

"Selling on Amazon" Webinar

A woman with long brown hair, wearing a grey jacket over a white top, is holding a white shopping bag. She is standing in front of a large window with a white grid pattern. The scene is brightly lit, suggesting an indoor setting with natural light.

HOW TO MAKE THE BEST OUT OF AMAZON?

amazon services
Europe

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How to make the best out of Amazon?

Agenda

- Analyse your activity through the Amazon Business Reports
- Gather personalised information through the Amazon Selling Coach
- Expand your offers internationally with the European Marketplaces Account
- Advantages of Fulfilment by Amazon
- Useful references
- Q&A

Analyse your activity through the Amazon Business Reports

Where to find the Business Reports?

Go into the *Reports* tab and click [Business Reports](#) in the drop-down list. Here, you will be able to access our Business Reports interface, with a list of the **available reports in the upper left column**.

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with tabs for INVENTORY, ORDERS, STOREFRONT, REPORTS, PERFORMANCE, and SETTINGS. The REPORTS tab is active, and a dropdown menu is open, highlighting 'Business Reports'. Below the navigation bar, there's a search bar and a 'GO' button. The main content area is divided into a left sidebar and a main panel. The sidebar, titled 'Dashboards', lists various reports under 'Business Reports' and 'Amazon Selling Coach'. The main panel shows a 'Sales snapshot' taken at 17 April 2013 14:21:32 BDT, with a table of key metrics. Below this, there are two line charts comparing 'Units ordered' and 'Ordered product sales' over a 12-month period. The 'Compare' section at the bottom allows users to select 'This year' and 'Last year' for comparison.

amazon services europe
seller central

www.amazon.co.uk

HOME | MESSAGES | HELP | LOGOUT

INVENTORY | ORDERS | STOREFRONT | REPORTS | PERFORMANCE | SETTINGS

Search GO

Tell us what you think

Refresh Download

Business Reports

Amazon Selling Coach NEW

Payments

Fulfilment by Amazon

Date: Year to date - 17

Channel: (seller)

Apply

Sales snapshot taken at 17 April 2013 14:21:32 BDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
138	144	£3,951.60	1.04	£28.63

Compare sales

Graph view Table view

Units ordered

Ordered product sales

Compare This year So far Last year By end of year

[What's this?](#)

Analyse your activity through the Amazon Business Reports

What kind of reports are available?

The [Business Reports](#) interface provides you with customized reports regarding your business activity.

Report Name	Report Description
By Date	
Sales Dashboard	Real-Time Snapshot of your sales
Sales and Traffic	Overview of your total sales and traffic figures over a given time period
Detail Page Sales and Traffic	Similar to above
Seller Performance	Overview of refunds, feedbacks and claims over a given time period
By ASIN	
Detail Page Sales and Traffic	Sales and traffic data at the SKU product level
Detail Page Sales and Traffic by Parent Item	Sales and traffic for Parent ASINs (ex. For apparel variations, that is the main product page)
Detail Page Sales and Traffic by Child Item	Sales and traffic for Child ASINs (ex. For apparel variations, that is for each colour/size model)
Other	
Listings with Missing Information	Products missing key elements such as an image, description, etc.

There are **2 main types of reports**:

- The 'By Date' reports provide graphs and aggregated figures per day/week/month
- The 'By ASIN' reports provide detailed tables per item

Analyse your activity through the Amazon Business Reports

NEW - Sales Dashboard

The new sales dashboard, provides sellers with an **hourly snapshot of the day's sales**. We also added **side-by-side graphs**, which allow you to compare your sales activities over time.

The data in the Sales snapshot portion is as fresh as the time-stamp, which is driven off **the latest order data** we have and may be even **more up to date than every hour**.

The date selector lets you select **various default time frames**, as well as **custom ranges**.

Sales Dashboard [Learn more](#)
Tell us what you think of this new feature Last updated 20. November 2012 16:33:18 GMT+01:00 Refresh Download

Date Today - 20.11.2012 **Fulfillment channel** Both (Amazon and seller) Apply

Sales snapshot

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
100	106	2.931,80 €	1,06	29,32 €

Compare sales [Graph view](#) [Table view](#)

Units ordered Ordered product sales

Compare Today Yesterday Same day last week Same day last year
[What's this?](#) So far By end of day By end of day By end of day
106 Units 262 Units 357 Units 253 Units
2.931,80 € 7.742,20 € 10.475,21 € 8.561,91 €

Analyse your activity through the Amazon Business Reports

Key elements of the 'By Date' reports

The screenshot displays the Amazon Business Reports interface for 'amazon services europe seller central'. The main content area shows a line graph titled 'Sales and Traffic' with two data series: 'Orders Placed' (orange line) and 'Sessions' (blue line). The graph covers the period from June 12, 2012, to July 7, 2012. Below the graph is a data table with columns for Date, Ordered Product Sales, Units Ordered, Orders Placed, Product Sales Per Order, Units per Order, Average Selling Price, Sessions, and Order Session Percentage. The table includes a 'Total' row at the bottom.

Date	Ordered Product Sales	Units Ordered	Orders Placed	Product Sales Per Order	Units per Order	Average Selling Price	Sessions	Order Session Percentage
12/06/2012	£932.56	85	72	£12.95	1.18	£10.97	428	16.82%
13/06/2012	£917.22	84	76	£12.07	1.11	£10.92	459	16.56%
14/06/2012	£875.83	77	71	£12.34	1.08	£11.37	402	17.66%
15/06/2012	£583.33	54	54	£10.80	1.00	£10.80	387	13.95%
16/06/2012	£508.09	49	47	£10.81	1.04	£10.37	340	13.82%
17/06/2012	£445.00	43	40	£11.12	1.08	£10.35	390	10.26%
18/06/2012	£876.76	77	66	£13.28	1.17	£11.39	436	15.14%
19/06/2012	£1,037.55	84	52	£19.95	1.62	£12.35	394	13.20%
20/06/2012	£883.33	75	57	£15.50	1.32	£11.78	355	16.06%
Total	£20,422.11	1,865	1,619	£12.62	1.16	£10.91	12,398	13.16%

Legend:

1. Menu bar
2. Graph
3. Graph key headers

4. Toggle Display
5. Date range selector
6. Right navigation bar

7. View short cuts
8. Totals
9. Column

Analyse your activity through the Amazon Business Reports

Key elements of the 'By ASIN' reports

amazon services europe
seller central

www.amazon.co.uk

HOME | MESSAGES | HELP | LOGOUT

INVENTORY | ORDERS | STOREFRONT | **REPORTS** | PERFORMANCE | SETTINGS

Search GO

Business Reports

By Date

- Sales and Traffic
- Detail Page Sales and Traffic
- Seller Performance

By ASIN

- Detail Page Sales and Traffic**
- Detail Page Sales and Traffic by Parent Item
- Detail Page Sales and Traffic by Child Item

