



Amazon integration

Achieve Success Selling on Amazon

Zoovy works seamlessly with Amazon Seller Central to deliver unparalleled functionality

Key

Benefits

- ▶ **Amazon Repricing**
- ▶ **Gift Messaging**
- ▶ **FBA Compatible**
- ▶ **Variation Synchronization**
- ▶ **Full Transparent Data Exchange**
- ▶ **Expedited Shipping Workflows**
- ▶ **Bi-directional Integrations**
- ▶ **Kit and Assemblies Support**
- ▶ **Automatic Email Follow ups**

Syndication allows sellers to list an extensive range of products, among them: apparel, jewelry, home goods, electronics, and more.

Full Transparent Data Exchange

Zoovy syndication software manufacturers use this to seamlessly synchronize their web store listings with Amazon, including product variations such as size and color. Other advantages include:

- ▶ Zoovy exchanges data with Amazon's Marketplace Web Services. Ex: FBA & Order Retrieving.
- ▶ Zoovy saves you time by communicating all required tracking numbers to Amazon as well as importing and managing orders for the seller.
- ▶ Product updates and changes are automatically updated and syndicated.
- ▶ Share shipping latency information with Amazon resulting in accurate delivery dates and better feedback.

Gift Messaging

Gift messages from Amazon appear in Zoovy orders and are flagged as gift orders for batch processing. Centric inventory. Numbers stay consistent in both Amazon and Zoovy.

Expedited Shipping

Amazon tracks late shipments and can result in the merchant being kicked off the platform completely. Zoovy automatically provides tracking information for shipments to Amazon every hour. This ensures merchants will not be penalized for late shipments. Having timely shipments can also increase the chances of gaining seller ratings, which can positively impact sales. Expedited orders are flagged in the software and automatically mapped to the appropriate shippers service.



Amazon integration

Achieve Success Selling on Amazon

Reduce Costs

The automation of Zoovy Complete allows web-store owners to avoid the tedious task of manually inputting thousands of listings or synchronizing inventory and tracking. That saves many hours of work, merchants can concentrate on driving business rather than focusing on their software.

Reports

Using advanced reporting features in "Zoovy Order Manager," sellers are able to effortlessly determine ROI and easily track or update products, inventory, prices, images, error messages and much more. Reports can be categorized in dozens of ways, including dollar amount, return customers and number of items in the order.

Flexibility

Zoovy clients have the resources to smoothly transition from selling on their webstore to selling on Amazon.

Zoovy allows merchants to:

- ▶ Set up unique pricing for Amazon vs. your other marketplaces.
- ▶ Easily send products exactly as listed on Zoovy site, one click.
- ▶ Alternate fields available for optimized listings with unique Amazon values for product titles, descriptions and images.
- ▶ Choose from numerous merchandising strategies for variations

Growth Opportunities

When users add new products to their store, Zoovy automatically lists them on Amazon. Products can be listed and removed with just the click of a button. With Zoovy's "Powertool," listing and sending multiple products couldn't be simpler.

Error Free and Fully Automated

Only Zoovy syndication is fully compatible with Amazon.

This syndication provides a lot of advantages for Zoovy clients, including:

- ▶ **Tracking for FedEx, USPS and UPS** - This is sent automatically to Seller Central by "Zoovy Order Manager." Confirming that an order has been shipped has never been simpler.
- ▶ **Streamlined Processing** - Orders are uploaded directly to the seller's Zoovy account from Seller Central, so they can be processed in one place using one platform.
- ▶ **Settlement Reports** - These are placed directly in merchant's Zoovy account.
- ▶ **Kits and Assemblies** - multiple items (ex: digital camera, case, and extra memory stick) can be combined into a kit which is not offered by other sellers - giving a seller exclusivity. When an order comes in, the individual items are added to the pick list.
- ▶ **FBA Compatible** - For products marked as FBA in Zoovy, Amazon fulfills the orders. Zoovy pulls order information into order manager so management is in one central location.

Amazon Repricing

A new tool by Zoovy that increases sales on Amazon by dynamically raising and lowering prices. With more and more people selling on Amazon, any advantage is important.

- ▶ **Win the Buy Box Battle** - automatically adjust an item's price point to undercut competitors, increasing your chances of winning the coveted "Buy Box"
- ▶ **Pricing Flexibility** - raise prices when it can increase your profits while still offering an enticing value to consumers
- ▶ **Reduce Costs** - potentially eliminate a full-time position, while improving efficiency and reducing errors
- ▶ **Synchronicity** - merchants configure re-pricing settings with the same interface they're already using, to manage products

New Feature currently in testing - pricing is to be determined



For more information about Amazon Integration please see: <http://webdoc.zoovy.com/doc/50875>

This document is intended as a summary of possible configuration options which may not be available in all scenarios. Please refer to the online documentation for full product configuration detail.