

OWNING THE BUY BOX

The 2016 Amazon Best Practice Guide

TABLE OF CONTENTS

Introduction.....3

Buy Box Overview.....4-5

Buy Box in Action.....6-7

Advertising for Success.....8-10

Buy Box Factors.....11-29

Product Availability &
Seller History.....12-13

Competition.....14-15

Fulfillment Method.....16-21

Fulfillment by Merchant.....16-17

Fulfillment by Amazon.....18-19

Seller-Fulfilled Prime.....20-21

Customer Service.....22-29

Perfect Order Percentage.....22-23

Shipments.....24-25

Feedback & Reviews.....26-27

Response.....28-29

Price.....30

Conclusion.....31

Additional Resources.....32

Company Profile.....33

OWNING THE BUY BOX

Introduction

The Amazon Marketplace can be a harrowing experience even if you know the intricacies of the platform. The process is even more complicated with multiple merchants competing to win the same real estate for their products.

Too many sellers fall on the wrong side of the complicated Buy Box algorithm. But that's certainly no excuse to ignore it, as the Buy Box is involved in virtually every product search, and accounted for **close to 90% of all Amazon sales last year**.

With the multitude of factors that go into winning the Buy Box, many sellers may feel overwhelmed and lost in an endless ocean of failed product listings and stagnant sales.

After reading this report, you will:

- Understand the many nuances of **what makes the Buy Box tick**.
- Discover tactics to **optimize your listings** and **skyrocket your Seller Rating**.
- Unearth the **hidden secrets to Buy Box success** and **elevated sales growth**.

The following pages will give you the inspiration and understanding to not just keep your head above water, but **grow your marketplace business through realistic, repeatable strategies**.



“At ROI Revolution, we’ve seen **amazing client success** with a focus on not only increasing Buy Box share, but overall product sales volume. The many factors mentioned in this report will have a lasting impact on your business and will ultimately lead to **improved revenue** on the Amazon Marketplace.”

-Mike Ewasyshyn, Feeds & Marketplaces Team Lead

THE BUY BOX

An Overview

The Buy Box, in the simplest sense, is precisely what the name implies: a box that appears on an Amazon product details page with the information allowing you to purchase that item from the seller.

This box contains seller details for that specific product and the physical “Add to Cart” button. Sounds simple, right?

The complication comes in when there are multiple sellers competing for that little rectangular piece of real estate. Often, one of those sellers is Amazon itself. But, regardless of who you’re up against, the principles for success are the same: **win the Buy Box and crush the competition by taking their sales.**

The screenshot shows the Amazon product page for 'Headphones, Sound Intone I65 Headphones with Microphone and Volume Control for Travel, Work, Sport, Foldable Headset for Iphone and Android Devices(White/gold)'. The product is priced at \$19.89 with free shipping. The 'Buy Box' is highlighted with a red border, containing the 'Buy new' option at \$19.89, a quantity selector, checkboxes for Prime shipping and a protection plan, an 'Add to Cart' button, and a 'Buy used' option at \$16.91. Below the product image, there are color options for the headphones (White/Gold, Black, Red, Grey, Navy Blue) and a section for 'Shop High-Quality Slim iPhone 7 Cases from AmazonBasics'.

Buy Box

Before moving forward with the strategies for Buy Box success, it's important to realize that **competing with Amazon or established sellers is no small feat.**

Amazon comes into the game with a perfect seller rating because, well, it is their website *and* they pride themselves on customer service. Established sellers also have a long history of sales and usually have high account ratings as well. **Make sure you are identifying who your competition is.**

To actually beat them to the Buy Box, your goal is to match or beat their level of customer service and Account Health Metrics. You need to have not only an **excellent seller rating**, but also a compelling reason why your product should be listed over theirs.

Now it's time to figure out exactly how to create those situations.



THE BUY BOX IN ACTION

The idea behind the Buy Box is that for every eligible product, an eligible seller wins it based on a complicated algorithm set forth by Amazon. **The winner of the Buy Box can rotate every 15-60 minutes.**

It can remain the same seller repeatedly or swap based on many variables. Only one seller will show up to the same customer each hour, in order to allow time for the customer to consider, shop around, come back, and purchase.

While the Amazon algorithm isn't public knowledge, it is known that **the percentage a specific seller wins is based on a large multitude of factors**, each one weighted differently.

These factors include everything from **product information and keywords to customer review ratings and returned product rates**. More on that later.



For now, the simple takeaway is that **dominating the Buy Box means more than just having the lowest price or most relevant product title**. It ultimately means that you need to be an experienced seller on Amazon with a high level of performance in all areas.

You also need to be conscious of everything in your campaigns, from all of the details of your product listing to your overall Account Health Metrics.

No one said it would be easy, but the rewards that come with a highly profitable seller account speak for themselves.



Mobile Madness

The Buy Box is even more crucial on mobile devices due to screen size. With much less real estate “above the fold”, the Buy Box is the first thing customers see when viewing a product. **70% of all 2015 Amazon holiday purchases were made using a mobile device.**

