

Dynamic Auto Matcher - Introductory Material

Dynamic Auto Matcher – Review Status

EVP utilizes the Dynamic Auto Matcher (DAM) to scan Amazon with SKU identifiers (UPC/MPN) to find ASINs. This process has several “quality” checks to ensure we match the correct listing. In addition, the DAM utilizes Review State to determine the level of automation for selling on new matches.

The DAM has 4 review states.

The screenshot shows a software interface for the Dynamic Auto Matcher (DAM). At the top, there's a header bar with 'BKDQ84030 (Amazon_US)' and buttons for 'Status', 'Delete', 'Open', and 'Actions'. Below this is a form with several fields: 'UOM' set to 'EACH' with a quantity of '1.0000'; 'Publication Mode' set to 'Price & Availability'; 'Review State' set to 'Verified' with a date of '11/18/2020'; 'Status' with a dropdown menu open showing options: 'Unverified' (grey circle), 'Rejected' (red X), 'Review' (yellow circle), 'Confirm' (green circle), and 'Verified' (green circle); 'Availability Mode' set to '0'; 'Min Qty Threshold' set to '10'; and 'Fulfillment Method' set to 'Verified'. The 'Confirm' option in the 'Status' dropdown is highlighted in blue. At the bottom, there's a button labeled 'Trace Sales Availability'.

Verified – This status indicates that EVP has made a match to an ASIN; Verified items are live meaning the listing will be published and orders will automatically fulfill based on fulfillment configuration.

Unverified – This status indicates that EVP has made a match but because the listing is unverified we will not push the item up to Amazon. Essentially publishing is disabled for items in an unverified status. This status is used when clients want to manually review matches before pushing them to Amazon

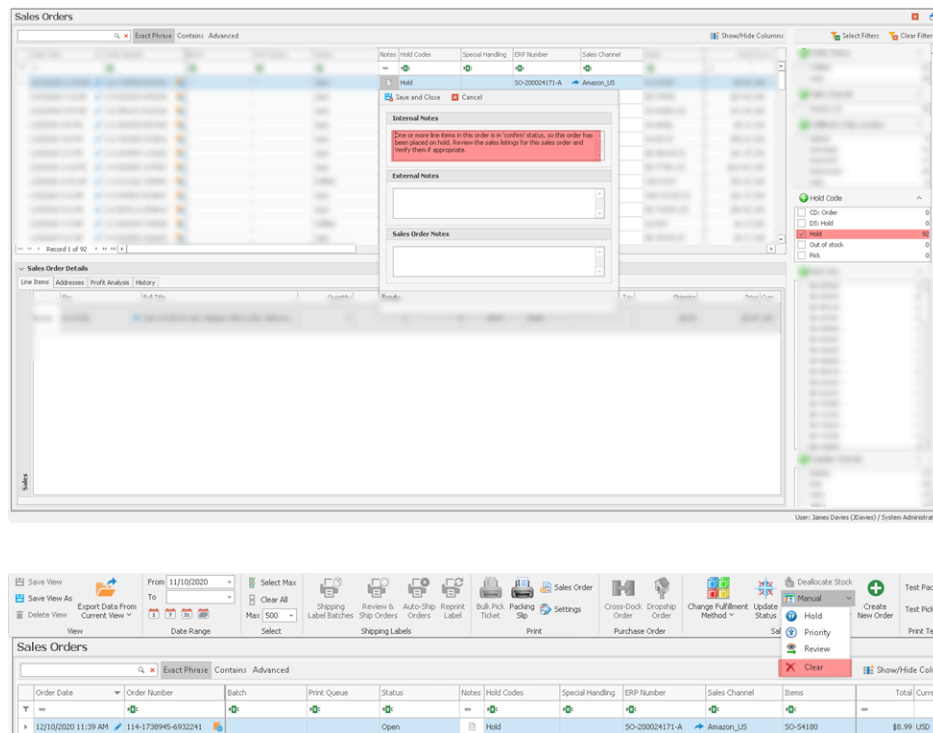
Rejected – This status indicates someone has manually set the review status to rejected (or the Dynamic Restrictions did). This status should be utilized when a bad match is made to a specific ASIN (i.e wrong product, wrong qty, etc). You do not want to delete a bad match as this can lead to re-matching to the same ASIN.

Review – Similar to unverified; This indicates the item needs to be reviewed before publishing; Not typically used.

Confirm – As we will be making 1000's of matches, it is difficult/time-consuming/inefficient to review every single match. This is where Confirm status comes into play. An item in Confirm

status is live/publishing, but when an order is placed for the product it will be put into a “Hold” status in EVP and a note will be added. NOTE: This is not the only reason an order might go into HOLD status.

