

CATM: Dynamic Pricing Engine (DPE)



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The process and activities associated with the publishing of sales listing prices based on current marketplace pricing, available inventory, and fulfillment options

DPE01: Multiple Cost Elements

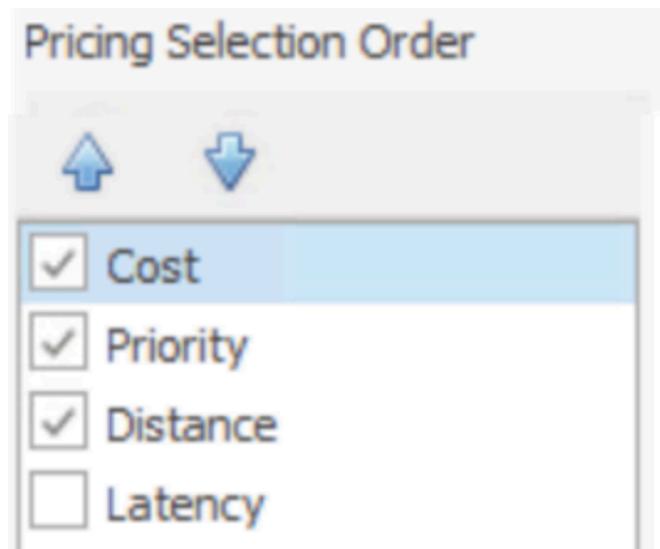
Multiple Cost Elements

The key to the EVP's pricing capabilities is its ability to base all pricing on the real cost of order fulfillment for items that you are selling, i.e., the Landed Cost of an item. The **Landed cost** is the total price of a product or shipment once it has arrived at a buyer's doorstep. The landed cost includes the product's original price, transportation fees, customs, duties, taxes, tariffs, insurance, currency conversion, crating, handling, and payment fees. Within EVP, we have multiple ways to represent these cost elements, including:

- **Item Cost** is found based on how the location model is set up within tiers and order fulfillment options and reflects the cost of inventory in the selling source location, so it could be the average cost of inventory at FBA, in your stock location, or the supplier cost if a cross-dock or drop ship location is the source of your inventory. On the System > Setup > Fulfillment

tab, it is possible to set system-wide defaults on how a source location is found, the location Tier is considered by default so you can set it up to sell from your stock location and then find cheapest supplier location for either cross-docking or drop shipping.

- **Location Overhead** is used to define any per-item or order-level costs that need to be considered in the fulfillment of the order. For example, add \$0.50 per order to cover overhead in the warehouse or \$2.95 to cover the order-level drop shipping fee per order.
- **Shipping Cost** is used to calculate the cost of shipping a single item with a predefined default mileage using the default shipping method, i.e., Standard. The Shipping Cost will take into account package cost and the lowest-cost carrier/service level return by rate shopping of the item. The cost associated with a specific carrier/service level is defined within a shipping cost model.
- **Commission** is used to represent the cost of paying the sales channel-specific commission when selling a single item; this can be a single value or multiple values depending on how prices are created for a sales channel. For example, the Floor Commission, Ceiling Commission, or Target Commission applies to Walmart only.



Other optional elements that may be considered when pricing an item are:

- **Total Shipping Price** is used to factor in what price will be charged for the shipping of an item based on sales channel setup; this is needed when comparing Landed Cost with other sellers. Best Practice is to offer free shipping and factor in other costs
- **MSRP** is the suggested retail price of the item, which is often provided in a supplier's catalog feed
- **MAP** is the Minimum Advertised Price of the item, which is often provided in a supplier's catalog feed. Within EVP, it is not directly used in the item pricing. Still, suppose a MAP value is associated with the item. In that case, it will be published to the sales channel along with the price to allow the sales channel to control how the price is displayed, i.e., on the default listing or after the item is

placed into the shopping cart. This capability is no longer utilized by most marketplaces, such as Amazon or Walmart, but it is often used on websites.

- **UPP** is the Universal Pricing Policy value of the items, and for UPP, controlled items are provided in the supplier catalog feed. It is often called MAP, but at a business policy level, it is a UPP value, i.e., you cannot sell below this price and risk being suspended by the manufacturer if you do.

DPE02: Pricing Priority Bands

Price Priority Bands

Repricing Bands are used to identify a client's top-selling items for more aggressively repricing these items. You can access the Priority Bands screen via the Catalog module and select the relevant Sales Channel using the drop-down menu. The Bands screen provides data on three key areas of the pricing activity.

Priority	Do Not Price	Do Not Reassign	Weight	Name	Limit (Min)	Force (Min)	Active	Total
1	<input type="checkbox"/>	<input type="checkbox"/>		No Price	0	360	3,313	1
2	<input type="checkbox"/>	<input type="checkbox"/>		High Sales	0	0	2,522	2,521
2	<input type="checkbox"/>	<input type="checkbox"/>		FBA Active	0	0	0	0
3	<input type="checkbox"/>	<input type="checkbox"/>		Recent Sales	0	0	3,289	3,289
4	<input type="checkbox"/>	<input type="checkbox"/>		High Sales Rank	0	0	45,053	44,717
5	<input type="checkbox"/>	<input type="checkbox"/>		Have Sold	0	0	25,579	25,519
5	<input type="checkbox"/>	<input type="checkbox"/>		Recent Buy Box	0	0	139,729	138,920
6	<input type="checkbox"/>	<input type="checkbox"/>		New Listing	0	0	33,799	33,090
7	<input type="checkbox"/>	<input type="checkbox"/>		Other	0	0	1,098,570	1,278,275
8	<input type="checkbox"/>	<input checked="" type="checkbox"/>		Desire 0	0	0	270,846	270,821
99	<input checked="" type="checkbox"/>	<input type="checkbox"/>		No Stock	8,640	10,080	554,886	526,913

These are the bands associated with the sales channel. Band details include:

1

- **Priority** – 1 to 99, with the lower number being repriced before a higher number
- **Do Not Price** – should be used for bands that should not consume pricing resources, i.e., No Stock Band
- **Do Not Reassign** – typically used for custom bands that have been manually assigned
- **Weight** – reserved for specialized usage on custom bands

- **Name** – The band name, default Amazon values are:
 - **No Price** – Sales listing are assigned to this band if they do not have a price, as typically, a price is needed to publish a sales listing or for it to go active on a sales channel
 - **High Sales** – Sales listings are in this band if multiple sales have occurred on the listing within the last seven days
 - **FBA Active** – Sales listing is in this band if they are active and being fulfilled via FBA stock
 - **Recent Sales** – Sales listing are in this band if a sale has occurred on the listing within the last 30 days
 - **High Sales Rank** – Sales listing are in this band if they are associated with an Amazon listing with a sales rank under 500,000 within the relevant category
 - **Have Sold** – Sales listing are in this band if any sales have occurred on the sales listing
 - **Recent Buy Box** – Sales listing are in this band if they have been the Buy Box owner in the past 12 hours
 - **New Listing** – Sales listing is in this band if any less than 30 days old and have no sales
 - **Other** – Sales listing are in this band if they are not associated with any bands
 - **No Stock** – Sales listing are in this band if they currently do not have stock, once they have stock they will move back into the most relevant band
- **Limit (Min)** – is used to indicate the minimum period between pricing events, i.e., if the sales listing was priced 5 mins ago, ignore the new event. Defaults to 0 which indicated every event should trigger a pricing update
- **Force (Max)** – is used to indicate if no pricing event is detected then a price update should be triggered after ‘n’ mins, Defaults to 0 which indicates pricing update will never be triggered by EVP, however, the price publishing job is typically to publish price after 24 hours if no new price is set which prevents the listing price being viewed as stale by the sales channel. This value should only be set on an exception basis as it will trigger the use of the Lookup ASIN Details API which has less granular results than a notification message plus can cause throttling issues as it is limited 10,000 lookup per hour
- **Active** – is the number of active sales listing assigned to the band
- **Total** – is the total number of inactive and active sales listing assigned to the band

2

This area of the screen show repricing activities over the past 48 hours and how many of each band are priced in 30 minutes. This does not represent total through-put of the pricing processors as if the sale listing is processed five times an hour in the last 24 hours; it will only appear in its last reprice period. So really show how fresh is a sales listing price and that higher priority bands are getting processed at an appropriate frequency.

3

This single column is used to indicate how many sales listing have not been priced in the past 48 hours. Typically this would just be listing that has not had availability for 48 hours; however, in the example above:

- 550K listings are out of stock so are never being priced
- 260K of 1.2 Million listings that are in the other band, which means they are being priced an average once every 36 hours
- 190K of 270K that have a custom band of Desire 0 (very low potential to sell)

To fully understand the benefits of Pricing Bands you need to consider that EVP's pricing engine is not a database-centric solution as this would limit its through-put, EVP To fully understand the benefits of Pricing Bands you need to consider that EVP's pricing engine is not a database-centric solution as this would limit its through-put, EVP runs on an advanced technology index server framework which sit on the file system, that lives in memory and functions with extremely high speed and enables over 1+ million price events to be processed per hour. This includes jobs that:

- Pull notifications down from Amazon, or Walmart Listing report and load them up into memory on the index server
- Pull information out of the database that is pertinent to the listing (such as inventory or policy changes) and load it into the index server
- Enable more intelligence by increasing the types of information that is stored in the index, such as:
 - # times Buy Box was achieved
 - # times Buy box was maintained
 - # times Buy box was lost
 - Last time the listing sold
 - How long the item has been in stock
 - SKU Velocity
 - Profitability on the listing
 - Age of inventory in stock or FBA locations

The use of pricing bands allows you to focus the raw capacity of the pricing engine on the most critical sales listings for your business, i.e., the items you have bought, the items you are already selling, and the items that you have the highest potential to sell. The example of this processing capacity can be seen by comparing the 48 Pricing events on the band screen with the Amazon notification download processor, which in this example is processing at a rate of 115K to 150K notifications per hour.

