



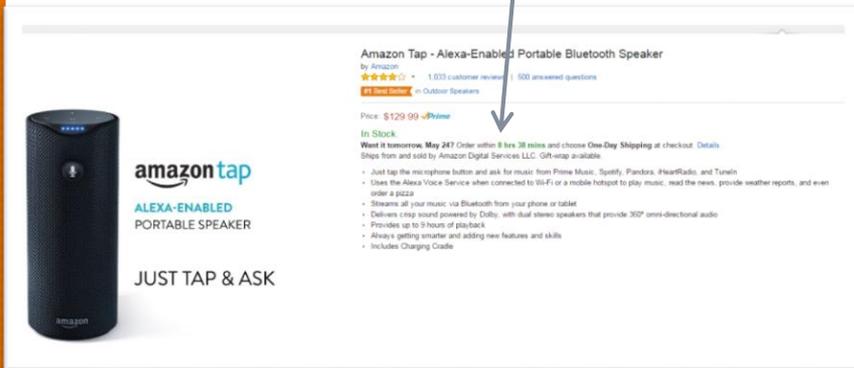
How to Maximize Amazon – ROI Swift

How to Maximize Your Page Views, Sales
and PPC Advertising on Amazon



Amazon Basics – 3 Ways to Sell

	Vendor Central	Seller Central (FBA)	Seller Central (MF)
Who is the Seller?	Amazon	Merchant	Merchant
Who Fulfills?	Amazon	Amazon	Merchant



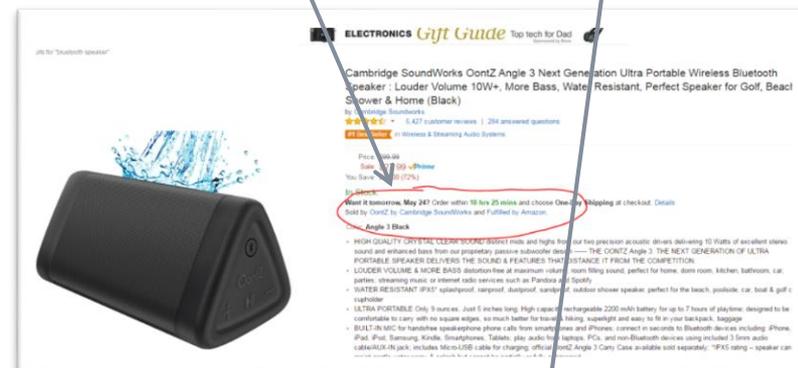
Amazon Tap - Alexa-Enabled Portable Bluetooth Speaker
by Amazon
★★★★★ • 1,033 customer reviews | 1,500 answered questions
\$129.99

amazon tap
ALEXA-ENABLED
PORTABLE SPEAKER

JUST TAP & ASK

Want it tomorrow, May 24? Order within 8 hrs 38 mins and choose **One Day Shipping** at checkout. Details
Ships from and sold by Amazon Digital Services LLC. Gift-wrap available.

- Just tap the microphone button and ask for music from Prime Music, Spotify, Pandora, iHeartRadio, and TuneIn
- Uses the Alexa Voice Service when connected to Wi-Fi or a mobile hotspot to play music, read the news, provide weather reports, and even order a pizza
- Streams all your music via Bluetooth from your phone or tablet
- Delivers crisp sound powered by Dolby, with dual stereo speakers that provide 360° omni-directional audio
- Provides up to 9 hours of playback
- Always getting smarter and adding new features and skills
- Includes Charging Cradle



ELECTRONICS Gift Guide Top tech for Dad
Cambridge SoundWorks Contz Angle 3 Next Generation Ultra Portable Wireless Bluetooth Speaker - Louder Volume 10W+, More Bass, Water Resistant, Perfect Speaker for Golf, Beach Shower & Home (Black)
★★★★★ • 5,427 customer reviews | 284 answered questions
\$129.99

Want it tomorrow, May 24? Order within 10 hrs 25 mins and choose **One Day Shipping** at checkout. Details
Ships from and sold by Cambridge SoundWorks and Fulfilled by Amazon.