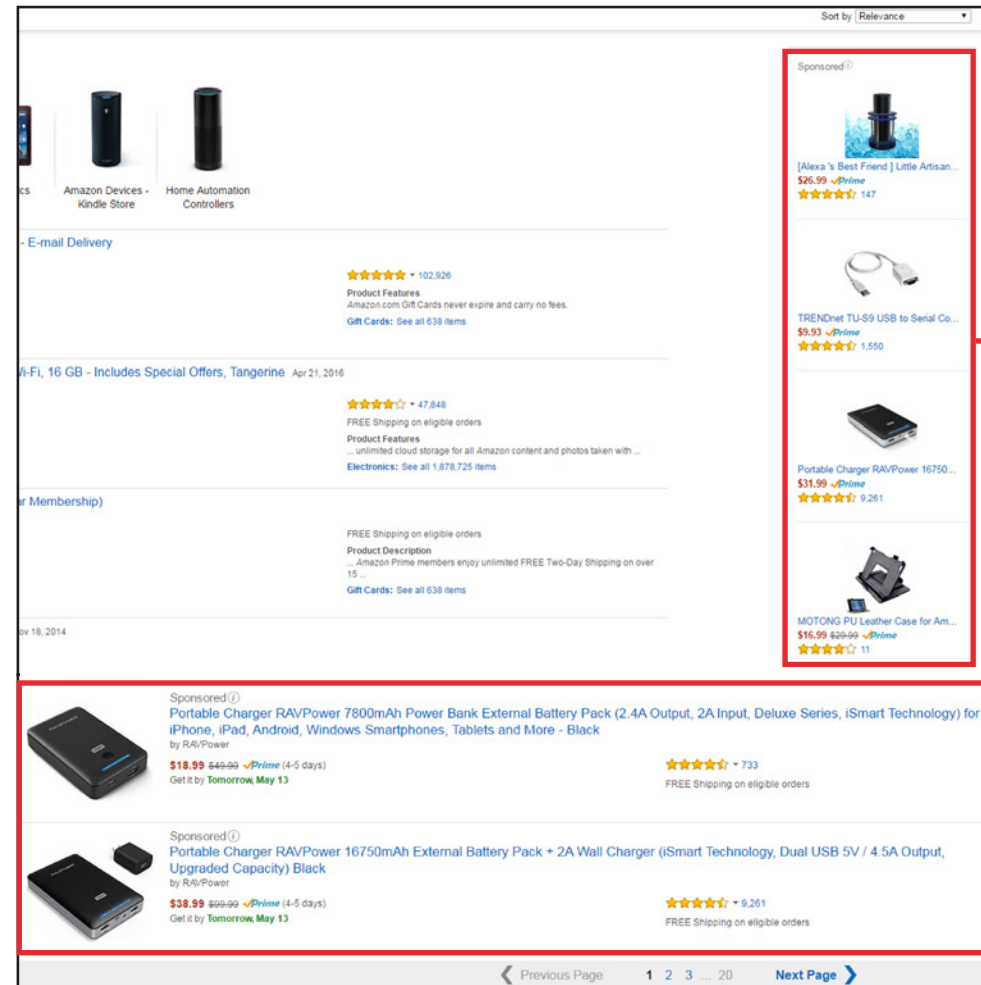
ADVERTISING TO ACCELERATE SUCCESS

Before we break down the plethora of factors that go into dominating the Buy Box, it's important to note that there is a great opportunity to **improve your success rate right off the bat with paid advertising**.

Let's say someone searches for a battery backup on Amazon. You are one of the countless sellers who has a model listed, and because of that your specific model is on page 4 of the search results. How often does someone go all the way to page 4 to find a product?

The answer is: not very often. On average, **only 20-30% of consumers even go beyond page 1 of a search**. By page 4, that number goes down to **less than 10%**.

So if less than 10% of the potential customers even get to page 4, the odds of them clicking on your product are slim. And then, you still have to beat out any competitors to win the Buy Box.



Sponsored Product Ad Placements

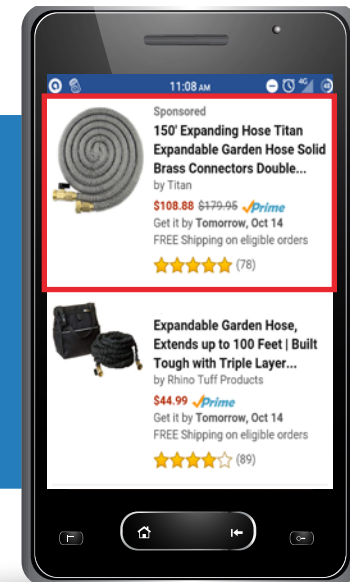
This is where paid advertising can help. By simply paying for a Sponsored Products ad, your product that only appeared on page 4 would be bumped onto page 1. You'd instantly have far more traffic viewing the product you sell, and a far greater chance of consumers buying from you. Even if there's heavy competition for the Buy Box on that product, **you can use advertising to channel more traffic at times when you are winning the Buy Box to fully capitalize on the opportunity.**

There is also additional value in Sponsored Products due to the fact that your ad only shows up when you win the Buy Box. So basically, **you're only paying when someone is already interested in your specific product and on that product page.**

But what if you already have a strong organic presence? Is there any reason to use Sponsored Products? Absolutely! Even if you appear on page 1 organically, the addition of a Sponsored Products ad means that you could actually have **two** placements on the first page. **Two is always better than one.**

Mobile Madness

Sponsored Product Ads take up nearly half of the screen real estate on mobile devices. Since they can appear at the top of a search results page, they have the definitive #1 spot on lock down.



ADVERTISING TO ACCELERATE SUCCESS

Additionally, winning that Sponsored Products ad placement means that your competitor doesn't have it. While you may cannibalize a few of your organic sales via the sponsored ad, you're also defending your position against competitors. **Remember, every click that you get is one less click that they get.**

It is important to keep in mind that just because you can have double the placements, doesn't mean you'll have double the sales.

You need to be adamant in your testing and data analysis to make sure that having a Sponsored Products ad is making a positive difference to your bottom line.



WE CAN HELP!

ROI Revolution analysts can show you exactly where your opportunities lie and place you on the path to greater Marketplace success. We are experts at setting up Amazon campaigns to help optimize your sales. If you're interested in learning more, you can **sign up for a complimentary 20-minute account review.**

To schedule a consult, email:
marketplaces@roirevolution.com

BUY BOX DOMINATION FACTORS

Simply creating Sponsored Product advertisements doesn't make them successful or even visible in most cases if you aren't even eligible to win the Buy Box.