When you get an order with a SKU in confirm status and it is on hold. The recommended process is to open the item, then open the ASIN and validate the correct item was sold. Then set the review status to verified if correct (rejected if not) and save/close the SKU. Then the next time the SKU is ordered it will be handled as a Verified Item (i.e. process automatically). Once the SKU has been reviewed, to release from HOLD status you will do Manual → Clear.



Dynamic Auto Matcher – XML Configuration

The XML configuration is broken into 3 main segments. These 3 segments are **Processor Settings**, **Match Rule**, and **Match Group**.

The **Processor Settings** will control the following:

- **Stock Check:** Does EVP check that an item has publishable stock before attempting to find a match? What is the minimum publishable stock threshold?
- **LookUp Limit:** This setting controls how many listings we attempt to match on each time the DAM runs; NOTE exceeding 8000 can lead to Amazon throttling API access.
- **MatchType Limit:** This setting controls how many matches EVP allows each time the DAM is run. There is a separate value for each review status

The **Match Rule** will control the following:

- Match Criteria Check: The Match Criteria configuration will control what EVP accepts as a valid match. An ASIN must match all conditions configured to be considered valid.
- Match Criteria Include:
 - MinimumOffers
 - Number
 - How many other sellers need to be on the ASIN
 - HaveImage
 - True/False
 - Does the ASIN need an image?
 - PackageQuantities
 - Number
 - What Package QTYs are considered valid?
 - SalesRankBelow
 - Number
 - A valid match must be a ASIN with a seller rank above the threshold.
 - MatchMfr
 - True/False
 - Does the Manufacture assigned to the ASIN need to match the SKUs Manufacture in EVP?
 - MatchMfrPartNo
 - True/False
 - Does the MPN assigned to the ASIN need to match the SKUs MPN in EVP?
 - UseMfrMapping
 - True/False
 - Should EVP utilize Manufacture Name Variations if configured?
 - MatchSupplierUom
 - True/False
 - Does the UOM of the ASIN need to match the UOM of an existing supplier record?
 - MinimumPriceFormula & MaximumPriceFormula
 - Formula
 - $(ItemCost * 0.8)$
 - A valid match will require the ASIN price to be above the minimum and below the maximum price calculated via DAM formula.

The [Match Group](#) will control the following:

- Search method (UPC, MPN)
- Listings Status (AvailabilityMode, PublicationMode, Review Status) of listing created when a valid match occurs.
 - Review State is unique in that the configuration Name side controls the review status utilized.
 - **Unverified**="MatchRule1"
 - AvailabilityMode="Actual"
- Listing Configuration (Max Stock, AutomaticPricing) of listings created when a valid match occurs
- If/Which Item Set is utilized to filter DAM Lookup.

XML EXAMPLE

<Processor

CheckDays="2"

RestrictToInstock="true"

InStockMinimum="2"

ConfirmedLimit="1000"

VerifiedLimit="8000"

UnverifiedLimit="400"

LookupLimit="8000">

<MatchRules>

<MatchRule

Name="MatchRule1"

MinimumOffers="1"

HaveImage="True"

PackageQuantities="1"

MatchMfr="True"

MatchMfrPartNo="True"

UseMfrMapping="True"

MatchSupplierUom="True"

MinimumPriceFormula="(ItemCost*0.8)"

MaximumPriceFormula="(ItemCost*4)" />

</MatchRules>

<SearchRules>

<SearchRule

 Name="UPC"

 Type="Identifier">

 <Value

 Data="UPC"

 Type="Identifier"

 Optional="true" />

 <Value

 Data="Upc"

 Type="Attribute"

 Optional="false" />

</SearchRule>

<SearchRule

 Name="Mfr-PartNo"

 Type="Keyword">

 <Value

 Data="Manufacturer"

 Type="Property" />

 <Value

 Data="MfrPartNo"

 Type="Property" />

</SearchRule>

</SearchRules>

<MatchGroups>

<MatchGroup

Name="MatchUnverifiedUPC"

Unpublished="false"

Search="UPC"

Unverified="MatchRule1"

AvailabilityMode="Actual"

PublicationMode="PriceAvailability"

AutomaticPricing="true"

MaximumStock="10"

ItemSet="XXXX" />

</MatchGroups>

</Processor>

Dynamic Auto Matcher – Assessing DAM Results

The DAM messages generated while running can be exported to a CSV file. From the file the messages can be assessed to see where additional matches may be possible with Match Criteria adjustments. Common examples of potential matches are seen below.

