

Catalog SOP: How to Fix Hidden Price

10/08/2024 1:46 pm CDT



Who is this for? This is intended for everyone who comes across hidden pricing errors on the Amazon detail page.



Objective: The objective is to provide guidance and solutions for hidden pricing.

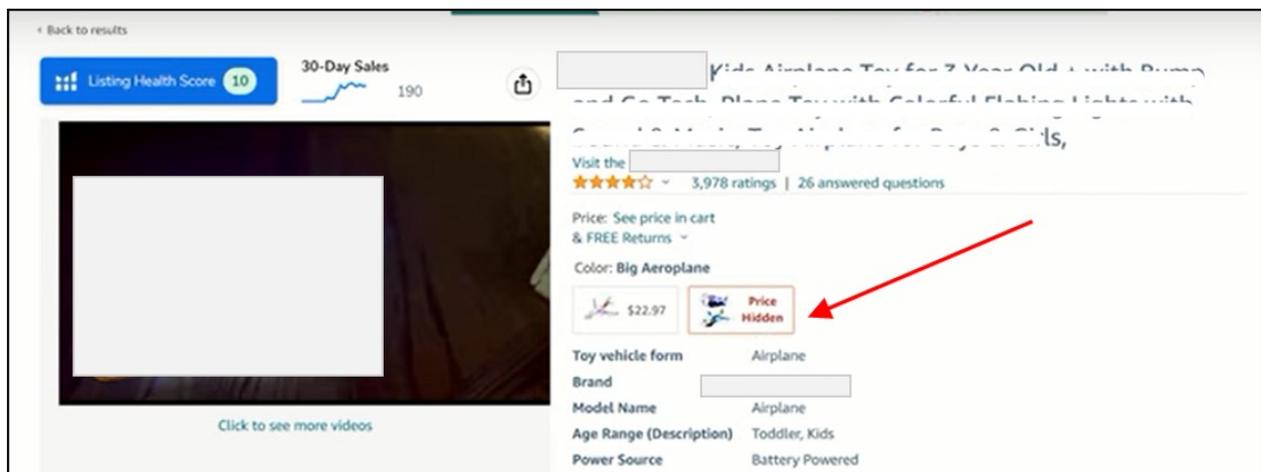
Walkthrough Video: <https://www.youtube.com/watch?v=9228MvgHkrU>

Credits to: Steven Pope

Overview:

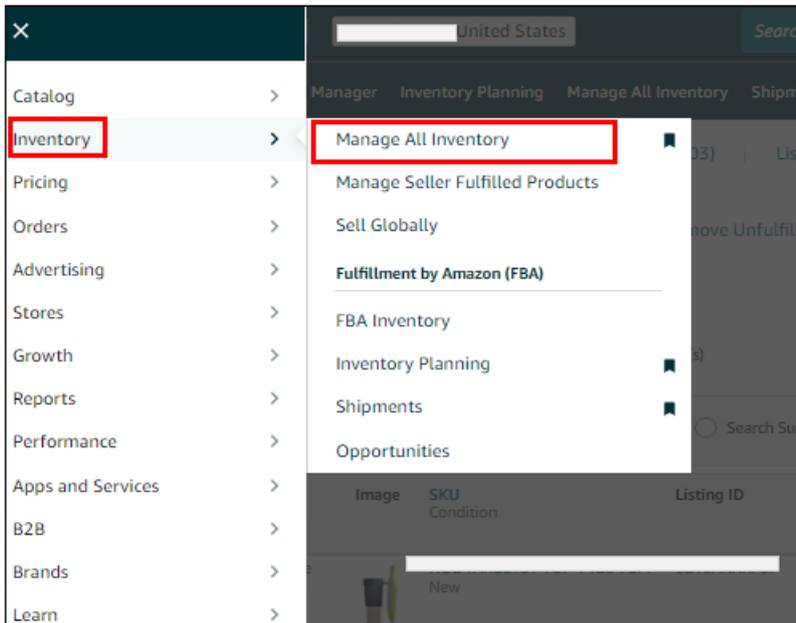
In most cases, the reason for the hidden price is the MAP (minimum advertised pricing) policy. This bug typically occurs when you exceed the minimum price threshold or when the minimum price is higher than the listing's price rate. The solution here is to lower the minimum price which is below your regular price and sale price (if applicable).