Other

- Listings with Missing Information

Amazon Selling Coach

- Product Opportunities
- Low or Out-of-Stock Items
- Fulfilment Opportunities
- Low Price Opportunities
- Other opportunities and notifications

Detail Page Sales and Traffic [Learn more](#)

Download

From: 12

Columns

Show/Hide Fields:

- (Parent) ASIN
- (Child) ASIN
- Title
- SKU
- Sessions
- Session Percentage
- Page Views
- Page Views Percentage
- Buy Box Percentage
- Units Ordered
- Unit Session Percentage
- Ordered Product Sales
- Orders Placed

<input type="checkbox"/>	(Parent) ASIN	(Child) ASIN	Title	SKU <input type="button" value="4"/>	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Ses Percentage
<input type="checkbox"/>	B002UAV8LS	B002UAV8LS	Kinobo 5 Megapixel USB Webcam for Ubuntu / Linux / Unix Laptop Desktop	XE-2ORS-3SFI	111	0.90%	129	0.81%	100%	1	0.90%
<input type="checkbox"/>	B002VWHSFU	B002VWHSFU	USB Webcam + Microphone Headset For Laptop XP Vista Skype MSN 5.0 Megapixels	B5 CS	10	0.08%	14	0.09%	79%	1	10.00%
<input type="checkbox"/>	B003BV1JTO	B003BV1JTO	USB 2.0 4 Port Hub for XP/Vista/Windows 7/Mac : long USB cord - Plug & Play	White 4 port hub Amazon	18	0.15%	19	0.12%	5%	1	5.56%
<input type="checkbox"/>	B003QH2MY6	B003QH2MY6	Kinobo Wireless Slimline USB Mouse For Laptops/Desktop PC XP/Vista/Windows 7 (green detail)	C7-RDCD-ZYF5	137	1.12%	167	1.05%	82%	1	0.73%
<input type="checkbox"/>	B003QPT6B0	B003QPT6B0	Kinobo Wireless 2.4ghz Optical Mouse with Nano USB receiver Windows 7 / Vista / XP / Mac - Ergonomic Shape	Wireless Grey Mouse Self Fulfilled	0	0.00%	0	0.00%	0%	1	0.00%
<input type="checkbox"/>	B005DL92HI	B005DL92HI	Kinobo USB Sushi 4GB - Food memory stick/drive for XP/Visa/Windows 7/Mac	4GB Sushi	2	0.02%	4	0.03%	100%	1	50.00%
<input type="checkbox"/>	B005DL2Q0S	B005DL2Q0S	Kinobo Black Case & Stand for iPad 2 With Scratch-Proof Covering And Secure Strap	iPad Black Vinyl	3	0.02%	7	0.04%	100%	2	66.67%
<input type="checkbox"/>	B005DLBP0U	B005DLBP0U	Kinobo USB Teddy Bear 4GB - Fun memory stick/drive for XP/Visa /Windows 7/Mac	USBTeddy	8	0.07%	12	0.08%	100%	2	25.00%

Legend:

1. Menu Bar
2. Date range selector

3. Right navigation bar
4. Column Headers

Analyse your activity through the Amazon Business Reports

Key elements of the 'Listings' report

Listing Quality [Reports](#) highlight **opportunities for you to improve the quality of your listings** by adding or changing information.

Show: X

Improve listing quality [Listing Quality Alerts](#) highlight opportunities for you to improve the quality of your listings by adding or changing information. Fix an alert now by selecting Edit Details from the Actions dropdown next to the SKU or learn more about fixing alerts using an [inventory file or XML](#). You can also [download a report](#) showing listing quality alerts.

My Inventory = Low Price for all listings

Improve Listing Quality

- All Quality Alerts
- Image
- Description and Bullets
- Brand Name
- Camera Details
- Computer Details
- DVD Details

	Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price	Low Price	Fulfilled By
<input type="checkbox"/>	▼										
<input type="checkbox"/>	Actions ▼	Inactive	UM-UAD7	B000NY	The Da Vinci [Jan 01, 20	20/07/2012 12:26:08	AFN	Used - Good	£5	£0.01	Amazon
<input type="checkbox"/>	Actions ▼	Inactive	32-NZ70-	842163	El traje de : Suit: Juega with J (El Z the Zoo of 2009) Doum	20/07/2012 12:25:17	AFN	New	£5	£0.01	Amazon
<input type="checkbox"/>	Actions ▼	Inactive (Out of Stock)	FD-4G9C	B008FK	Lamy Clear	28/06/2012	<input type="text" value="0"/>	New	£ 1,	✓	Merchant
<input type="checkbox"/>	Actions ▼	Inactive (Out of Stock)	RZ-HWJC		Lo			New	£ 1,	✓	Merchant
<input type="checkbox"/>	Actions ▼	Inactive (Out of Stock)	6B-SGBN-	B008				New	£ 1,	✓	Merchant
<input type="checkbox"/>	Actions ▼	Inactive	JI-OYWL-	B001B1	TI			New	£.	£2.11	Amazon
<input type="checkbox"/>	Actions ▼	Active (with quality alert)	LR-9BD6-	B000O2	Tr			New	£ 10	£8.14	Amazon