Name: Downloader on Amazon-BBS Enabled

Configuration Step Notes Run History Services

Refresh Status List Export History

Statistics		Process Counters													
Status	Start	Duration	Notifications	Update	Update Listing	Ignore Older	Update Before P...	New	Buy Box Stay	Buy Box Won	Buy Box Lost	Update Before N...	Update Next Pric...	No Listings	Delete
Running	3/8/2020 7:40 PM	00:26													
MaxTimeReached	3/8/2020 6:32 PM	50:25	124,663	85,237	84,293	39,080	1,235	346	780	181	175	83	36	17	
MaxTimeReached	3/8/2020 5:31 PM	50:24	111,811	82,888	82,549	28,486	645	437	808	176	160	121	68	41	
MaxTimeReached	3/8/2020 4:28 PM	50:23	125,648	94,002	92,601	31,246	1,411	400	1,233	215	174	379	72	50	
MaxTimeReached	3/8/2020 3:27 PM	50:23	111,944	101,535	98,931	9,711	2,778	698	846	325	207	465	1	100	
MaxTimeReached	3/8/2020 9:21 AM	50:28	107,966	90,401	90,389	16,674	779	891	603	136	127	154	124	2	
MaxTimeReached	3/8/2020 8:20 AM	50:25	103,788	90,567	90,246	12,926	567	295	538	106	102	94	53	1	
MaxTimeReached	3/8/2020 7:20 AM	50:24	99,320	92,175	91,456	6,693	1,102	452	489	113	98	96	9	3	
MaxTimeReached	3/8/2020 6:18 AM	50:15	120,382	78,857	78,084	44,076	1,130	409	570	170	141	167	110	4	

And the pricing processor which is processing at a rate of 120K to 170K pricing events per hour and only has a notification queue depth of 188, i.e., EVP is downloading notifications at the rate of 33 to 47 per second there are 4 to 5 seconds between receiving the notification, and it is handled as a pricing event, and a new price is ready to publish to the sales channel if needed.

Name: Repricer2 on Amazon-BBS Enabled

Configuration Step Notes Run History Services

Refresh Status List Export History

Statistics		Process Counters														
Status	Start	Duration	Notification Queue	Age Queue	Lookup Queue	Notifications Processed	Priced Items	Ignore Self	Lowest Price	Uploaded	Lookup Item	Age Processed	Change Processed	Buy Box Lost	Pending Age	Pendin
Running	3/8/2020 7:36 PM	08:55	188	16	44	11,169	11,421	10,158	339	145	260	213	39	6	309	
MaxTimeReached	3/8/2020 7:03 PM	29:07				59,434	60,040	52,897	2,190	745	606	306	300	14	42	
MaxTimeReached	3/8/2020 6:27 PM	29:07				53,305	53,920	49,417	2,156	869	599	472	143	5	10	
MaxTimeReached	3/8/2020 5:56 PM	29:08				58,713	59,381	53,450	2,385	820	668	643	25	8	3	
MaxTimeReached	3/8/2020 5:22 PM	29:12				48,377	48,897	44,600	5,431	724	515	484	36	8	25	
MaxTimeReached	3/8/2020 4:49 PM	29:06				77,030	78,016	69,409	11,035	1,160	986	759	227	6	15	
MaxTimeReached	3/8/2020 4:16 PM	29:09				57,664	58,179	53,702	8,196	855	502	458	57	9	252	
MaxTimeReached	3/8/2020 3:42 PM	29:06				83,942	84,457	76,600	11,787	1,021	515	491	24	1	14	
MaxTimeReached	3/8/2020 3:08 PM	29:12				52,682	53,190	48,478	1,436	730	595	565	43	1	4	
MaxTimeReached	3/8/2020 1:19 PM	29:27				80,933	81,471	71,011	3,217	1,036	535	516	43	1	4	
MaxTimeReached	3/8/2020 1:05 PM	29:11				55,438	55,992	50,585	3,470	1,005	554	519	35		23	
MaxTimeReached	3/8/2020 12:51 PM	29:10				77,880	78,451	74,574	3,576	1,111	517	580	467		14	

The Walmart Bands are a sub-set of those supported on the Amazon sales channel, and its throughput is limited by the frequency of the competitive pricing report being available, i.e., hourly

Priority Bands: Walmart

Refresh Band List Add New Band Create Standard Bands

Priority	Do Not Price	Do Not Reassign	Weight	Name	Limit (Min)	Force (Min)	Active	Total
1	<input type="checkbox"/>	<input type="checkbox"/>	0	No Price	0	360	79	2
2	<input type="checkbox"/>	<input type="checkbox"/>	0	High Sales	0	0	71	67
3	<input type="checkbox"/>	<input type="checkbox"/>	0	Recent Sales	0	0	180	173

DPE03: Lookup Tables

Lookup Tables

The screenshot shows the configuration interface for a Lookup Table. It consists of several panels:

- Tables**: A list of tables with names like Margin_Floor, Adj_Floor, Adj_Ceiling, and Margin_Ceiling. The 'Margin_Ceiling' table is selected, indicated by a circled '1'.
- Dimensions**: A list of dimensions including General, NoSales, Morris, Prime, and Sets. The 'General' dimension is selected, indicated by a circled '2'.
- Ranges**: A table showing paired values. The first row is a header with columns 'Value' and 'Amount'. Below it is a row with a value of 5 and an amount of 0.52. Other rows show values 10, 20, 50, 75, 100, and a total row with 9999.00000 and 0.60000. A circled '3' is at the top right of this panel.
- Table Detail**: Settings for rounding mode (None) and precision (0). A circled '5' is here.
- Channels**: A list of channels categorized by type (Supplier or Etail) and enabled status. The 'Supplier' category includes DeltaApparel, Alpha Shirt, Edwards Garment, A4, Augusta Sportswear, Badger, SPI, VantageApparel, SanMar, TriMountain, and Amazon_US. The 'Etail' category includes Etail. A circled '4' is at the top left of this panel.

The Lookup Table feature is accessed via the System menu and allows you to define a combination of token/dimension/channel driven variables that can be resolved from within a EVP feature. The initial use of this capability is within the pricing/repricing capabilities. A lookup table has the following elements

1. Table Name which is the root of the lookup and can be used to define the purpose of the lookup, i.e. margin, adjust value, overhead, etc. Typical as a price policy can have 3 formulas there would be 3 tables defined, i.e. margin_floor, margin_target and margin_ceiling.
2. Dimensions are used to access a range of values. They can be looked up by name, cost channel or sales channel
3. The ranges are paired values of up to x use value y in the pricing formula. The value will be used on the context of the pricing formula, i.e. \$, %, Divisor or Multiplier. Each of the available tokens listed on the policy editing screen (**IteDCost**, **ItemWeight**, **Map**, **Msrp**, **OverheadCost**, **ShippingCost**, **TotalShippingPrice**, **Up**, **CeilingCommission**, **FloorCommission**) can be passed into the lookup table as the value to be checked in the ranges table.
4. The channel selection defaults to Any but a user can overide and select specific channels that the dimension should be considered as a valid value. The first dimension found is will be used so can define margin ranges for tool suppliers that are different to automotive suppliers.
5. Rounding controls are for future use and should not be leveraged at this point

In the above Margin_Ceiling example most suppliers are associated with the General dimension but Morris has its own dimension with a single margin value.

The screenshot shows a software interface for managing data. On the left, under 'Tables', there is a list of items: Name, Margin_Floor, Adj_Floor, Adj_Ceiling, and Margin_Ceiling. In the center, under 'Dimensions', there is a list of dimensions: Name, General, NoSales, Morris, Prime, and Sets. Under 'Ranges', there is a table with one row: Value (99999.00000) and Amount (0.70000). A note says 'Click here to add a new row'.

In this example a \$ level adjustment factor can be added based on supplier, i.e. \$1 or \$5

Save New Delete

DPE04: Pricing Strategies and Policies

Pricing Strategies and Policies

While a brand typically expects sales on every one of their sales listings, a reseller will generate sales on 5% to 20% of the items they offer for sale, i.e., \$1 million in sales for 10,000 items is driven by 1,500 to 2,000 items. Therefore if sales are not occurring as expected, the reseller's focus should be on what I can do to move the needle by 1-2%, which could generate another \$250,000 in sales by just increasing sales to 3,000 items within their catalog.

