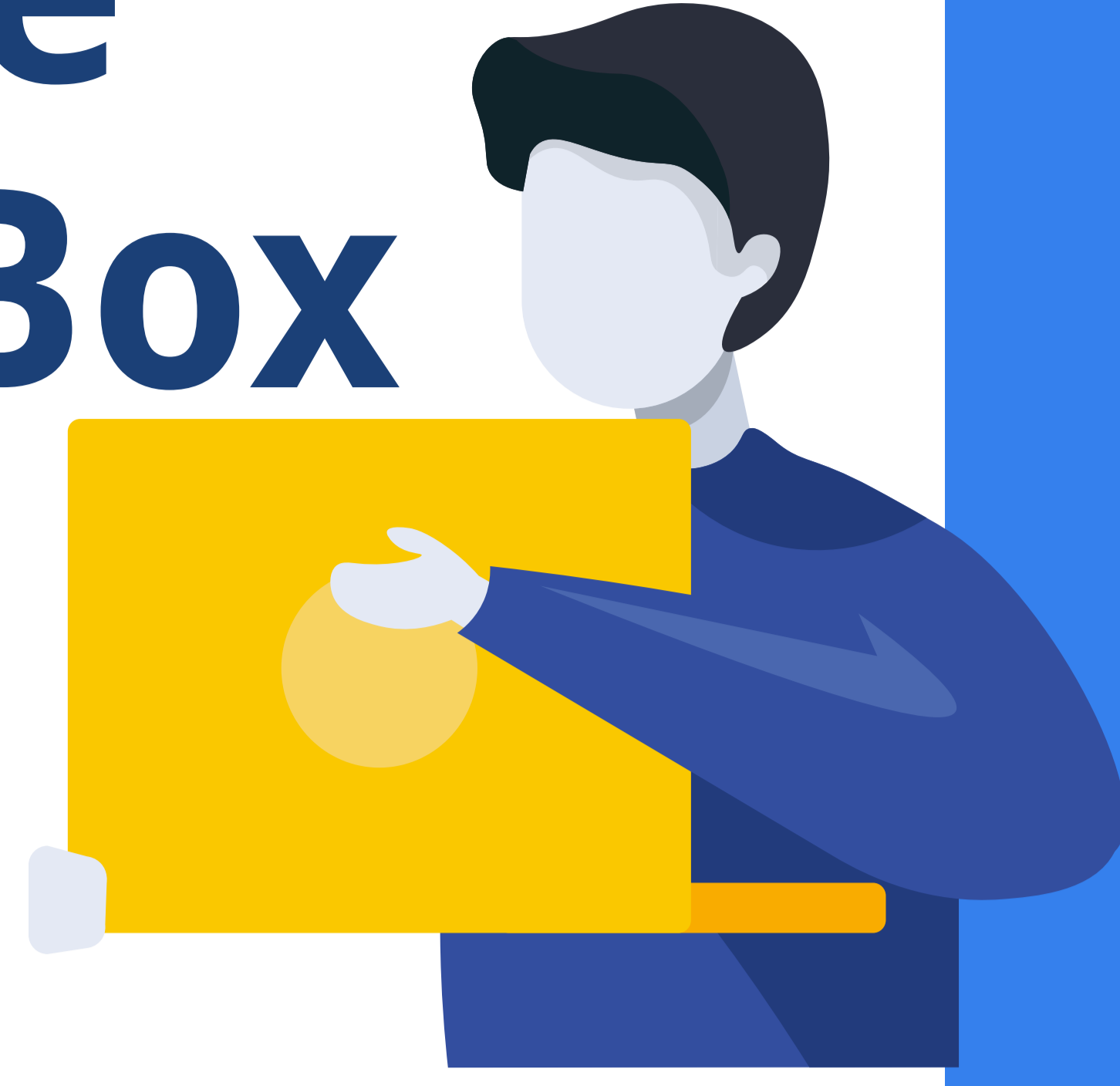




# Winning The Amazon Buy Box

A VL OMNI Infographic

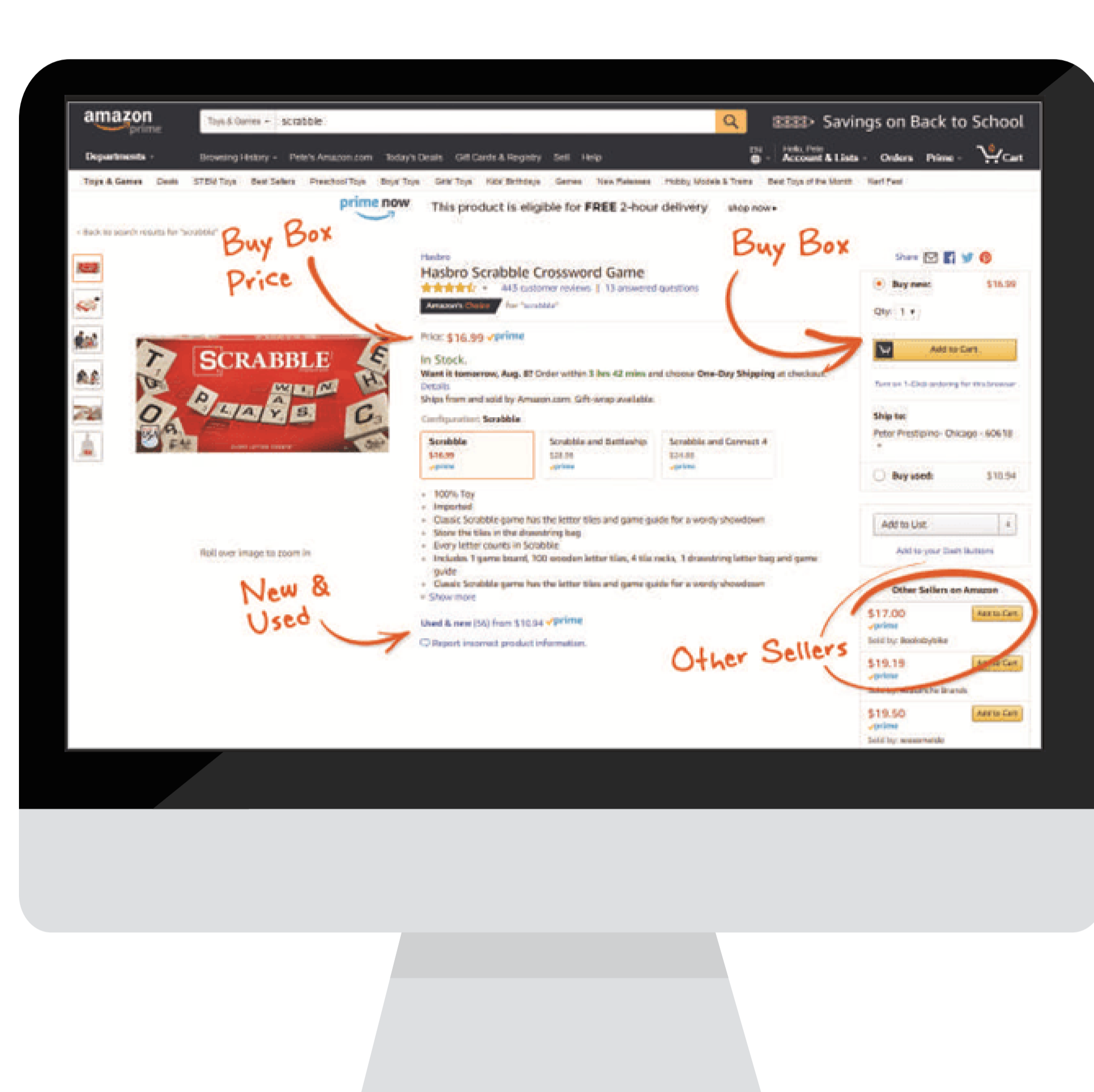


