**Keepa Setup – Why We Need It**

📌 **Lesson Focus:**  
Scan Unlimited gives us ASINs — but **Keepa gives us the data that matters that we can use for** profit calculation, suppressed listings, and deeper product analysis.

**🔎 Why Do We Need Keepa?**

We use Keepa to extract **data points** that Scan Unlimited doesn’t offer.

We’ll use it to:

**💰 1. Calculate Profit Manually**

We’ll use **our own profit formulas** — based on:

* ✅ Buy Box price (if available)
* ✅ 3rd Party New price (if Buy Box is suppressed)

This lets us build a **cleaner, more accurate profit system** — one that still works when SU falls short.

**📈 2. Access Keepa Specific Points**

**📊 30-Day & 90-Day Buy Box Averages**

* Useful for calculating historical price stability

💡 ***Use this to calculate profit for 0 offer listings (preference)***

**🔁 Return Rate**

* Amazon includes this data point as Low / Blank / High
* ✅ Helps you avoid high-return ASINs (apparel, baby, or shoes)

**⚖️ Competitive Price Threshold (CPT) and CPT Profit**

Amazon uses CPT to decide whether to **show or suppress the Buy Box**.

Why do we include it? It shows us:

* 📉 *How much lower you need to price to turn the Buy Box back on*  
  → Trade margin for higher velocity
* 📈 *How much higher you can price before losing the Buy Box*  
  → Helps spot room for *extra profit* or better buy-in strategies

💡 **Example:**  
You see 20% ROI today, but Keepa shows CPT allows 35% ROI — you now have pricing headroom

**🚫 Amazon Out-of-Stock Rate – 90 Days**

* Historical average of how often Amazon is in vs out of stock
* ✅ Use this to avoid buying against Amazon

**🛒 # Bought**

* Sales velocity **directly** from Amazon
* Answers if the ASIN has velocity or not

**📦 New Current**

* This is the **current 3rd Party New offer**
* ✅ Used to calculate profit when the Buy Box is missing

**Getting Data from Keepa – Product Viewer Setup**

Now that we’ve cleaned our Scan Unlimited file and copied the ASINs, it’s time to extract the **second half of our dataset** — by uploading those ASINs to Keepa’s **Product Viewer**.

**🌐 Step 1: Open Product Viewer**

Go to:  
🔗 <https://keepa.com/#!viewer>

In the top left, click:  
**Data → Product Viewer → List of ASINs (or UPCs)**

Paste your list (from the script’s clipboard output) into the viewer.

💡 **Side Tip:**  
We’ll be uploading ASINs to ensure accurate data. UPCs have the potential to match multiple ASINs otherwise.

**⚙️ Step 2: Preset Column Configuration**

Before downloading, we want to make sure your **Keepa export includes the right columns.**

💡 **Side Tip: Keepa Supports Dozens of other data points. If you want to include them as part of your output it would be in this section by toggling them on.**

* **Preset’s let you save and share your column configuration.**

🧠 **My Preset - Snapshot as of 6/25/2025:**  
Here’s the current column layout we’re using:

A screenshot of a computer

AI-generated content may be incorrect.

|  |  |  |
| --- | --- | --- |
| Locale  Image  Title  Product Codes: PartNumber  Model  Product Codes: UPC  ASIN  New, 3rd Party FBA: Current  New: Current  Buy Box 🚚: Current  Buy Box 🚚: 30 days avg.  Buy Box 🚚: 90 days avg.  Reviews: Rating Count - Format Specific | Reviews: Rating Count  New Offer Count: Current  Size  Item Form  Pattern  Style  Material  Item Type  Variation Attributes  Color  Bought in past month  Sales Rank: Current  Parent ASIN  Product Codes: EAN  Product Codes: GTIN  Amazon: Current | Amazon: Highest  Amazon: 90 days OOS  FBA Pick&Pack Fee  Referral Fee %  Referral Fee based on current Buy Box price  Competitive Price Threshold  Total Offer Count  Listed since  Brand  Brand Store Name  Brand Store URL Name  Categories: Root  Manufacturer  Return Rate |

💡 **Side Tip:**  
Keepa periodically adds new columns without telling you. We will need to build our script to use the header names rather than be dependent on column order. If your script suddenly breaks, Keepa is likely the culprit.

**💾 Step 3: Load Your Preset**

**✅** Keepa allows Presets to be shared, so we can use my settings as your default starting point.

A screenshot of a computer

AI-generated content may be incorrect.

**✅ Setup Instructions:**

1. Click **Configure Columns**
2. Click Load/Save Preset
3. Locate your preset and then hit import

A screenshot of a computer

AI-generated content may be incorrect.

This applies your custom column order — ensuring every Keepa export matches the same structure as your scripts.

💡 **Reminder:**  
**Always back up your presets.** If you lose access or switch browsers, you’ll lose your column selections unless saved as .json. **The script will break if its missing needed columns.**

**🧠 Why This Step Matters**

Keepa gives us **the second half of our sourcing data.**  
Without it, we’d be relying only on surface-level metrics.

With this structured export:

* You can calculate **Buy Box, Suppressed, and CPT-based profits**

✅ The data from this export will be cleaned and merged in the next script phase.