Each sales listing will have their dynamic price that considers availability in the supply chain, free shipping policies, and fulfillment lead times by marketplace:

- Near-sourced inventory can be sold using regional shipping templates with lower shipping costs factored into the price, i.e., assume 500 miles of the customer's location, do not sell in more remote locations.
- Nationally sourced inventory can be sold with a 1000 mile shipping cost assumption and offered with a nationwide price and availability

Based on real-time monitoring of inventory and open demand as inventory sells out from the near-sourced locations price, shipping templates and availability per sales channel will be adjusted.

This constant reassessment of sales inventory source and competitive environment changes on a listing drives the need for a constant flow of repricing events on one or more sales listings.

The EVP pricing engine is designed to win the marketplace pricing 'Arms Race' by leveraging massive scalability combined with both

intelligence and flexibility of pricing capabilities through “Strategies” and “Policies.” Simply put, Policies are “Rules on steroids,” which can be leveraged together to accomplish an overall “Strategy.” In the EVP pricing framework, “Strategies” are implemented using chaining Policies together using trigger events. The following are some potential examples of Strategies a client may choose to build policies around.

Policies reside on the Pricing Strategies screen in the Catalog Module and consist of the following key elements

The screenshot shows the 'Policy Detail' screen with several sections and numbered callouts:

- Header:** Name: Amazon Default, Type: Amazon, Priority: 100, Enabled checkbox (1)
- Channels:** A table showing channels (Amazon_Moofin, Amazon_Westlake, Amazon_Lifeline_Brands, Amazon_GustoTrade) with their Channel Type and Enabled status (2).
- Merchants Feedback Minimum:** Fields for Count (0 Max), Rating (0 Min), Ceiling when FBA Backorder (checkbox), Featured Only (checkbox), Ignore FBA dropdown (Never), Ignore FBM dropdown (Never), and Minimum Price Position (0) (3).
- Controller:** A section with a dropdown menu (4).
- Triggers:** A table for 'Sales Velocity' triggers with conditions like 'If Sales less than 1 units in 30.00 days then -1 days move to Seek Down if selling from Supplier move to Sell Down if selling greater than 10 units in 24.00 hours then if selling from Stock move to (automatic) if selling from Supplier move to (automatic)' (7).
- Price Formulas:** A table with Floor Price Formula, Target Price Formula, and Ceiling Price Formula (4).
- Relative Amount:** A table for Competitor Type (Amazon, FBA, Merchant) with Relative Type (Percent) and Amount (-0.02000, -0.01500, -0.00050) (5).

Strategy	Business Need/Use Case	Policies
Buy Box Ownership	Variable offsets by competitor type driven by buy box ownership goals and objectives	Build competitive parameters around specified scenarios for “Win/Keep Buy Box,” “Ignore Buy Box,” or “Share Buy Box.”
Private Label	A significant commitment of \$x.x for the inventory of an item that must be sold within a specified period to meet a business objective (i.e., seasonal item, long term storage fee)	Monitor velocity relative to the stock level and deadline and move the price up or down relative to velocity
Competitor Type	Competitive sales strategies based on seller type, product status, product condition, etc.	Build parameters around scenario to determine strategic behavior

1

Policy header details include the Policy Name, Policy Type, Priority, and Enabled checkbox for selection using the ‘Automatic’ sales listing pricing policy, which will use selection criteria to find the most appropriate policy for the sales listing. Even if not enabled, a policy can be assigned as the policy to be used on a set of sales listing or within a Trigger. Priority is considered in descending order so the Default with minimal selection criteria would be a priority of 99 and the multiple other policies of more granular selection criteria would have lower numbers, i.e., policy for a specific supplier would be 80, specific supplier and brand would be 70 and finally specific supplier, specific brand and category = ‘XYZ’ would be 60. The following price policies are supported:

- **Amazon** – this type of policy supports all the conditions and attributes that are exposed within the Amazon notification and therefore allows the most accurate and competitive market price to be established. The remainder of this section will cover the Amazon policy detailed above

- **Competitive** – this type of policy is used on the Walmart channel as they provide details on the Buy Box so can perform a level of competitive review to set the price
- **Sales** – this type of policy is used on a sales channel that does not have the concept of a buy box or provides no competitive information, so it can only calculate a price based on the various cost elements and margin goals. This policy type is used for eBay, Shopify, Overstock, Wayfair, etc.

2

To minimize the effort associated with maintaining policy a single policy can be used on multiple sale channels that are the same policy type, i.e., Amazon US, CA, and MX could all use the same policies, eBay and Shopify could use the same policy, but it would not be possible for Amazon and Shopify to share a policy as the level of data available from the sales channel is different

3

These are policy attributes that control how it handles various situations:

- **Counts** and **Rating** values are used to filter competitors from the compare price step if they do not meet these minimum values, i.e., if the merchant's review count is less than 100 or below 90% positive ignore them
- **Update Minutes Min / Max** values are used to override the band set on a specific policy. It is recommended that these values are only used when recommended by eTail as other feature now provide a finer grain control of when to price
- **Ceiling when FBA Backorder** – as Amazon will enable an FBA listing to be sold once it is received but still flagged as on Backorder while in-transit to a pickable location in the warehouse or even when being transferred between their warehouses it is possible to create a race condition where a policy will fight for the Buy Box with other FBA/FBM merchants who have stock so can own the buy box which is not possible when on backorder unless you are willing to go ~10% below them. So you could end up selling FBA inventory at a very low price, i.e., floor when if you wait until it is no longer back-ordered, you can get the Buy Box at a higher price. If checked, the price will be held at the listing ceiling price until it is no longer on backorder status
- **Ignore UPP** – By default, the policy will round up a price to match the UPP value if the price it calculates is below the UPP value. This option allows a client to define a policy that will disable this check. This is not a recommended setting but has been provided for merchants who have permission to sell below UPP or decide to take the business risk of manufacturers/brand suspension of selling privileges on a specific product, certain times of the day or at the weekend or during holidays, etc.
- **Featured Only** – is no longer relevant as by default all Amazon merchants are now considered featured

- **Minimum Price Position** – is a policy level override of the channel default values, i.e., if a particular supplier you want to go to the floor immediately versus trying for the 3rd position on the ASIN
- **Ignore FBA** – allows the policy to decide what action to perform if the compare merchant is an FBA listing. Options are:
 - **Never** (Default)
 - **BackOrdered** – If they are in backorder status on Amazon do not include in the compare
 - **Always** – Ignore all FBA listing
- **Ignore FBM** – allows the policy to decide what action to perform if the compare merchant is an FBM listing you're your listing is an FBA listing. Options are:
 - **Never** (Default)
 - **FbaSellable** – Only ignore FBM if my FBA inventory is not back-ordered, i.e., sellable
 - **FbaAny** – Always ignore FBM merchants if your listing is an FBA inventory
 - **Always** – Ignore all FBM listing



4

Pricing within EVP is based on the concept of a math formula that is used to calculate a price. The core power or the repricing engine is the ability to use tokens within the math formula that are resolved based on the specific sales listing that is being priced. Supported tokens are: ItemDCost, ItemWeight, Map, Msrp, OverheadCost, ShippingCost, TotalShippingPrice, Upp, FloorCommission, and CeilingCommission. These tokens can be further refined by the use of Lookup Tables to provide a specific value based on table name, dimension and range lookup.

- **Floor Formula** – Lowest acceptable selling price, according to you, the client. Literally, the lowest you are willing to sell an item for.
- **Target Formula** – The initial target selling price that will be used to set and initial price on a listing
- **Ceiling Formula** – Revenue maximization within the market dynamics. This is the highest price your listing is meant to sell at when there is no competition on a listing. For example: If your competitor is above your ceiling, we will only reprice that item if it is within the value that is set on your 'Repricing' tab for 'Max Ceiling Under Lowest %.' Meaning if your ceiling was at \$100 and your competitor was pricing more than 150% above that (>\$150), then the item will not reprice.

Formula Inheritance within policies

In the latest generation of EVP's a concept of rules inheritance has been added that allows the formula from previous policy to be passed to the new rule if it does not have a formula define. This adds great flexibility when implementing complex strategies that are similar but need different margin goals based

on supplier cost. In the past a set of strategy policies would be needed for each margin tier; now the seed rules can pass in the values that should be used.

SuppliersPrime	79	<input type="checkbox"/>
SupplierMAPNoEnf	79	<input type="checkbox"/>
SupplierSets	87	<input type="checkbox"/>
SupplierMAP	88	<input type="checkbox"/>
SuppliersReg	89	<input checked="" type="checkbox"/>

Seed Rules

FBMSSeekDown	25	<input type="checkbox"/>
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Price Formulas	
Floor Price Formula	<input type="text"/>
Target Price Formula	<input type="text"/>
Ceiling Price Formula	<input type="text"/>
Available Tokens: Commission, ItemCost, ItemWeight, MAP, MSRP, OverheadCost, ShippingCost, ShippingPrice, UPP	

Seek Down uses seed rules values for all the formulas, if the FBMSSeekUp is the prior policy its ceiling will be used to allow a slow iteration down from its current price

5

Competitor Type – Who are you comparing and trying to compete against for the buy box based on your Maximum Reprice Position settings.