- HIGH QUALITY SPEAKERS: CLEAR, BASSY, SUSTAINED tones and highs from our precision acoustic drivers, delivering 10 Watts of excellent stereo sound and enhanced bass from our proprietary passive subwoofer drivers — THE CONTZ Angle 3. THE NEXT GENERATION OF ULTRA PORTABLE SPEAKERS DELIVERS THE SOUND & FEATURES THAT DISTANCE IT FROM THE COMPETITION.
- LOUDER VOLUME & MORE BASS: distortion-free at maximum volume, room filling sound, perfect for home, dorm room, kitchen, bathroom, car parties, streaming music, or internet radio services such as Pandora and Spotify.
- WATER-RESISTANT IPX7: waterproof, rugged, drop-proof, splash-proof outdoor shower speaker, perfect for the beach, poolside, car, boat & golf cart holder.
- ULTRA PORTABLE: Only 9 ounces, just 5 inches long. High capacity, rechargeable 2200mAh battery for up to 12 hours of playtime, designed to be comfortable to carry with no square edges, so much better for beach fishing, sightseeing and easy to fit in your backpack, bag, baggie.
- BUILT-IN MIC for hands-free smartphone phone calls from smartphones and iPhones, connect in seconds to Bluetooth devices including iPhone, iPad, iPod, Samsung, Kindle, Smartphones, Tablets, play audio from laptops, PCs, and non-Bluetooth devices using included 3.5mm audio cable/AUX-IN-jack. Includes Micro-USB cable for charging, official Amazon Contz Angle 3 Carry Case available sold separately. *IPX5 rating — speaker can withstand water spray.



12oz. Ripple Hot Paper Cup/500 ct. from Cups4Me
★★★★★ • 6 customer reviews

Price: \$40.40 + \$10 shipping
Note: Not eligible for Amazon Prime
In Stock. Ships from and sold by Cups4Me

Get it sooner. Estimated delivery on **May 27 - June 2** when you choose **Standard** at checkout.

Ship to: UpSpring, Ltd-Austin

Qty: 1 Turn on 1-click ordering

Add to Cart

Add to List

Share

Economics of Selling on Amazon

- You can pay as little as 15% and as much as 50-60% in fees depending on how you sell on Amazon.

	Vendor Central	Seller Central (FBA)	Seller Central (MF)
Referral Fee	0%	15%	15%
Wholesale to Amazon	45-50%	N/A	N/A
FBA Fulfillment	0%	10-25% depending on item weight	N/A
Total Fees	45-50%	25-40% depending on weight	15%

Example of FBA on Amazon

This is a beverage mix weighing less than 1 pound. Selling price is \$14.99

This is a clothing product weighing less than 1 pound. Selling at \$39.99

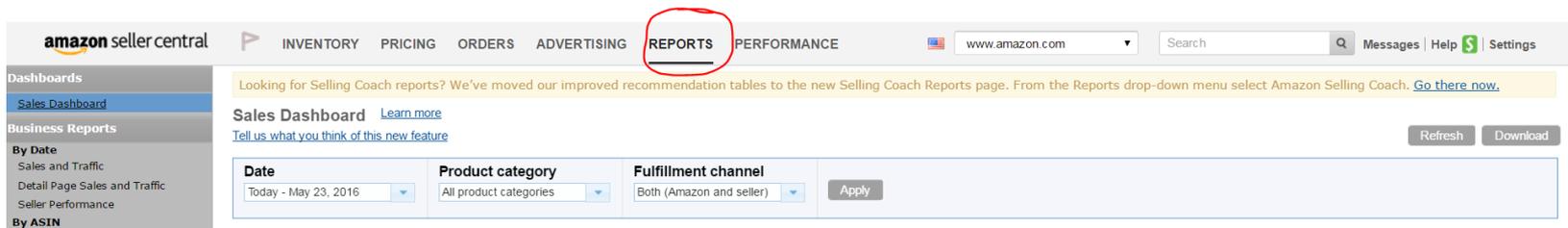
Drink Mix	Fee	Amount	Wrap	Fee	Amount
Referral Fee	15%	\$2.25	Referral Fee	15%	\$6.00
Order Handling	\$1.00 per order for this category	\$1.00	Order Handling	\$1.00 per order for this category	\$1.00
Pick and Pack	\$1.06 for this item	\$1.06	Pick and Pack	\$1.46 for this item	\$1.46
Weight Handling	\$.96 for this item	\$.96	Weight Handling	\$.96 for this item	\$.96
Total Fees	35%	\$5.27	Total Fees	24%	\$9.42

