# A Better Way to Sell on Amazon

5 ways to sell more and save money with Amazon Sales Channel.
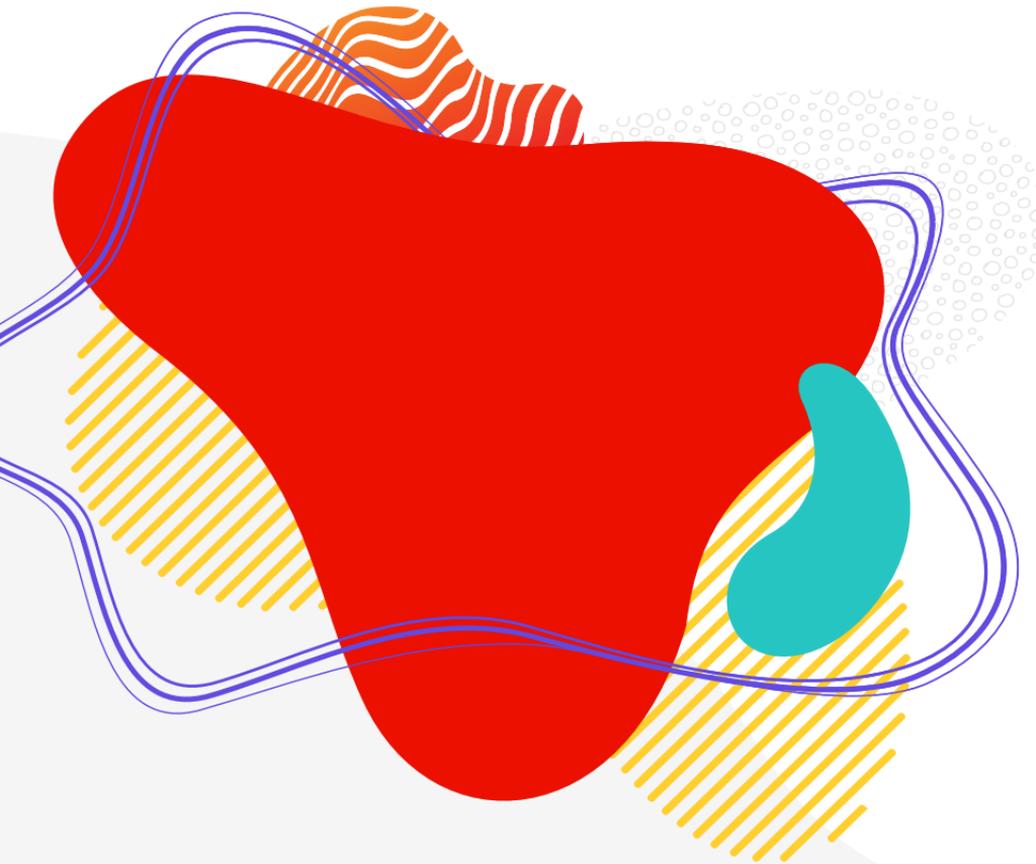
Many merchants sell on Amazon to grow both business and profits

40 percent of all online retail purchases in the US are made on Amazon.[1] At the start of 2020, Amazon Prime had more than 150 million subscribers.[2] And Amazon Business is a powerful force with millions of business customers around the world, including 55 of the Fortune 100 companies.[3]

But selling on Amazon can also can be a huge operational challenge, and these operating issues can cut into margins. Systems integration may be required. Even off-the-shelf connectors can be costly, as they must often be customized. And very few connectors support the kind of automated, rules-based pricing that can help a seller "win the Buy Box"—i.e., link the "Add to Cart" button directly to that seller's product. (Because a single item may be available from many Amazon sellers, competition for the Buy Box can be steep.) So while more than 50 percent of digital businesses sell on Amazon, many don't benefit as much as they could.[4]

Amazon Sales Channel in Adobe Commerce is a more convenient, efficient, and cost-effective way for your Adobe Commerce solution to work with Amazon. This eBook covers five ways it can help you get more out of your Amazon selling relationship.