Relative Type – How much will you change your price based on who you are competing against. Competitor types are Amazon, FBA, Merchant. With the ability to set Relevant amount as an Amount (\$), Percentage (%) or Exclude (do not consider their price)

6

A controller is used to provide fine-grain control of the policy:

- Hold
- will just hold the listing at the

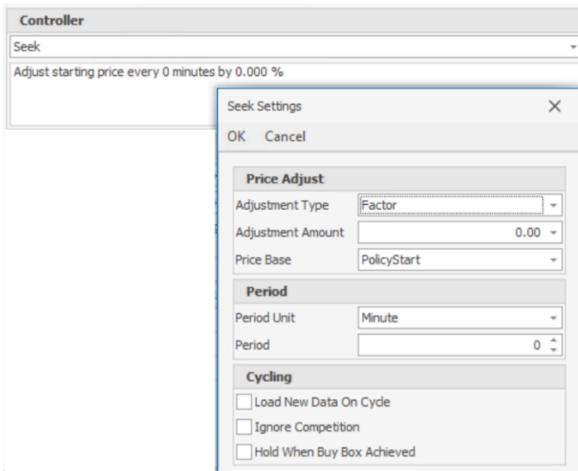


7

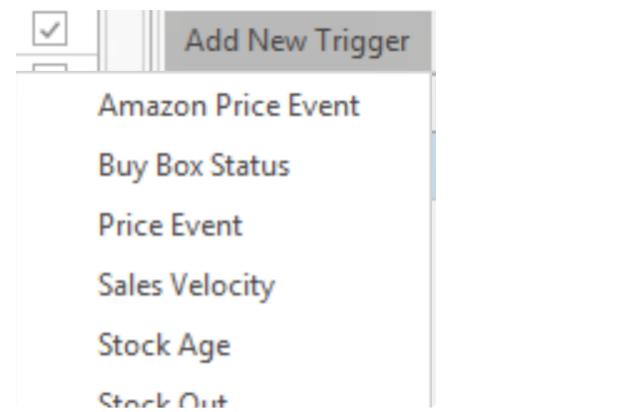
Triggers are used to control what actions does the policy performs upon encountering changes in the competitive environment on the listing. Each Trigger has its pop-up configuration screen where you define what is the threshold to take action and which is the next policy to be called if selling stock or supplier inventory.

starting price of the listing and will not change it even if the compare prices change

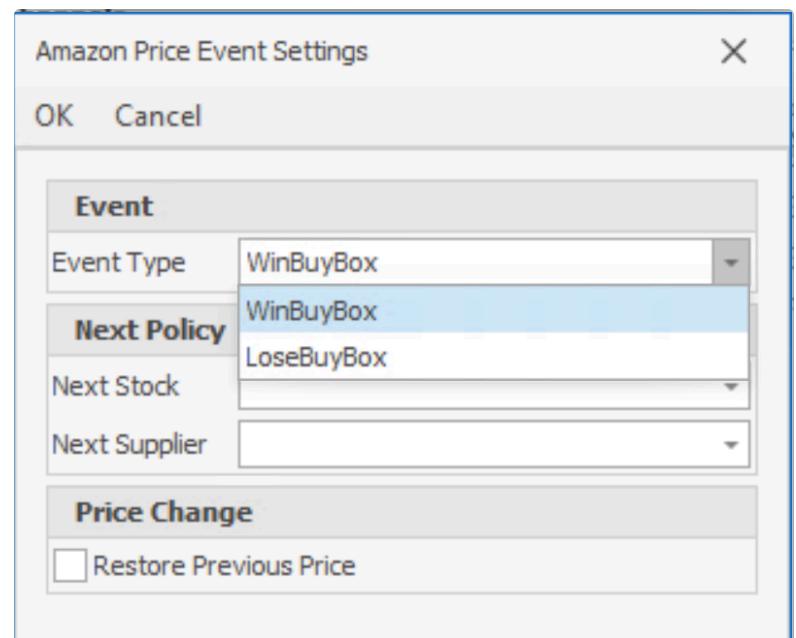
- CustomScript allows a C# like syntax script to be added that will allow setting of floor and ceiling or other variables.



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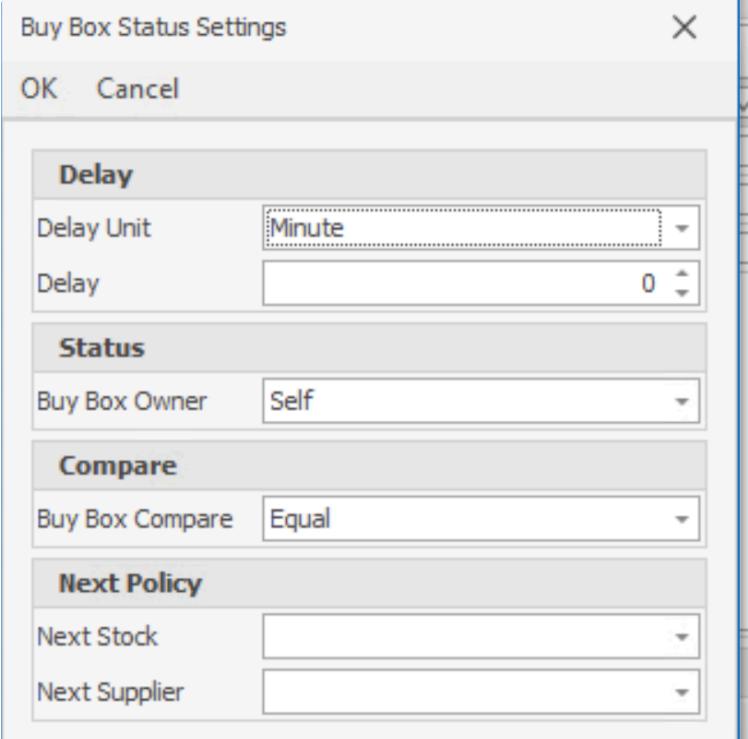


Amazon Pricing is a special Amazon specific channel trigger as this channel provides details on winning or losing the Buy Box on a sales listing based on a notification event.

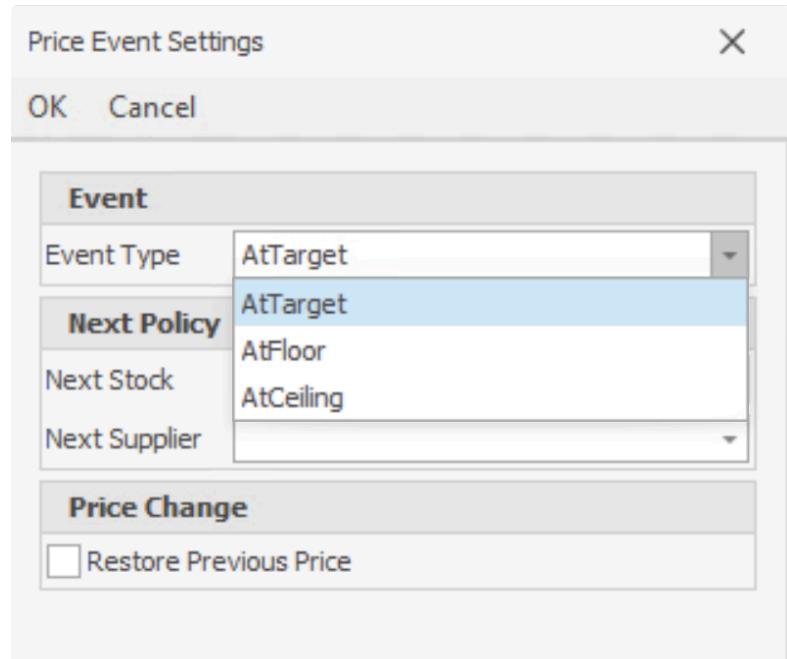


- can be a type of Factor or Amount with the Price Base being the price when the policy started or the last calculated value
- o Period – can be minute, hours or days
- o Cycling – these checkboxes are used to control how the iteration checks are performed

The buy box trigger is a special Amazon specific channel trigger as provides the ability to look up buy box status so the system can check on an elapse time basis to see if a recent price change had a positive or negative outcome. As these looks are throttled on a hours basis this trigger should be used by exception on a large catalog.



The Price Event trigger is fired when a listing hits one of 3 possible price thresholds.



