

Catalog SOP: Creating a New Automated Pricing Rule

10/11/2024 11:16 am CDT



Who is this for?: For Amazon sellers who are responsible for pricing strategies and operations in a business or organization that seeks to automate its pricing process.



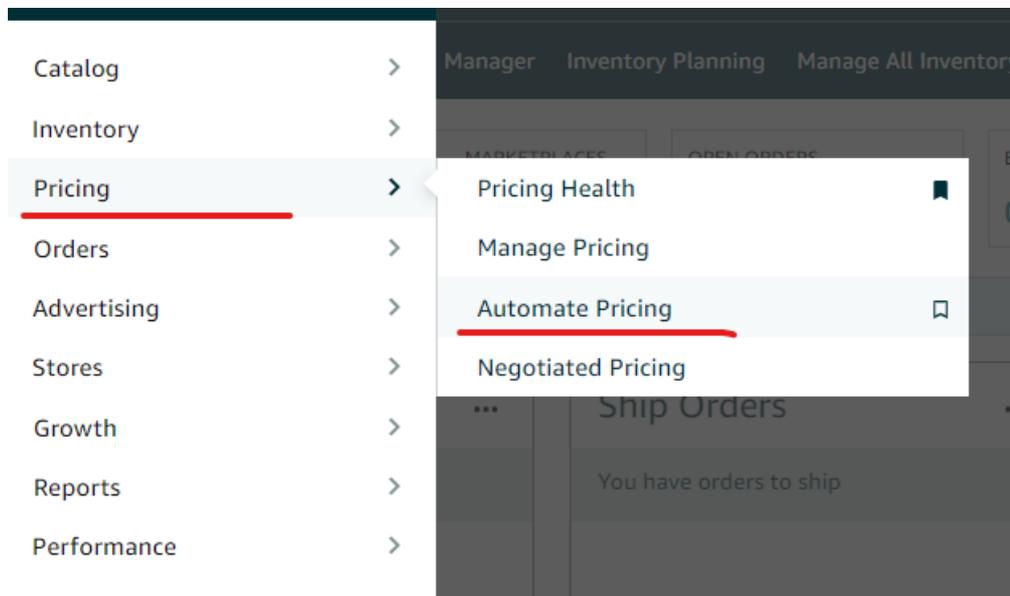
Objective: To outline the steps and guidelines for implementing a new automated pricing rule. The automated pricing rule aims to enhance pricing outcomes and increase competitiveness in the market.

The Automate Pricing tool allows you to create rules that automatically adjust your prices for selected listings. Changes can happen instantly without any further action by you once you have automated pricing. However, you remain responsible for your prices.

Prior any auto pricing rule implementation, it is important to inform, brief details and get client's approval. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

To access Automate Pricing tool,

1. Go to "Pricing" tab and then select "Automate Pricing" in Seller Central.



2. Create a customized pricing rule by clicking the "Create a Customized Pricing Rule" of the page.

Automate Pricing [Learn more](#)

Use Amazon's free tool to quickly update prices across your entire catalog. Try a pre-defined rule to start pricing quickly and easily, or create a customized rule to meet your specific business needs.

Move fast:
Automatically change your prices in response to the events you choose, keeping them sharp in a dynamic environment.

Price competitively:
Potentially increase your likelihood of being the Featured (Buy Box) Offer.

Stay in control:
Safely price between the Minimum and Maximum Price guardrails you set.

Do more:
Automate pricing decisions to give yourself more time to focus on other important aspects of your business.

Filter by marketplace
Amazon.com

Catalog-level rules [What's this?](#)

Rule name	Marketplace	SKUs in Amazon.com	Type	Rule summary	Status	Action
Business Catalog Rule by Amazon	Amazon.com and 1 other marketplace	0	Business Price and Quantity Discounts rule	When active, this rule is applied to your entire catalog (including newly added SKUs), across all marketplaces and will set your Business Price dynamically relative to your Standard Price. SKUs with Business-Only Offers will not be repriced. SKUs that are assigned to other Business Pricing rules will be excluded.	Inactive	Set up

Create a customized Pricing rule

3. On the next page, select the type of rule you want to create from the "Select a Rule" drop-down menu.

[Automate pricing](#) > [Create a pricing rule](#)

Automate Pricing [Learn more](#)

Create a new pricing rule

1 Choose rule type and name

Select the type of rule logic you want to create and the name of the rule.

What type of rule do you want to create?

Select a rule

How do you want to name this rule?

Proceed to marketplace(s) selection

[Automate pricing](#) > [Create a pricing rule](#)

Automate Pricing [Learn more](#)

Create a new pricing rule

1 Choose rule type and name

Select the type of rule logic you want to create and the name of the rule.

What type of rule do you want to create?

Standard prices

Competitive Featured Offer

Competitive Lowest Price

Competitive External Price

Based on sales units

Business prices

Business Competitive Featured Offer

Business Price & Quantity Discounts

4. Then, enter a name for your rule and then click the "Proceed to Marketplace Selection" button.

Automate Pricing [Learn more](#)

Create a new pricing rule

1 Choose rule type and name

Select the type of rule logic you want to create and the name of the rule.

What type of rule do you want to create?

Competitive Featured Offer

How do you want to name this rule? **1.**

TEST

Proceed to marketplace(s) selection **2.**

5. Select the marketplaces you want to create the rule for. Then click "Save and continue to select rule parameters" button.

Automate Pricing [Learn more](#)

Create a new pricing rule

1 Rule name

Competitive Buy Box rule

TEST

2 Select marketplaces

Select the marketplaces in which you want this rule to be available. Select at least one marketplace.

You can create a rule in the following marketplaces:

Amazon.com

Amazon.mx

Amazon.ca

Save and continue to select rule parameters

6. Define the price action you want Automate Pricing to take. Set the amount by which you want the automatic price action to trigger. Select filters for your rule to identify the types of offers you want to compare. Then, click "Save this rule".

3 Define rule parameters

Select the parameters for your rule.

Amazon.com

Define below the pricing attributes you want to set in Amazon.com

1. Which pricing action do you want Amazon to take?

- Stay below the Featured Offer price by a specified amount
- Match the Featured Offer price
- Stay above the Featured Offer price by a specified amount

2. \$ 0.00

3. Specific types of offers

- Only offers with the same fulfillment method
- Only offers from other third party sellers

Do you also want to compare with prices that are off of Amazon? What's this?

Selecting this option will set your price to the prices off of Amazon.

Yes

No

Do you want to continue repricing if you update your price elsewhere in Seller Central? What's this? ▾

Yes, I want to continue repricing

No, I want to pause repricing

4. Save this rule in Amazon.com

Note: All Automate Pricing rules apply to offers on the same ASIN and condition. To confirm your rule functions as expected, read the Rule Summary for final confirmation.

7. Click "Proceed to SKU Selection" to move to the next section of the Automate Pricing workflow.

Save this rule in Amazon.com

Proceed to SKU Selection

Note: Your rule will be saved, whether or not you add any SKUs to the rule. Until you assign SKUs to your rule, Automate Pricing will not change any prices on your SKUs. To learn more about this, you can visit Amazon help page: <https://sellercentral.amazon.com/help/hub/reference/G201995750>