

# Amazon Integration

List items in seconds, not hours

Zoovy Syndication provides a unique and unmatched compatibility with Amazon Seller Central

## Zoovy Syndication

Zoovy harnesses the power of Amazon Seller Central. Zoovy provides one of a kind, complete Amazon integration, which allows real time inventory tracking, eliminating errors and supporting faster payback by Amazon.

- The Amazon Merchant program allows sellers to list products ranging from apparel, jewelry, home goods, electronics, auto and more
- Users require approval from Amazon, making this an exclusive market

## Full Transparent Data Exchange

- Zoovy syndication software allows users to seamlessly synchronize their web store listings with Amazon, including product options such as size, color etc
- Zoovy communicates to Amazon all required tracking numbers, as well as importing and managing orders for the seller
- Automatically update Amazon listings through your Zoovy account
- Automatically share shipping parameters with Amazon

## Get Seen by Millions at Amazon

With all the competition on the web, getting products viewed by shoppers can be very challenging for e-businesses. Zoovy syndication helps sellers overcome this challenge by listing them on Amazon.

Zoovy Amazon syndication is ideal for growing online businesses with a large number of SKUs. It allows users to list hundreds of products simultaneously, automatically listing products from the seller's web store. As merchants view the selection on Amazon, more of them go to the seller's web store for their ongoing shopping needs.

## Reduce Cost

- Zoovy syndication automation can potentially replace at least one full time employee
- Instead of assigning an employee to input thousands of listings, sellers can apply Zoovy technology to automatically update listings

## Growth Opportunities

- By listing on Amazon, sellers can increase business and develop brand identity
- Automation allows e-businesses to increase inventory without increasing staff
- Businesses continue to grow with Zoovy—the most flexible and scalable ecommerce system available

## Features

## Product Mapping

- This system allows store owners to select product categories and map them to categories on Amazon, eliminating the need to map each product individually
- For high volume companies, Zoovy syndication maps hundreds of products at once, eliminating the need to hire additional staff

## Maintaining Listings

- As users add new products to their store, Zoovy syndication automatically lists these products on Amazon
- The software intuitively removes listings that aren't in inventory

### **Flexibility**

- Zoovy syndication users can set up unique pricing for Amazon and their web store
- Sellers can offset marketing costs for Amazon by increasing prices or enticing customers with lower prices
- Sellers can set up unique shipping parameters and promotions for Amazon

### **Pricing**

- Zoovy provides automated pricing structures based on formulas so sellers don't have to spend time figuring out the price of each product
- Prices can be easily updated or modified by changing variables

### **Cross-selling capabilities**

- Once brought to the seller's web store, customers have the option to buy other products

### **Reports**

- Sellers can assess their return on investment based on dozens of variables using the Zoovy Order Manager advanced reporting feature
- Reports can be obtained using variables like dollar amount, return customers and number of items in orders

### **Bi-Directional Integration**

- Only Zoovy syndication is fully compatible with Amazon
- FedEx, USPS and UPS tracking created in Zoovy Order Manager is automatically sent to Seller Central, confirming that an order has been shipped
- Orders are uploaded to the seller's Zoovy account from Seller Central so that they can be processed in one place using one platform
- Zoovy actively exchanges information with Amazon, tracking and updating products, inventory, prices, images, error messages and more
- Receive settlement reports in your Zoovy account
- Gift messages from Zoovy appear in Zoovy orders
- Centric inventory: numbers stay consistent in both Zoovy and Amazon simultaneously