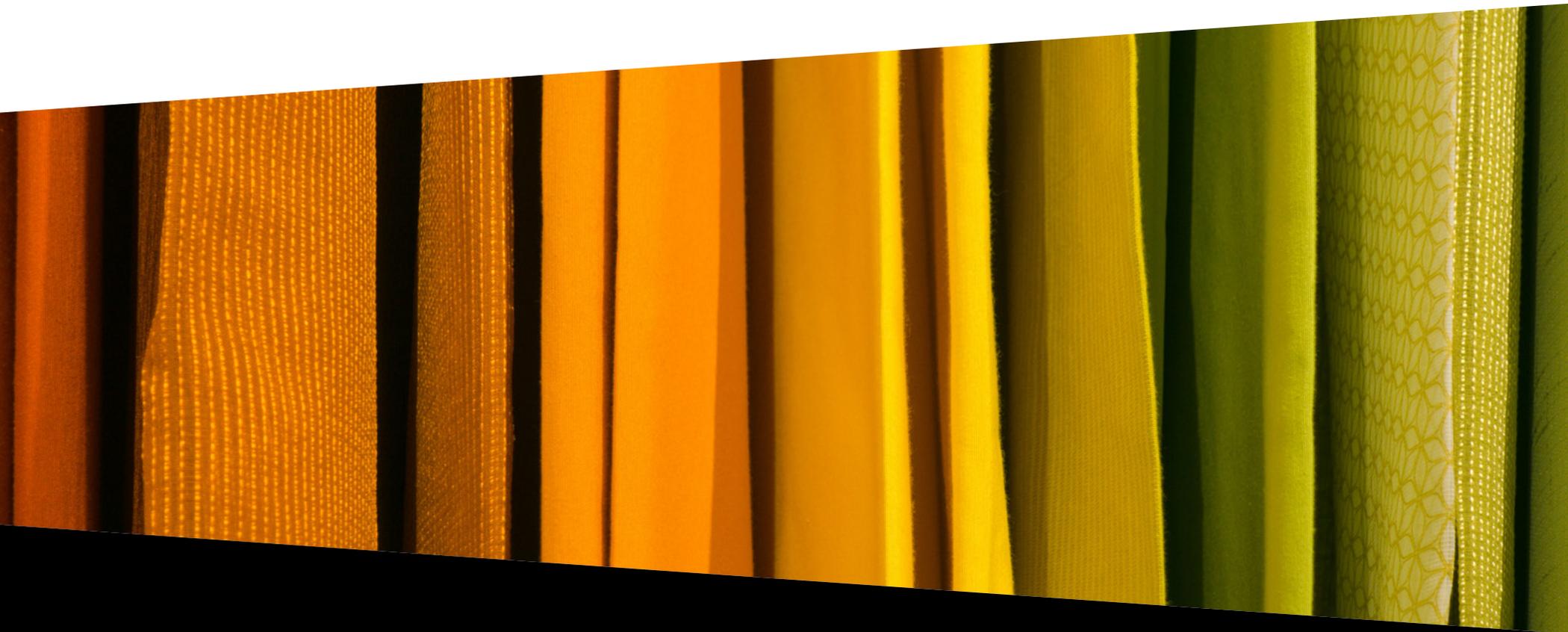


A Better Way to Sell on Amazon.

5 ways to sell more and save money with Amazon Sales Channel.



Almost half of all online retail purchases in the US are made on Amazon.¹

Measured by number of shoppers, Amazon Fashion is the most-shopped apparel retailer in the US, surpassing Walmart.² Moreover, Amazon Business is a growing force with millions of business customers around the world, including 55 of the Fortune 100 companies.³ Most merchants know that selling on Amazon is a great way to grow their business and profits.

