

New Amazon "Smart buy box" price plan feature now released to all customers.

ShopCute.com announces the immediate availability of the Amazon "Smart buy box" feature.

What Smart buy box does

SurfSeller now has three price matching methods: *Low price*, *Buy box direct* and the new *Smart buy box*. Which to use will depend on the circumstances and whether your goal is volume or margin.

The *Smart buy box* feature operates where you are buy box eligible and uses live price data combined with your choices to seek a price at the upper bound of the buy box.

How to use Smart buy box

- Go to the menu "Settings" > "Automated pricing" and choose (Edit) or (New) price plan.
- Select "Smart Buy box" for the Rule Set you wish to apply it to.
- The "beat by" value determines the rate of change in price. Where zero or the price approaches your minimum or maximum 1 pence/cent is used. The decrease rate is twice the increase rate.
- The "Smart Buy box pace" controls how fast SurfSeller tries adjustments trading margin for risk of time out of the buy box.

There are no hard rules on setting the values and you'll find the values that work best for you by experimentation. It's recommend you start with the default values as follows and adjust as you gain experience.

Automated price matching Rule set and beat by	Smart Buy box 0.01
Smart buy box pace Increase Decrease	Standard Standard

Settings > Automated pricing

Automated price matching

Title

Description

Don't price match
 Price match:

Rule set A and beat by using low price uplift of

Rule set B and beat by using low price uplift of

Rule set C and beat by using low price uplift of

For this hour (UK time)

	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon-Fri rule set	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
Weekend rule set	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A

Smart buy box pace

Increase

Decrease

Postage rule

Match price only
 Match on total price including postage

Cannot price match: Constrained by minimum price

Use minimum price
 Use standard price
 Use maximum price
 Use intelligent pricing

Cannot price match: Constrained by maximum price

Use minimum price
 Use standard price
 Use maximum price

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