- ASIN did not meet the minimum offers requirement. ASINs with no other seller can indicate a BAD ASIN but also present an opportunity to sell alone. We suggested matching to an unverified status to manually review ASINs with no other sellers.
 - TM5890500900GRB - InsufficientOffers: 0 < 1 ([B09W9YX718] G-FX TM5 Custom Wheel - 18x9, 0 Offset, 5x127 Bolt Pattern, 78.3mm Hub - Matte Gray with Matte Black Lip Rim)
- ASIN does not have a Manufacture set and a Manufacturer Match was required.
 - CAT290511520MB(2) - Manufacturer: Voxx <> none ([B086M6P6JN] Voxx Replica HELLCAT Custom Wheel - 20x9, 20 Offset, 5x114.3 Bolt Pattern, 71.6mm Hub - Matte Black Rim)

- ASIN has a different Manufacturer than what is in EVP and a Name-Mapping was not present (or utilized)
 - RAL790501200SML - Manufacturer: Voxx <> BG Rod Works ([B01MR4Y4BL] BG Rod Works Rally Silver Wheel with Mirror Machined Lip (17 * 9/5 * 114.3, 0 mm Offset)
- When searching via UPC but also requiring a MPN check you may see potential matches where the MPN did not match.
 - DEM290511520MB - MfrPartNo: DEM 290-5115-20 MB <> DEM209-5115-20MB ([B077QSJR7] REPLICA Demon 20X9 5x115 20 Matte Black (Quantity of 1))
- If ASIN price value above or below the currently configured price ranges this match result will occur. Evaluate the potential matches and considered expanding the price range.
 - EMT-2242US15A - PriceTooHigh: 28.80(0.00) < 23.80 ([B07116LMQJ] Satin Nickel Stop,2256US15)
- If a MFR match is required the data is missing in EVP this match result will occur.
 - Missing required property Manufacturer for master sku WCW-1255550545
- If an ASIN does not have a Package Quantity set but the Match Rule requires it this error will occur.
 - HLY-12-804 - PackageQuantity: Not specified ([B0BJW6BRKL] NEW HOLLEY REGULATOR DIAPHRAGM REPAIR KIT,COMPATIBLE WITH HOLLEY 12-803 & 12-804 FUEL PRESSURE REGULATORS)

PRESET XML TEMPLATE CONFIGURATIONS

Below are preconfigured XML templates for the Dynamic Automatcher. Tight means most match criteria are in place; Loose means minimal match criteria are used. Take note of the Review state configured and adjusted as needed. Also, the Item set will need to be added (if no item set is needed remove the line completely).

Criteria: Tight - Dynamic Auto Match on Amazon - UPC – Unverified

<Processor

CheckDays="2"

ConfirmedLimit="1000"

VerifiedLimit="8000"

UnverifiedLimit="8000"

LookupLimit="8000">

<MatchRules>

<MatchRule

Name="MatchRule1"

MinimumOffers="1"

HaveImage="True"

PackageQuantities="1"

MatchMfr="True"

MatchMfrPartNo="True"

UseMfrMapping="True"

MatchSupplierUom="False"

MinimumPriceFormula="(ItemCost*0.8)"

MaximumPriceFormula="(ItemCost*4)" />

</MatchRules>

<SearchRules>

<SearchRule

Name="UPC"

Type="Identifier">

<Value

Data="UPC"

Type="Identifier"

Optional="true" />

<Value


```
Data="Upc"

Type="Attribute"

Optional="false" />

</SearchRule>

<SearchRule

Name="Mfr-PartNo"

Type="Keyword">

<Value

Data="Manufacturer"

Type="Property" />

<Value

Data="MfrPartNo"

Type="Property" />

</SearchRule>

</SearchRules>

<MatchGroups>

<MatchGroup

Name="MatchUnverifiedUPC"

Unpublished="false"

Search="UPC"

Unverified="MatchRule1"

AvailabilityMode="Actual"

PublicationMode="PriceAvailability"

AutomaticPricing="true"

MaximumStock="10"

ItemSet="XXXX" />

</MatchGroups>
```

</Processor>

Criteria: Tight - Dynamic Auto Matcher on Amazon - MPN - Confirm

<Processor

CheckDays="2"

RestrictToInstock="true"

InStockMinimum="1"

ConfirmedLimit="1000"

VerifiedLimit="8000"

UnverifiedLimit="400"

LookupLimit="8000">

<MatchRules>

<MatchRule

Name="MatchRule1"

MinimumOffers="1"

HaveImage="True"

PackageQuantities="1"

MatchMfr="True"

MatchMfrPartNo="True"