Like in sports, merely having a team and showing up doesn't win you the game. You have to have a **solid strategy**, you need to **analyze your opponents**, and you have to **constantly work** at getting better.

As mentioned previously, there are many factors that go into winning. It is not something that will magically happen overnight.

Here are some of the most important factors to Buy Box success:

- **Product Availability & Seller History**
- **Competition**
- **Fulfillment Method**
- **Shipping Time**
- **On-Time Delivery Percentage**
- **Order Defect Rate**
- **Customer Service**
- **Price (including shipping if fulfilled by merchant)**

Now that you know the main factors, let's take a more in-depth look at them individually. The next section will help determine exactly how they impact the Buy Box and what it entails to optimize for each.

BUY BOX DOMINATION FACTORS

Product Availability & Seller History



It doesn't make sense to try to own the Buy Box if your inventory doesn't reflect your commitment to win. **Being "out of stock" just isn't an option.**

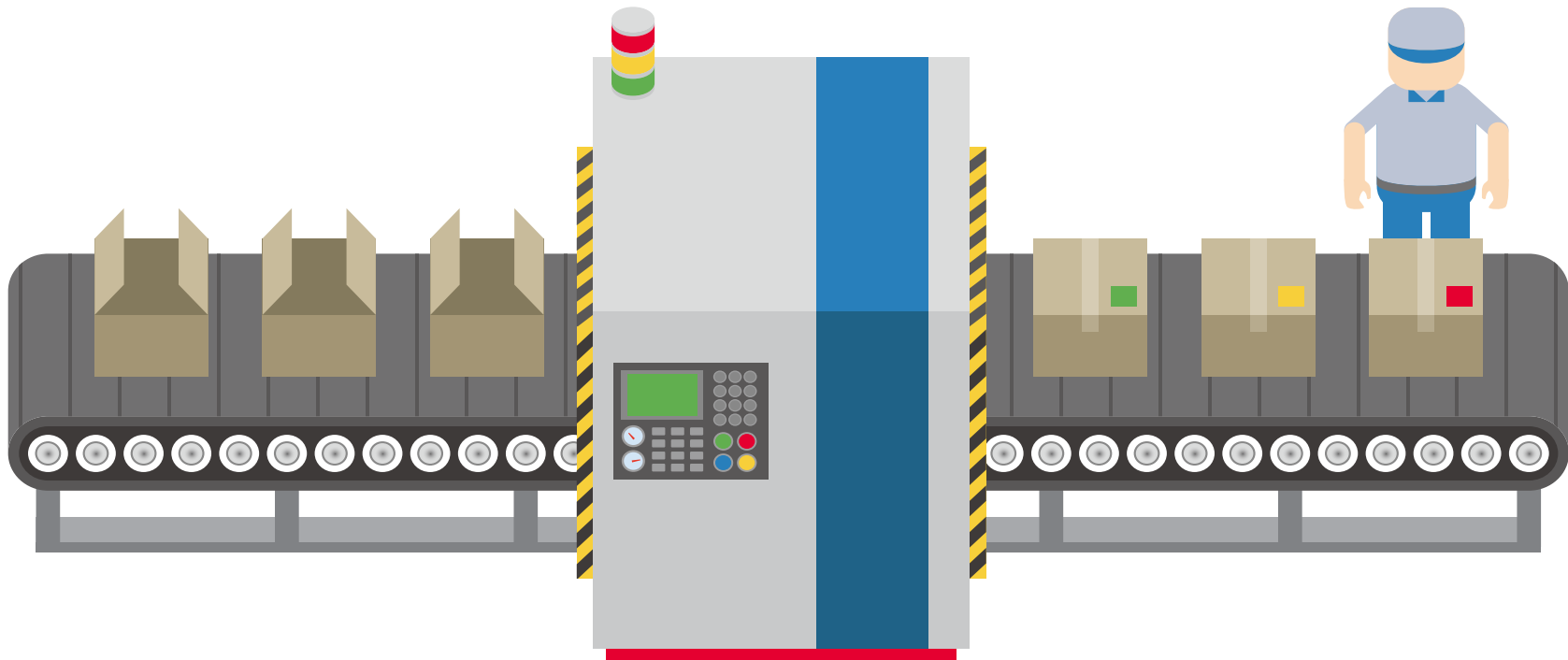
Amazon prides itself on customer service and efficiency, and it's just not in their best interest to give the Buy Box to someone with a low current inventory or limited seller history. They want to go with the brands that have a **history of success** and are able to **match the increased demand** associated with being featured in the Buy Box.

This is an important factor when determining between two sellers who may be very equal in other categories. If both sellers have a high customer service rating, low number of returns, and similar price, this could end up being the deciding factor in who wins the Buy Box.

If you see a spike in your Buy Box wins, you might be the only vendor with inventory remaining. This is crucial to note from a pricing standpoint, because **sometimes it's just not worth it to lower your price to win the Buy Box if you have a large inventory.**

Many times, a competitor will do just that to get rid of excess inventory on a product and once they run out, **you could end up winning far more often, selling at a higher price, and saving your margins.**

In other words, make sure you are monitoring your inventory levels, but also keeping an eye on pricing. If it gets too low, playing the waiting game can often be in your best interest. While the goal is to always have a robust seller history, sometimes it makes more sense to save your margins and wait it out. **If your competitors have no inventory, you will win regardless of seller history.**



BUY BOX DOMINATION FACTORS

Competition



It might sound like common sense, but the number of sellers competing for the Buy Box has a big impact on success. If there are 10 sellers all with equal ratings across the board, each will only win 10% of the time.

To be a selling superstar, you need to strive for better than “average”—you need to be elite.

Unfortunately, if you are one of those 10 sellers and your customer ratings are slightly below those of your competitors, you stand a much smaller chance of winning the Buy Box due to the large amount of competition.