## WHAT IS THE BUY BOX?

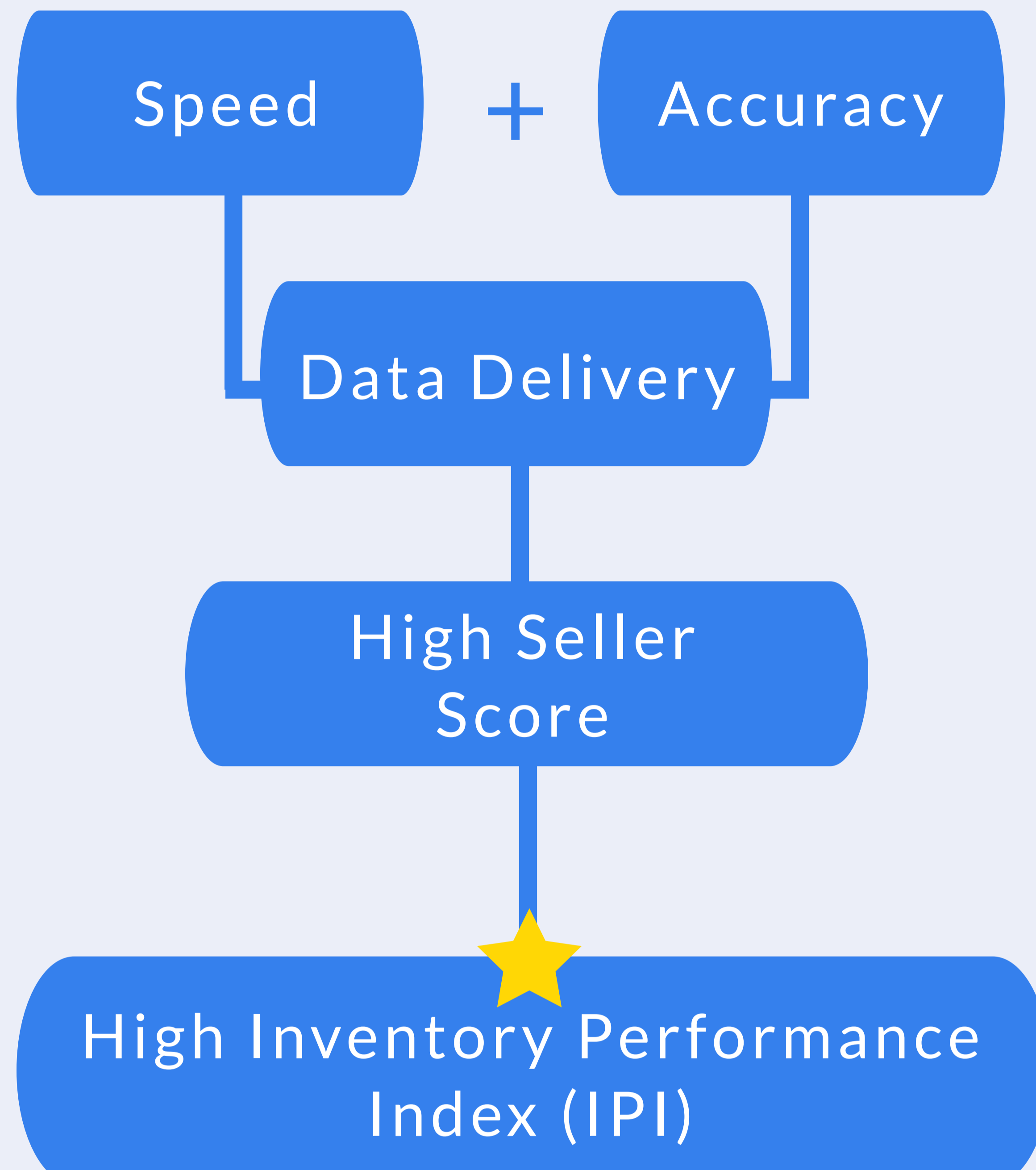
The Amazon Buy Box is the box on a product detail page where customers can begin the purchasing process by adding items to their shopping carts. Owning the Buy Box as Amazon Seller is essential to boosting sales and beating out competitors.