What is Amazon Sales Channel, and what does it cost?

Amazon Sales Channel is a **free**, downloadable extension for Adobe Commerce that lets you sell and distribute your products on Amazon from the Adobe Commerce admin.

Automate pricing strategies. Set up automated repricing rules to increase your chances of winning the Buy Box. Set prices to dynamically adjust to the current Buy Box price, or lowest competitor pricing.

Manage Amazon accounts in selected regions. Connect Amazon accounts in the US, Canada, Mexico, and the UK to Adobe Commerce and keep track of your results in one place.

Automate product listing rules. Set up rules for your catalog that automatically list selected products on Amazon. (This can save you many hours if you have hundreds or thousands of SKUs.)

Track products fulfilled through Fulfillment by Amazon (FBA). Experience the flexibility of listing your products as merchant fulfilled, fulfilled by Amazon, or a mix of fulfillment methods.

Improve your product listings. Pull product details from Amazon's massive database to add details to your product catalog in your Adobe Commerce store.

Learn more about the free Amazon Sales Channel extension.

5 ways Amazon Sales Channel can help you get more from your Amazon selling relationship

#1 Eliminate time-consuming manual processes

A surprising number of businesses manage their Amazon accounts entirely with simple spreadsheets, which they use to keep track of key Amazon metrics, order information, and competitors' prices. To compete for the [Buy Box](#), they may end up manually repricing products multiple times a day. There are other hassles too, such as making manual updates to product copy and imagery on Amazon and adding Amazon order information to inventory systems.

Amazon Sales Channel eliminates all of these manual processes, so you can do in minutes what might otherwise take hours. It automates all aspects of Amazon account management so you can add new SKUs to your Amazon store without adding more labor.

#2 Skip the systems integration—and the maintenance

One of the biggest costs of automating your Amazon account management is integrating your eCommerce store catalog with your account in Amazon Seller Central. If your business model is fairly straightforward, you can probably start with an off-the-shelf connector, perhaps with some modification. But if your business model is more complicated, you may need to create a unique solution. This typically means hiring a systems integrator— with all the costs and potential risks that entails. And, once the integration is complete, your commerce or IT group will need to be trained to use it.

Moreover, whatever integrations you build or buy must be continually maintained. Frequent changes to Amazon workflows, data streams, and security issues, etc., mean your connector will have to be regularly updated. This kind of maintenance can be time-consuming for your commerce or IT group.

With Amazon Sales Channel, you can connect your Adobe Commerce store with your Amazon store without any systems integration or related maintenance tasks. In addition, you and your team can manage your Amazon stores from your familiar Adobe Commerce admin, which means your commerce or IT team won't need any additional training. The bottom line? You save time and money.

Amazon Sales Channel

lets you connect your Adobe Commerce store with your Amazon store without any systems integration or related maintenance tasks.

#3 Synchronize inventory and fulfillment data

With some connectors and integrations, your commerce platform is only sporadically synced with Amazon. This means your Amazon inventory data—and the product availability information in your commerce platform—is not always up to date. Some customers may unknowingly order products that are actually out of stock, creating customer service hassles.

Synchronizing inventory becomes even more complex when you factor in Fulfillment by Amazon. When products are listed with FBA, they become eligible for Amazon Prime free two-day shipping, which is a huge sales advantage. That's why 94 percent of Amazon's top sellers use FBA to fulfill at least one of their products.[5] Unfortunately, not all connectors give you the flexibility to fulfill customer orders through either your store or FBA—or a combination of the two.

Amazon Sales Channel

provides continual updates between your Amazon store and Adobe Commerce. Your inventory data is always current and accurate.

