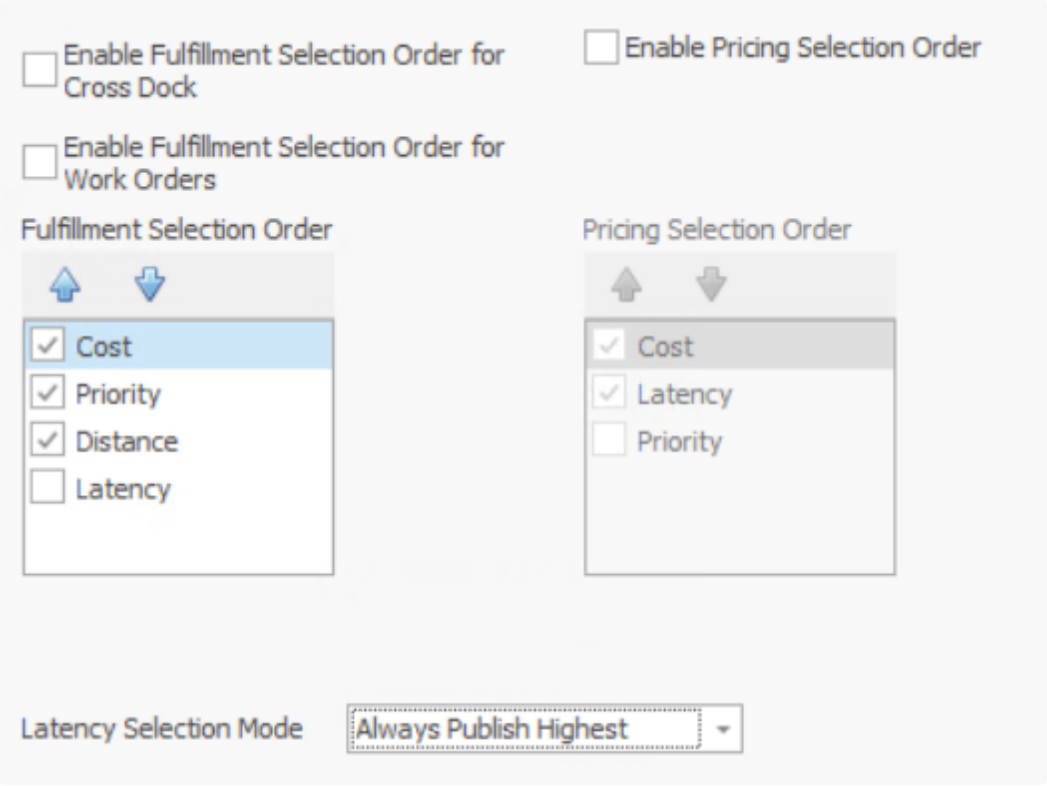
Selection Order

To understand the use of Selection Order, you must first understand that EVP treats Pricing and Fulfillment separately.

When you price an item, you do not know the location of the consumer who who will buy it. Therefore you need to make some assumptions in order to come up with a reasonable price to publish.

When you fulfill an order, you do know where the package will be shipped. Now that you have these details you can make a data-based decision on how to best fulfill the order. The location or method you fulfill an order from will not always be the location or method that was used to price the item.

Selection Order is a concept used both for Fulfillment and Pricing. Pricing Selection Order settings will also impact Availability Publication.



Fulfillment Selection Order

Fulfillment Selection Order is enabled in all systems. Merchants can set the importance of Cost, Location Priority, Location Distance, and Latency when making a fulfillment decision.

When an order is received, EVP will evaluate the criteria set in the Fulfillment Selection Order to decide how to “best” fulfill an order, with “best” being defined as how the merchant has ranked the various factors.

For example, in the image above, the merchant has decided that they want EVP to consider Tier*, then Cost, then Priority, and finally Distance when making a fulfillment decision.

*Tier, though not shown on the configuration screen, is always considered when making a fulfillment decision. Read about how Tier and Priority are used here.

Pricing Selection Order

Pricing Selection Order impacts both how an item is priced, and the quantity that is published as available for sale.

When EVP prices an item it needs a cost. In order to get a cost, a fulfillment must be simulated. Similarly, when EVP calculates a quantity of an item to publish as available for sale, it needs to understand where the item might be fulfilled from.

As an example, if a merchant has 100 of an item available for sale in their warehouse at a cost of $10 each, and 500 available for sale from drop-ship sources at $20 each, they would not want to publish a quantity of 600 at a price of $15.

Configuration

By default, Pricing Selection Order is not enabled. When not enabled, EVP will use Cost, then Latency to determine the location(s) to use to get a cost for the item. In this configuration, Tier is not considered.

When Pricing Selection Order is enabled (check *Enable Pricing Selection Order*) then it works in a very similar way to Fulfillment Selection Order- EVP will evaluate the criteria set in the Pricing Selection Order to select the “best” location, with “best” being defined as how the merchant has ranked the various factors. The cost of fulfilling from that location is used in pricing calculations. In addition, the number of units available at that “best” location is used as part of the calculation of how many units to publish as available for sale.

Location Distance is not available in Pricing Selection Order, as there is no “ship to” address available. The factors of Cost, Location Priority, and Latency are available for use.

As with Fulfillment Selection Order, Tier, though not shown on the configuration screen, is always considered when Pricing Selection Order is enabled. Read about how Tier and Priority are used here.