

Product MAP, MSRP, and STP

04/30/2025 3:21 pm CDT

Overview

Sellercloud helps you manage the **Minimum Advertised Price (MAP)**, **Manufacturer's Suggested Retail Price (MSRP)**, and **Strikethrough Prices (STP)** of your products and apply them to different sales channels.

The **MAP** is a pricing policy implemented by manufacturers and suppliers to control the minimum price at which their products can be advertised. It helps maintain consistency and prevents price wars. While you can still sell a product at any price, you must adhere to its MAP when advertising it for sale.

The **MSRP** is the price that a manufacturer recommends or suggests for a product to be sold to end consumers. It's typically printed on product packaging or marketing materials. You aren't obligated to sell the product at the MSRP – you're free to set your own prices.

The **STP** is a pricing strategy where the original price is displayed with a horizontal line through it to indicate a discount or a special offer. This visual cue attracts customers' attention, creates a sense of urgency, and encourages them to make a purchase.

Learn more about configuring [Product Prices](#).

Minimum Advertised Price

The **MAP** is product-specific, and you can set it per product or in bulk.

Before setting up the MAP, it's best to enable the [Client Setting Restrict Product Save Below MAP Price](#) to make it so that you can't save a product if a channel's selling price is below the **MAP Price**.

Channel-Specific Details

Amazon:

To send the **MAP**, remove the **Standard/List Price**.

- The **MAP** must not be higher than the **Site Price**.
- With the **Enforce MAP** option enabled, if the selling price is lower than the **MAP Price**, the **MAP Price** will be sent.
- The **MAP** will be sent to Amazon even if it's lower than the **Site Price** if you enable the Client Setting **Send MAP Price to Amazon even not enforced**.
- It's recommended to enable the Client Setting **Send MAP Price to Amazon even if not enforced** so we will always send the **Amazon MAP Price**, even if the **Enforced** checkbox is disabled on the [Product Details Page](#). This is done to ensure compliance when dealing with MAP prices. A MAP price value must be entered on the product.
- If the selling price is below the MAP, the option **See Price in Cart** appears on the Amazon listing.
- **You will not be allowed to have a selling price lower than the MAP Price.** With the **Enforce MAP** option enabled, if your Amazon price is lower than the **MAP Price**, the **MAP Price** will always be sent as the selling price in order to comply with regulations.

Any changes to the MAP in Sellercloud are included in the price feed to Amazon. For automated updates, the [Amazon Company Setting Allow Price Update \(Regular\)](#) must be enabled, and the **AmazonPricesUpdateService** must be running on your server. Open a ticket with [Sellercloud Support](#) to confirm that this service is installed.

The MAP will not be sent to Amazon if you enable the Client Setting **Disable Map Submission For Amazon**.

eBay:

- When **Enforce MAP** is enabled, the **MAP** will be the default **Buy It Now Price**.
- When **Enforce MAP** is disabled, the **Site Price** will be the default **Buy It Now Price**.

NewEgg:

- The Client Setting **NewEgg.Com Force Send MAP Price** force-sends the **MAP Price** to NewEgg when [Listing Products](#).

Sears:

- The Client Setting **Disable MAP Submission For Sears** prevents the **MAP Price** from being sent.
- The Client Setting **Send Sears MAP Price Indicator As Strict** sends a [Strict MAP Price](#) to Sears.

Set Per Product

To set the **MAP Price** for a specific product:

1. Go to a [Product Details Page](#).
2. Double-click the **Pricing** panel or click the **Edit** icon on its top right.
3. In the **MAP Price** field, enter the MAP.
4. Check **Enforce MAP** to set it as the selling price on all enabled channels.
 - a. **eBay:** When **Enforce MAP** is enabled, the **MAP** will be the default **Buy It Now Price**. When **Enforce MAP** is disabled, the **Site Price** will be the default **Buy It Now Price**.
 - b. **Amazon:** To send the **MAP** price, remove the **Standard/List Price**.

PRICING	
Site/Retail Price	\$25.00
Standard/List Price	\$25.00
Wholesale Price	\$7.50
Map Price	\$20.00
LocalStore Price	\$22.00
<input checked="" type="checkbox"/> Enforce Map	
<input type="checkbox"/> Use Map Price For Website	
<input type="checkbox"/> Tax Exempt	

5. Check **Use Map Price For Website** to set the **MAP Price** as the selling price on the **Website** channel.
6. Click **Save**.