UseMfrMapping="True"

MatchSupplierUom="True"

MinimumPriceFormula="(ItemCost*0.8)"

MaximumPriceFormula="(ItemCost*4)" />

</MatchRules>

<SearchRules>

<SearchRule

Name="UPC"

Type="Identifier">

```
<Value  
  Data="UPC"  
  Type="Identifier"  
  Optional="true" />
```

```
<Value  
  Data="Upc"  
  Type="Attribute"  
  Optional="false" />
```

```
</SearchRule>
```

```
<SearchRule  
  Name="Mfr-PartNo"  
  Type="Keyword">
```

```
<Value  
  Data="Manufacturer"  
  Type="Property" />
```

```
<Value  
  Data="MfrPartNo"  
  Type="Property" />
```

```
</SearchRule>
```

```
</SearchRules>
```

```
<MatchGroups>
```

```
<MatchGroup  
  Name="MatchUnverifiedUPC"  
  Unpublished="false"  
  Search="Mfr-PartNo"  
  Confirm="MatchRule1"  
  AvailabilityMode="Actual"
```

```
PublicationMode="PriceAvailability"

AutomaticPricing="true"

MaximumStock="10"

ItemSet="XXXX" />

</MatchGroups>

</Processor>
```

Criteria: Loose - Dynamic Auto Matcher on Amazon - UPC - Unverified

```
<Processor

CheckDays="2"

RestrictToInstock="true"

InStockMinimum="1"

ConfirmedLimit="1000"

VerifiedLimit="8000"

UnverifiedLimit="1000"

LookupLimit="8000">

<MatchRules>

  <MatchRule

    Name="MatchRule1"

    HaveImage="True"

    MatchMfr="False"

    MatchMfrPartNo="False"

    UseMfrMapping="False"

    MatchSupplierUom="False"

    MinimumPriceFormula="(ItemCost*0.5)"

    MaximumPriceFormula="(ItemCost*10)" />

  </MatchRules>

</SearchRules>
```

```
<SearchRule  
  
  Name="UPC"  
  
  Type="Identifier">  
  
    <Value  
  
      Data="UPC"  
  
      Type="Identifier"  
  
      Optional="true" />
```

```
<Value  
  
  Data="Upc"  
  
  Type="Attribute"  
  
  Optional="false" />
```

```
</SearchRule>
```

```
<SearchRule  
  
  Name="Mfr-PartNo"  
  
  Type="Keyword">  
  
    <Value  
  
      Data="Manufacturer"  
  
      Type="Property" />
```

```
<Value  
  
  Data="MfrPartNo"  
  
  Type="Property" />
```

```
</SearchRule>
```

```
</SearchRules>
```

```
<MatchGroups>
```

```
<MatchGroup  
  
  Name="MatchUnverifiedUPC"  
  
  Unpublished="true"
```

```
Search="UPC"

Unverified="MatchRule1"

AvailabilityMode="Actual"

PublicationMode="PriceAvailability"

AutomaticPricing="true"

MaximumStock="10"

ItemSet="XXXX" />

</MatchGroups>

</Processor>
```

Criteria: Loose - Dynamic Auto Matcher on Amazon - MPN - Unverified

```
<Processor

CheckDays="2"

RestrictToInstock="true"

InStockMinimum="1"

ConfirmedLimit="1000"

VerifiedLimit="8000"

UnverifiedLimit="1000"

LookupLimit="8000">

<MatchRules>

<MatchRule

Name="MatchRule1"

HaveImage="True"

MatchMfr="False"

MatchMfrPartNo="False"

UseMfrMapping="False"

MatchSupplierUom="False"

MinimumPriceFormula="(ItemCost*0.5)"
```

MaximumPriceFormula="(ItemCost*10)" />

</MatchRules>

<SearchRules>

<SearchRule

Name="UPC"

Type="Identifier">

<Value

Data="UPC"

Type="Identifier"

Optional="true" />

<Value

Data="Upc"

Type="Attribute"

Optional="false" />

</SearchRule>

<SearchRule

Name="Mfr-PartNo"

Type="Keyword">

<Value

Data="Manufacturer"

Type="Property" />

<Value

Data="MfrPartNo"

Type="Property" />

</SearchRule>

</SearchRules>

<MatchGroups>

<MatchGroup

Name="MatchUnverifiedUPC"

Unpublished="true"

Search="Mfr-PartNo"

Unverified="MatchRule1"

AvailabilityMode="Actual"

PublicationMode="PriceAvailability"

AutomaticPricing="true"

MaximumStock="10"

ItemSet="XXXX" />

</MatchGroups>

</Processor>