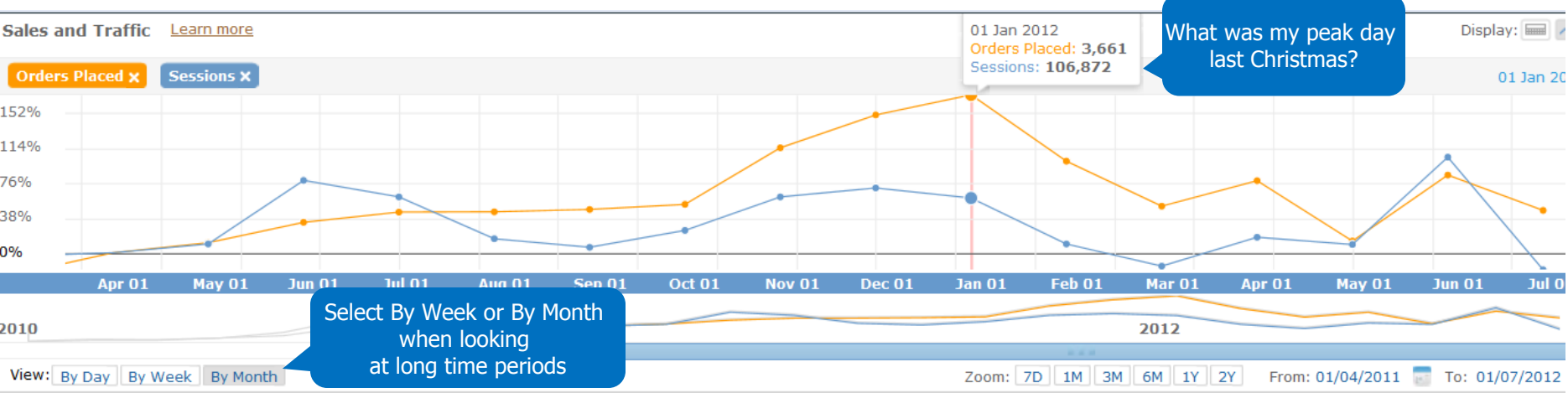
You can access the 'Listings with Missing Information' report by going into [Manage Inventory](#) > [Improve Listing Quality](#).
More info [here](#).

Good quality product pages are a key driver for your sales

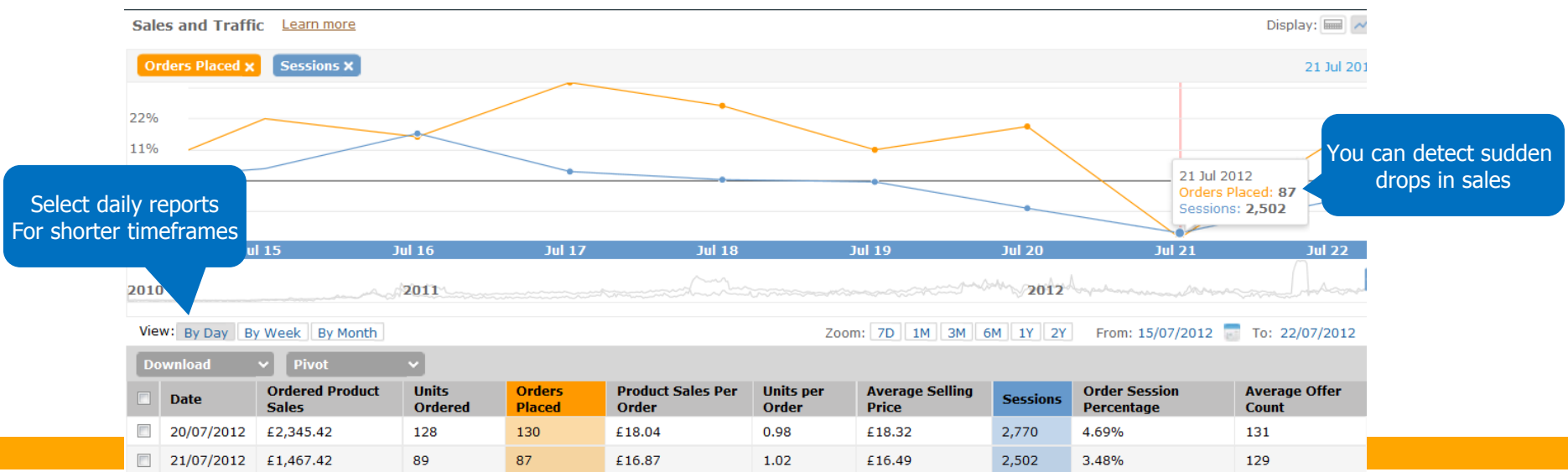
Analyse your activity through the Amazon Business Reports

'By Date' reports examples

You can look at long term trends, such as Year-over-Year performance:



You can also look at recent history, to detect sudden changes in your performance:



Analyse your activity through the Amazon Business Reports

'By ASIN' reports examples

Product is looked at by buyers, but your offer is not attractive enough to convert into sales:

Detail Page Sales and Traffic



From: 28/03/2011 To: 28/04/2011

Export

Total Records: 2735

(Parent) ASIN	(Child) ASIN	SKU	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Orders Placed
B00474HK	B00474HK	118-028-03	11,670	3.79%	15,303	3.83%	100%	1,637	14.03%	£7,646.50	1,598
B003U4Z	B003U4Z	117-076-001	8,229	2.67%	11,065	2.77%	100%	1,311	15.93%	£8,830.56	1,246
B003Q1G	B003Q1G	006-076-00	7,476	2.43%	9,482	2.37%	88%	2,092	27.98%	£7,066.19	2,019
B0040J8	B0040J8	117-028-012	7,371	2.39%	10,031	2.51%	100%	1,658	22.49%	£12,722.13	1,597
B00474H	B00474H	118-028	4,950	1.61%	6,507	1.63%	100%	33	0.67%	£134.35	33
B003U11	B003U11	006-002-056	4,825	1.57%	6,100	1.53%	100%	1,151	23.85%	£5,016.65	1,130
B003Q1K	B003Q1K	004-076-00	4,730	1.54%	5,744	1.44%	99%	500	10.57%	£1,867.83	453
B003D6	B003D6	009-075-002	4,264	1.38%	5,179	1.30%	100%	241	5.65%	£2,131.68	204
B003Q1M	B003Q1M	118-076-001	4,098	1.33%	4,952	1.24%	100%	371	9.05%	£1,668.64	364

Sales Traffic

Show/Hide Fields:

- (Parent) ASIN
- (Child) ASIN
- Title
- SKU
- Sessions
- Session Percentage
- Page Views
- Page Views Percentage
- Buy Box Percentage
- Units Ordered
- Unit Session Percentage
- Ordered Product Sales
- Orders Placed
- Listing Defects

Nobody is looking at your products, try to increase their visibility:

Detail Page Sales and Traffic by Parent Item



From: 28/03/2011 To: 28/04/2011

Export

Total Records: 2735

(Parent) ASIN	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Ordered Product Sales	Orders Placed
B000C9V	1	0.00%	100%	2	£13.98	1
B000J20	101	0.03%	59%	21	£103.96	19
B000LXE	949	0.24%	19%	40	£283.60	39
B000N	29	0.01%	24%	3	£18.30	3
B000N6	36	0.01%	42%	6	£41.94	6
B000N6S	1	0.00%	100%	4	£23.96	3
B000PU	1	0.00%	100%	0	£0.00	0
B000VCV	4	0.00%	25%	2	£4.80	1
B000W	0	0.00%	0%	2	£7.98	1