If you flip the script and are the only seller of a certain product, as long as your Account Health Metrics meet Amazon’s acceptable minimum threshold and you offer a reasonable price, **you will win the Buy Box.** There aren’t as many scenarios for this as there are with multiple sellers, but based on the products you sell you might have a real opportunity to win the Buy Box simply by qualifying if your offerings are unique.

The point is, take a look at your inventory and the competition for your products first. If it's a high demand, high competition item, chances are you aren't going to win without being top notch in all of the Buy Box factors. In this instance, it might not be prudent to even attempt to win if you are a newer seller until you can improve all of the factors for your account.

Similar to the earlier sports analogy, you have to build a team that's good at all facets of the game before you are going to dominate your opponents. The same is true of Buy Box success.

Focusing on items where you have exclusivity or a competitive advantage for supplying the product is often a good way to start. It will allow you the opportunity to optimize your listings, customer ratings, and all other factors over time. This gets you closer to your end goal of focusing on your core products. **Your best sellers on your website are best sellers for a reason, and are most likely to be successful on Amazon as well.**

Key Insights from ROI Analysts



“Improving visibility and sales takes more than a narrow focus on Account Health Metrics or Seller History.

The key to being successful is taking a very close look at your product catalogue and how competitive each product is on the Marketplace. You need to be vigilant in your analysis of the market and be willing to adapt if competition increases or decreases.”

Andrew Reagan

Feeds & Marketplaces Strategy Manager

BUY BOX DOMINATION FACTORS

Fulfillment Method: Fulfillment by Merchant

Fulfillment by Merchant (FBM) means the merchant is responsible for all aspects of the order fulfillment process. Many of our clients have a significant portion of products as FBM for several reasons.

First, **there are lower fees associated with this method.** With FBM, you pay the shipping costs, which can be passed onto the buyer. There is also a commission fee of roughly 15% to Amazon, depending on product category. This is less than what many products using an FBA method would cost.

Additionally, **with FBM you control the integrity of your products.** In FBA, your products are co-mingling with other sellers' products, meaning that your legitimate item might be rolled in with counterfeits or defectives. These could end up going out to your customers, and you as the seller will be blamed, even if the original product didn't come from you. **You could have your account suspended due to this,** unless you opt out of co-mingling in FBA, which is yet another fee.

Key Insights from ROI Analysts



“Some of our clients have benefited greatly from focusing on an FBM model. By utilizing their internal shipping and storage facilities they have been able to cut costs, improve margins, and still be effective at winning the Buy Box due to a competitive shipping time and solid Account Health Metrics. It can still be somewhat challenging to compete with Amazon Prime offers, which is why Seller-Fulfilled Prime is also a viable alternate option for many retailers who meet program requirements.”

Mike Ewasyshyn

There are three main fulfillment options available to sellers: Fulfillment by Merchant (FBM), Fulfillment by Amazon (FBA), and Seller-Fulfilled Prime. There are some distinct advantages and disadvantages to each that need to be understood.

While FBM does have plenty of positives, there are some negative aspects to consider as well. **If any particular seller metrics start to slip below an acceptable minimum threshold, you run the risk of being suspended** until you're able to turn things around. This can lead to a lengthy appeal process to get your account reinstated.

FBM listings also typically have a tougher time competing against Prime eligible listings, especially if there are a lot of them, since **your listing won't carry the Prime badge**. With over 54 million Prime members, this is an enormous market that could be ignoring your listing.

Processing orders from Amazon can also cause friction with your existing fulfillment and customer service methods. This is especially true if your internal teams aren't trained properly, or aren't made aware of Amazon's stricter requirements in fulfillment and operating procedures.

FBM is best for big players and experienced sellers with their own warehouses. These types of sellers can ship efficiently and have processes already established. They don't need to solely rely on Amazon traffic either and can be more patient with their selling process.



BUY BOX DOMINATION FACTORS

Fulfillment Method: Fulfillment by Amazon

Fulfillment by Amazon (FBA) is a great way to increase your chance to win the Buy Box due to the fact that the products are Prime eligible. Since Amazon is handling the fulfillment process, **your chance of winning the Buy Box increases due to their Perfect Seller Rating** in categories such as shipping time and on-time delivery percentage.

For veteran sellers, FBA can be utilized to alleviate the burden of warehousing high-turn inventory as well. Many veteran sellers will actually cut POs directly with their distributors or manufacturers specifically for FBA inventory.

By essentially sending products directly to Amazon and handling them less in your own facility, **your overhead on those products is reduced significantly** and can help counter the additional fees incurred through the FBA program. Additionally, **higher sales volume from Prime eligibility may qualify you for some volume discounts** from your supplier, offsetting those FBA fees even further.

Another positive about FBA is that **if there's a problem with Amazon's fulfillment, it doesn't go against your seller rating**. For instance, if the product doesn't get to the customer on time, you won't take the hit.