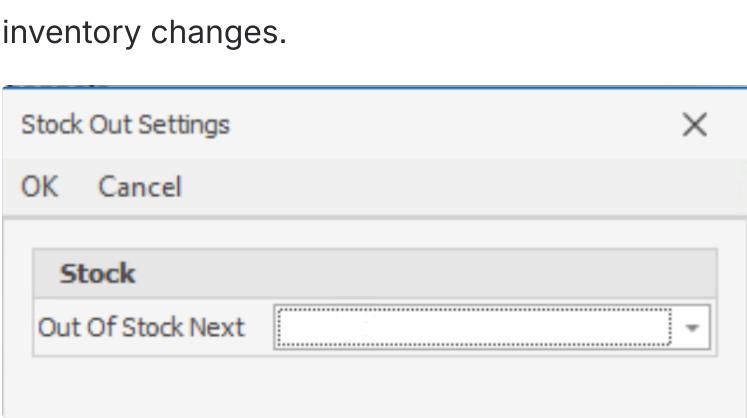
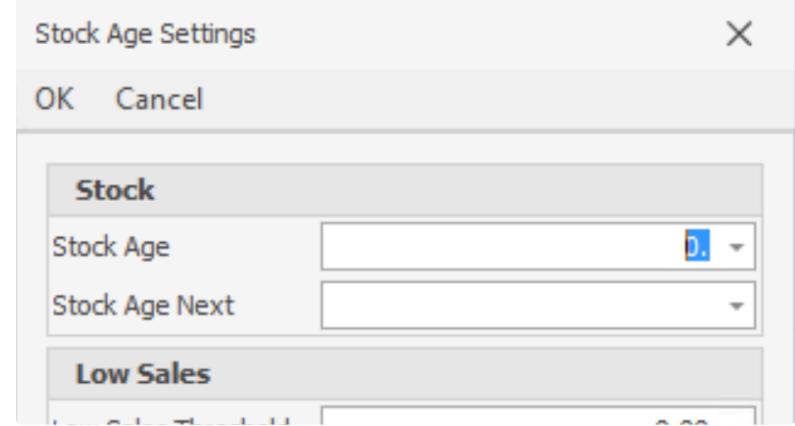
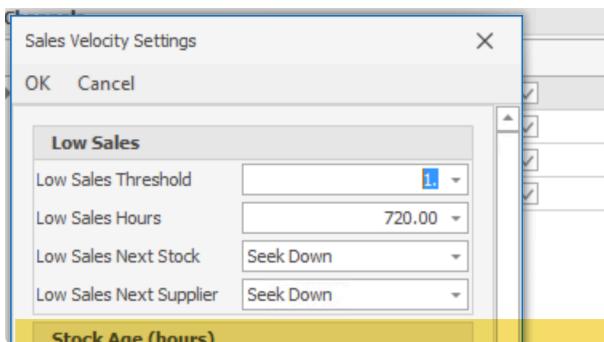
The Sales Velocity trigger is fired when the sales of an item

The stock age trigger is consider upon a pricing event to see if the inventory you own is not selling quickly enough and therefore the sales listing needs to be move to a new policy.

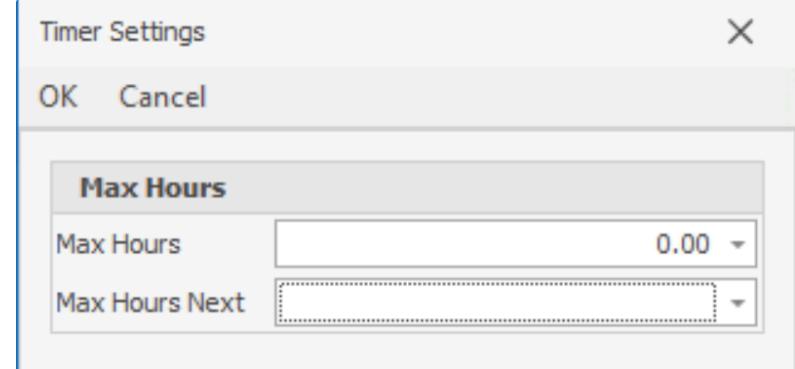
on a listing hits either the low or the high sales velocity thresholds to allow

the system to move to a pricing policy to compete more aggressively or increment price up to obtain better margin. Recently this trigger has been extended to handle situation where EVP does not have visibility to actual stock age was it did not handle the receipt of the material, i.e. ERP or 3PL channels.

The Price Event trigger is fired when a listing goes out of stock in its current location so a new price is needed in case the location cost of inventory changes.



The Price Event trigger is fired after a policy on a listing has been assigned for a specific period of time, i.e. seek down for 12 hours to obtain the Buy Box but if this does not occur go to a different policy.



The Selection Tab on a Policy is to control how it is applied to a sales listing if it is set up for 'Automatic' selection of a pricing policy. It can be a simple default check to see that the listing is associated with the Amazon sales channel.

Or a more elaborate check to consider if Amazon sales listing and what is its supplier cost.

Competitive Policies (Walmart)

With the latest generation of repricing capabilities added in Q2 2021 it is now possible to use triggers to implement various advanced scenarios that previous was only possible on the Amazon Repricer.

Sales Policies

Lookup tables with policy Formulas

Lookup By Table Dimension	Lookup by Cost Channel	Lookup by Sales Channel
<p>The dimension in the lookup is optional. If dimension isn't included, the first dimension found is used.</p> <ul style="list-style-type: none"> Format without dimension: TableLookup("TableName", Token) Format with dimension: TableLookup("TableName", Token, "DimensionName") <p>The TableLookup method will apply to all channels regardless of which channels are specified in the table.</p>	<p>As the cost channel is a key flex-point in the selection of a value a</p> <p>TableLookupByCostChannel("TableName", Token) or TableLookupByCostChannel("TableName", Token, "DimensionName") lookup options is provided. If a dimension is not provided with this option the first dimension for the associated cost channel will be used, specifically to pick the first dimension that includes said channel, not just the first dimension.</p>	<p>As the sales channel is a key flex-point in the selection of a value a</p> <p>TableLookupBySalesChannel("TableName", Token) or TableLookupBySalesChannel("TableName", Token, "DimensionName") lookup options is provided. If a dimension is not provided with this option the first dimension for the associated cost channel will be used, specifically to pick the first dimension that includes said channel, not just the first dimension.</p>

Sample formula to lookup margin:

- ((IteDCost+ShippingCost+OverheadCost)/TableLookupByCostChannel("Margin_Floor",IteDCost))+FloorCommission
- ((IteDCost+ShippingCost+OverheadCost)/TableLookupByCostChannel("Margin_Ceiling",IteDCost))+CeilingCommission

Sample formula to lookup adjustment \$:

- ((IteDCost+ShippingCost+OverheadCost+TableLookupByCostChannel("Adj_Floor",IteDCost))/0.9)+FloorCommission
- ((IteDCost+ShippingCost+OverheadCost+TableLookupByCostChannel("Adj_Ceiling",IteDCost))/0.7)+CeilingCommission

Sample formula to do both:

- ((((IteDCost+ShippingCost+OverheadCost+TableLookupByCostChannel("Adj_Floor",IteDCost))/TableLookupByCostChannel("Margin_Floor",IteDCost))+FloorCommission)
- ((((IteDCost+ShippingCost+OverheadCost+TableLookupByCostChannel("Adj_Ceiling",IteDCost))/TableLookupByCostChannel("Margin_Ceiling",IteDCost))+CeilingCommission)

The power of lookup tables to simplify the setup of initial seed rules for more complex pricing policy is shown below where 1 rule replaces 20 rules Amazon Model rules!

Left Panel (List of Rules):

zzFBM <1.01 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 1.01-2 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 2.01-4 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 4.01-6 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 6.01-8 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 10.01-25 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 15.01-25 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 25.01-40 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 40.01-60 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM >60.00 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM >10.00 - Medco and E...	98	<input checked="" type="checkbox"/>
zzFBM 100.01-150 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 150.01-250 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 250.01-400 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM 400.01-600 (Amazon)	98	<input checked="" type="checkbox"/>
zzFBM >600 (Amazon)	98	<input checked="" type="checkbox"/>

Right Panel (Configuration):

Type Name: Amazon

Price Formulas:

- Floor Price Formula: $((ItemCost+ShippingCost+OverheadCost)/TableLookupByCostChannel ("Margin_Floor",ItemCost))+TargetCommission$
- Target Price Formula: $((ItemCost+ShippingCost+OverheadCost)/TableLookupByCostChannel ("Margin_Target",ItemCost))+TargetCommission$
- Ceiling Price Formula: $((ItemCost+ShippingCost+OverheadCost)/TableLookupByCostChannel ("Margin_Ceiling",ItemCost))+CeilingCommission$

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

Tables:

- Margin_Floor
- Margin_Ceiling

Dimensions:

- Auto_Suppliers
- Tool_Suppliers

Ranges:

Value	Amount
1	0.8
2	0.82
4	0.84
6	0.86
10	0.88
25	0.9
40	0.92
60	0.93
100	0.94
150	0.94
250	0.95
400	0.95
600	0.96
9999	0.96

Table Detail:

- Rounding Mode: None
- Precision: 0

Channels:

Name	Channel Type	Enabled
PartsAuthority	Supplier	<input checked="" type="checkbox"/>
Etail	Etail	<input type="checkbox"/>
Amazon	Amazon	<input type="checkbox"/>
MedCo	Supplier	<input type="checkbox"/>
Eagles Tool Warehouse	Supplier	<input type="checkbox"/>
Hanson	Supplier	<input checked="" type="checkbox"/>
ISN	Supplier	<input checked="" type="checkbox"/>
eBay_Motors	eBay	<input type="checkbox"/>
Vrota.com	Magento2	<input type="checkbox"/>
Google	Google	<input type="checkbox"/>
BigCommerce	BigCommerce	<input type="checkbox"/>
Factory Motor Parts	Supplier	<input checked="" type="checkbox"/>
DTS-Cloud	Integration	<input type="checkbox"/>

Or in this scenario on the Sales Pricing Model where 45 policies are replaced by 2 with just a simple change to which lookup table should be used

Pricing Policies:

Left Panel (Policies):