Sales Traffic


Show/Hide Fields:

- (Parent) ASIN
- (Child) ASIN
- Title
- SKU
- Sessions
- Session Percentage
- Page Views
- Page Views Percentage
- Buy Box Percentage
- Units Ordered
- Unit Session Percentage
- Ordered Product Sales
- Orders Placed
- Listing Defects

Analyse your activity through the Amazon Business Reports

'By ASIN' reports examples – by SKU

Try to win the [Buybox](#) as much as possible to **increase your sales conversion**:

Detail Page Sales and Traffic by Child Item 

From: 28/03/2011 To: 28/04/2011

Export

Total Records: 2735

(Parent) ASIN	(Child) ASIN	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Orders Placed
B000C9	B000C9	1	0.00%	1	0.00%	100%	2	200.00%	£13.98	1
B000J2	B000J2	81	0.03%	101	0.03%	59%	21	25.93%	£103.96	19
B000LX	B000LX	774	0.25%	949	0.24%	19%	40	5.17%	£283.60	39
B000N	B000N	21	0.01%	29	0.01%	24%	3	14.29%	£18.30	3
B000N6	B000N6	28	0.01%	36	0.01%	42%	6	21.43%	£41.94	6
B000	B000	1	0.00%	1	0.00%	100%	4	400.00%	£23.96	3
B000PV	B000PV	1	0.00%	1	0.00%	100%	0	0.00%	£0.00	0
B000V	B000V	2	0.00%	4	0.00%	25%	2	100.00%	£4.80	1
B000W	B000W	0	0.00%	0	0.00%	0%	2	0.00%	£7.98	1

Sales Traffic

Show/Hide Fields:

- (Parent) ASIN
- (Child) ASIN
- Title
- SKU
- Sessions
- Session Percentage
- Page Views
- Page Views Percentage
- Buy Box Percentage
- Units Ordered
- Unit Session Percentage
- Ordered Product Sales
- Orders Placed
- Listing Defects

Think about:

- Your **pricing** (ex: you can check the Buy Box winning price in your [Inventory](#) page)
- The **availability** of your products (ex: keep popular products in stock, offer fast shipping)
- The quality of your **customer service** (ex: feedback rating)
- The quality of the **product details** (ex: images, descriptions, keywords)

How to make the best out of Amazon?

Agenda

- Analyse your activity through the Amazon Business Reports
- Gather personalised information through the Amazon Selling Coach
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- Useful references
- Q&A

Gather personalised information through the Amazon Selling Coach

What is the Amazon Selling Coach?

The Amazon Selling Coach provides you with **recommendations** to:

- More efficiently manage your Amazon business
- Increase your sales potential

The recommendations aim to be:

- **Personalised**
- **Up-to-date**
- **Immediately actionable**

New! also via MWS APIs

The recommendations are provided in different ways:

By Email	On Seller Central <u>Homepage</u>	In the <u>Business Reports</u> section				
<p>In Settings><u>Notification Preferences</u>:</p> <ul style="list-style-type: none">• Update your email address• Select/deselect the emails you want to receive regularly <table border="1"><tr><td>E-mail:</td><td><input type="text" value="test@gmail.com"/></td></tr><tr><td>Notification types:</td><td><input checked="" type="checkbox"/> FBA Inventory Opportunity: <input checked="" type="checkbox"/> Add Products that Recently</td></tr></table> <p>Or go to <u>Amazon Selling Coach</u> to see the emails within Seller Central.</p>	E-mail:	<input type="text" value="test@gmail.com"/>	Notification types:	<input checked="" type="checkbox"/> FBA Inventory Opportunity: <input checked="" type="checkbox"/> Add Products that Recently	 <p>Amazon Selling Coach</p> <ul style="list-style-type: none">99+ Product Opportunities During the past month, customers have shown interest in these products, which have limited availability on Amazon. Last updated:28/05/201240 Low or Out-of-Stock Items Update your inventory to continue selling these items without interruption. Last updated:28/05/201213 Fulfilment Opportunities These products could benefit from the advantages offered through Fulfilment by Amazon. Last updated:28/05/20123 Low Price Opportunities Compare my listings to similar offers with lower prices. Last updated:28/05/2012 <p>Tell us what you think of this new feature Business Reports</p>	 <p>Amazon Selling Coach</p> <ul style="list-style-type: none">▶ Featured Opportunities 0▶ Product Opportunities 11▶ Inventory Opportunities 3▶ Fulfilment Opportunities 0▶ Low Price Opportunities 0
E-mail:	<input type="text" value="test@gmail.com"/>					
Notification types:	<input checked="" type="checkbox"/> FBA Inventory Opportunity: <input checked="" type="checkbox"/> Add Products that Recently					

Gather personalised information through the Amazon Selling Coach

What kind of information is provided?

The recommendations cover different topics:

Opportunity Type	Description
Product	This suggests for you to add new offers . These products generate customer interest but are currently not offered on the marketplace.
Low or Out-of-Stock items	This tells you about products for which you recently went out of stock or will soon be out of stock based on your current sales velocity.
Fulfilment	This lists products that you should offer via FBA (Fulfilment by Amazon) to be more competitive. This may include opportunities to expand your FBA selection or to try FBA for the first time.
Low Price	This recommends that you lower your prices to be more competitive with the current low price offers.
Featured	One or more of the ASINs you are listing against was merged with another ASIN . ASINs may be merged when a duplicate ASIN is detected. The merge results in seller product data, image data, and other listing data for one ASIN (the "merged" ASIN) being transferred to a second ASIN (the "retained" ASIN).

Taking action in those categories can lead to new or improved sales opportunities, as well as prevent missed sales.

Gather personalised information through the Amazon Selling Coach

How to use the information provided? - Examples

- Popular Product Opportunity Email:



Dear Seller,

Thank you for selling on Amazon.co.uk. We regularly review what Amazon.co.uk customers are looking for. Below are products that you have listed for sale on Amazon.co.uk in the past, and that our customers have been searching for during the past month.

However, as of 2011-11-11, there was no available inventory for these products from any sellers on Amazon.co.uk. We wanted to share this information in case you'd like to offer these products again.

To add inventory to your product listings, [click here](#). See the [complete list of products](#).

This takes you to the relevant Seller Central report

	ASIN	SKU	Title
1	60008	B000H	Lamaze Cloth Book...
2	600084	B000H4	Lamaze Cloth Book...

Other product recommendations, such as 'Popular Products Frequently Sold Out' will list products that you might never have listed, but that are very popular in your category or that are from brands that you already sell.

