

Snag more customers. Sell more products.

How to win the Amazon Buy Box

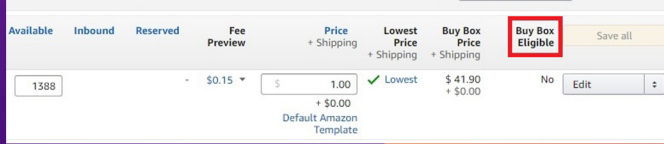
More than half of consumers say if they had to choose only one destination to buy products, it would be Amazon. To win those shoppers, you must first win the Amazon Buy Box.

Here's how:

1

Find out if you're Buy Box eligible

- Sign up at Amazon Seller Central
- Click Manage Inventory > Preferences
- Select Buy Box Eligible > Save Changes



2

Not eligible? Fix that with:



An order defect rate (ODR) < 1%



A pre-fulfillment cancel rate < 2.5%



New and available products in stock



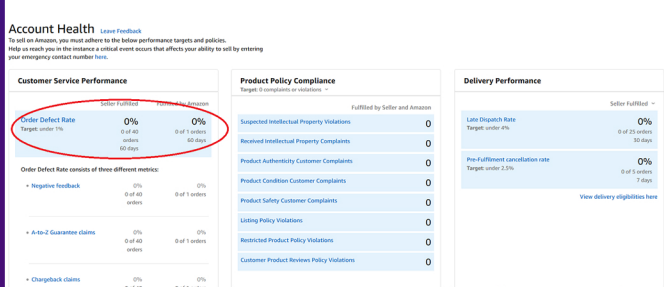
A late shipment rate < 4%

3

Maintain a low ODR



- Check your ODR
- Keep your ODR < 1% by avoiding:
 - > Negative feedback
 - > A-Z guarantee claims
 - > Chargebacks



4

Increase your chances



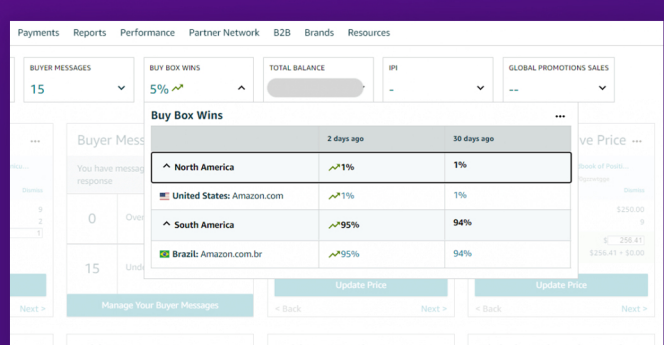
- Price items competitively
- Check your perfect order percentage (POP) score
- Keep your POP score > 95% with little to no:
 - > Late shipments
 - > Cancellations
 - > Negative feedback
 - > Chargebacks
 - > A-to-Z guarantee claims
 - > Buyer-initiated messages

5

Minimize shipping times



- Know the shipping time categories
- Switch to a faster category
- Know other influencing factors
 - > Late shipment rate
 - > On-time delivery rate
 - > Shipping cost



6

Maintain & adapt



Keep your Seller account in excellent health



Monitor performance analytics



Adjust & optimize as you go

To chat with one of our Amazon specialists, get in touch today!

letschat@cart.com