Strategy

Pricing Policies

Filter (all)

Policies

Name		
Type Name: Amazon		
EVA - Min Price Export Rule	1	<input checked="" type="checkbox"/>
General_HoldBuyBox	25	<input type="checkbox"/>
General_SealDown	25	<input type="checkbox"/>
General_SealUp	25	<input type="checkbox"/>
All_Suppliers	89	<input checked="" type="checkbox"/>
zzLow Sales (Stock) - Aggressive	92	<input type="checkbox"/>
zzLow Sales (Stock) - Hold Price	92	<input type="checkbox"/>
zzHold Buy Box - Sales Velocity Loop	93	<input type="checkbox"/>
zzSeek Down - Sales Velocity Loop	93	<input type="checkbox"/>
zzSeek Up - Sales Velocity Loop	93	<input type="checkbox"/>
zzStarting Policy - Sales Velocity Loop	93	<input type="checkbox"/>
zzSet to Floor - Sales Velocity Loop	93	<input type="checkbox"/>
zzFERM <1.01 (Amazon)	98	<input type="checkbox"/>
zzFERM 1.01-2 (Amazon)	98	<input type="checkbox"/>
zzFERM 2.01-4 (Amazon)	98	<input type="checkbox"/>
zzFERM 4.01-6 (Amazon)	98	<input type="checkbox"/>
zzFERM 6.01-10 (Amazon)	98	<input type="checkbox"/>
zzFERM 10.01-15 (Amazon)	98	<input type="checkbox"/>
zzFERM 15.01-25 (Amazon)	98	<input type="checkbox"/>
zzFERM 25.01-40 (Amazon)	98	<input type="checkbox"/>

Policy Detail

Name All\_Suppliers

Type Amazon

Priority 89

Enabled

Settings

Selection

Advanced

Channels

Name	Channel Type	Enabled
Amazon	Amazon	<input checked="" type="checkbox"/>

Merchants Feedback Minimum

Count 0

Rating 0

☐ Ceiling when FBA Backorder
 ☐ Featured Only

Ignore FBA Never

Minimum Price Position 0

Update Minutes

Max

Min

☐ Ignore UPP
 ☐ Use kit pricing features
 ☐ Ignore Price Parity

Ignore FBM Never

Controller

Seek

Adjust starting price every 1 hours by -0.03  
 Ignore Competition  
 Hold when buy box achieved

Triggers

Add New Trigger

Type	Summary
Timer	After 3.00 days move to (automatic)
	If Listing Sales less than 2 units in 2.00 days then

Price Formulas

## Lookup Table Formula Examples

### Section 8 – Repricing Results Screen

The Repricing Results Screen is the optimal screen to analyze and act on repricing behavior. Basic results can be seen on individual SKUs.

When utilizing the Repricing Results Screen it is a best practice to create and save customized views for your specific assessment needs. The repricing results screen is channel specific; Meaning only one channel's results are displayed.

The Repricing Results screen will display many key data points including Price Change, Cost Change, UPP, Floor-Ceiling, Comparison Price, Last repricing timestamp, Shipping Price, Price Policy Change, and more.

Large SKU Sets can be assessed in the top grid, selecting a SKU in the top grid will display more detailed information in the grid below.

The screenshot displays the Etal Solutions software interface. The top toolbar contains various icons for data management, with red arrows and numbers highlighting specific features: 1 points to the 'Results' button, 2 points to the 'Select Filters' button in the top right, and 3 points to the 'Save as' button. The left sidebar shows a navigation menu with categories like Item Catalog, Pricing, Shipping, Restrictions, Publication Templates, and Inventory. The main content area is titled 'Pricing Results: Amazon' and displays a table of pricing data. The table has columns for Item, Band / Rule, Cost / Weight, Compare, Price, Position, and Price Date. The 'Results' category in the sidebar is highlighted in red, and the 'Select Filters' button in the top right is also highlighted with a red arrow and the number 2.