Gather personalised information through the Amazon Selling Coach

How to use the information provided? - Examples

- Low or Out-of-Stock Opportunity Reports:

[Low or Out-of-Stock Items](#) [Learn more](#)

Below are your listings that are low on inventory or are recently completely out of stock.

Download ▾

ASIN	SKU	Title	Sales for the last 7 Days	Current Inventory	Stock Will Run Out In*	Fulfillment Type	Inbound Quantity
B0060	GU-3B7O	Monster High Skull Shores Lagoon Blue Doll	17	6	2	Amazon	6
B005WG	V4-YF4T-	LEGO Super Heroes 6869: Quinjet Aerial Battle	15	15	7	Amazon	
B0060	W91	Monster High Skull Shores Lagoon Blue Doll	17	6	2	Amazon	6
B0060S3	S2-RNO1	Monster High Skull Shores Lagoon Blue Doll	17	6	2	Amazon	6
B006WC	9K-PLSY	Marvel Avengers The Avengers Iron Man Tri Power Repulsor	4	0	0	Merchant	

This indicates that an FBA shipment is on its way

Don't forget that you can easily update your stock quantities with the **Price and Quantity File**.

You should also avoid the opposite problem: having too much stock for items which don't sell.

Gather personalised information through the Amazon Selling Coach

How to use the information provided? - Examples

- Fulfilment FBA reports:

Fulfilment Opportunities [Learn more](#)

You have an opportunity to expand your Fulfilment by Amazon (FBA) selection with popular items from brands that you currently stock. Although you may not currently carry these items, they are high in customer interest and currently are not being fulfilled by Amazon (but may be in the future).

ASIN	Item Name
B0054G8LSS	Original Union Jack Morphsuit - XXL
B001D2VWCE	Cluedo Harry Potter

FBA Selection Opportunities (Brand) [Learn more](#)

You have an opportunity to expand your Fulfilment by Amazon (FBA) selection with popular items from brands that you currently stock. Although you may not currently carry these items, they are high in customer interest and currently are not fulfilled by Amazon (but may be in the future).

Your search returned no data. Please select another report from the left-hand menu X

ASIN	Item Name	Brand Name	UPC	Manufacturer Part Number	Buybox Price	Category	Category-Specific Sales Rank	Number of Currently Active Offers	Number of Customer Reviews	Average Customer Review	Report run date	Number of products	Top bra
------	-----------	------------	-----	--------------------------	--------------	----------	------------------------------	-----------------------------------	----------------------------	-------------------------	-----------------	--------------------	---------

FBA Opportunities in Fast-growing Categories [Learn more](#)

FBA products opportunities in fast-growing categories that have high customer demand and are not currently being fulfilled by Amazon (but may be in the future).

ASIN	Item Name	Brand Name	Category
B004LC2E5C	Predators 18cm Figur Serie 2: New Tracker Predator	NECA	Toys
B004FEP0YI	Transformers 3 Figure 30cm Mechtech Leader: Bumblebee	Transformers	Toys
B007AMOW7S	Assassins Creed Brotherhood Ezio 17,5 cm Actionfigur (Onyx-Kostüm mit Kapuze)	NECA	Toys
B005QUZW7U	Bandai - Thundercats - Lion-O - Figurine de Collection 15 cm (Import Royaume Uni)	Bandai	Toys

FBA could increase your sales by providing buyers with **Amazon's delivery and customer service options.**

Your offers could get higher in the search results, or in the [Buy Box](#).

To find out more, visit the [FBA website](#).

Gather personalised information through the Amazon Selling Coach

How to use the information provided? - Examples

- Low price opportunity report:

Low Price Opportunities [Learn more](#)

Your Amazon.co.uk product listings that are priced higher than the lowest prices offered for those items. You may want to review the pricing of your items to ensure they are competitively priced.

Download ▼

	Title	Condition	Your Price + Delivery (£)	Lowest Price + Delivery (£)	Number of offers	Report Run Date	Sub Condition	Lowest Merchant Fulfilled offer price (£)	Lowest Amazon Fulfilled offer price (£)	Number of Merchant fulfilled offers	Number of Amazon fulfilled offers	Your Fulfillment type
-064-32GB	Kingston Generation 3 32GB DataTraveller USB Drive ? Red	NEW	47.99	14.54	45	May 29, 2012	NEW	14.54	14.5	45	1	Merchant

You can now also see the lowest prices and Buy Box prices in your Inventory [View](#)

Actions	Status	Merchant SKU	ASIN/ISBN	Product Name	Date Created	Quantity	Condition	Your Price + Delivery NEW	Low Price + Delivery NEW	Buy Box Price + Delivery NEW	Fulfilled By
Actions ▼	Inactive	PolisseBluRay	B0064JV3W0	Polisse Blu Ray French Import [Blu-ray] [2011]	24/05/2012 10:35:48	1	New	£789.00 -	-	-	Merchant
Actions ▼	Active	IntouchablesDVD	B0064JV4LU	Intouchables [FR IMPORT] French only [DVD] [2011]	24/05/2012 10:31:23	<input type="text" value="1"/>	New	£ 990.00 -	£ 17.37 + £ 1.26	-	Merchant
Actions ▼	Inactive	QueenMug	B00378KNEA	Gift Republic. Coloured Stamp Bone China Mug	22/05/2012 13:10:42	AFN	New	£500.00 -	£ 6.99 + £ 0.00	£ 10.49 + £ 0.00	Amazon

How to make the best out of Amazon?

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Expand your offers internationally

What is the European Marketplaces Account?

With the Europe Marketplaces Account, you can:

- list your offers on **multiple European Amazon Marketplaces** and
- reach millions of **new shoppers**



Expand your offers internationally

What are the advantages of the European Marketplaces Account?

- You can offer your products **on all EU marketplaces** with one **single user interface**.
- You only pay **one pro seller monthly subscription** from your home marketplace
- You have a **single inventory pool** across all marketplaces.
- With our **European Fulfilment Network ('EFN')**, you can use FBA to ship your products to EU buyers shopping on EU marketplaces.
- You can view Seller Central for other marketplaces **in English**.
- You have access to the **NEW « Expand Offers Internationally »** tool

[Access](#) the tool "Expand Offers Internationally".

The tool will create a listing file for products in your inventory if they already exist in the target marketplace.

Personalize the file, with local prices, and upload it in the target marketplace.

Your products are now on sale on the target marketplace. The quantity in stock is synchronised across marketplaces.

Products not listed by the tool do not exist yet and you need to create a new local product page.

Pick the target marketplace in your account top drop-down menu and go to [Add a Product](#) or download a local inventory template.