amazon

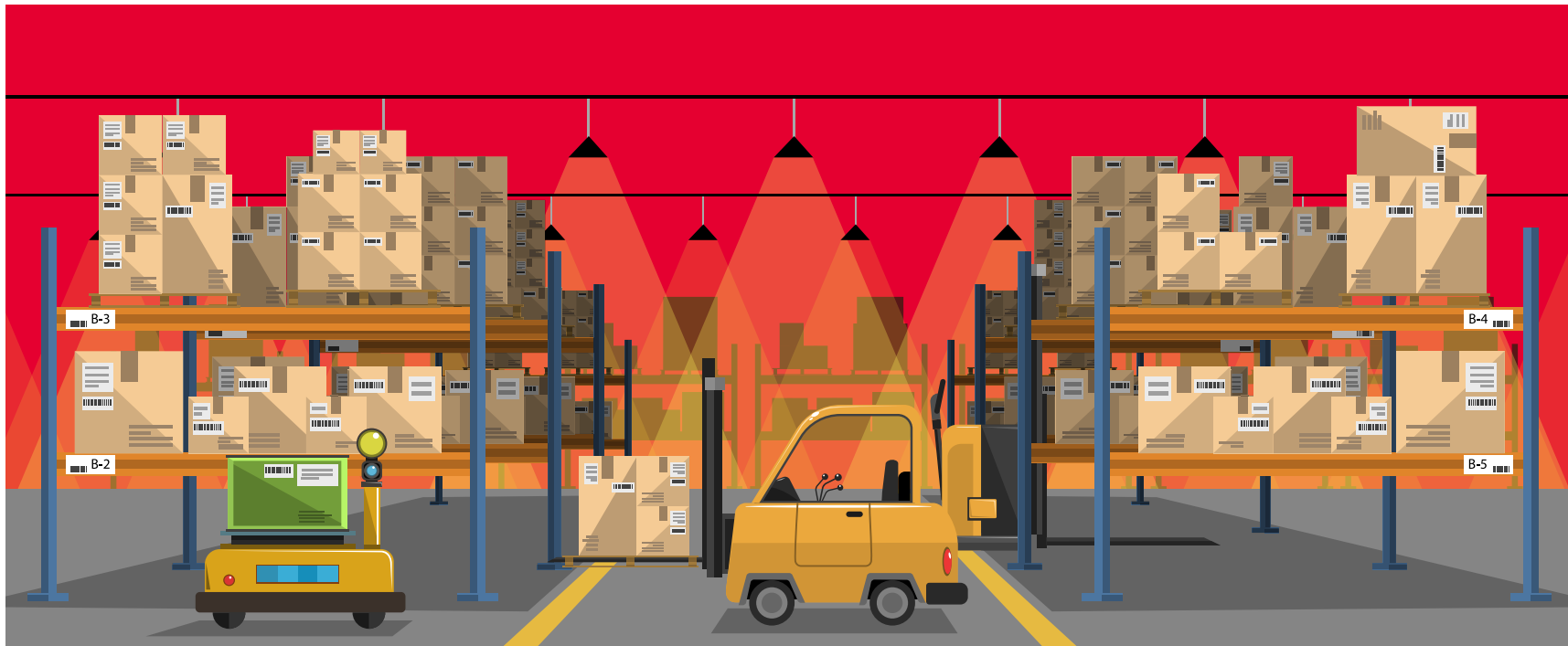


The main downside to FBA is that **not all of your inventory is going to sell quickly**. If you were to send all of your products that you list on Amazon to FBA, there's a high possibility of incurring long term storage fees on products that aren't selling as quickly as your top movers.

Also, if you can't match or come close to matching your competitor's price point, you probably won't see the

incentive for using FBA due to the increased fees associated with it.

And as mentioned earlier, unless you opt out of co-mingling (even more fees), **your products are lumped in with others which might be defective or counterfeit**. If that happens with one of your customers, you take the hit, regardless of if the product came from someone else.



BUY BOX DOMINATION FACTORS

Fulfillment Method: Seller-Fulfilled Prime

Seller-Fulfilled Prime is a relatively new option from Amazon. It's a great way to **earn the Prime badge while utilizing your internal efficiencies** and still have the highest level of control over your products.

The new program allows you to list your products as Prime eligible as long as you can fulfill an order from your warehouse within a given time frame and adhere to a high level of seller standards. Eligibility for the new service is mostly focused around being able to ship out an order on the same day and guarantee two day delivery.

While this could be tough for your business to handle, there is also a great benefit. You might be **eligible for vendor and shipping discounts for meeting new volume thresholds**, which could end up being an excellent value for your business!



This may seem daunting for your entire catalogue of products, but it is a huge opportunity for specific products where this option makes sense from a monetary standpoint.

In order to qualify, you need to have an established seller account and strong performance metrics, such as on-time delivery rate and low cancellation rates. You also need to be enrolled in Premium Shipping.

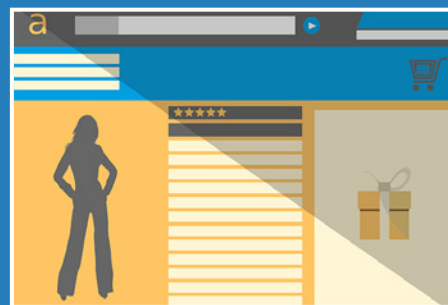
If your business can handle the two day shipping and meets these requirements, this is an excellent option for keeping Amazon fees low while still being Buy Box eligible. Basically, **this is Amazon's way of rewarding legitimate sellers.**

Warehouse Management Makes it Easy

Winning the Buy Box relies heavily on stock availability, updated inventory, and multiple shipping options. A WMS like **SkuVault** makes it feasible to become Buy Box eligible.

Count your inventory with the **Replenishment Report** feature, which alerts sellers when counts dip too low. Decrease mis-ships with the **Quality Control** feature to ensure correct items are processed before delivery. The **Quantity Updates** feature checks quantities across marketplace channels for consistency.

These features benefit FBA and Seller-Fulfilled Prime merchants. The Replenishment Report reduces customer service issues like mis-ships, which are critical to deter because FBA and Seller-Fulfilled Prime merchants must send deliveries within two days. Quality Control also helps decrease mis-ships. Channel and shipping integrations included in a WMS increase success for FBA and Seller-Fulfilled Prime merchants because products are seen by multiple customer markets, rather than one sample of shoppers on Amazon. These factors increase rankings to win the Buy Box.