Here's a sample screenshot of what a listing would look like on the Amazon detail page when the price is hidden. Although the item is still available for purchase, buyers may find it challenging to confirm the price as they must proceed to the "add to cart" function to view it.

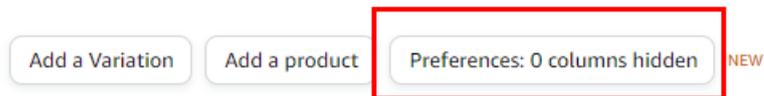


Manual Update:

1. **Backup data:** Make sure to download the recent Category Listings Report (CLR).
2. Go to **Inventory > Manage All Inventory**



3. On the far right-hand side, click on 'Preferences'



4. On this page, you will see the set of column displays. Go down and tick the box under 'Your Minimum Price'

Column display

- Status (Recommended)
- Image (Recommended)
- SKU/Condition (Recommended)
- Listing ID
- Product Name/ASIN (Recommended)
- Date Created/Status Changed Date (Recommended)
- Available (Recommended)
- Inbound
- Unfulfillable
- Reserved
- Estimated fee per unit sold (Recommended)
- Price and shipping cost/Pricing status (Recommended)
- Business Price (Recommended)
- Sales Rank
- Featured Offer eligible
- FNSKU
- Fulfilled By
- Your Minimum Price**
- Your Maximum Price
- UPC/EAN

NOTE: The values that you set here will be used as the defaults for viewing your inventory listings in the future. You can edit these settings at any time.

5. Once you're done with Step 4, go back to your Manage Inventory and refresh the page. At this time, you will see a column under "Your Minimum Price"

Price and shipping cost Pricing status (7)	Business Price + Shipping	Sales Rank	Featured Offer eligible	FNSKU	Fulfilled By	Your Minimum Price	Your Maximum Price	UPC/EAN
\$ 24.99 + -- Migrated Template Featured Offer: -- Lowest price: -- View more v	\$ + -- Add quantity discounts v	-	-		Merchant	\$ -	\$ -	
\$ 24.99 + -- Featured Offer: -- Lowest price: -- View more v	\$ + -- Add quantity discounts v	-	-		Amazon	\$ -	\$ -	
\$ 14.99 + -- Migrated Template Featured Offer: -- Lowest price: -- View more v	\$ + -- Add quantity discounts v	-	-		Merchant	\$ -	\$ -	

6. Lower the minimum price. It should be 'below' the regular price.

Price and shipping cost Pricing status (7)	Business Price + Shipping	Sales Rank	Featured Offer eligible	FNSKU	Fulfilled By	Your Minimum Price	Your Maximum Price	UPC/EAN
\$ 24.99 + -- Migrated Template Featured Offer: -- Lowest price: -- View more v	\$ + -- Add quantity discounts v	-	-		Merchant	\$ 20	\$ -	

SPECIAL CALLOUT: You do need to make sure also that your sales price should be above the minimum price.

Minimum Price < Sale Price < Regular Price

a. To verify the **Sales Price**, go to the Offer page/tab of your listing by clicking on the Edit button of the affected ASIN.

Status	Image	SKU Condition	Listing ID	Custom	Product Name ASIN	Date Created Status Changed Date	Available
Inactive (Out of Stock)		HC TA -TC 71 New	0216ANXRP9F	Disabled	get Stand Toppe r BO	02/16/2023 14:18:54 02/16/2023 15:24:05	0
Inactive (Out of Stock)		HC TA -TC New	0216AO0B4YL	Disabled	get Stand Toppe r BO	02/16/2023 14:11:05 02/16/2023 15:09:55	0

b. When looking at the Offer page, ensure that the listing's sale price exceeds the minimum price that you specified.

7. Once done, save the information and wait for 10–15 minutes to refresh the page.

NOTE: If the ASIN has a duplicate listing (FBM & FBA), make sure to apply it for both SKUs.

Template Upload:

1. **Backup Data:** Download an up-to-date Category Listing Report (CLR).
2. Make a copy of the Category Listings Report (CLR). We're can repurpose a CLR as a flat when bulk updating listing information.
3. Open the file and click "Enable Editing".