BigCommerce	105	<input checked="" type="checkbox"/>
BigCommerce - 1.01-2	110	<input checked="" type="checkbox"/>
BigCommerce - 2.01-4	120	<input checked="" type="checkbox"/>
BigCommerce - 4.01-6	125	<input checked="" type="checkbox"/>
BigCommerce - 6.01-10	130	<input checked="" type="checkbox"/>
BigCommerce - 10.01-15	135	<input checked="" type="checkbox"/>
BigCommerce - 15.01-20	140	<input checked="" type="checkbox"/>
BigCommerce - 20.01-60	145	<input checked="" type="checkbox"/>
BigCommerce - 40.01-100	150	<input checked="" type="checkbox"/>
BigCommerce - 60.01-100	155	<input checked="" type="checkbox"/>
BigCommerce - 100.01-150	160	<input checked="" type="checkbox"/>
BigCommerce - 150.01-250	165	<input checked="" type="checkbox"/>
BigCommerce - 250.01-400	170	<input checked="" type="checkbox"/>
BigCommerce - 400.01-600	175	<input checked="" type="checkbox"/>
BigCommerce - >600	180	<input checked="" type="checkbox"/>

Left Panel (Policies):

Google	210	<input checked="" type="checkbox"/>
Google - 400.01-600	215	<input checked="" type="checkbox"/>
Google 250.01-400	220	<input checked="" type="checkbox"/>
Google - 6.01-250	225	<input checked="" type="checkbox"/>
Google - 10.01-150	230	<input checked="" type="checkbox"/>
Google - 20.01-60	235	<input checked="" type="checkbox"/>
Google - 40.01-60.00	240	<input checked="" type="checkbox"/>
Google - 25.01-40	245	<input checked="" type="checkbox"/>
Google - 15.01-20	250	<input checked="" type="checkbox"/>
Google - 20.01-50.00	255	<input checked="" type="checkbox"/>
Google - 6.01-10.00	260	<input checked="" type="checkbox"/>
Google - 4.01-6.00	265	<input checked="" type="checkbox"/>
Google - 2.01-4.00	270	<input checked="" type="checkbox"/>
Google - 1.01-2.00	275	<input checked="" type="checkbox"/>
Google - <1.01	280	<input checked="" type="checkbox"/>

Left Panel (Policies):

eBay_Motors	84	<input checked="" type="checkbox"/>
eBay - 400.01-600	85	<input checked="" type="checkbox"/>
eBay - 250.01-400	86	<input checked="" type="checkbox"/>
eBay - 150.01-250	87	<input checked="" type="checkbox"/>
eBay - 100.01-150	88	<input checked="" type="checkbox"/>
eBay - 60.01-100	89	<input checked="" type="checkbox"/>
eBay - 40.01-60	90	<input checked="" type="checkbox"/>
eBay - 25.01-40	91	<input checked="" type="checkbox"/>
eBay - 15.01-20	92	<input checked="" type="checkbox"/>
eBay - 10.01-15	93	<input checked="" type="checkbox"/>
eBay - 6.01-10	94	<input checked="" type="checkbox"/>
eBay - 4.01-6	95	<input checked="" type="checkbox"/>
eBay - 2.01-4	96	<input checked="" type="checkbox"/>
eBay - 1.01-2.00	97	<input checked="" type="checkbox"/>
eBay - <1.01	98	<input checked="" type="checkbox"/>

Right Panel (Price Formulas):

Left Panel (Price Formulas):

Right Panel (Price Formulas):

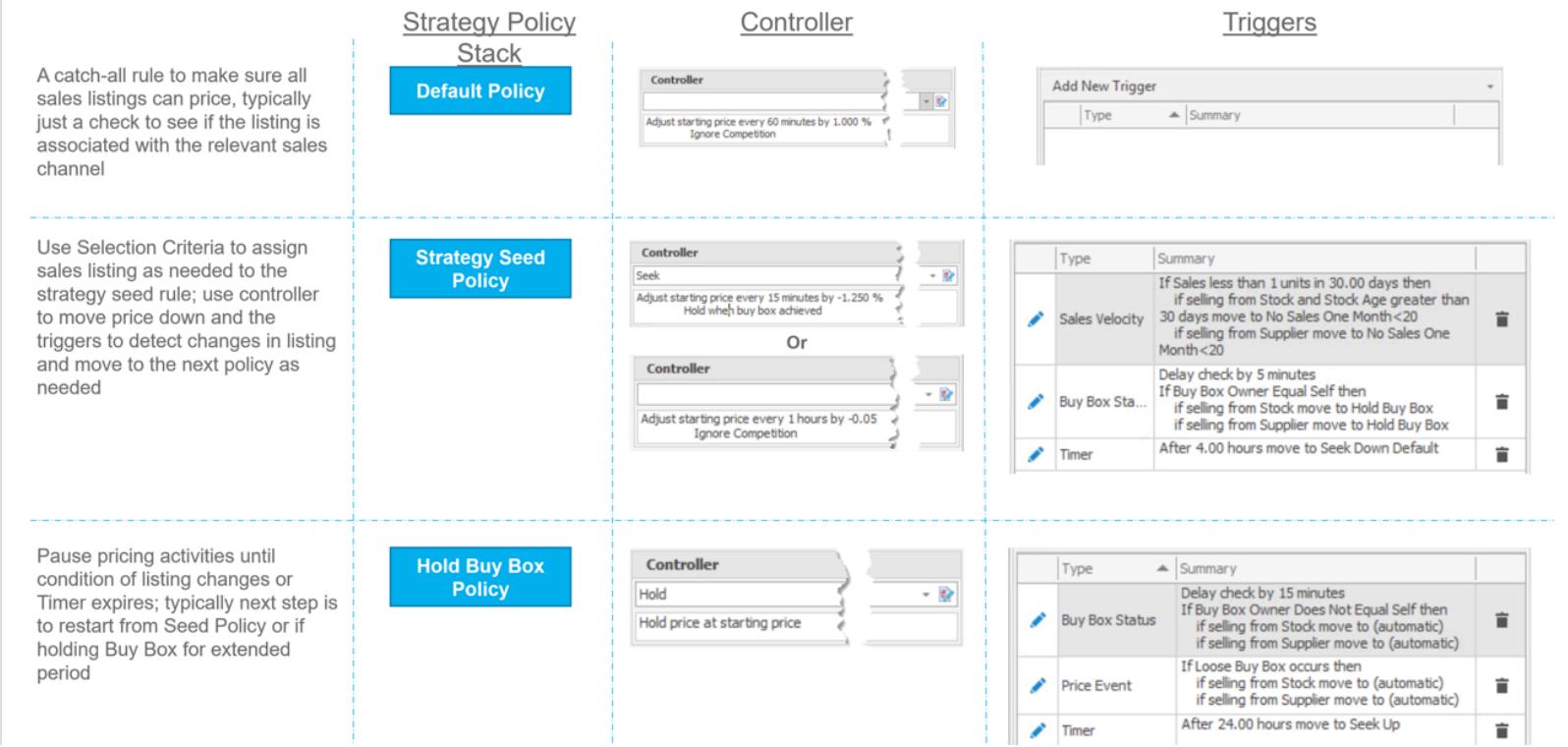
Trigger by Pricing Model Summary

Trigger	Amazon	Competative (Walmart)	Sales (Others)
Amazon Price Event	Yes	No	No
Buy Box Status	Yes	Yes	Yes
Price Event	Yes	Yes	Yes
Sales Velocity	Yes	Yes	Yes
Stock Age	Yes	Yes	Yes
Stock Out	Yes	Yes	Yes
Timer	Yes	Yes	Yes

Pricing Scenario Setup Examples

Find Market Price with Seek Up

Using Controllers and Tiggers, it is possible to define many strategies to support your business needs. In the following example, a set of policies is used to find the market price for an Amazon listing, and if Buy Box is achieved, increment up over time to see if a higher margin can be achieved while still holding the Buy Box.



DPE05: Price Parity

Price Parity

Price Parity enables you to use the published pricing on one sales channel to drive how you price on another sales channel. There are multiple options on how you can choose to have the parity channel affect the target channel. In all cases, first, your price is evaluated on your target channel, and then parity is applied. For example, if you are using Price Parity from your Amazon channel to your eBay channel, your eBay selling price would first be determined based upon your Pricing Strategies, and then your selling price on eBay could be changed depending on your Parity settings. Parity has the last touch on the selling price before the price is published to the sales channel, but it will not override UPP.