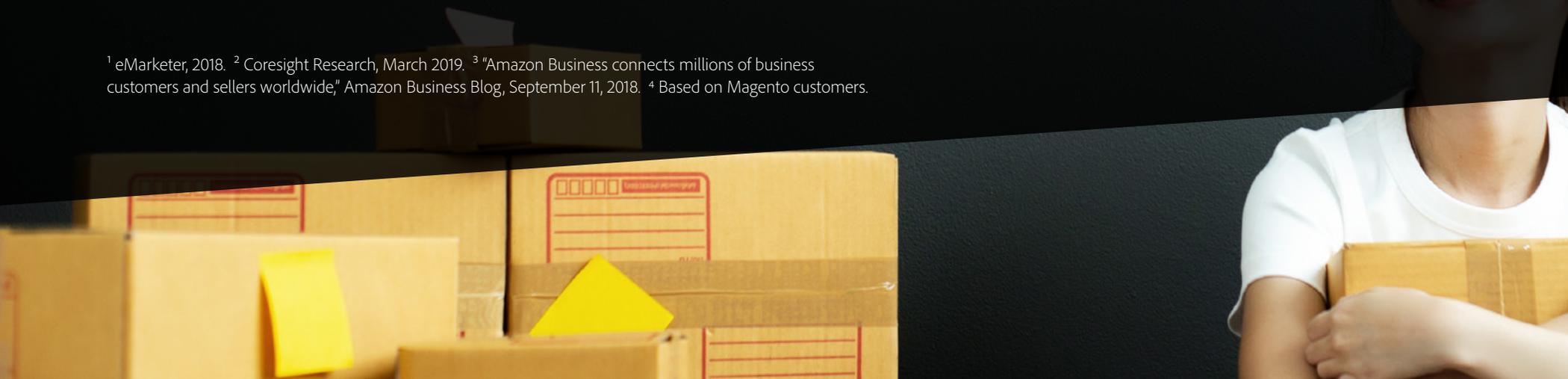
But making it work can be a huge operational challenge, and these operating issues can cut into your

margins. Systems integration may be required. Even off-the-shelf connectors can be costly as they must often be customized. Many connectors won't cover all the Amazon regions you sell to. And very few connectors support the kind of automated, rules-based pricing that can help you win the Buy Box. The bottom line? More than 50 percent of digital businesses sell on Amazon, but they're not benefiting as much as they could.⁴

Amazon Sales Channel in Magento is a more convenient, efficient, and cost-effective way for your Magento Commerce platform to work with Amazon.

This eBook covers 5 different ways Amazon Sales Channel can help you get more out of your Amazon selling relationship.

¹ eMarketer, 2018. ² Coresight Research, March 2019. ³ "Amazon Business connects millions of business customers and sellers worldwide," Amazon Business Blog, September 11, 2018. ⁴ Based on Magento customers.



What is Amazon Sales Channel, and what does it cost?

Amazon Sales Channel is a **free**, downloadable extension for Magento Commerce that lets you sell and distribute your products on Amazon from the Magento admin.

Automate pricing strategies.

Set up automated repricing rules to increase your chances of winning the Buy Box. Set prices to dynamically adjust to the current Buy Box price, or lowest competitor pricing.

Manage Amazon accounts around the world.

Connect all your Amazon regional accounts, no matter where they are, to Magento and keep track of your results in one place.

Automate product listing rules.

Set up rules for your catalog that automatically list selected products on Amazon. (This can save you many hours if you have hundreds or thousands of SKUs.)

Track products fulfilled through Fulfillment by Amazon (FBA).

Experience the flexibility of listing your products as merchant fulfilled, fulfilled by Amazon, or a mix of fulfillment methods.

Improve your product listings.

Pull product details from Amazon's massive database to add details to your product catalog in your Magento store.

Learn more and download the free Amazon Sales Channel extension today >

What is the Amazon Buy Box?

Amazon's **Buy Box** is the top right section on a product page where customers can directly add items to their shopping carts. Since many sellers on Amazon can sell the same product, they must compete to "win the Buy Box" for a certain product.

#1 You can skip the systems integration—and the maintenance.

One of the biggest costs of connecting to Amazon today is integrating your eCommerce store catalog with your account in Amazon Seller Central. If your business model is fairly straightforward, you can probably start with an off-the-shelf connector, perhaps with some modification. But if your business model is more complicated, you may need to create a unique solution. This typically means hiring a systems integrator—with all the costs and potential risks

that entails. And, once the integration is complete, your Commerce or IT group will need to be trained to use it.