## FEATURES OF THE BUY BOX

- Seller Score
- Availability
- Fulfillment method
- Shipping time
- Landed price - Price including shipping

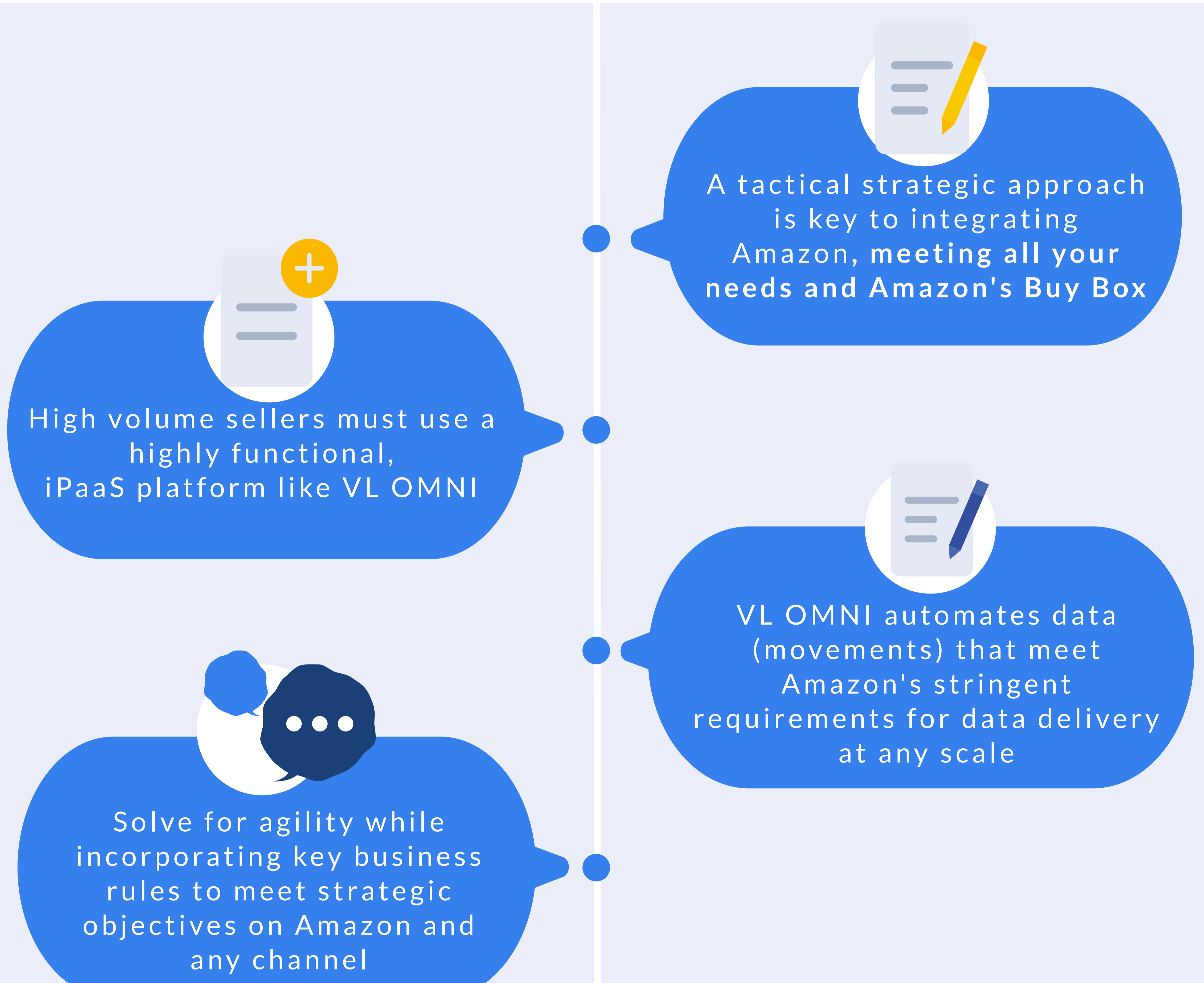


## HOW TO WIN THE BUY BOX



## INTEGRATING THE AMAZON BUY BOX

There are a number of requirements to solve to win the Amazon Buy Box; with the right automated data movement strategy for business, you can improve visibility, increase sales and create a smooth customer experience.



## IN THE END, THE AMAZON BUY BOX IS ALL ABOUT THE QUALITY OF YOUR CUSTOMER EXPERIENCE ON AMAZON

- Understanding how Amazon's algorithms benefit those with consistently great customer experience powered by tight integrations. Businesses looking to win the Buy Box consistently need to develop a sophisticated supply chain and technology strategy that is constantly informed by accurate real-time data.
- It takes much more to win Amazon than just a great product or idea; to win what is a technology company at its heart, your company must come with a sophisticated technology strategy to match.



Take Amazon to the Next Level