Price Parity	
Mode	MatchLowestDelivery
Channel	Amazon_US
Factor	1.0000
Delta	0.0000

- **Parity Channel:** This is the channel that you want to base your pricing off. For example, if you want your eBay pricing to be affected by your Amazon pricing, then on your eBay channel, you would select "Amazon" for this setting.
- **Parity Mode** options:
 - **None:** No Parity options are being used

- **MatchLowest:** If your selling price is above or below the lowest selling price of the same unit of measure for the item on your parity channel, the price will be changed to exactly match the lowest price on the parity channel.
 - **MatchHighest:** If your selling price is above or below the highest selling price of the same unit of measure for the item on your parity channel, the price will be changed to exactly match the highest price on the parity channel.
 - **MatchLowestDelivered:** This is the same concept as MatchLowest, except it also factors in your shipping price. If you are not using the shipping price, you can just use MatchLowest.
 - **MatchHighestDelivered:** This is the same concept as MatchHighest, except it also factors in your shipping price. If you are not using the shipping price, you can just use MatchHighest.
 - **NotBelowLowest:** If your selling price is less than the lowest selling price on your parity channel, your selling price will be raised to match the lowest selling price on your parity channel. If you are already priced above your lowest selling price on your parity channel, then no action will be taken against your selling price.
 - **NotBelowHighest:** If your selling price is less than the highest selling price on your parity channel, your selling price will be raised to match the highest selling price on your parity channel. If you are already priced above your highest selling price on your parity channel, then no action will be taken against your selling price.
 - **NotBelowLowestDelivered:** This is the same concept as NotBelowLowest, except it also factors in your shipping price. If you are not using the shipping price, you can just use NotBelowLowest.
 - **NotBelowHighestDelivered:** This is the same concept as NotBelowHighest, except it also factors in your shipping price. If you are not using the shipping price, you can just use NotBelowHighest.
 - **NotAboveLowest:** If your selling price is above the lowest selling price on your parity channel, your selling price will be lowered to match the lowest selling price on your parity channel. If you are already priced below your lowest selling price on your parity channel, then no action will be taken against your selling price.
 - **NotAboveHighest:** If your selling price is above the highest selling price on your parity channel, your selling price will be lowered to match the highest selling price on your parity channel. If you are already priced below your highest selling price on your parity channel, then no action will be taken against your selling price.
 - **NotAboveLowestDelivered:** This is the same concept as NotAboveLowest, except it also factors in your shipping price. If you are not using the shipping price, you can just use NotAboveLowest.
 - **NotAboveHighestDelivered:** This is the same concept as NotAboveHighest, except it also factors in your shipping price. If you are not using the shipping price, you can just use NotAboveHighest.
- **Parity Factor:** Beyond setting the parity mode options and which channel to base your parity on, you can also set a factor. This is "by how much" you want the parity mode to adjust. For instance, if you

want to be 5% above your lowest price, you would use the combination below. Mode = MatchLowestPrice; Factor = 1.05

- **Parity Delta:** After the parity and the factor has been calculated, the delta is applied. For example Final Price = (Parity Price Calculation * Factor) + Delta. So if you want your parity to be 5% above

DPE06: Pricing Results

Pricing

- Strategies
- Results**
- Bands
- Amazon Competitive Analysis

The Pricing Results option on the Catalog Module menu allows you to access the results of the various repricing activities for each type of policy type. Once the screen is displayed you select the channel that you wish to see the results for.

Pricing Results

The Amazon results screen provides details on the results of the repricing activities being performed on a specific sales channel. The top list reflects a single sales listing, and the lower plan displays all the price events on a single listing and includes date and time, type of repricing event, Compare Price details, Buy Box Price, and My Price details for each event.

Pricing Results: Amazon_US														Select Filters		
		Exact Phrase		Contains		Advanced		Show/Hide Columns								
Item		Band / Rule		Cost / Weight				Price								
Sku	Calculate Date	Price Type	Band	Auto Rule	Policy	Policy Start Date	Quantity	Cost	Cost Channel	Weight	Success	Position	Price	Price Date		
SBD_5140074-72	3/10/2020 3:04 AM	Notification	Recent Buy Box		FBM_Default	12/25/2019 3:18 PM	38	1.06	Servicenet	0.06	<input checked="" type="checkbox"/>	1	5.46	3/10/2020 3:00:45 AM		
SBD_D20272	3/10/2020 3:04 AM	Notification	Recent Buy Box		FBM_Default	12/26/2019 4:18 AM	38	16.47	Servicenet	1.25	<input checked="" type="checkbox"/>	1	35.04	3/10/2020 3:00:45 AM		
SBD_391358-01	3/10/2020 3:04 AM	Notification	Recent Sales		FBM_<10	10/18/2019 11:52 PM	37	0.73	Servicenet	0.01	<input checked="" type="checkbox"/>	1	6.98	3/10/2020 2:56:13 AM		
SBD_0104635-51	3/10/2020 3:04 AM	Notification	Recent Sales		FBM_Default	10/24/2019 3:25 PM	37	4.07	Servicenet	0.20	<input checked="" type="checkbox"/>	1	9.43	3/10/2020 2:56:47 AM		
SBD_N013166	3/10/2020 3:04 AM	Notification	Recent Sales		FBM_Default	10/24/2019 3:26 PM	37	1.04	Servicenet	0.08	<input checked="" type="checkbox"/>	1	5.42	3/10/2020 2:56:47 AM		
STN_225-839	3/10/2020 3:04 AM	Notification	Recent Sales		FBM_<10	10/18/2019 11:56 PM	47	6.22	Stens	0.10	<input checked="" type="checkbox"/>	2	11.94	3/10/2020 3:04:28 AM		
SBD_S140010-27	3/10/2020 3:04 AM	Notification	Recent Sales		FBM_Default	12/25/2019 8:18 AM	3	0.71	Servicenet	0.10	<input checked="" type="checkbox"/>	1	5.26	3/10/2020 2:57:05 AM		
SBD_N509327	3/10/2020 3:04 AM	Notification	Recent Sales		FBM_Default	10/20/2019 1:24 AM	2	3.45	Servicenet	0.10	<input checked="" type="checkbox"/>	1	8.31	3/10/2020 2:56:47 AM		

Record 6 of 40375

Price History

Refresh | Reprice | Show Chart | 1 | 6 | 12 | 24 | 48

Reprice Event		Compare Price		Buy Box Price				My Price							
Time	Type	Success	#	Price	Shipping	Delivered	Merchant	FBA	Price	Shipping	Delivered	Merc	Price	Shipping Price	Delivered
3/9/2020 10:09...	Notification	<input checked="" type="checkbox"/>		11.95	0.00	11.95	Cyr's Power E...	<input type="checkbox"/>	11.81	0.00	11.81	All Se...	11.94	0.00	11.86
3/9/2020 10:07 PM	Notification	<input checked="" type="checkbox"/>		11.95	0.00	11.95	Cyr's Power E...	<input type="checkbox"/>	11.81	0.00	11.81	All Se...	11.94	0.00	11.94
3/9/2020 10:04 PM	Notification	<input checked="" type="checkbox"/>		11.95	0.00	11.95	Cyr's Power E...	<input type="checkbox"/>	11.82	0.00	11.82	1-800...	11.94	0.00	11.94
3/9/2020 9:56 PM	Notification	<input checked="" type="checkbox"/>		11.83	0.00	11.83	ISE Forest Garden	<input type="checkbox"/>	11.84	0.00	11.84	1-800...	11.82	0.00	11.82
3/9/2020 9:55 PM	Notification	<input checked="" type="checkbox"/>		11.83	0.00	11.83	ISE Forest Garden	<input type="checkbox"/>	11.84	0.00	11.84	1-800...	11.82	0.00	11.82
3/9/2020 6:46 PM	Notification	<input checked="" type="checkbox"/>		11.85	0.00	11.85	ISE Forest Garden	<input type="checkbox"/>	11.84	0.00	11.84	1-800...	11.84	0.00	11.84
3/9/2020 6:36 PM	Notification	<input checked="" type="checkbox"/>		11.85	0.00	11.85	ISE Forest Garden	<input type="checkbox"/>	11.86	0.00	11.86	1-800...	11.84	0.00	11.84
3/9/2020 6:36 PM	Notification	<input checked="" type="checkbox"/>		11.85	0.00	11.85	ISE Forest Garden	<input type="checkbox"/>	11.86	0.00	11.86	1-800...	11.84	0.00	11.84
3/9/2020 6:31 PM	Notification	<input checked="" type="checkbox"/>		11.85	0.00	11.85	ISE Forest Garden	<input type="checkbox"/>	11.86	0.00	11.86	1-800...	11.84	0.00	11.84
3/9/2020 6:30 PM	Notification	<input checked="" type="checkbox"/>		11.87	0.00	11.87	ISE Forest Garden	<input type="checkbox"/>	11.86	0.00	11.86	1-800...	11.86	0.00	11.86
3/9/2020 6:23 PM	Notification	<input checked="" type="checkbox"/>		11.87	0.00	11.87	ISE Forest Garden	<input type="checkbox"/>	11.88	0.00	11.88	1-800...	11.86	0.00	11.86
3/9/2020 6:20 PM	Notification	<input checked="" type="checkbox"/>		11.89	0.00	11.89	ISE Forest Garden	<input type="checkbox"/>	11.90	0.00	11.90	1-800...	11.88	0.00	11.88

Success

- Yes 35,694
- No 4,681
- Either 0

Band

- FBA Active 104
- Have Sold 2,922
- High Sales 375
- High Sales Rank 580
- New Listing 22
- No Stock 6,399
- Other 8,161
- Recent Buy Box 19,886
- Recent Sales 1,909

