

General SOP: How To Use Keepa

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How To Use Keepa



Who is this for?: Intended for individuals who frequently shop on Amazon and are interested in optimizing their online shopping experience. It is suitable for both casual shoppers and professional resellers who want to track product prices, understand market trends, and utilize price alerts to make well-informed buying decisions.



Objective: To provide step-by-step instructions on how to effectively use Keepa, a web-based browser extension, for tracking Amazon product prices, analyzing sales rank trends, and setting price alerts. This SOP aims to help users leverage Keepa's features to make informed purchasing decisions, identify favorable pricing opportunities, and save money.

Introduction:

Keepa is a web-based browser extension that serves as an Amazon price tracking tool. It enables users to monitor the prices of millions of products across various Amazon marketplaces. By installing Keepa, you gain the ability to track price fluctuations, observe sales rank trends, and gauge the speed at which products are sold. Additionally, Keepa offers the convenience of setting up price alerts to help you save money when prices drop.

Step 1: Account Setup

- Create a Keepa account by visiting the Keepa website (keepa.com)
- Fill in the required information and complete the registration process.
- Verify your email address to activate your Keepa account.

Step 2: Installing Keepa Browser Extension

- Open your preferred web browser (Google Chrome, Firefox, etc.).
- Search for "Keepa browser extension" in your browser's search engine.
- Locate the official Keepa extension for your browser and click on the installation link.
- Follow the prompts to add the extension to your browser.
- Once installed, you should see the Keepa icon in your browser's toolbar.

Step 3: Navigating Keepa's Product Pages

- Visit an e-commerce website, such as Amazon.
- Search for a product you want to track using Keepa.
- On the product page, you will see a graph and additional information provided by Keepa.
- Analyze the graph to understand the product's price history, sales rank, and other relevant data.
- Scroll down to view additional information and statistics about the product's pricing, availability, and sellers.

Step 4: Customizing Keepa's Settings

- Click on the Keepa icon in your browser's toolbar to access the extension.
 - Select "Settings" from the drop-down menu.
 - Customize the settings according to your preferences.
- a. Choose your preferred country and marketplace.
 - b. Adjust the graph's time range and resolution.
 - c. Enable or disable specific data points, such as sales rank, price, and offers.
 - d. Set up notifications for price drops or availability changes.
 - e. Explore other settings and options available to personalize your experience.

Step 5: Tracking Products and Setting Price Alerts

- While on a product page, click on the Keepa icon in your browser's toolbar.
- Select "Add to Tracking" to start monitoring the product.
- Optionally, set a desired price or a target price range to receive price alerts.
- Keepa will track the product's price and notify you when it meets your criteria.
- Access your tracked products by clicking on the Keepa icon and selecting "Tracked Products."

Step 6: Analyzing Product Trends and Insights

- Use Keepa's graphs and data to gain insights into product pricing and trends.
- Analyze the price history to identify patterns, seasonal fluctuations, and price trends.
- Compare prices offered by different sellers to find the best deals.
- Utilize Keepa's filters and sorting options to refine your search results and narrow down your product choices.
- Take advantage of Keepa's additional features, such as wishlist synchronization and price history exports.

Note: Keepa's functionality and features may vary over time, so it's advisable to refer to the official Keepa documentation or website for any updates or changes.
