

THE WHOLES^ALE FORMULA

App Eagle Repricing

Today I'm going to talk a little bit about App Eagle, the repricer we use for our Amazon listings, and how to set up and manage custom rules for repricing. We have the ability to create customer rules because we pay the premium price. If you do not, you have to use the preset rules that App Eagle has, but as I said, we have custom rules and that's what I'm going to talk about today. This is the screen with all of our rules on it, and you get to this screen by clicking the manage tab up here on the top across your initial App Eagle log in. As you can see, it just loaded.

Then it'll have all of your strategies here. You can see this is the name of it, an ID which I'm assuming is just something to sort it out. Strategy custom. Like I said, ours is custom rules, so that's the reason all of ours actually are. We don't have any preset rules. Last modified, min price formula manual, and then over here it says 12 assigned listings. That's the number of listings that I have ever assigned this particular rule to. I'm going to scroll down so you can see how many rules I've made over time and how many we've actually used. Twelve, 2 here, 53, 408. This is obviously by and large the most popular for us, which is FBA match, which is pretty self-explanatory, but when I get inside one of these you'll be able to see that.

Then these down here I made, but have barely even used because they involve merchant fulfilled. Merchant fulfilled by amazon, merchant fulfilled versus merchant fulfilled. Since we rarely do that, it was just a rule I made in the event that we ever move that direction, because there was a chance we may have it one time. But what I want to do here is click on the rule and show you the drop down boxes.

As I mentioned, FBA match is our most popular, with 11,000 listings ever being assigned to this. When you click the hyperlink, it brings you to this screen. Strategy name. Pretty straightforward. Strategy type is custom. Pre-configured and algorithmic are things that I've actually to be quite honest never fooled with. We've been doing ... We've had App Eagle since before those were even an option. Custom was the only option when we began using App Eagle. Price protection, formula, to be quite honest I don't even know what that does. Manual is part of the strategy that we've employed.

You can see here that beat buy is your first option. We have match price. When there's match price, you don't have anything here to use in these drop downs because you're matching the price. But, let's say you select beat buy, percentage or dollar amount. Let's say we want to beat the box or whoever we decide we're competing against, which we'll set up here in just a

little bit, by \$2. Now this means that you will beat the price by \$2 against whatever competition you set up in the next screen.

If we change this to beat me by, that means that whatever competition you set up, let's say for instance lowest FBA offer, that means your price will be \$2 higher than the lowest FBA offer. I'm pretty sure I've very rarely used that. You saw the one rule that was one cent higher than lowest FBA offer. After a bit of testing we decided to go percentages higher because we would make more money and still get the same amount of by box rotation.

Let's switch this to percentage here. Now what this says is it beats me by 2%, meaning if we're pricing is the lowest FBA offer, my price will now be 2% higher than that lowest FBA offer. I switch it to beat by, and now I'm beating the lowest FBA offer by 2%. That's what these mean. As I mentioned, this is FBA match, so when you hit match price, it's obviously matching whatever competition we set up here.

Choose how to reprice when there's no competition, you can set it to where it goes to your minimum price when there's no competition that meets your criteria, max price. Ours obviously says do not reprice. It just stays the same as whatever it is if there's no competition. When the competition is below your min, we don't reprice. We just keep it wherever, because it's going to be really close to your min anyway, because it's been repricing all the way down. Then when the competition matches your min price. These aren't really that big a deal because it will be repricing all the way down, so if a competitor gets below your min price, you're going to be right up against it anyway.

Seller rating, I don't really compete against any individual sellers so these advanced settings here I don't really do much with other than this one, item condition. New, we don't sell anything but new. That was the only option at the time. Same would probably make more sense for anybody that sells more than just new products. Ours is defaulted to new. I've not changed this, as you can see on the previous screen. You may have noticed this rule was created in November of 2014. The only conditions were ... You had to choose a condition, new, used etc. We only sell new.

As I mentioned, seller rating we don't deal with at all. This include or exclude sellers. This may or may not work. Depends on Amazon's API and whether or not they feed it to you. We've never fooled with it any at all. Don't have a lot of experience with it to be quite honest with you. Do not lower my price prevents your price being lowered when you have the buy box. Discounted thing to be quite honest, you're going to need to pay for continuous repricing to get any value out of this. When it reprices every hour it's just not going to yield you much money.