Winning the Buy Box

- The Buy Box is the box on a product detail page where customers can begin the purchasing process by adding items to their shopping carts.
- A key feature of the Amazon website is that multiple sellers can offer the same product. If more than one eligible seller offers a product, they may compete for the Buy Box for that product.
- The Buy Box is determined by price, seller rating, Prime availability and to a lesser extent advertising.

How Often Do I Have the Buy Box?

- If you are a professional seller, you can see your buy box percentage for each item in the reports data. Click on Reports > Business Reports and then Detail Page Sales by Child Item



The screenshot shows the Amazon Seller Central dashboard. The top navigation bar includes 'amazon seller central', 'INVENTORY', 'PRICING', 'ORDERS', 'ADVERTISING', 'REPORTS' (highlighted with a red circle), and 'PERFORMANCE'. Below the navigation bar, there is a search bar and links for 'Messages', 'Help', and 'Settings'. The main content area displays the 'Sales Dashboard' with a 'Learn more' link and a 'Tell us what you think of this new feature' link. A filter bar at the bottom allows users to select a 'Date' (Today - May 23, 2016), a 'Product category' (All product categories), and a 'Fulfillment channel' (Both (Amazon and seller)), with an 'Apply' button.

Seeing Your Buy Box Percentage

- You can export this report for easier analysis.

<input type="checkbox"/>	(Parent) ASIN	(Child) ASIN	Title	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Total Order Items
<input type="checkbox"/>				4,089	7.26%	5,597	7.63%	100%		39.91%		
<input type="checkbox"/>				4,231	7.51%	5,302	7.22%	50%		26.78%		
<input type="checkbox"/>				1,579	2.80%	2,129	2.90%	100%		59.85%		
<input type="checkbox"/>				1,991	3.54%	2,398	3.27%	75%		25.67%		
<input type="checkbox"/>				627	1.11%	775	1.06%	100%		69.06%		
<input type="checkbox"/>				3,016	5.36%	3,958	5.39%	100%		13.00%		
<input type="checkbox"/>				737	1.31%	970	1.32%	100%		39.76%		
<input type="checkbox"/>				736	1.31%	1,023	1.39%	98%		35.87%		
<input type="checkbox"/>				1,439	2.56%	1,826	2.49%	62%		16.75%		
<input type="checkbox"/>				981	1.74%	1,321	1.80%	53%		23.14%		
<input type="checkbox"/>				624	1.11%	860	1.17%	100%		37.50%		
<input type="checkbox"/>				619	1.10%	823	1.12%	100%		23.75%		
<input type="checkbox"/>				683	1.21%	894	1.22%	48%		22.55%		
<input type="checkbox"/>				332	0.59%	431	0.59%	83%		42.17%		
<input type="checkbox"/>				2,707	4.81%	3,737	5.09%	100%		4.99%		
<input type="checkbox"/>				434	0.77%	581	0.79%	100%		30.88%		
<input type="checkbox"/>				940	1.67%	1,233	1.68%	49%		13.40%		
<input type="checkbox"/>				545	0.97%	682	0.93%	83%		23.12%		
<input type="checkbox"/>				666	1.18%	850	1.16%	52%		15.47%		
<input type="checkbox"/>				174	0.31%	218	0.30%	77%		50.57%		

Optimizing Your Listings

- Amazon is a lot like Google in that a new “page” doesn’t get a lot of attention.
- In order to start showing up, do keyword research and look at best sellers listings.
- Once that’s done, use Jungle Scout’s free estimator tool to see what the best seller in your category is and how much they’re selling.
- Advertise against their listing and use similar keywords to their listing in your keywords, description and bullets.

Advertising on Amazon

- If you're doing Merchant or Fulfilled by Amazon, your only advertising option is Sponsored Products until this year when Headline Search became available to Seller Central Brand Owners.
- Sponsored products show up on the right side of the search results.
- Best way to show up on the first page if you don't rank organically for that term.

