

## SOP: Creating a New Automated Pricing Rule

1. Select "Automate Pricing" from the Drop-Down Menu of the "Pricing" tab on the top menu of Seller Central.
2. This is Amazon's free tool to quickly update prices across your entire catalog or part of your catalog.
3. The Automate Pricing tool uses rules you create to automatically adjust your prices for listings you select.
4. When you automate pricing, changes can happen instantly without further action by you.
5. You remain responsible for your prices.
6. You can create a customized pricing rule by clicking the "Create a Customized Pricing Rule" button to the top right of the page.
7. On the next page, select which type of rule you would like to create by selecting one of the following options from the "Select a Rule" Drop-Down Menu:
  - ▶ Competitive Buy Box Price;
  - ▶ Competitive Lowest Price;
  - ▶ Competitive External Price; or
  - ▶ Based on Sales Units.
8. Type in the name of your Rule in the text box beneath.
9. Click the "Proceed to Marketplace Selection" button.
10. Select the checkbox for the marketplaces you want to create the rule. You can select more than one marketplace.
11. Click the "Save" button and continue to select rule parameters.
12. Define the price action you want Automate Pricing to take. If you have selected 'Competitive Buy Box' or 'Competitive Lowest Price' in the step above from the "Select a Rule" Drop-Down Menu, you can choose to match, beat, or stay above the Buy Box price or Lowest price.
13. Define the amount by which you want the automatic price action to trigger, either as an amount or a percent. Note that you must enter a minimum value of at least 1% or \$0.10; and the maximum percent you can enter is 90%.
14. Select filters for your rule by selecting the check boxes next to each filter option. Filters allow you to identify the types of offers you want to compare.
15. All Automate Pricing rules apply to offers on the same ASIN and condition.

16. Additional examples of filters might include comparing to only FBA offers, or comparing to only offers from sellers with a seller rating within 5% of yours, or better.
17. To confirm your rule functions as expected, read the Rule Summary for final confirmation. This will display below the filters, and state what your rule does.
18. When you are finished with one marketplace, click the “Save this rule” button and your rule will be saved.
19. Note that if you would like to create this rule in more than one marketplace, expand the window for the next marketplace and repeat the above steps until you have selected rule parameters for all the marketplaces that you want to create this rule.
20. When you are finished, click the “Continue to select SKUs” button to move to the next section of the Automate Pricing workflow.
21. Until you assign SKUs to your rule, Automate Pricing will not change any prices on your SKUs.
22. Select all the ASINs you wish to have included in this rule and, once done selecting, click the “Save this Rule” button.
23. Automate Pricing adjusts your price according to the rule, minimum price and maximum price you enter.
24. Also, during automated pricing, the price will not come below Minimum Price and does not go over the Maximum Price.

## See Also:

---

- ▶ [SOP: Managing Your Pricing Health](#) ↗
- ▶ [SOP: Reading Your Pricing Dashboard](#)
- ▶ [SOP: Managing Your Buy Box Percentage](#)
- ▶ [SOP: Managing Your Price Competitiveness](#)
- ▶ [SOP: Managing Your Sales Conversion](#)
- ▶ [SOP: Managing Your Fee Discounts](#)
- ▶ [SOP: Managing Product Pricing](#)
- ▶ [SOP: Fixing Price Alerts](#)
- ▶ [SOP: Editing an Existing Automated Pricing Rule via Spreadsheet Template](#) ↗
- ▶ [SOP: Editing an Existing Automated Pricing Rule Manually](#)