These are your main general settings. After we set that we go to next. Now it's going to want to know what kind of competition. Who are we competing against for the rules that we set up? Be it FBA match. Who are we matching? I named mine FBA match but at this point it just all the formula knows is that we're going to match an offer, and now we're going to tell it which offer.

Well first it wants to know what competition. Your options are all, which means merchant fulfilled, or FBA. That's pretty self explanatory. Then you can compete against only FBA, only merchant fulfilled, FBA and then merchant fulfilled. The current buy box, FBA and then the buy box. There weren't these many options when we set them up. I don't think there's a whole lot of difference in it. But we generally only compete against FBA. It's really rare that a merchant is even relevant to us, so we're going to tell it to only do FBA, although you can select buy box or FBA, then buy box and probably get the same results.

This is the same type of thing excluding particular ... Well this does actually exclude Amazon as a seller, but it doesn't make any difference to me if I'm competing against Amazon or FBA. I'm one to do the same type of competition. Now it's going to be FBA beat by. Well, since this is the similar setting that we had before. Ours is matching price, so we're not beating by anything. But it holds true here with the same logic as mentioned earlier. What this is, the original one is going to be for basically competing against merchant fulfilled. This one is going to be specific to FBA. All ours are FBA because we don't merchant fulfill anything. It's kind of redundant for us.

Click next here. Inventory distribution. I want 100% of my inventory repriced like this. I'm assuming that you can select a lower percentage and it will only reprice through 90% of your inventory or something like that. These things are basically merchant fulfilled things. Auto relist, I mean, I can't relist FBA products because if they're in stock they're automatically listed. If they're not, they're not. Maximum to list, these are all merchant fulfilled things.

When you hit review, it's going to give you your break down of beat option, beat by option. Well what are we doing here? We're matching the price. What are we going to do if the competition matches your min price? Use min price. If you change anything else there about what happens to do if they go below it, it would show here. Telling you the condition you're competing against. Who you're competing against. Only FBA for us. Then I'm sure it goes without saying, but Amazon is included in only FBA offers. If Amazon.com is selling it.

FBA beat option is redundant for us because we only do FBA. Then Amazon beat by option. Quick finish here. Then you're finished with creating this rule. I will go back to ... Actually, don't even feel like waiting on this to load. I'm going to go back to the main screen here. Now that we're back on the main screen, you can see I'm going to go down these listings and based off their title I can tell you what they were designed to do. Now that you know what the settings are, you can understand a bit more how you would set these up.

At one time we wanted to do, as I mentioned, one penny higher than lowest FBA. We found that going ... Then we moved from there as you can see to 1% higher. That was the lowest offer, which was merch fulfilled or FBA. We didn't use that one very often. 1 1/2% higher than lowest FBA. These are the products that we didn't have a deep stock of. This was before we went to heavy wholesale. These were probably products that may have had 5 to 20 of but

couldn't really replenish, so I would just maximizing my return. I got by box rotation while still having higher price.

Beat Amazon. You can see 400 listings were assigned to that. This is 3% lower than the lowest FBA because I wanted to make sure to take the buy box from Amazon. There's a chance that you may have to go lower percentage than that, but I'm pretty sure when I set this up it was 3% lower than FBA. We had a bunch of products that we bought on liquidation where even if Amazon was on it, we could just beat their price into the ground and still make a great return on our money. That's a couple hundred listings over time that we did that.

Beat FBA by 1%. Obviously you can see we didn't incorporate that one often because it doesn't serve much purpose. You don't take the buy box away from other FBA sellers. You're not maximizing your return, so that was a pretty useless strategy for us. As you can see here, the next one, beat FBA by 2%, now this is where you start getting the buy box and keeping it away from Amazon and some of your other larger sellers. I'm sorry, not Amazon, but some of your FBA sellers except for Amazon and maybe some of your larger ones. At 2% you can usually take the box from those guys. Then if it wasn't working like that, I would switch it to beat Amazon, which is just 3%.

Then our most common and popular was just FBA match. Just matching in buy box rotation. Buy and large the biggest for us in these three as I mentioned were merchant filled listing that we never really panned out. That gives you a little overview about how we use App Eagle and how to employ and set up customer strategies for maximizing your profit, or going through product by making sure that your highly competitive by beating 2%, 3% and getting return on your investment.