Snag more customers. Sell more products.

How to win the Amazon Buy Box

More than half of customers say if they click on a product but can’t see the price or buy button, it’s likely to be a deal-breaker. As with those shoppers, you need to win the Amazon Buy Box.

Here’s how

Find out if you’re Buy Box eligible

1. Sign up at Amazon Seller Central
2. Click Manage Inventory > Preferences
3. Select Buy Box Eligibility > Save Changes

Not eligible? Fix that with:

1. An order defect rate (ODR) < 1%
2. New and available products in stock
3. A pre-fulfillment cancel rate < 2.5%
4. A late shipment rate < 4%

Maintain a low ODR

1. Check your ODR
2. Keep ODR < 1% by meeting:
   - Negative feedback
   - Buy Box suspension
   - FBA suspensions
   - Contact suppliers
   - Address issues with suppliers

Increase your chances

1. Price items competitively
2. Check your product listing page (PDP) score
3. Keep your PDP score > 95% with links to:
   - Links to shipping
   - Customer reviews
   - Checklists
   - FAQs
   - Gift card
   - Buyer-reviwed deals

Minimize shipping times

1. Send to a fulfillment center
2. Send to a faster category
3. Avoid out-of-stock factors
4. Lower shipping rate
5. Order stock in advance
6. Shipping cost

Maintain & adapt

1. Keep your Seller account in excellent health
2. Monitor performance analytics
3. Adjust & optimize as you go

To chat with one of our Amazon specialists, get in touch today!
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We help brands grow.