Learn more about how a WMS
can increase your odds of
winning the Amazon Buy Box:

bit.ly/22fQJ45

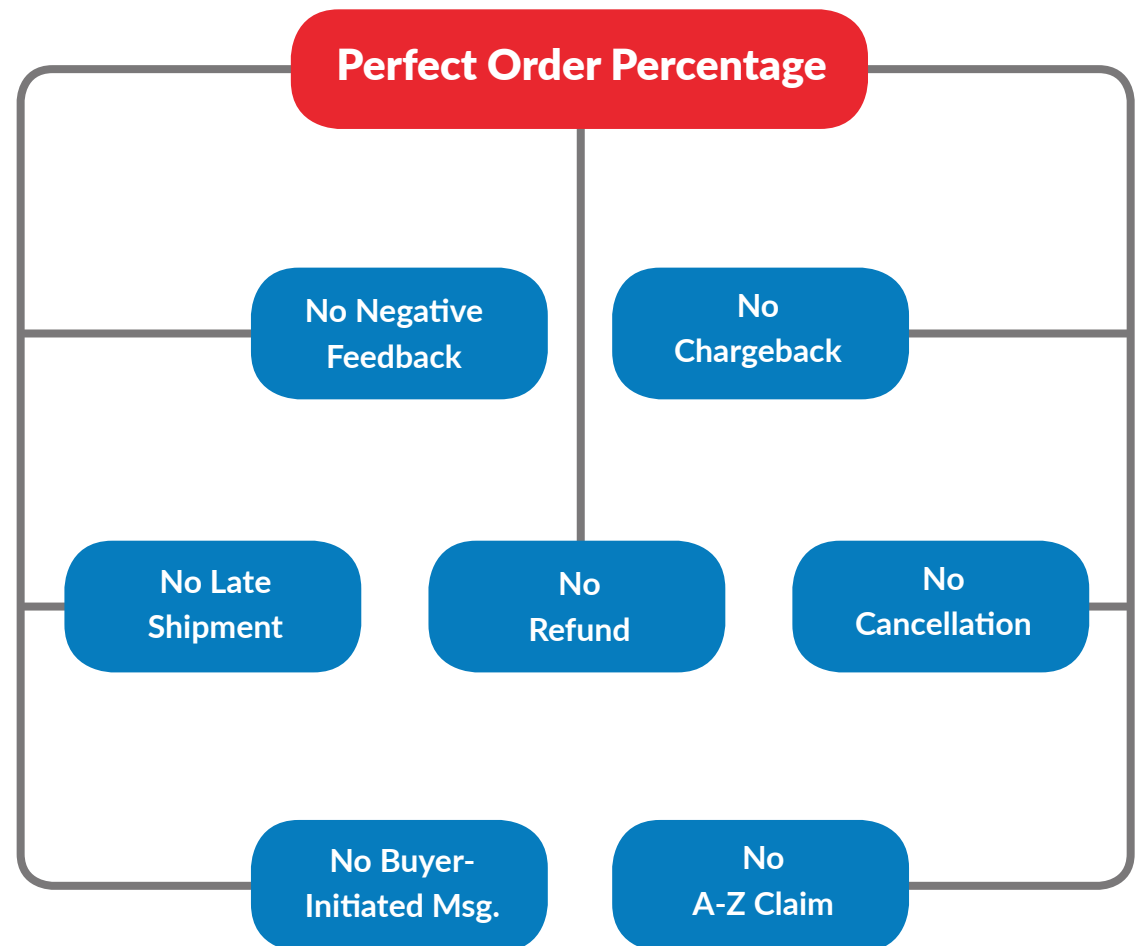
BUY BOX DOMINATION FACTORS

Customer Service: Perfect Order Percentage

A high Perfect Order Percentage (POP) score goes a long way to owning the Buy Box. Amazon states that **a POP does not experience negative feedback, a chargeback, a late shipment, a refund, a cancellation, a buyer-initiated message, or an A-to-Z claim.**

The ideal scenario is to keep a POP score of 95% or higher. Though this percentage may fluctuate by category, for the most part this is the standard.

If you aren't meeting this number, you can download a report from the Account Health tab in Seller Central that can give a detailed breakdown of each of your products and their POP scores.



You can then create a pivot table in Excel that breaks down products by ASIN. If one appears frequently, it is a good indicator that there is an issue with the listing or an attribute is incorrect.

For instance, if one of your products has a high return rate, you need to look into it immediately. Is there a problem with the shipping? Is there a high defect rate? Are customers asking questions that you can't answer? **Look for the easy wins.** If there isn't an easy win for the product, it might be time to consider removing it from your account until a later date when you can rectify the problems.

Account Health [Learn more](#)

✓

[Order Defect Rate](#)

✓

[Cancellation Rate](#)

!

[Late Shipment Rate](#)

✗

[Return Dissatisfaction Rate](#) (Beta)

✓

[Policy Violations](#)

✓

✓

✓

!

[Contact Response Time](#)**Notifications**
Warning: Your late shipment rate...
9/24/16
Notice: Policy Warning
2/17/16
Notice: Policy Warning
2/9/16

Unread (5) | All

Seller Fulfilled Fulfilled by Amazon

Performance Checklist

Order Defect Rate

✓ 0%
(Short Term)
Target = 1%

Cancellation Rate

✓ 0%
(7 days)
Target = 2.5%

Late Shipment Rate

! 9.62%
(7 days)
Target = 4%

✗ Return Dissatisfaction Rate (Beta)

✓ Customer Service Dissatisfaction Rate (Beta)

✓ Policy Violations

✓ On-Time Delivery

! Contact Response Time

✓ Valid Tracking Rate

BUY BOX DOMINATION FACTORS

Customer Service: Shipments

There are a number of shipping concerns that can positively or negatively impact your Buy Box dominance. As mentioned previously, a late shipment can have a negative impact on your POP score, so it's important to make sure that your products are getting to your customers when you say they will.