The screenshot shows the Amazon search results page for "fenugreek capsules". The search bar at the top contains "fenugreek capsules" and the Amazon logo is on the left. The navigation bar includes "Departments", "Browsing History", "Shelby's Amazon.com", "Today's Deals", "Gift Cards & Registry", "Sell", and "Help". On the right, there are links for "Prime Video", "Your Account", "Try Prime", "Lists", and "Cart".

The search results show 1-16 of 621 results for "fenugreek capsules", sorted by Relevance. The results are displayed in a grid format. The first row shows four sponsored products:

- Sponsored by Best Naturals:** "Fenugreek for helping stimulate milk production" with a "Shop now" button.
- #1 Vitamin C 1000 mg 240 Tablets wit...**
- Best Naturals, Brewers Yeast 7-1/2 G...**
- Best Naturals Fenugreek Seed Capsu...**

The second row shows a sponsored product:

- Sponsored:** "USDA Organic Breastfeeding Supplement: Increase Milk Supply & Herbal Lactation Support Aid with Fenugreek Seed, Fennel Seed, Milk Thistle & Blessed Thistle - 60 Vegetarian Capsules" by Rumilla. Price: \$27.95 (was \$39.95). It is a Prime product, available tomorrow (May 24), and has free shipping on eligible orders. It has a 5-star rating with 113 reviews.

The third row shows another sponsored product:

- Nature's Way Fenugreek Seed 610 mg, Capsules 180ea** by Nature's Way. Price: \$6.09 (was \$9.03/Count). It is an "Add-on item" that can be added to a qualifying order to get it by tomorrow (May 24). It has free shipping on eligible orders. It has a 5-star rating with 1,328 reviews.

On the right side of the page, there is a "Sponsored" section with a red circle around it, containing two sponsored products:

- Mom's Original Milk Making Aids...** Price: \$20.99 (was \$27.99). It is a Prime product and has a 5-star rating with 227 reviews.
- Breastfeeding Aid & Support Suppl...** Price: \$29.99 (was \$39.99). It is a Prime product and has a 5-star rating with 1,174 reviews.

On the left side of the page, there are filters for "Show results for" (Grocery & Gourmet Food, Health & Household), "Refine by" (Amazon Fresh, Amazon Prime, Eligible for Free Shipping, Pantry), and "See All 12 Departments".

Sponsored Products Options

- You can set up Auto-Target or Manual Targeting.
- With a new product, typically I'll set up Auto-Target, see what terms convert and then add those to a manual campaign and pause the Auto-Target campaign. For this campaign below, we got the brand's Cost of Sales down to 5.2% from over 50%.

Status ?	Targeting ?	Start date	End date	Daily budget ?	Spend ?	Sales ?	ACoS ?
Paused	Automatic	05/03/2016	No end date	\$15.00	\$44.71	\$0.00	No sales
Running	Manual	04/28/2016	No end date	\$5.00	\$12.36	\$238.00	5.2%
Paused	Manual	04/19/2016	No end date	\$30.00	\$62.44	\$119.00	53%
Paused	Manual	03/08/2016	03/19/2016	\$25.00	\$56.85	\$0.00	No sales
Paused	Manual	02/17/2016	03/08/2016	\$30.00	\$132.77	\$238.00	56%
Paused	Manual	12/25/2015	02/18/2016	\$10.00	\$312.58	\$595.00	53%
Paused	Manual	11/23/2015	05/01/2016	\$30.00	\$209.45	\$119.00	176%
Paused	Automatic	10/26/2015	10/31/2015	\$10.00	—	—	—

Additional Advertising only Available to Those on Vendor Central

- Amazon has shut down AMS (Amazon Marketing Services) advertising to those not selling direct to Amazon.
- However, Headline Search is Now Available on Seller Central

amazonmarketingservices

Sign Out | Register

Create an Amazon Marketing Services account

It is fast and easy to create an Amazon Marketing Services account. Choose one of the options below to get started.

- I have a Vendor Central login.
- I have an Advantage Central login.
- I have a Vendor Express login.
- I want to request an invitation to represent a vendor.
- I have a Kindle Direct Publishing (KDP) account.

Next Steps