

# Catalog SOP: Managing Your Buy Box Percentage

10/11/2024 11:15 am CDT



**Who is this for?** All individuals who need to manage their Featured Offer (Buy Box Percentage).



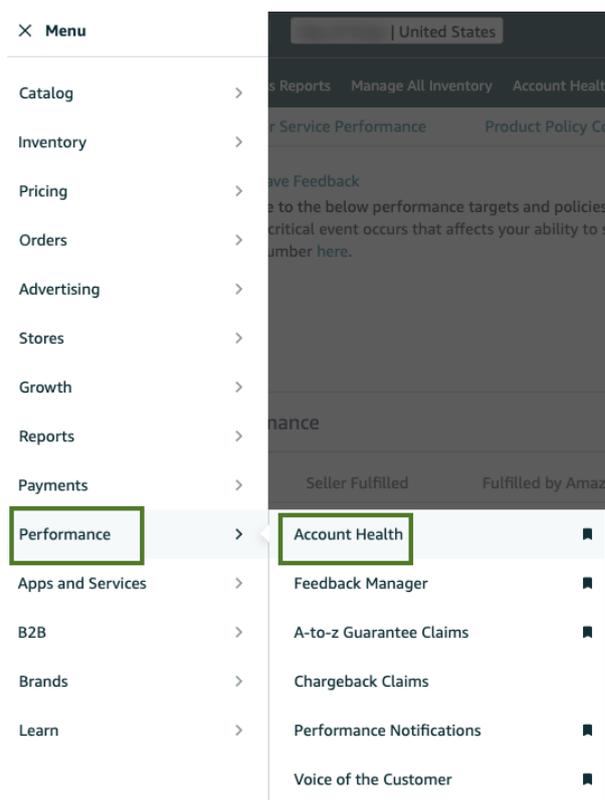
**Objective:** To manage the Featured Offer on Amazon, which highlight a specific seller's product as the primary or most prominent option for customers.

## Requirements:

- Sellers must have a Professional Selling Account and their product should be in “New” condition
- Seller must set a competitive price for the product.
- Good Customer Service that is Measured in the Order Defect Rate and Shipment Performance

## Checking on Order Defect Rate (ODR)

1. Go to the Menu and click on “Performance” then “Account Health”.



2. You can check your “Order Defect Rate” (ODR) from the Customer Service Performance. To get a better understanding on what affected your ODR, you can click on the metrics below. Note: To be eligible your ODR must be under 1%.

### Customer Service Performance

	Seller Fulfilled	Fulfilled by Amazon
<b>Order Defect Rate</b> Target: under 1%	<b>0.19%</b> 1 of 513 orders 60 days	<b>0%</b> 0 of 4,132 orders 60 days
Order Defect Rate consists of three different metrics:		
• Negative feedback	0.19%	0%
• A-to-z Guarantee claims	0%	0%
• Chargeback claims	0%	0%

[View details](#)

## Checking on Shipping Performance

1. From the “Pricing Health” Menu, look at the “Shipping Performance” section on the right most side. There are 3 factors to consider :
  - a. Late Shipment Rate - Must be under 4%
  - b. Pre-fulfillment Cancel Rate - Must be under 2.5%
  - c. Valid Tracking Rate- Must be over 95%