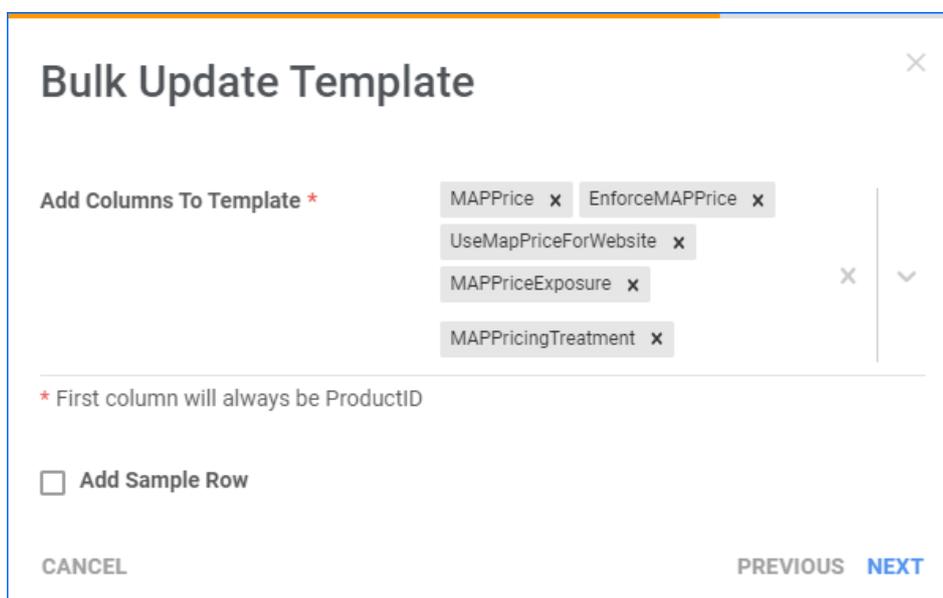
Set In Bulk

To set the **MAP Price** for multiple products:

1. Follow the steps to [Bulk Update Products](#).

2. Use the following **Column Headers** in your **Template**:

- a. **MAPPrice** – Set the MAP.
- b. **EnforceMAPPrice** – Set to **TRUE** to set the **MAP Price** as the selling price on all channels.
- c. **UseMapPriceForWebsite** – Set to **TRUE** to set the **MAP Price** as the selling price on the **Website** channel.
- d. **MAPPriceExposure** – Optional eBay-specific column. Set to **0** to display the MAP pre-checkout or **1** to display it during checkout.
- e. **MAPPricingTreatment** – Optional eBay-specific column. Set to **MAP** to only show the **MAP Price**. Set to **STP** to show the **Standard/List Price** (MSRP, not your eBay price) with a strike-through in addition to the eBay Price. If the eBay price is lower than the **MAP Price**, the eBay price will not display.



Manufacturer's Suggested Retail Price

The MSRP is product-specific, and you can set it per product or in bulk.

To send the MSRP to Amazon, you must:

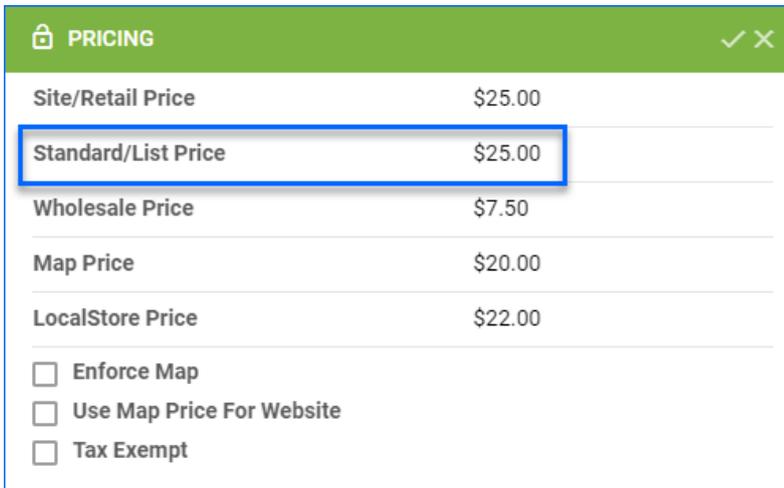
- Enable **Disable Map Submission for Amazon** in the [Client Settings](#).
- Enter the MSRP value in the **Standard/List Price** field. It must be greater than 0.
- [Post the Product](#) to Amazon. MSRP will not be sent by the **Update Price** action. The MAP is only included in the "Post Product" feed.