Product Type	Seller SKU	Brand Name	Product Name	Product ID	Product ID Type	Item Type	Keyword	Unit of Measure (Per Unit Pricing)	Unit Count (Per Unit Pricing)	Standard Price	Quantity	Number of
feed_product	item_sku	brand_name	item_name	external_p	external_produ	item_type		unit_count_type	unit_count	standard_price	quantity	number_of
drinkingcup	ER...	M	ique Gifts for H043		UPC	wine-glasses				13.99	0	WINE AEROI
drinkingcup	AL...	M	e Wine Stemle703		UPC	wine-glasses		Fl Oz	1.00	13.99		
drinkingcup	AI...	M	s with Funny Pet S			wine-glasses				0.00	0	
drinkingcup	RM...	M	green tumbler703		UPC	tumblers				26.99		
drinkingcup	JNC...	M	Wine Glass with Sa			Gruncle, Funcle wine-glasses	shwasher safe as well, for your convenience. Our stemless wine glass is the perfect versatile gif					
sporttarget	E T...	nd-f	ustainable Target Stan			hunting-targets-and-accessories				0.00	0	
recreationba	EBA...	M	Baseball Mom703		UPC	tumblers		Fl Oz	12.00	26.99		1
recreationba	LLU...	M	Baseball Mom09		ASIN	tumblers		Fl Oz	12.00	26.99	0	1
drinkingcup	DM...	M	glass with Sayings			is, Birthday, Chri wine-glasses	shwasher safe as well, for your convenience. Our stemless wine glass is the perfect versatile gif					
drinkingcup	BI...	M	ause Wine Gla08		ASIN	wine-glasses				0.00	0	

4. Delete all the rows of the SKUs that you don't need.

From this:

1	TemplateType	Version=20	TemplateSig	settings=attrib	Use ENGLISH to fill this template. The top 3 rows are for Amazon.com use only. Do not modify or delete the top 3 rows.								
2	Product Type	Seller SKU	Brand Name	Product Name	Product ID	Product ID Type	Item Type Keyword	Unit of Measure (Per Unit Pricing)	Unit Count (Per Unit Pricing)	Standard Price	Quantity	Number of	
3	feed_product	item_sku	brand_name	item_name	external_pr	external_produ	item_type	unit_count_type	unit_count	standard_price	quantity	number_of	
4	drinkingcup	ER	M	ique Gifts for H	43	UPC	wine-glasses			13.99		WINE AERO	
5	drinkingcup	AL	M	e Wine Stemle	703	UPC	wine-glasses	Fl Oz	1.00	13.99			
6	drinkingcup	Al	M	s with Funny Pet S			wine-glasses			0.00	0		
7	drinkingcup	RIV	M	green tumbler	703	UPC	tumblers			26.99			
8	drinkingcup	JNC	M	Vine Glass with Sa			wine-glasses						
9	sporttarget	e.T.	nd-f	ustainable Target Stan			Gruncle, Funcle						
10	recreationba	EBA	M	Baseball Mom	703	UPC	tumblers	Fl Oz	12.00	26.99	0	1	
11	recreationba	LL	M	Baseball Mom	809	ASIN	tumblers	Fl Oz	12.00	26.99	0	1	
12	drinkingcup	DM	M	lass with Sayings			s, Birthday, Chri						
13	drinkingcup	Bl	M	ause Wine Gla	808	ASIN	wine-glasses			0.00	0		

To this:

1	TemplateType	Version=2023.	TemplateSignatu	settings=attrib	Use ENGLISH to fill this template. The top 3 rows are for Amazon.com use only. Do not modify or delete the top 3 rows.								
2	Product Type	Seller SKU	Brand Name	Product Name	Product ID	Product ID Type	Item Type Keyword	Color	Department	Department	Department	Department	Department
3	feed_product	item_sku	brand_name	item_name	external_pr	external_produ	item_type	color	department	department	department	department	department
4	home	RO	24	Gifts for Wife, Eternal Rose for H	B0B	ASIN							
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5. Take the one SKU/ASIN in question and input the map_price also known as the Minimum Advertised Price.

NOTE: Please take note that it is important to eliminate any unnecessary fields. We only require the bare minimum information to be able to load it onto the inventory loader.

- SKU
- Minimum Advertised Price

REMINDER:

When you submit inventory feeds to update inventory levels for items that you sell on Amazon's website, never leave the fulfillment-center-id null. For a seller-fulfilled inventory, enter DEFAULT in this column. For Fulfillment by Amazon inventory, enter either AMAZON_NA, AMAZON_EU, AMAZON_JP, or AMAZON_IN depending on your marketplace. This helps ensure that each item is fulfilled as you expect it to be.