## Shipping Performance

Seller Fulfilled ▾

### Late Shipment Rate

Target: under 4%

0%

30 days

### Pre-fulfillment Cancel Rate

Target: under 2.5%

0%

7 days

### Valid Tracking Rate

Target: over 95%

100%

30 days

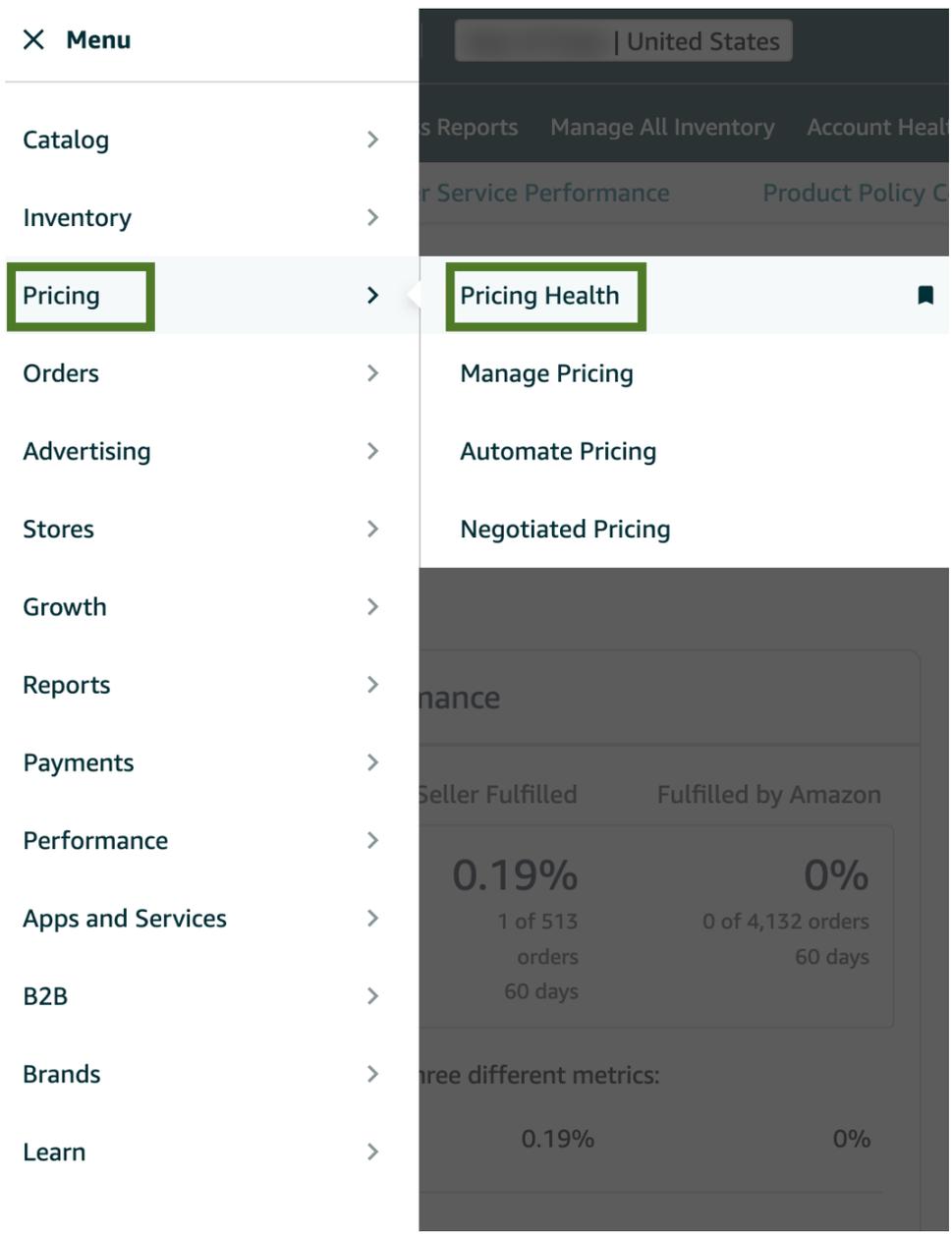
## Checking on Featured Offer Price

Prior any actual price change implementation, it is important to inform and get client's approval. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

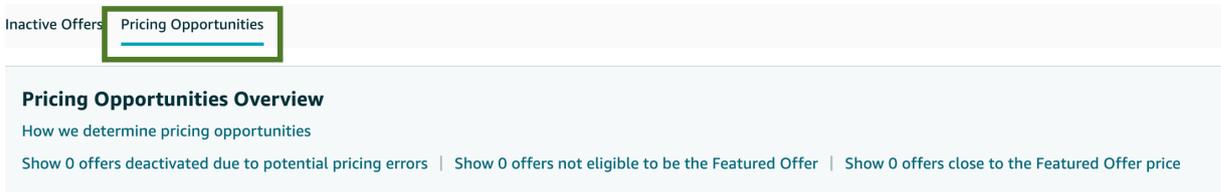
**Note :** For these items, you have several options.

- Match the Featured Offer price, on all offers for the same ASIN and condition. Also compare with prices from retailers outside Amazon. Continue automated pricing after updating prices elsewhere.
- Automate Pricing helps you stay price competitive by automatically adjusting your prices in real-time, which may increase your likelihood of being the Featured Offer (Buy Box).
- Reference Prices may refer to the Featured Offer (Buy Box) price, Price derived from the per unit Featured Offer price based on smaller packs of this product, 60-day average selling price, or list price.