Set Per Product

To set MSRP for a specific product:

1. Go to a [Product Details Page](#).
2. Double-click the **Pricing** panel or click the **Edit** icon on its top right.

3. In the **Standard/List Price** field, enter the MSRP.
4. Save your changes by clicking **Save** or the tick icon.



The screenshot shows a 'PRICING' form with a green header. It contains several price fields and three checkboxes. The 'Standard/List Price' field is highlighted with a blue border.

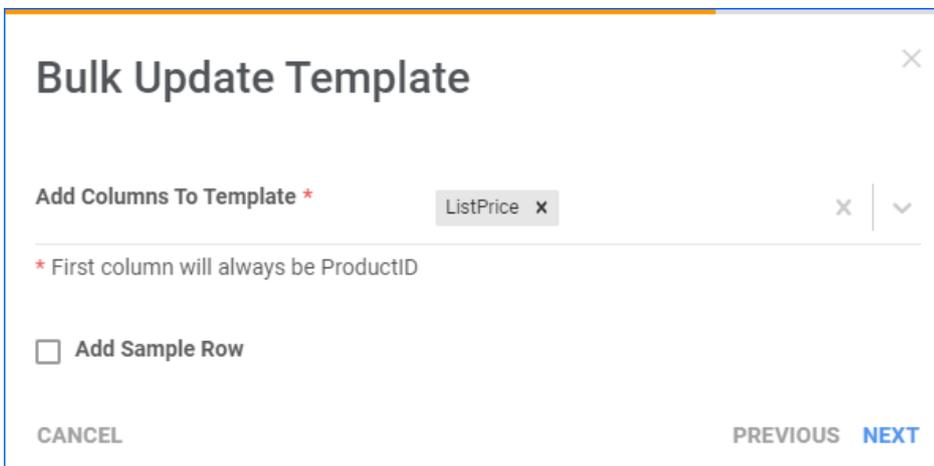
Field	Value
Site/Retail Price	\$25.00
Standard/List Price	\$25.00
Wholesale Price	\$7.50
Map Price	\$20.00
LocalStore Price	\$22.00

Enforce Map
 Use Map Price For Website
 Tax Exempt

Set In Bulk

To set MSRP for multiple products:

1. Follow the steps to [Bulk Update Products](#).
2. Use the Column Header **ListPrice** in your **Template**. This sets the MSRP in the **Standard/List Price** field.



The screenshot shows a 'Bulk Update Template' dialog box. It has a title bar with a close button. Below the title, there is a section 'Add Columns To Template *' with a search bar containing 'ListPrice' and a dropdown arrow. A note below states '* First column will always be ProductID'. There is an 'Add Sample Row' checkbox. At the bottom, there are 'CANCEL', 'PREVIOUS', and 'NEXT' buttons.

Strikethrough Price

Some channels allow you to show STP on listings. Typically, you can't set an STP that is higher than the **List Price** or the **MAP Price** for a channel. The selling price must be lower than the **List Price**.

Set Per Product

To send STP to Amazon:

1. Enable the [Client Setting Disable Map Submission for Amazon](#)

2. Enter a greater value in the **Standard/List Price** field than the **Amazon Price** on the [Amazon Properties](#) page.
3. [Post the Product](#) to Amazon. MSRP will not be sent by the **Update Price** action. The STP is only included in the "Post Product" feed.

To send STP to **eBay**:

1. Enable the [Client Setting Enable Strikethrough Pricing For EBay](#)
2. Enable the subsetting **Send MAP Price to eBay Strike through prices** to send the **MAP Price** as the STP.

Strikethrough Pricing is restricted by eBay to a limited number of existing sellers. If you are a new seller, this functionality will not be available.

To send STP to **Walmart Marketplace**, set the **Standard/List Price** higher than the **Walmart Price** on the [Walmart Marketplace Properties](#) page. With this configuration, the **Standard/List Price** gets sent as the STP and the **Walmart Price** as the selling price.