Moreover, whatever integrations you build or buy must be continually maintained. Frequent changes to Amazon workflows, data streams, and security issues, etc., mean your connector will have to be regularly updated. This kind of maintenance can be time-consuming for your commerce or IT group.

With Amazon Sales Channel, you can connect your Magento Commerce store with your Amazon store without any systems integration or related maintenance tasks. In addition, you and your team can manage your Amazon stores from your familiar Magento admin, which means your commerce or IT team won't need any additional training. The bottom line? You save time and money.

Amazon Sales Channel lets you connect your Magento Commerce store with your Amazon store without any systems integration or related maintenance tasks.

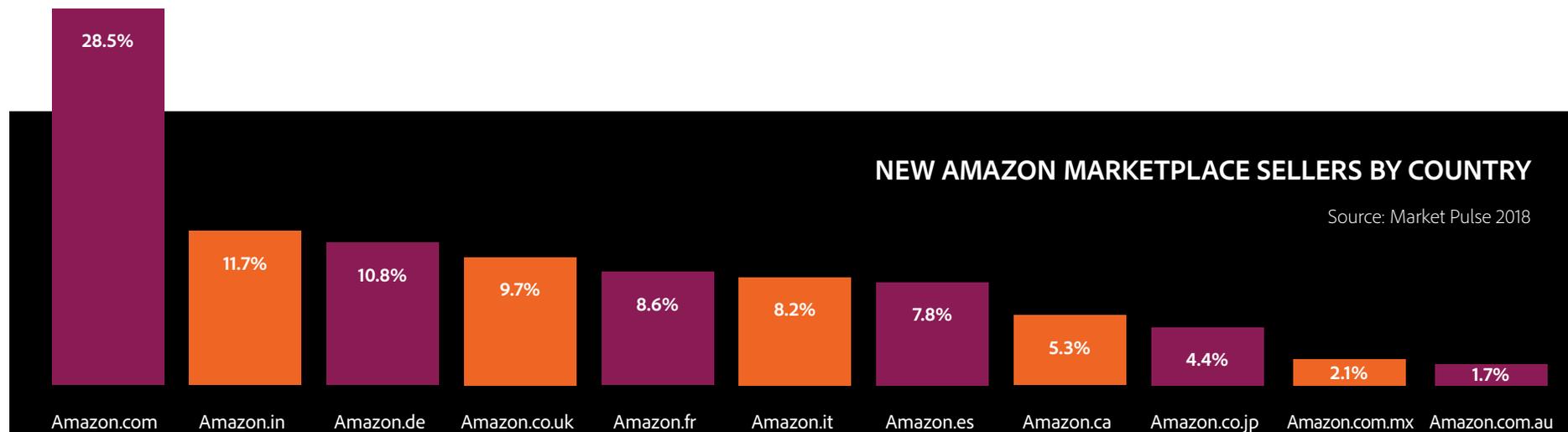


#2 You can manage all your Amazon stores, no matter where they are.

While Amazon US is a huge market, it's probably not the only place you want to sell. In 2018, in fact, only 29 percent of new sellers joined Amazon.com. The rest joined Amazon's growing number of localized, country-specific stores, which can help you quickly find customers in cross-border markets.

However, some of the most popular pre-built Amazon eCommerce integrations support only Amazon's North American marketplaces. If you're a cross-border business, this means you may have to either build custom integrations for your Amazon stores outside North America or piece together multiple connectors.

Amazon Sales Channel in Magento eliminates this issue. It lets you connect an Amazon account for each region you sell in, so you can manage all your commerce activities from your Magento admin.



#3 You can synchronize inventory and fulfillment data.

With some connectors and integrations, your commerce platform is only sporadically synced with Amazon. This means your Amazon inventory data—and the product availability information in your commerce platform—is not always up to date. Some customers may unknowingly order products that are actually out of stock, creating customer service hassles.

Synchronizing inventory becomes even more complex when you factor in Fulfillment by Amazon. When products are listed with FBA, they become eligible for Amazon Prime free two-day shipping, which is a huge sales advantage. That's why more than 90 percent of Amazon's top sellers use FBA to fulfill at least one of their products.⁵ Unfortunately, not all

connectors give you the flexibility to fulfill customer orders through either your store or FBA—or a combination of the two.