Policy

- (none) 230
- FBM_<10 7,671
- FBM_>50 919
- FBM_Default 31,555

Buy Box Winner

- Yes 21,547
- No 18,828
- Either 0

Floor Price

- Yes 5,703
- No 34,672
- Either 0

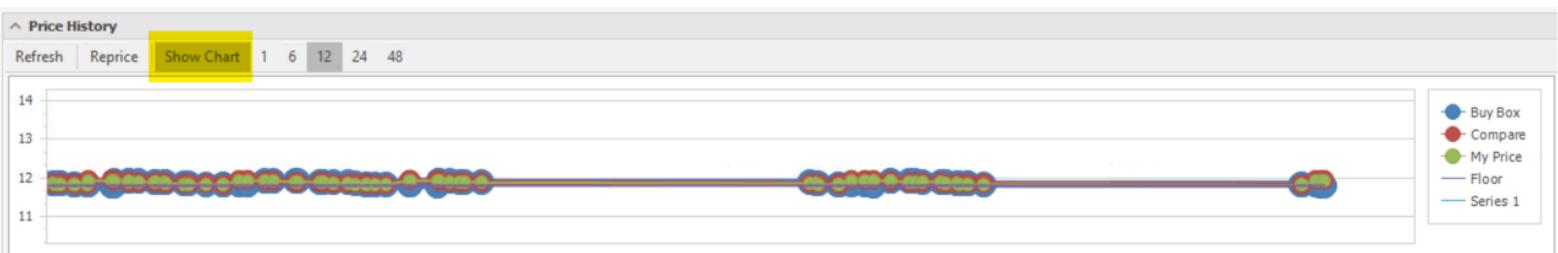
Ceiling Price

- Yes 1,109
- No 1,109
- Either 0

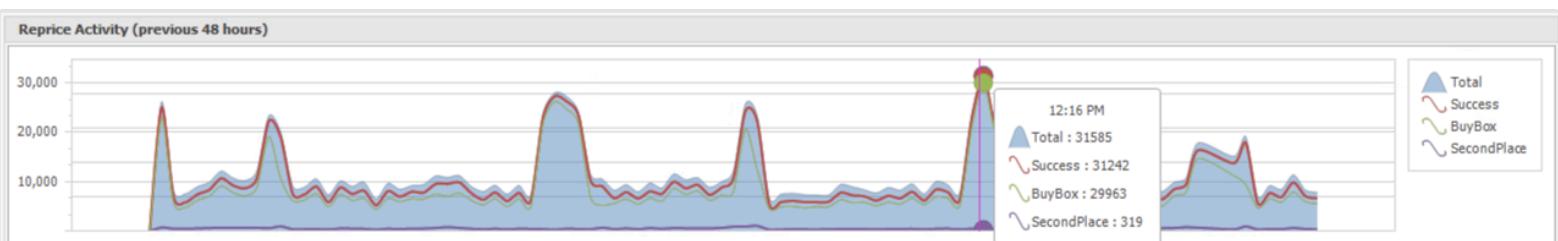
It is also possible to see details on Buy Box Ownership details for the sales listing, when did you win it, when did you lose it, and who to.

Reprice Events		Buy Box Ownership											
Won		Lost									Type	Count	Rating
Date	Price	Shipping	Delivered	Date	Price	Shipping	Delivered	Merchant					
3/9/2020 ...	11.94	0.00	11.94	3/9/2020 10:...	11.81	0.00	11.81	All Seasons P...	NationalPrime	2,889	99	▲	
3/9/2020 1:1...	11.94	0.00	11.94	3/9/2020 5:3...	11.81	0.00	11.81	ISE Forest Ga...	FBM	15,394	92		
3/9/2020 11:...	11.94	0.00	11.94	3/9/2020 1:1...	11.81	0.00	11.81	ISE Forest Ga...	FBM	15,393	92		
3/9/2020 10:...	11.94	0.00	11.94	3/9/2020 11:...	11.81	0.00	11.81	ISE Forest Ga...	FBM	15,393	92		
3/7/2020 12:...	11.94	0.00	11.94	3/7/2020 10:...	11.81	0.00	11.81	ISE Forest Ga...	FBM	15,387	92		
3/7/2020 10:...	11.94	0.00	11.94	3/7/2020 12:...	11.81	0.00	11.81	ISE Forest Ga...	FBM	15,385	92		
3/7/2020 8:4...	11.94	0.00	11.94	3/7/2020 10:...	11.81	0.00	11.81	ISE Forest Ga...	FBM	15,385	92		
3/7/2020 7:2...	11.94	0.00	11.94	3/7/2020 8:3...	11.81	0.00	11.81	ISE Forest Ga...	FBM	15,385	92		
3/6/2020 5:5...	11.94	0.00	11.94	3/7/2020 7:2...	11.81	0.00	11.81	ISE Forest Ga...	FBM	15,385	92		
3/6/2020 1:0	11.94	0.00	11.94	3/6/2020 5:5	11.81	0.00	11.81	ISE Forest Ga...	FBM	15,385	92	▼	

Optionally the frequency of pricing events on a listing can also be viewed for the past 1 to 48 hours



It can also display a screen to show the total throughput of the pricing engine on that channel over the past 48 hours, which provides insight into when surges in pricing activities so you can refine strategies as need.



It can also display a screen to show the total throughput of the pricing engine on that channel over the past 48 hours, which provides insight into when surges in pricing activities so you can refine strategies as need.

It is possible to request a single listing to be priced. Or using the bulk update feature, it is possible to trigger updates to either multiple selected listing or all listing that are filtered the select the type of update required. Then

Search Settings

Save Cancel

Enable Filters

- Published
- Policy
- Buy Box Winner
- Band
- Status Reason
- Floor Price
- Ceiling Price
- Last Calc Price
- Next Price Not Before
- Next Price Not After
- Last Win Buy Box
- Last Lose Buy Box

Select Filters

Success	
<input type="radio"/> Yes	1,767
<input type="radio"/> No	18,305
<input checked="" type="radio"/> Either	0
Published	
<input type="radio"/> Yes	14,639
<input type="radio"/> No	5,433
<input checked="" type="radio"/> Either	0
Policy	
<input type="checkbox"/> Walmart_Default	19,497
Buy Box Winner	
<input type="radio"/> Yes	6,093
<input type="radio"/> No	13,979
<input checked="" type="radio"/> Either	0

the mass update actions to be performed on the selected listings.

Etail Automatic Pricing Enabled

Policy (Automatic)

Use Calculated Price Limits		Commission
<input checked="" type="checkbox"/> Floor	<input checked="" type="checkbox"/> Ceiling	Default
Shipping Cost/Price		2.76
		0.0
Limits		
Floor Price	4.68	3.803 %
Ceiling Price	10.84	49.945 %
Delivered		
Floor Price	4.68	-0.75
Ceiling Price	10.84	5.41
Compare		
Name	PowerToolReplacementParts	
Delivered Price	5.43	Set Floor
Last Reprice		
<input checked="" type="checkbox"/> Successful	Age	00:00:35:31
Compare Unchanged: 5.43/0.00 PowerToolReplacementParts FBM		

Bulk Update Listings

Bulk Up... ▾

Select the action you want to perform

Force Publication to Sales Channel

Change Listing Status

Change Price Settings or Force Price Calculation

Next > Cancel

Select Price updates

Policy: (no change) ▾

Band: (no change) ▾

Automatic Pricing: (no change) ▾

Force Price Calculation

Prices (USD)

Price: 5.42 MSRP:

MAP: UPP:

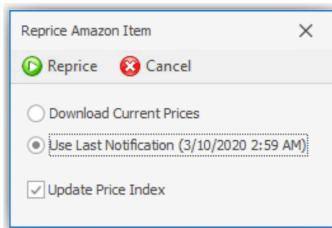
Repricing History Sale/Rebate Shipping

Etail Automatic Pricing Enabled

The same pricing results and history can also be

viewed on the Item Details screen > Sales Listing. If the user selects the 'Calculate Price' options it will display

an options menu; it is recommended you use the default setting as displayed



The pricing results provide details on the various cost elements for the sales listing and details on the competitive environment and, finally, the result of the pricing action. If you select the Spyglass, it will provide the trace details on how the policy was selected

Processing Results	
<input checked="" type="checkbox"/>	Close
<input type="checkbox"/>	Copy Results to Clipboard
	Pricing Policy: FBM_Default
	Reprice Policy: FBM_Default
	Buy Box 5.42/0.00 1-800 ToolRepair
	Cost of 1.04 from Servicenet
	Have shipping cost 2.76USD
	Have Amazon shipping price 0.00USD
	Item cost 1.04USD
	Floor Commission: 0.70USD (15.00%)
	Calculated floor 4.68USD
	Ceiling Commission: 1.63USD (15.00%)
	Calculated ceiling 10.84USD
	Floor: 4.68
	Ceiling: 10.84
	1-800 ToolRepair 5.42/0.00 13,193/82 0 Self 1-800 ToolRepair
	PowerToolReplacementParts 5.43/0.00 38,600/97 0 FBM Valid PowerToolReplacementParts
	Compare FBM 5.43
	Compare Unchanged: 5.43/0.00 PowerToolReplacementParts FBM
	Set price 5.42
	Price unchanged: 5.42USD

DPE07: Amazon Competitive Analysis

eDC06.9 Amazon Competitive Analysis



The Amazon Competitive Analysis is not directly related to the pricing of active sales listings; it does provide the capability of

checking the competitiveness of items before going through the full process of adding them into the EVP catalog. Using a spreadsheet template details of the item and your costs are loaded, and using the UPC value in the import, it will perform an ASIN price lookup and records the current competitors on the associated listings.

Competitive Analysis: Amazon_US			
Source Items	No Competition	Compare	Process Status
Sku			Title