Describe the products in the local language. Re-use the EANs/UPCs and SKUs from your existing UK stock to synchronise stock quantity.

Your products are now on sale on the target marketplace. The quantity in stock is synchronised across marketplaces.

Expand your offers internationally

Need to knows

- Pro sellers' accounts **automatically** have this optional feature.
- If you have **accounts in multiple countries**, you can decide to keep them, or close them and trade from your home account.
- You need to comply with the **requirements in [Amazon guidance for international and cross border sales](#)**, local tax and other applicable laws and regulations in each marketplace.
- Your **existing account information** (seller name, e-mail address,...) will be valid for the other marketplaces **except for Bank Account Details: You need to enter them for each marketplace if you want to be paid.**
>>Amazon **Italy** and Amazon **Spain** require **EUROZONE* bank accounts**.
- You need to upload inventory for each country in the **local language/currency**.
- If selling in a **restricted category**, you will need **prior approval** to be able to list your products. Approval is marketplace specific.
- The current fulfilment channel for each SKU will still apply in the new marketplace. You **won't need to manually convert** the listings to FBA for your existing FBA stock.

* The account is in Euro and the bank is located in one of those countries: Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia, and Spain.

Expand your offers internationally

Example of a synchronised offer across marketplaces

Your Offer Data:	Amazon.co.uk	Amazon.de	Amazon.fr	Inventory Updates
ASIN	B00581Q99W			Synchronised
SKU	MyRefHummer1			
Quantity in Stock	10			
Condition	New			
Fulfilment Method	Fulfilled by Seller			
Product Name (as well as Description, Keywords, Nodes...)	“Remote Control Command Car Hummer”	“Gemini Militär Auto Hummer”	“Voiture Hummer Télécommandée”	Local
Item Price	16.90 GBP	20 EUR	21.90 EUR	Local
Shipping Charges	Free Shipping	2.50 EUR	3.90 EUR	Local
Shipping Model	Per shipment, expedited possible	Per shipment, standard only	Per weight, standard only, France only	Local
Policies, Regulations	Amazon.co.uk’s and UK’s rules	Amazon.de’s and Germany’s rules	Amazon.fr’s and France’s rules	Local

Expand your offers internationally

How to use the tool (1)

1. Under *List From*, **select** a **source** marketplace (SM). Under *List To*, select a **target** marketplace (TM). Optional: If you wish, you can prefill the file with your prices for the target marketplace.
2. Click the **Create Request** button.

Expand Offers Internationally

Conveniently expand your sales with the Amazon Europe Marketplace Account. The Amazon Europe Marketplaces account provides you with access to millions of customers across the five Amazon Europe Marketplaces: the UK, Germany, France, Italy and Spain. Below you can choose a source marketplace (for example: Amazon.co.uk). For all the products that you are selling in that marketplace and for which a product detail page exists in the target marketplace (e.g. Amazon.de), we will generate an Inventory Loader file. [Learn more](#)

List From Choose a source marketplace. <input type="text" value="Amazon.co.uk"/> There are 200 eligible offers in the source marketplace. Only new and active offers are eligible.	List To Choose a target marketplace. <input type="text" value="Amazon.fr"/> Your Selling Status: 0 common offers	Expand Offers Internationally Request a file that matches your offers in the source marketplace to existing detail pages in the target marketplace. <input type="button" value="Create Request"/> Hide advanced options Product Category <input type="text" value="All"/> Pricing Option <input type="text" value="Leave price field blank."/>
---	---	--

Expand your offers internationally

How to use the tool (2)

3. When the request has completed successfully, click the **Download File** button to download the Inventory Loader (tab-delimited) file.

4. **Import the Inventory Loader file** into Microsoft Excel or open it in the text editor of your choice.

Inventory Loader File Format

The table below lists and describes the editable columns in the feed file. Please note that only the **price** of each offer should be edited.

Column Name	Definition and Use	Accepted Values	Required
sku	A unique identifier for the product, assigned by the merchant. The SKU must be unique for each product listed.	An alphanumeric string; 1 character minimum in length and 40 characters maximum in length.	Required. Do not edit.
product-id	A standard, alphanumeric string that uniquely identifies the product at Amazon.	An alphanumeric string, 10 characters in length.	Required. Do not edit.
price	The price at which the merchant offers the product for sale on the Target Marketplace. The price should be greater than 0. Do not include commas, thousands separators or currency symbols.	A price greater than 0. Do not include commas, thousands separators or currency symbols.	Required.
TM-currency e.g., de-currency	The currency of the price at which the merchant offers the product for sale on the Target Marketplace.		For informational purposes only.
SM-price e.g., uk-price	The price at which the merchant offers the product for sale on the Target Marketplace, expressed in the local currency.		For informational purposes only.
SM-currency e.g., uk-currency	The currency of the price at which the merchant offers the product for sale on the Source Marketplace.		For informational purposes only.
TM-product-name e.g., de-product-name	The name of the product as it appears on the Target Marketplace.		For informational purposes only.
SM-product-name e.g., uk-product-name	The name of the product as it appears on the Source Marketplace.		For informational purposes only.
SM-item-note e.g., uk-item-note	You can use this field to describe any differences your item might have from the New item sold at Amazon. This field is limited to 2000 characters for all Used, New, Collectible, and Refurbished items appearing as Amazon Marketplace listings.		For informational purposes only.
product-id-type	The type of standard, unique identifier entered in the product-id field.	1 (ASIN)	Required. Do not edit.
item-condition	A numerical entry that indicates the condition of the item.	11 (New)	Required. Do not edit.
fulfillment-center-id	<p><u>Amazon-fulfilled products:</u> For those merchants using Amazon fulfillment services, this designates which fulfillment network will be used.</p> <p>If you specify a value other than 'DEFAULT', the Merchant-fulfilled offering will not be available for purchase in other marketplaces.</p> <p>Resubmitting with a blank or 'DEFAULT' value for the fulfillment-center-id, along with quantity, will switch the item back to Merchant-fulfilled.</p> <p><u>Merchant-fulfilled products:</u> Do not enter fulfillment-center-id, as it is not applicable.</p>	AMAZON_EU, DEFAULT	Required for Amazon-fulfilled products. Do not edit.