By contrast, Amazon Sales Channel provides continual updates between your Amazon store—including products fulfilled by FBA—and Magento Commerce. It syncs every few minutes to once an hour, depending on your settings. This means your inventory data is always current and accurate. And you see all your orders that are fulfilled through FBA.

Amazon Sales Channel provides continual updates between your Amazon store and Magento Commerce. Your inventory data is always current and accurate.

⁵ Marketplace Pulse, 2018.

#4 You can make better and faster fulfillment decisions.

84 percent of customers will not buy from you again once they've had a poor shipping or delivery experience.⁶ A lack of up-to-date order information (as explained in #3) can also create shipping and delivery problems. Without current inventory data, you must wait to choose the best sourcing and shipping methods. And that can

lead to delivery delays that impact your customers—and your bottom line.

Amazon Sales Channel makes sure Magento Commerce has the latest data from your Amazon store, so you can fulfill orders promptly and meet customer expectations.



of customers will not buy from you again once they've had a poor shipping or delivery experience.⁶

⁶ Survey of 1,500 consumers by Convey.



#5 You can optimize pricing and make better, faster pricing decisions.

82 percent of Amazon sales go through the Buy Box,⁷ and the percentage is even higher for mobile purchases. Meeting the Buy Box price is often a successful strategy for merchants on Amazon. Other strategies include tracking competitors' prices and seasonal trends. When Amazon and Magento are imperfectly connected, testing new pricing strategies can be a hassle. You have to continually check Amazon and manually download your pricing results so you can analyze them later.

Amazon Sales Channel offers automated, rules-based pricing that helps your products get into the coveted Buy Box while protecting your margins. And setup is easy. You can choose from a menu of options—“Find the lowest price offered and go above it (or below it) by X dollars or Y percentage” and “Find Amazon's own price for the item and adjust up or down relative to it,” for example.

Plus, you can see your results and manage your strategies inside Magento Commerce. Your results are continually refreshed, and you can analyze them through Magento Business Intelligence. This means you can make better and faster pricing decisions.

Get Amazon Sales Channel in Magento.

Ready to start selling more on Amazon without sacrificing your margins? [Download Amazon Sales Channel today >](#)

⁷ Statista, 2018.

Product Listing Details / Chen

United States Home

Product Listing Details

Listing Details

Amazon Name: Redi-Tag SeeNote Stickers Transparent Sticky Notes, 50-Pack, 3 x 3 Inches, Neon Orange (23773)

Catalog (Magento) SKU: 801593347578

Amazon Seller SKU: 801593347578(US)

Listing Activity Log | Buy Box Competitor Pricing | Lowest Competitor Pricing

Displays all recent activity on this particular Amazon listing.

18 records found

Amazon Seller SKU	ASIN	Listing Action	Status	Comments	Executed At
801593347578(US)	B00GVE4LFD	Quantity		Updated to 73	Feb 25, 2019 12:03:06 PM
801593347578(US)	B00GVE4LFD	Pricing		Updated to 15.00	Feb 25, 2019 12:03:06 PM
801593347578(US)	B00GVE4LFD	Pricing		Updated to 14.85	Feb 25, 2019 10:08:07 AM
801593347578(US)	B00GVE4LFD	Eligibility		Updated to eligible	Feb 21, 2019 9:43:11 AM
801593347578(US)	B00GVE4LFD	Pricing		Updated to 15.00	Feb 20, 2019 1:03:49 PM
801593347578(US)	B00GVE4LFD	Pricing		Updated to 6.16	Feb 20, 2019 12:40:51 PM
801593347578(US)	B00GVE4LFD	Pricing		Updated to 6.30	Feb 20, 2019 12:32:37 PM

AMAZON SALES CHANNEL IN MAGENTO MAKES IT EASIER AND MORE PROFITABLE TO SELL ON AMAZON.

[Download for free today >](#)



ABOUT MAGENTO

Magento, an Adobe company, is a leading provider of commerce innovation to merchants and brands across B2C and B2B industries and was named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300, and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community, and the Magento Marketplace—the largest eCommerce marketplace for downloadable extensions. More information can be found at

www.magento.com