Set In Bulk

To set STP for multiple products on different channels:

1. Follow the steps to [Bulk Update Products](#).
2. Use the following **Column Headers** in your **Template**:
 - a. **MAPPrice** – Set the MAP or, in some cases, STP.
 - b. **ListPrice** – Set the MSRP or, in some cases, STP.
 - c. **AmazonPrice** – **Amazon** column. If **ListPrice** is higher than **AmazonPrice**, the **List Price** is sent as the STP and the **Amazon Price** as the selling price. You must [Post the Product](#), simply [Updating the Price](#) is not sufficient.
 - d. **eBayEnableStrikeThroughPrices** – **eBay** column. Set to **True** to show the STP.
 - e. **MAPPricingTreatment** – **eBay** column. Set to **STP**. Enter a **Retail/List Price** and have an **eBay Price (Buy it Now price)** lower than the **Retail/List Price**.
 - f. **NewEggDotComCheckoutMAP** – **Newegg** column. If the **MSRP/List Price** is higher than the **NewEgg Price**, it will be sent as STP.
 - g. **WalmartAPIPrice** – **Walmart Marketplace** column. If the **ListPrice** is higher than the **WalmartAPIPrice**, the **List Price** is sent as the STP and **WalmartAPIPrice** as the selling price.

Bulk Update Template ✕

Add Columns To Template *

MAPPrice ✕ ListPrice ✕

AmazonPrice ✕

eBayEnableStrikeThroughPrices ✕

MAPpricingTreatment ✕

NewEggDotComCheckoutMAP ✕

WalmartAPIPrice ✕

* First column will always be ProductID

Add Sample Row

CANCEL
PREVIOUS **NEXT**

Overview

Sellercloud helps you manage **Minimum Advertised Price (MAP)** and **Manufacturer's Suggested Retail Price (MSRP)** prices for each product, and broadcast them to different sales channels. While **MAP pricing** focuses on the minimum product price, the **MSRP** represents the product price recommended by a manufacturer.

Set MAP on Products

In its simplest form, Minimum Advertised Pricing (or MAP, as it's often called) is the lowest price a retailer can *advertise* the product for sale – not the lowest price they can *sell* it for in their store, but the lowest they can *show* it *online* or in an *advertisement*.

Channels have different rules regarding MAP Price:

- **Amazon** – Amazon does not allow MAP price to be higher than the Site Price. However, enabling the Client Setting **Send MAP Price to Amazon even not enforced** will send over MAP price even if it is lower than the Site Price. When the selling price is below the MAP price, the option **See Price in Cart** will appear on the Amazon listing.
Any changes to the MAP price in Sellercloud are included in the price feed to Amazon. For automated updates, the Amazon company setting **Allow Price Update (Regular)** must be enabled, and the **AmazonPricesUpdateService** must be running on your server. Open a ticket with [Sellercloud Support](#) to confirm that this service is installed. If you are trying to send the **MAP** price to Amazon, be sure to remove the **List price** from the item.
- **eBay** – When **Enforce MAP** is enabled, the MAP Price will be set as the default **Buy It Now Price**. If disabled, the default **Buy It Now Price** will be set to the **Site Price**

The **MAP** price is product-specific and can be adjusted in the catalog's product page or through a file import. The checkbox **Enforce MAP** will set this as the default MAP price for all channels that use it. **You will not be allowed to have a sell price higher than the MAP Price.**

Set MAP Price for individual products

1. Open a product > Scroll to MAP Price.



Location Notes:

Unit of Measure:

Buyer:

MAP Price: Enforce

Average Cost: \$10.70

2. Insert MAP Price > Check Enforce.

3. When finished, Save Product.

Set MAP Price through a bulk update

1. Go to Inventory > Bulk Product Update.
2. You can use an existing file or create a new one using **Get Template file**.
3. Use the following columns:

COLUMN	UPDATE ACTION
Product ID	Added by default
MAP Price	Updates the MAP Price value
Enforce MAP Price	Sets this as the default MAP Price for all related channels (True and False values are allowed)
MAPPriceExposure (optional)	eBay specific. Choose when to display MAP; Pre-Checkout – use value 0 , or During Checkout – use value 1 .
MAPPricingTreatment (optional)	eBay specific. Values are MAP/STP. MAP – Only show MAP. STP – Show List Price (MSRP, not your eBay price) with strike through in addition to the eBay Price. If the eBay price lower than the MAP, the eBay price will not display.
UseMapPriceForWebsite (optional)	Sends the MAP price to website integrated channels, if they have that option.