1. From the "Menu" click on "Pricing" then "Pricing Health"

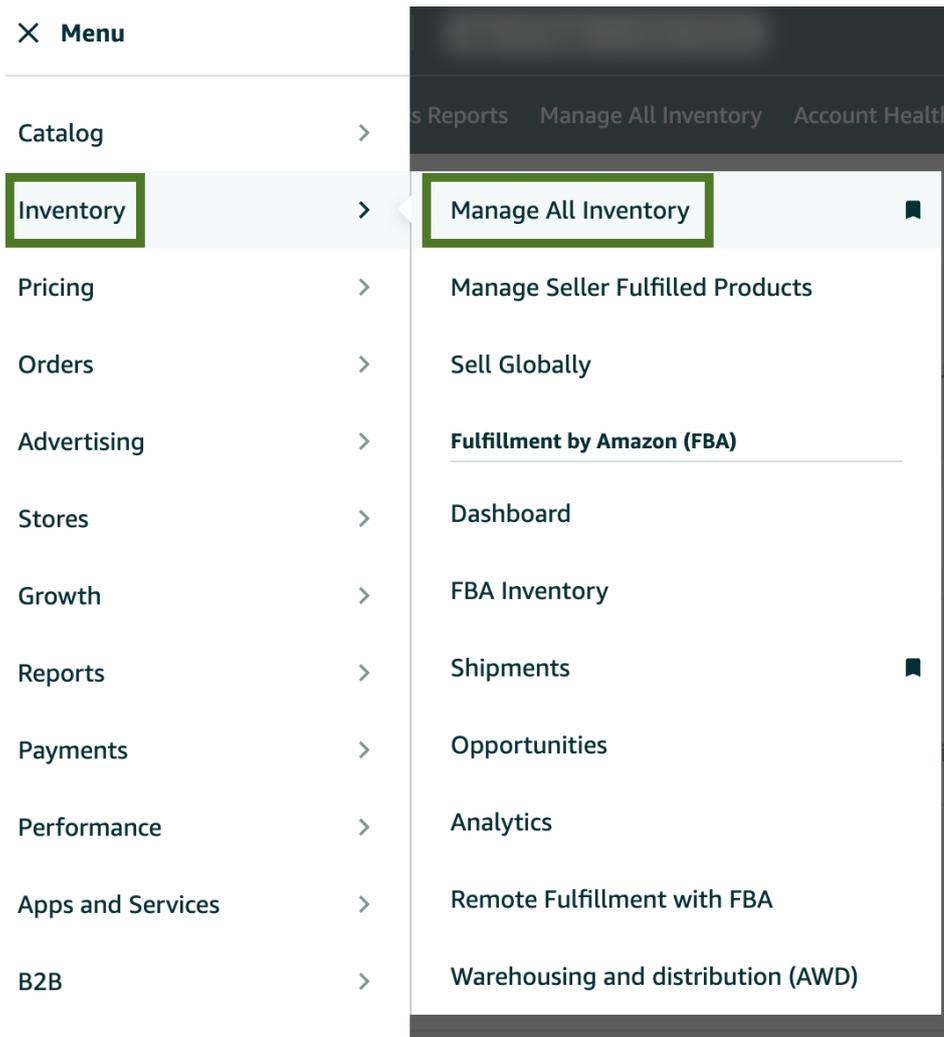


2. Go to the "Pricing Opportunities" section. **Note** : If there are eligible ASINs for the featured offer it will show here and just download the report.



## Alternative way of checking for the Featured Offer Price

1. Via the Manage All Inventory Page
  - a. From the Menu go to "Inventory" then "Manage All Inventory".



b. Select the listing you want to check and go to the “Price and Shipping cost” column to see the Featured Offer price

Filters: Status: <input checked="" type="radio"/> All <input type="radio"/> Active <input type="radio"/> Inactive <input type="radio"/> Incomplete <input type="radio"/> Listing Removed <input type="radio"/> Search Suppressed <input type="radio"/> Improve listing quality													
Fulfilled By: <input checked="" type="radio"/> All <input type="radio"/> Amazon <input type="radio"/> Merchant													
Additional filters													
<input type="checkbox"/>	Save all	Status	Image	SKU Condition	Listing ID	Custom Product Name ASIN	Date Created Status Changed Date	Available	Inbound	Unfulfillable	Reserved	Estimated fee per unit sold	Price and shipping cost Pricing status*
<input type="checkbox"/>	Edit	Active		New		Disabled	07/31/2024 16:04:37 07/31/2024 16:04:42	10				\$0.48	+ \$0.00 Migrated Template Featured Offer: \$5.99 + \$0.00 ✓ Lowest price <a href="#">View more</a>

**Note :** For this Option you can not see the winning rate for the Featured Offer. If you wish to see your Winning Rate click on the SKU then scroll down until the “Pricing” portion.

