

Smart and dynamic Repricing

Professional price optimization for Amazon sellers



Where's the problem?

Only those who charge the optimal price have a chance of winning the Buy Box. This requires constant market analysis.

The thing is, sellers absolutely need the Buy Box, because 90% of all sales take place through it. Competition is fierce on Amazon.

With thousands of products in sellers' assortments, they hardly have the opportunity to adjust their prices several times a day.

With a static price, however, only a few sellers win the Buy Box.

This is why repricers have now become a standard seller tool.

Why is Lost & Found the solution?

The SellerLogic Repricer works with a dynamic algorithm that adjusts the price depending on the market situation.

Initially, the SellerLogic Repricer sets the price to win the Buy Box, then optimizes it in a way that the seller holds the Buy Box with the highest possible price.

The seller can also choose from preset strategies for wholesalers, manufacturers, as well as brands.

Upper and lower price limits can be predefined by sellers or dynamically calculated based on the desired margin.

Integration is quick and easy via the Amazon MWS API. Prices start at 16 EUR per month.



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Talk to us

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Overview of Repricing Strategies

Buy Box

Wholesale 

Win the pole position and sell at the best prices. Focus on the Amazon Buy Box to increase your sales opportunities. Once your products are in the Buy Box, your product prices will be further optimized to achieve maximum performance out of your selling price. Thanks to our Amazon tool, you have the best chances of getting the Buy Box and also achieve the optimum sales price for your products.

Push

Private Label 

Control of product prices based on order numbers. Your sales figures are relevant for this optimization strategy. SellerLogic adjusts your sales price upwards as soon as you receive orders within a defined period of time. If the expected sales figures are not achieved, our price tool corrects the price downwards. Influence the demand for a product over a longer period of time.

Manual

Private Label 

Define your own strategies according to your needs. Of course, our Amazon price optimization also offers you the opportunity to create your own strategies. SellerLogic provides you with a multitude of different parameters for this purpose. This gives you absolute freedom for optimization and allows you to easily display special scenarios.

Daily Push

Private Label 

Change prices dynamically over the course of a day. The daily push strategy is based on the selling figures of one day. A starting price is defined at which the sale starts daily at 0:00. Then one or more limits can be defined within which the price – depending on the buying behavior – can be automatically raised or lowered. This enables you to increase either revenue or visibility.