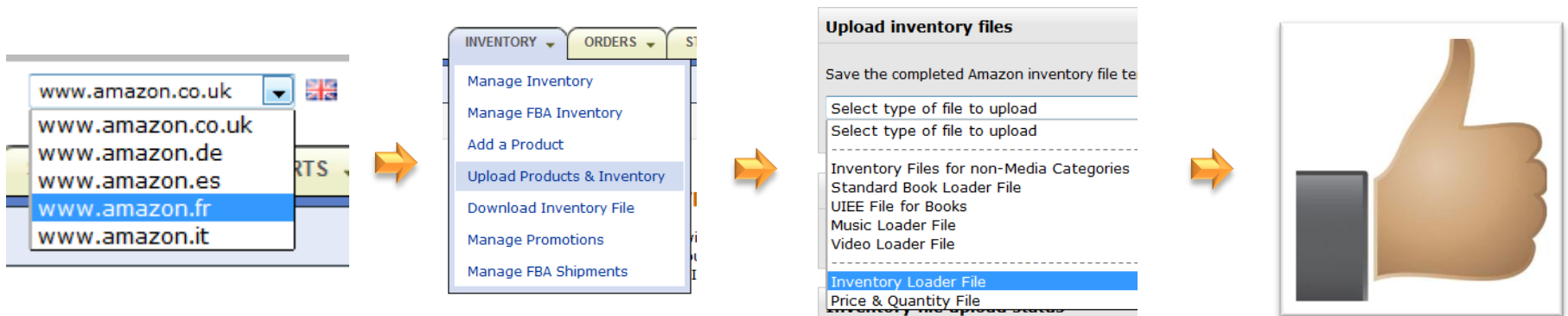
SM = Source Marketplace; TM = Target Marketplace

Important: Do not edit the first three (3) lines of the file. Doing so may lead to unexpected results, including file upload or processing errors.

Expand your offers internationally

How to use the tool (3)

5. **Remove all products** which you do not wish to sell or which you are unable or **not authorized to sell** on the Target Marketplace.
6. Review the **price** column for each offer in the Inventory Loader file and **edit the information** as required.
7. When you have finished editing the file, **save the file** in "Text (Tab Delimited)" format.
8. Make sure you have selected the **Target Marketplace** in the marketplace switcher drop-down menu at the top of the page.
9. Go to the [Upload Products & Inventory](#) page and choose *Inventory Loader File* from the dropdown menu. Then locate the previously saved file and click the **Upload Now** button.



Expand your offers internationally

Introduction to the European Fulfilment network (for FBA sellers)

With the European Fulfilment Network, “Fulfilment by Amazon” sellers can:

- store their inventory in their **home marketplace’s fulfilment centres** and
- **fulfil orders** coming from other **Amazon EU marketplaces**



You still **need to create your offers** for each marketplace in order to provide your FBA stock on the other marketplaces.

How to make the best out of Amazon?

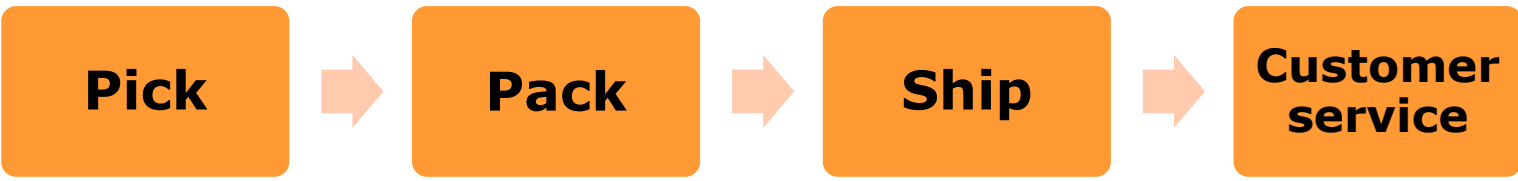
Agenda

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Advantages of Fulfilment by Amazon

What is 'FBA'?

A complete solution:



You are in control of :



Advantages of Fulfilment by Amazon

What is 'FBA'? - Example

amazon.co.uk

Hello. Sign in to get [personalised recommendations](#). New Customer? [Start here](#).

[Your Amazon.co.uk](#) | [Today's Deals](#) | [Gift Cards](#) | [Gifts & Wish Lists](#)

[Your Account](#) | [Help](#)

Shop All Departments

Search

Sports & Leisure

skate/bmx helmet

GO

Basket

Wish List

Sports & Leisure

Bestsellers

Exercise & Fitness

Camping & Hiking

Bikes & Scooters

Golf

Team Sports

Leisurewear

Athletic & Outdoor Shoes

Outlet



Bushnell H2O 10x42 Porro Binoculars

by [Bushnell](#)

★★★★★ (12 customer reviews)

RRP: £109.95

Price: **£57.76** & this item **Delivered FREE in the UK** with Super Saver Delivery. [See details and conditions](#)

You Save: **£52.19 (47%)**

In stock.

Sold by [Extended Deals](#) and [Fulfilled by Amazon](#).

Want guaranteed delivery by Thursday, February 24? Order it in the next **23 hours and 31 minutes**, and choose **Express** delivery at checkout. [See Details](#)

8 new from **£57.71**

[See larger image and other views](#)



[Share your own customer images](#)

Deals of the Week

Check out our [Sports & Leisure Deals of the Week](#). Hurry...offers end Sunday 23:59.

Quantity: 1

Add to Basket

or

[Sign in](#) to turn on 1-Click ordering.

Add to Wish List

More Buying Choices

Bargains 2000 [Add to Basket](#)

£57.71 & this item Delivered FREE in the UK with Super Saver Delivery. [See details and conditions](#)

ChiwawaUK [Add to Basket](#)

£58.99 & this item Delivered FREE in the UK with Super Saver Delivery. [See details and conditions](#)

StoneGuard [Add to Basket](#)

£62.20 + FREE SHIPPING

8 new from **£57.71**

Have one to sell? [Sell yours here](#)

Share [Email](#) [Facebook](#) [Twitter](#)

Advantages of Fulfilment by Amazon

Competitive advantages



Choose a delivery option:

- FREE Super Saver Delivery (3 - 5 business days)
- First Class (up to 2 business days)
- Express Delivery : **get it guaranteed by 1pm or**

Sale: **£6.49** & this item **Delivered FREE in the UK**
[conditions](#)

Message from Amazon: "This item was fulfilled by Amazon, and we take responsibility for this fulfilment experience."