4. Save the file > Return to Sellercloud > **Choose File** > Select a **File Type** > **Submit**.

Home > Search > Manage Inventory > Bulk Product Update

Get Template file View Bulk Update Log View Queued Jobs

First Column Type: UPC Product ID

Subtract un-exported Orders Qty

Subtract unshipped Qty

Create product if none exists

Do not update products if exists (only create new products)

Update Products from company: ALL

Select File: Choose File No file chosen

File Type: Select

Schedule Bulk update

Schedule time 12/15/2020 6:00 PM

Submit

Set MSRP on Products

Like MAP pricing, the MSRP (Manufacturer Suggested Retail Price) is product-specific and is also adjusted in the catalog's product page. It can be added through a file import as well.

To send the MSRP to Amazon, you must:

- Enable **Disable Map Submission for Amazon** in the **Client Settings**.
- Enter a positive value greater than 0 in the **List Price** field (otherwise, it will not send).
- Post the product to Amazon. MSRP will not be sent over using the action **Update Price**.

Set MSRP Individually

To adjust the MSRP for an individual product, follow the steps below.

1. Navigate to the **Manage Inventory** page.
2. Select the product you want to adjust the MSRP for.
3. In the **Standard/List Price** field, enter the actual **MSRP** for the selected product.

Sales Rep Cost:	<input type="text"/>	
Standard/List Price:	<input type="text" value="16"/>	\$ ±
Site Cost:	<input type="text"/>	\$ ± <input type="checkbox"/> Sell Below Cost
Site Price:	<input type="text" value="14.99"/>	\$ ± Manage Prices
LocalStore Price:	<input type="text" value="0"/>	\$ ±

4. Save your changes by clicking **Save Product** at the bottom of the page.

Set MSRP in Bulk

To adjust MSRP prices for multiple products at a time, use the bulk product update function and update the requested products info via a file import.

1. Go to **Manage Inventory > Bulk Update Products**.

2. Click **Get Template file** to save a template file for completing product parameters.
3. When creating a new template, use the following columns.

COLUMN	UPDATE ACTION
Product ID	Added by default
ListPrice	Updates the MSRP Price value in the Standard/List Price field

4. Update the file with your desired values, once complete, return to the **Bulk Product Update** page and **Select File**.
5. Click **Submit**.

Set Strikethrough Pricing on Products

Some channels offer the ability to show strikethrough prices (STP) on listings. Typically, you are not allowed to set a strikethrough price that is higher than the **List Price** or the **MAP Price** for that channel. For this functionality, the sell price must be lower than the **List Price**.

To send Strikethrough Pricing to Amazon, you must first enable the **Disable Map Submission for Amazon Client Setting**, enter a value in the **Standard/List Price** field (greater than the Amazon Price) per product and **Post** the product to Amazon. This update will **not** be sent automatically or upon selecting the **Update Price** action.

To send Strikethrough Pricing to eBay, the client setting **Enable Strikethrough Pricing For EBay** must be enabled. Subsetting: **Send MAP Price to eBay Strike through prices** to send the MAP price instead of the Buy it Now price as the sell price.

Use the bulk update function to update the strikethrough prices for different channels. Generally, a **MAP Price** must be entered.

1. Access **Inventory > Bulk Update Products**.

2. Click **Get Template File** to save a template file for completing product parameters. You can select an existing template or create a new one.
3. When creating a new template, use the following channel-specific columns.

eBayEnableStrikeThroughPrices	Value per product. Enter True to show the strikethrough price.
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eBay	MAPPricingTreatment	Value must be STP . Enter a Retail/List Price and have an eBay Price (Buy it Now price) lower than the Retail/List Price .
Newegg	NewEggDotComCheckoutMAP	If the MSRP/List Price is higher than the NewEgg Price , it will be sent as a strikethrough price.
Walmart Marketplace	WalmartAPIPrice	If ListPrice is higher than WalmartAPIPrice , List Price is sent as the strikethrough price and WalmartAPIPrice as the sell price.
Amazon	AmazonPrice	If ListPrice is higher than AmazonPrice , List Price is sent as the strikethrough price and AmazonPrice as the sell price. The product must be posted.

4. Populate the columns, and save the file.
 5. Return to the **Bulk Update Products** page.
 6. Select the appropriate file, and click **Submit**.
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