Catalog SOP: How to Fix Hidden Price

10/08/2024 1:46 pm CDT

> **i** **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.
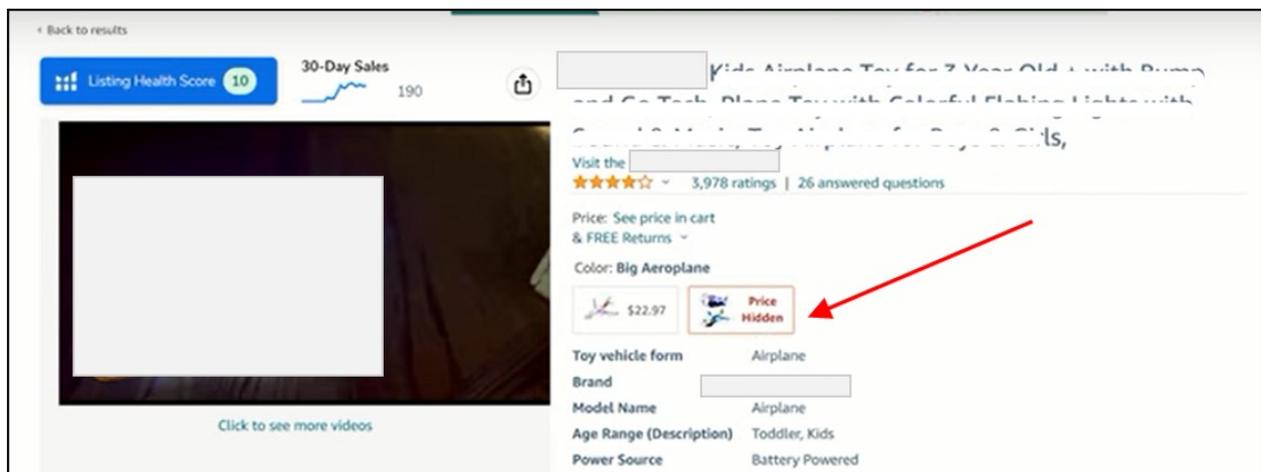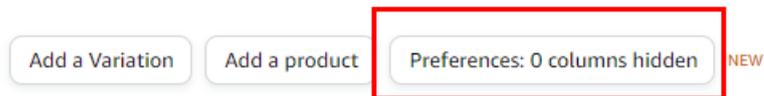

Manual Update:

1. **Backup data**: Make sure to download the recent Category Listings Report (CLR).

2. Go to **Inventory > Manage All Inventory**
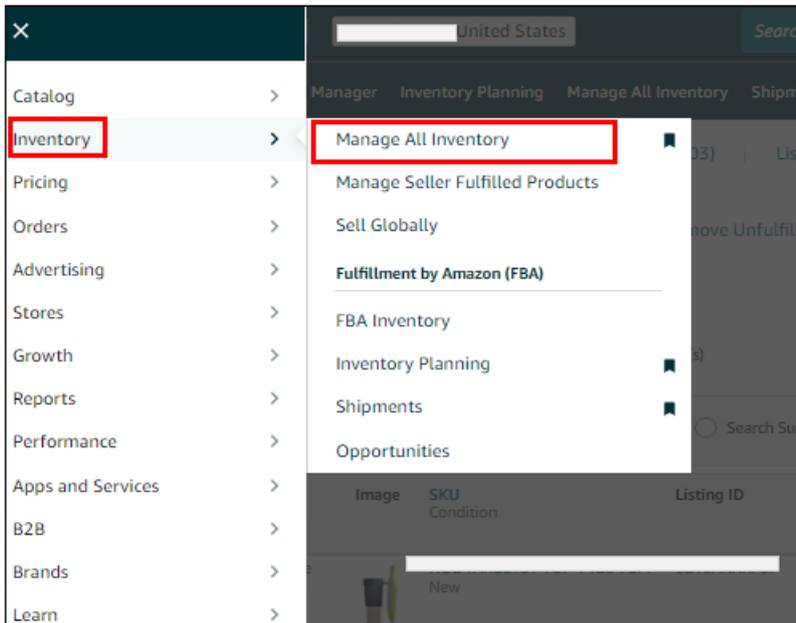
3. On the far right-hand side, click on 'Preferences'

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"

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

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.

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".

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

From this:

To this:

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	AN	AMX	ANA	ANB
Version=2023.0220	Use ENGLISH to fill this template.The top 3 rows are fe			Basic		Fulfillment					
Seller SKU	Product ID	Product ID Type	Minimum Advertised Pric	Update Delete	Fulfillment Center I	Is this prod	Applicable	Ac	Pesticide Marking	Pesticide Registration Statu	Pesticide Registration Statu
item_sku	external_proc	external_produ	map_price	update_delet	fulfillment_center_	batteries_	supplier_de	ca	pesticide_markin	pesticide_marking_registra	pesticide_marking_registra
4ROSE	B0BRK	ASIN	35.00	PartialUpdate	AMAZON_NA	No	Jot Applicable	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**.
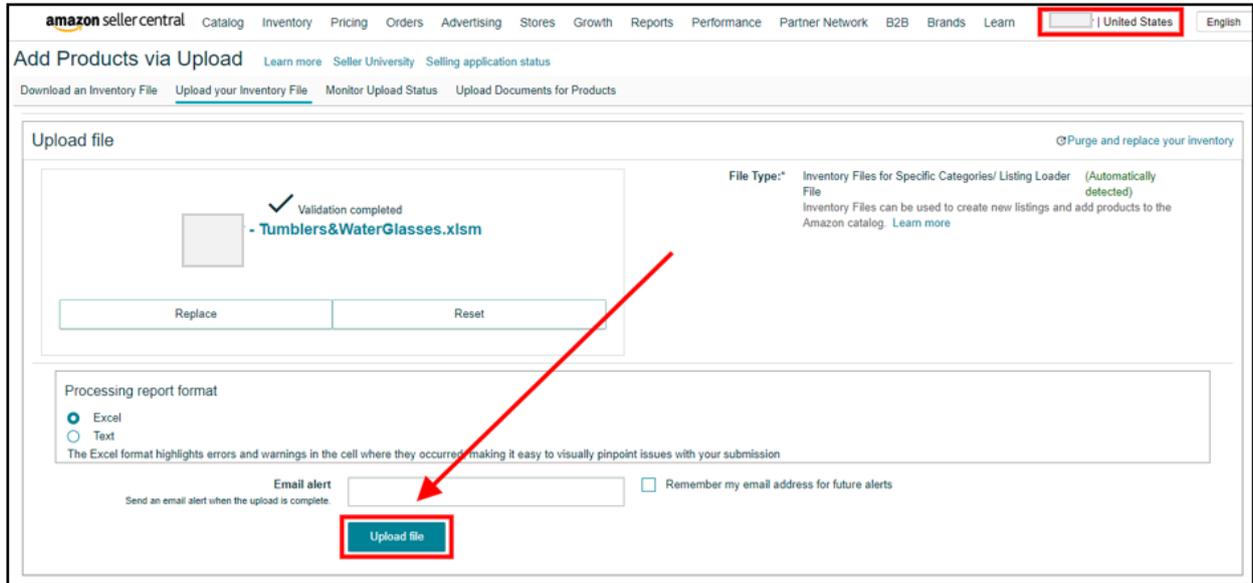
Once the file has been uploaded and processed, let it sit for 15 minutes. It can take a little time for the file to finish being processed.

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.