'EFN'



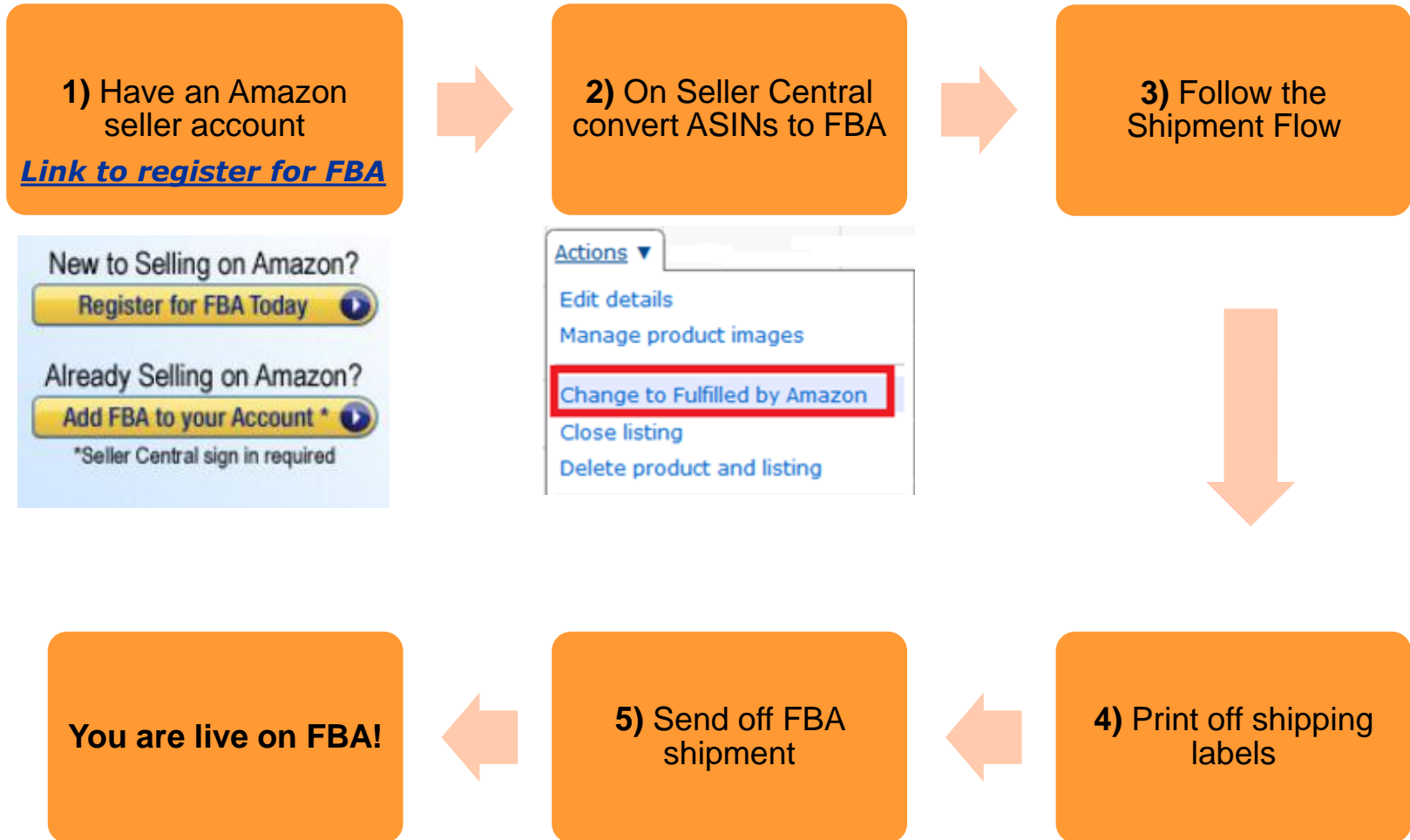
'FBA' Export



In stock.
 Sold by [The M Store](#)
 and [Fulfilled by Amazon.](#)

Advantages of Fulfilment by Amazon

How to get started?



Advantages of Fulfilment by Amazon

FBA Export to EU

- FBA products listed on Amazon.co.uk can be purchased by customers outside of the UK
- Extend your market reach to cover 26 countries in Europe at currently no extra cost.
- Let Amazon take care of customer returns and provide top class customer service.
- To get started, simply [**add FBA Export to your FBA account**](#)



Current Export Option	26 Countries
FBA can export your products to other European countries and media items to the world. Learn more ↗	
Change Export Option Disable FBA Export	

Advantages of Fulfilment by Amazon

Pricing – 'FBA' only



- **No setup fee**
- Merchant pays own **inbound shipping** into Amazon
- Merchants pay **storage fees** for items in inventory
 - Charged monthly, based on daily average
 - Based on cubic feet of actual inventory (**40p per cubic foot per month**)
- Merchants pay **fulfilment fees** for each item fulfilled by Amazon
 - Fulfilment fee determined by the weight and dimension of the product.

Example:



ASIN: B000WTWZCO

Product Dimensions: 26.5938 x 19.9898 x 6.604 centimetres

Shipping Weight: 0.3583 kilograms

Nerf N-Strike Nite Finder EX-3

Sales Price:	£ 8.95	
Order handling	£ 0.40	} FBA fees
Pick & Pack	£ 0.60	
Weight handling	£ 0.44	

Total FBA fees £ 1.44*

* incl. shipping into 26 EU countries, as of 23rd April 2013

[Click here for the FBA Calculator](#)

Advantages of Fulfilment by Amazon

Pricing – 'FBA' with 'EFN'

- There will be an additional **EFN flat fee** for each unit shipped to other marketplaces
- The FBA **fees** will be the ones of the **marketplace of destination**



- Example (fees as of 23rd April 2013)

Item Price :	29.99 Euros
Amazon.de Sales Commission :	-4.50 Euros
German FBA Fees :	-3.10 Euros
German EFN Fee for a product fulfilled <u>from the UK</u>:	-2.60 Euros

Download the [FBA Rate Cards](#) of the **countries you want to sell in (and not of your home marketplace!)** to see the applicable FBA and EFN Fees

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References

Some useful references

- [Business Reports](#)
- [Amazon Selling Coach](#)
- [Use search & browse](#)
- [Manage product details](#)
- [Image Requirements](#)
- [Improve Listing Quality - tutorial](#)
- [Cross-selling](#)
- [Overview of promotions](#)
- [Success factors](#)
- [Fulfilment by Amazon overview Tutorial](#)
- [Selling on Amazon Europe Marketplaces](#)
- [Expand Offers Internationally](#)
- [Global Selling with Amazon manual](#)
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Questions...?



Thank you for attending!

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Amazon Seller Support

Seller Support **BLOG** Strategies & Best Practices for Selling on 

www.amazonsellersupportblog.co.uk

Amazon Seller Forums

amazon services^{eu}rope
seller forums

<http://sellercentral.amazon.co.uk/forums/>

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