By contrast, Amazon Sales Channel provides continual updates between your Amazon store—including products fulfilled by FBA—and Adobe Commerce. It syncs every few minutes to once an hour, depending on your settings. This means your inventory data is always current and accurate. And because you see all your orders that are fulfilled through FBA, you greatly reduce the risk of overselling.
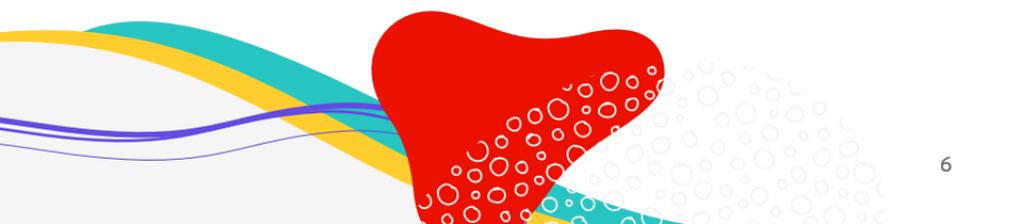
#4 Make better and faster fulfillment decisions

84 percent of customers will not buy from you again once they've had a poor shipping or delivery experience.[6] A lack of up-to-date order information (as explained in #3) can also create shipping and delivery problems. Without current inventory data, you must wait to choose the best sourcing and shipping methods. And that can lead to delivery delays that impact your customers—and your bottom line.
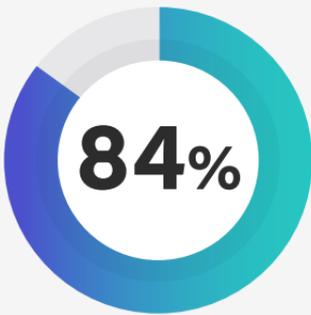
84% **of customers will not buy from you again once they've had a poor shipping or delivery experience.[6]**

Amazon Sales Channel makes sure Adobe Commerce has the latest data from your Amazon store, so you can fulfill orders promptly and meet customer expectations.

#5 Optimize pricing and make better, faster pricing decisions

More than 80 percent of Amazon sales go through the Buy Box,[7] and the percentage is even higher for mobile purchases. Meeting the Buy Box price can be a successful pricing strategy for merchants on Amazon. Other strategies include tracking competitors' prices and seasonal trends. When Amazon and Adobe Commerce are imperfectly connected, testing new pricing strategies requires frequent checks of Amazon and manual downloads of pricing results for later analysis—all of which can be a hassle.

Amazon Sales Channel offers automated rules-based pricing that helps your products get into the coveted Buy Box while protecting your margins. And setup is easy. You can choose from a menu of options—"Find the lowest price offered and go above it (or below it) by X dollars or Y percentage" and "Find Amazon's own price for the item and adjust up or down relative to it," for example.

Plus, you can see your results and manage your strategies inside Adobe Commerce. Your results

>80%

of Amazon sales go through the Buy Box.[7]

are continually refreshed, and you can analyze them through Adobe Commerce Reporting. And that means you can make better and faster pricing decisions.

Get Amazon Sales Channel in Adobe Commerce

Ready to start selling more on Amazon without sacrificing your margins? The Amazon Sales Channel extension for Adobe Commerce, downloadable for free, makes it easier and more profitable to sell on Amazon.

Download for free

Sources

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[2] https://www.cnet.com/news/amazon-now-has-over-150-million-paid-prime-members-worldwide/
[3] https://www.digitalcommerce360.com/2020/01/31/amazon-business-grows-faster-than-amazon-itself/
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[6] Survey of 1,500 consumers by Convey.
[7] https://landingcube.com/how-to-get-reviews-on-amazon/

Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content, engagement, commerce, personalization, and more, Experience Cloud is built on the world's first platform designed specifically to create customer experiences. Each product is built on a foundation of artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

Adobe Commerce

Adobe Commerce is the world's leading digital commerce platform. With Adobe Commerce, you can build engaging shopping experiences for every type of customer — from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and platforms, including marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.