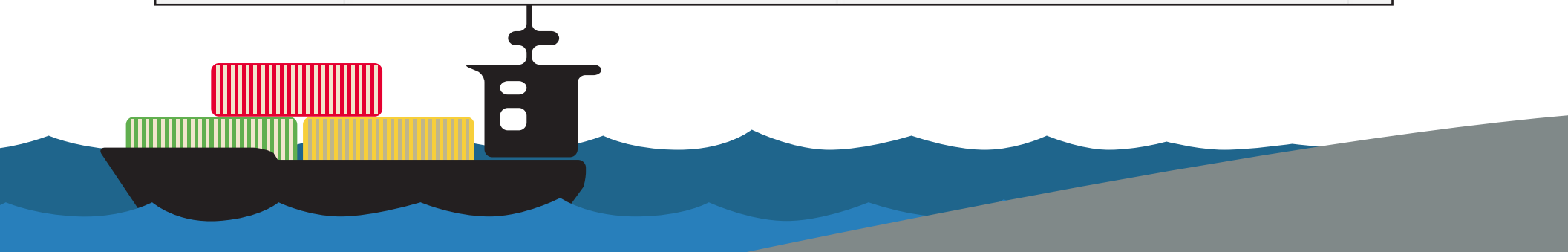
Aside from that, the **overall length of time from shipment to delivery** also makes a big difference. Obviously, the ultimate goal would be to have the fastest shipping time available—

ideally two days like Amazon Prime. Sometimes that's just not realistic, however, especially for seller-fulfilled shipments that might have to come from a faraway warehouse.

If you can't make two days, the **optimal goal should be seven days or less**. This seems to be a window that many businesses can meet and one that Amazon considers to be a reasonable timeframe. Anything more than seven days and you run the risk of being passed over for a business that can deliver faster.

Valid Tracking Rate (seller fulfilled orders only) Learn more			
	7 days (Sep 20, 2016 to Sep 27, 2016)	30 days (Aug 28, 2016 to Sep 27, 2016)	Target
Valid Tracking Rate - All Categories [?]	100% (41/41)	100% (123/123)	> 95%
Apparel	100% (41/41)	100% (123/123)	> 95%
Delivered on time [?]	100% (41/41)	100% (123/123)	> 97%

Order Defect Rate [?]			
	Short Term (Jul 12, 2016 to Sep 10, 2016) Orders: 214	Long Term (May 28, 2016 to Aug 26, 2016) Orders: 236	Target
Order Defect Rate	0% (0/214)	0% (0/236)	< 1%
- Negative Feedback Rate [?]	0% (0)	0% (0)	--
- Filed A-to-z Claim Rate [?]	0% (0)	0% (0)	--
- Service Chargeback Rate [?]	0% (0)	0% (0)	--



The ultimate decision lies in what makes the most sense from a profit standpoint. If the listing is ultra-competitive, faster shipping might help you own the Buy Box more. If you are already dominating the Buy Box, a slower shipping time might not harm your business and might **increase your profits**.

Lastly, your defect rate or damaged products can have an impact. If you notice your return rate increasing due to damages it might be time to switch shipping carriers. If your defect rate is high, it might be time to consider a different manufacturer or else consider dropping that product until you can get it up to code.



BUY BOX DOMINATION FACTORS

Customer Service: Feedback & Reviews

What your customers have to say about you and your products goes a long way in determining your marketplace success.

If customers aren't satisfied and leave negative feedback, it will hurt your feedback rating, which in turn will hurt your POP score.

Conversely, if your customers leave you positive feedback, it could be the nudge that puts your product one rung higher on the scale and allows you to dominate the competition.

Customer Feedback Learn more				
★★★★★ 4.9 stars over the past 12 months (1036 ratings)				
	30 days	90 days	365 days	Lifetime
Positive	96% (26)	99% (76)	99% (1,030)	96% (1,873)
Neutral	0% (0)	0% (0)	0% (1)	2% (34)
Negative	4% (1)	1% (1)	0% (5)	2% (48)
Count	27	77	1,036	1,955



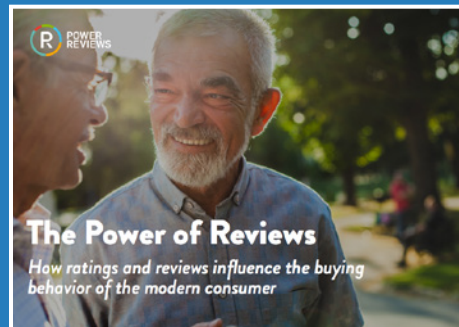
It's also important to note that **the quantity of feedback that you receive** plays a minor role in all of this. If you're a newer seller, you won't have much feedback yet, which makes it even more crucial to optimize as many of the other categories as possible. In the short term, **it will take time to build up customer responses** as your sales grow.

To help with that process, Amazon allows you to solicit feedback from your buyers. To do so, use the Contact Buyer link in the Manage Orders tab of Seller Central. Then choose "Feedback Request" for the subject. You can also put a feedback request message directly on your packing slip.

The Power of Reviews

PowerReviews research found that **95% of consumers use reviews**, and **86% consider them to be an essential part of the purchase journey**. In addition, ratings and reviews are the most proven form of content to drive traffic and increase conversion. Brands that don't provide consumers with this key content risk losing shoppers to a brand that will.

PowerReviews works with 1,000 brands and retailers around the world to deliver cloud-based software that collects and displays ratings and reviews on websites. PowerReviews' Marketplace Sharing for Amazon offering allows consumers to **share their review to Amazon**, providing relevant content to future purchasers, no matter where they shop. The offering helps brands **grow review coverage on Amazon and increase sales on all channels**.



Learn more about how consumers are using ratings and reviews:

bit.ly/2dCfiXi

BUY BOX DOMINATION FACTORS

Customer Service: Response

Aside from just feedback, **your response to customer inquiries** is a crucial part of the selling process. **Slow response times, or not responding at all can have a sizable impact on your Account Health metrics** and cause you to fall behind the competition.