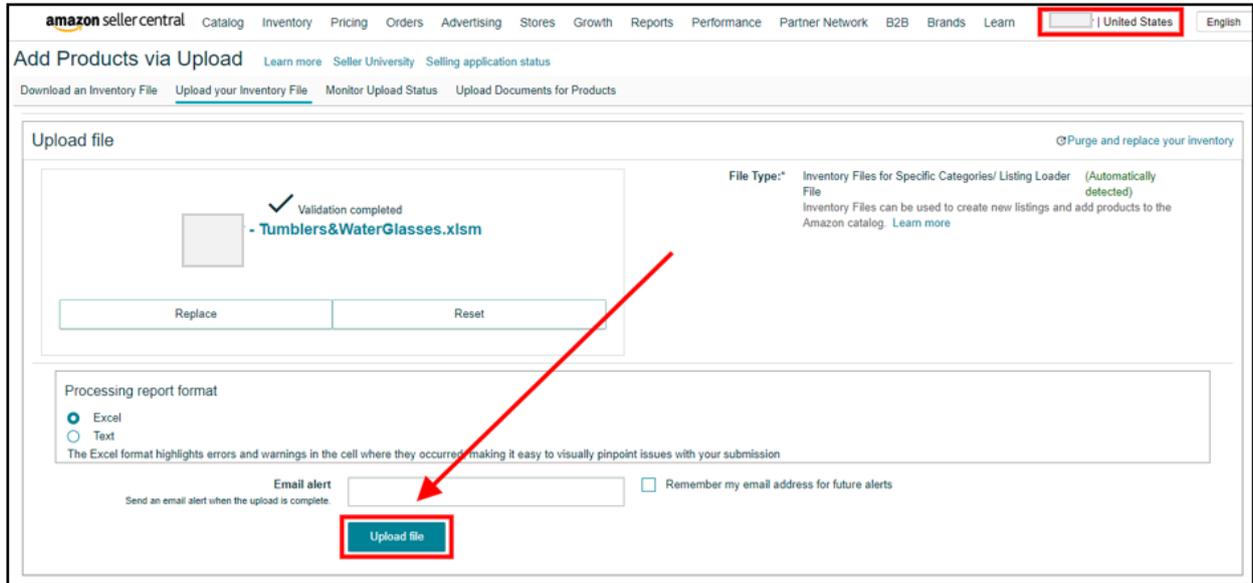
IMPORTANT NOTE:

- If it's FBA, you have to fill out the following columns:
 - "batteries_required"
 - "supplier_declared_dg_hz_regulation1" under the Compliance section.
 - Pesticide Marking
 - EPA Registration Number
 - Pesticide Registration Status
 - This product is not a pesticide or pesticide device, as defined under the U.S. Federal Insecticide, Fungicide, and Rodenticide Act.

This is a sample preview of what your flat file would look like when you completed filling out the necessary information.

B	E	F	DH	FE	AKJ	ALG	ALY	AI	AMX	ANA	ANB
Version=2023.0220	Use ENGLISH to fill this template. The top 3 rows are for Basic Fulfillment										
Seller SKU	Product ID	Product ID Type	Minimum Advertised Price	Update/Delete	Fulfillment Center	Is this product applicable for batteries	Supplier declared pesticide marking	Pesticide Marking Registration Number	Pesticide Registration Status	Pesticide Registration Status	
item_sku	external_product_id	external_product_id_type	map_price	update_delete	fulfillment_center	batteries_supplier_declared	pesticide_marking	pesticide_marking_registration_number	pesticide_marking_registration_status	pesticide_marking_registration_status	
4ROSE	B0BRK	ASIN	35.00	PartialUpdate	AMAZON NA	No	lot	PA Registration Num	as defined under the U.S. Federal Insecticide, Fungicide, a		

6. Save the flat file and upload it on Seller Central. Go to Inventory > Add Products via Upload > Upload your Inventory File. Refresh the page first before attaching the file and make sure you're on the right Amazon store. Then click **Upload file**.



Once the file has been uploaded and processed, let it sit for 15 minutes. It can take a little time for the file to finish being processed.

7. Return to the Amazon detail page and confirm whether the listing's 'hidden price' has been successfully removed.

You can follow this link: amazon.com/dp/ASIN

IMPORTANT NOTE:

- Monitor the Upload Status. If it says “Complete Drafts”, download the Processing Report to see what caused the error and fix it accordingly. In case the manual and flat file update does not reflect the changes, you can file an escalation ticket to Amazon Seller Support.