



# Amazon integration

With one-of-a-kind complete Amazon integration, Zoovy works seamlessly with Amazon Seller Central to deliver real-time inventory tracking that eliminates errors and leads to faster payback.

## Key

## Benefits

- ▶ *Full Transparent Data Exchange*
- ▶ *Get Seen by Millions at Amazon*
- ▶ *Reduce Costs*
- ▶ *Reports*
- ▶ *Growth Opportunities*
- ▶ *Flexibility*
- ▶ *Pricing*
- ▶ *Bi-directional Integrations*

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 allows users to seamlessly synchronize their web store listings with Amazon, including product options 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.
- ▶ Your Amazon listings are automatically updated and syndicated through your Zoovy account.
- ▶ You can share shipping latency information with Amazon resulting in accurate delivery dates.

## Get Seen by Millions at Amazon

With all the competition on the web, it's extremely challenging for e-businesses to get their products viewed by shoppers. Zoovy solves this by providing the tools that sellers need to list on Amazon.

The huge advantage that clients get from Zoovy's Amazon syndication is that it's ideal for growing an online business with a large number of SKUs. Features include:

- ▶ Providing sellers with the ability to list thousands of products simultaneously – and automatically – directly from their web store.
- ▶ Integration with Amazon's online classification guides ensure that a merchant's products are highly visible on the Amazon site.

Continued ▶

- ▶ Allowing merchants to accommodate Amazon's structured listing policies by enabling them to list alternative product details to the ones that are used in their Zoovy store.
- ▶ Enable customers to take full advantage of Amazon's Free Super Saver Shipping by integrating with Fulfillment by Amazon (FBA)

## Reduce Costs

The automation of Zoovy Complete allows web-store owners to avoid the tedious task of manually inputting thousands of listings. 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.

## Growth Opportunities

By listing on Amazon, sellers can increase sales, develop a stronger brand identity and use Zoovy's automation to expand inventory without adding extra employees. Features include:

### Product mapping

No more need to map products individually. With Zoovy's mapping system, web-store owners can select product categories and map them to products on Amazon. For high-volume companies, Zoovy stream-lines the process by mapping hundreds of products at once eliminating the need to hire additional staff.

### Maintaining listings

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," listings and sending multiple products couldn't be simpler.

## Flexibility

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

Zoovy allows retail 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 optimize listings with unique Amazon value for product titles, descriptions and images.
- ▶ Choose from numerous options for variations.

## Pricing

Zoovy provides automated pricing structure based on formulas. That means merchants don't have to spend time figuring out prices for each product. Using Zoovy software, updating or modifying prices is easy.

## Bi-directional Integrations

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 placed directly in merchant's Zoovy account.
- ▶ Gift messages from Zoovy that appear in Zoovy orders.
- ▶ Centric inventory. Numbers stay consistent in both Amazon and Zoovy.



See our video presentation of this feature at : <http://www.zoovy.com/webdoc/?????????????>

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.

**More Amazon Integration Info at <http://www.zoovy.com/webdoc/?????????????>**