The goal should be to respond to inquiries as quickly as possible. In a perfect world, you'd respond within an hour to every customer concern. However, Amazon is a bit more lenient and allows for roughly **12-24 hours** to receive high marks in this category. Even if you've missed out on this window, don't neglect your customer questions!

Buyer-Seller Contact Metrics				
	7 days (Sep 18, 2016 to Sep 25, 2016)	30 days (Aug 26, 2016 to Sep 25, 2016)	90 days (Jun 27, 2016 to Sep 25, 2016)	Target
Customer Service Dissatisfaction Rate (Beta) [?] Request Report Download Past Reports	0% (0)	0% (0)	20% (1) ⓘ	< 25%
	7 days (Sep 30, 2016 to Oct 7, 2016)	30 days (Sep 7, 2016 to Oct 7, 2016)	90 days (Jul 9, 2016 to Oct 7, 2016)	Target
Response times under 24 hours [?]	91% (10)	76% (20)	78% (50)	> 90%
Late responses [?]	9% (1)	24% (9) ⓘ	22% (14) ⓘ	≤ 10%
No response for more than 24 hours [?]	0	0	0	--
Response times over 24 hours [?]	1	2	14	--
Average response time [?]	9 hours 55 minutes	16 hours 52 minutes	16 hours 34 minutes	--

You can still respond after this window to avoid being penalized, but could still take a ratings hit. Aside from the ratings hit, if a customer doesn't get a response, they will quickly move on to someone else to buy from and you will lose the sale to a competitor.

Responding to customers is an immediate way to impact your Buy Box chances with minimal effort. As long as you are checking your account once a day, you should have zero problems. Ideally, check it twice a day, once in the morning and once at night, for best results.



BUY BOX DOMINATION FACTORS

Price

Last, but certainly not least, is price. **Having a competitive price goes a long way in monopolizing the Buy Box.** Amazon is always looking for the business that can offer the lowest price combined with the best customer service and Account Health Metrics. Amazon is trying to get the best deal to their customers so that they don't look elsewhere. For this reason, having a competitive price point is essential.

It's always a good idea to do your research on products before attempting to garner a share of the Buy Box. See what the winning price is and determine if you can match or beat that price. If you can't, it might not be the product you want to list. If you're close, and have outstanding metrics in other Buy Box factors, you still have a solid chance at winning, since **Amazon doesn't base everything solely on price.**

This is why it's so important to be selective with what you're listing. If you've got a high margin product, you might have a lot more wiggle room with price and be able to be competitive. If it's a low margin product, it might not be worth the investment, as you might actually lose money just to be competitive.

Key Insights from ROI Analysts



"Obviously, having a competitive price is essential to Buy Box success. With so many established sellers on the market alongside Amazon themselves, it is often difficult to stand out. One sure way to do so is with a lower price point. For a new seller, this could be a crucial way to generate initial business and improve your other Account Health Metrics. Just make sure your bottom line can handle it!"

Evan Davis
Feeds & Marketplaces Analyst

OWNING THE BUY BOX

Conclusion

As you can see, there are a myriad of factors that go into controlling the Buy Box. Although some of these factors will take time to achieve, there are many you can focus on immediately to improve your chances.

Improving the **content of your product listings**, **changing fulfillment method**, **improving shipping methods**, **responding to customers** in a timely manner, and **creating a competitive price point** are all decisions you can make right now that will positively impact your Amazon experience.

While there may not be one simple, quick fix to Buy Box success, following these best practices and keeping a close eye on your Account Health Metrics will help pave the way for future success on the Amazon Marketplace.



TAKE THE NEXT STEP

If you're eager to optimize your Marketplace business, there's no better time than now! We're offering **complimentary, 20-minute Marketplace consults** where one of our Amazon experts can review your account and show you the opportunities to catapult your business to a whole new level.

To schedule a consult, email:
marketplaces@roirevolution.com

Additional Resources



The AdWords Advertiser's Guide to Sponsored Products

The Amazon Marketplace warrants more than a dabble -- more product searches start here than on Google! Amazon Sponsored Product ads provide the quickest path to marketplace success. Learn how to utilize them with this special report.

Download at:
roirevolution.com/asp



4 Seller Strategies for SEO Superiority on the Amazon Marketplace

The ecommerce digital marketing landscape changes constantly. Early adopters gain a competitive advantage; stagnant merchants slowly lose ground. For this report, we compiled the top marketing strategies that remain underutilized by most merchants.

Download at:
roirevolution.com/seo

Contributors



Author

David Stone
Senior Content
Marketing Manager



Christopher Crompton
Senior Segment
Marketing Manager



Mike Ewasyshyn
Feeds & Marketplaces
Team Lead



Andrew Reagan
Feeds & Marketplaces
Strategy Manager



Evan Davis
Feeds & Marketplaces
Analyst

Company Profile

ROBUST TECHNOLOGY. RESPONSIVE EXPERTS.

ROI Revolution is an ecommerce-focused digital marketing agency providing expert full-service management of paid search, online shopping, social media advertising, marketplaces and search engine optimization.

ROI's dedicated experts use a full suite of proprietary software applications to deliver exceptional results for our 290+ clients. This ever-growing list of clients includes: Peter Millar, HydroFlask, Boll & Branch, Silver Jeans, and many others.

Most campaigns can gain at least 20% efficiency almost immediately with the right tactics in place. Meet with ROI Revolution for a complimentary campaign review.

Dedicated to Achieving Client Success Through:

- Industry-leading paid search management of Google, Bing, and Yahoo.
- Reaching and expanding your audience through Facebook Ads management.
- Driving additional customers and sales through Amazon Marketplace management.
- Giving clients a competitive advantage with our ecommerce-empowered proprietary software suite.
- Offering expert resources, special reports, and white papers.



Learn more:
ROIRevolution.com

Contact us:
919.954.5955



OWNING THE BUY BOX

The 2016 Amazon Best Practices Report