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Adjust pricing quickly and automatically

Increase your chances to be the Featured Offer and drive more sales with customized repricing rules.

Already selling on Amazon?

[Enroll today](#)

New to Amazon?

[Sign up](#)

\$39.99 a month + selling fees

Why automate pricing?

Pricing is a key factor for Featured Offer (~~Buy Box~~) eligibility on Amazon product detail pages. Our free automate pricing tool can adjust your prices quickly and automatically against your competition to increase your chance of becoming the Featured Offer. Choose the listings you want to enroll, set price limits, and let Amazon help keep your prices sharp 24 hours a day, 7 days a week—while you focus on other aspects of your business.

Move quickly

Reacting to your competitors' price changes in real time ~~can~~ increase your chances to become the Featured Offer and stay there.

~~Get started~~ easily

It only takes a few clicks to enroll your SKUs with automated pricing.

Do more

Managing pricing can be a full-time job. Automated pricing ~~rules~~ allows you to ~~use~~ focus on other aspects of your business.

~~Sell~~ ~~Get more sales~~

Sharp pricing improves your chances of becoming the Featured Offer, increasing visibility and sales potential.

Save money

Why spend hundreds or thousands each month to reprice your products? Automated pricing is free for Amazon sellers.

What sellers are saying

I can be more hands off as I expand my product selection instead of constantly monitoring and changing my pricing.

Annie Walker
Poolside Care

Automated pricing has definitely kept us in the game. I have noticed an uptick in sales on the products we have enrolled.

Bryce Calcutt
LBIntegrity

Pricing rules that work for you

Automated pricing rules adjust prices on SKUs in your catalog in response to events, such as changes in the Featured Offer (~~Buy Box~~) price, without having to revisit the SKU every time you want to change your price.

Automated pricing is applied only to the SKUs you designate—not across your entire catalog. Start and stop pricing rules at any time. You control the prices by defining rule parameters, setting minimum and maximum prices, ~~optional boundaries~~, and selecting the SKUs on which to automate pricing.

Featured Offer Rule: Updates your price when your Featured Offer win percentage is low due to price, or if other sellers continually update their price, causing you to lose the Featured Offer.

Competitive External Price Match Rule: ~~Updates your price to help~~ Stay eligible for Featured Offer status and ensure that you always match the competitive price ~~(when there is one)~~ ~~to increase your chances of becoming the Featured Offer.~~

Sales-Based Rule: ~~Use this rule to m~~ Manage your inventory levels ~~and/or when testing the right price~~ for new products. Designate how many units you want to sell in a given period, and automate pricing rules will reprice your product to meet that objective.

How to set up automated pricing

Step 1

Log in to Seller Central

Go to the Pricing tab, ~~and~~ select [Automate Pricing](#), and click ~~Get Started~~.

Step 2

Create a rule or choose a pre-defined rule

Start with the pre-configured ~~"Competitive Price Rule"~~ or customize your own strategy, ~~Choosing~~ whether to compete based on feedback rating, fulfillment channel, and other options.

Step 3

Select your SKUs and set limits

Select the SKUs you want to enroll and the rules that apply to each. You can do this one by one or in bulk. You can even download a file to enroll all of your SKUs that are not currently enrolled. Set a minimum price so ~~that~~ your price maintains your margins.

Step 4

Start repricing

Commented [HD1]: I don't understand this

Commented [HD2]: Automate Pricing does not have a rule called the "Competitive Price Match Rule." Instead it has a Competitive External Price Rule and a Competitive Lowest Price rule.

The Competitive External Price rule has parameters that let you cap your price at the External Competitor Price or match the External Competitor Price. The Competitive Lowest Price rule has options that match or stay above or below the lowest Amazon Price by a specified amount.

Since we say the rule ensures "you always match the competitive price," and the "competitive price" is the Competitive External Price, I think we intend to call this the "Competitive External Price Rule."

Commented [HD3]: Clunky. Can we drop?

Commented [HD4]: I don't see this command on Automate Pricing, but I assume it correctly describes system behavior for first-time users.

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Automated pricing rules ~~take will be effective almost~~ immediately. ~~Based on current pricing, your~~ prices will adjust according to your rule parameters as other sellers change their prices ~~s-according to your rule parameters.~~

Step 5

Measure success

Monitor your price updates through the ~~A~~utomate ~~P~~ricing page and use your Seller Central business reports to track the impact on your sales. ~~You can also s~~ee how automated pricing ~~has impact~~ed your Featured Offer win percentage.

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Frequently Asked Questions

Get answers to frequently asked questions about automated pricing.

What do I need to qualify for automated pricing?

To qualify for automated pricing, you'll need:

1. A [Professional selling account](#)
2. An active offer on the SKUs you want to enroll
3. A minimum price for each SKU
4. Knowledge of ~~To select~~ which rule to apply to each SKU

How long does it take for automated pricing rules to go into effect?

For rules you have already created, price updates are usually processed in less than 15 minutes, but may take longer under certain circumstances. For new rules, or if you change a rule parameter, it can take up to one hour for all SKUs assigned to the rule to re-price according to the new parameters.

I added a pricing rule on a SKU, but I do not see it on the ~~A~~utomate ~~P~~ricing page. Where is my SKU?

The ~~a~~utomate ~~P~~ricing page only displays active SKUs in your catalog. Your SKU may be inactive due to either being out of stock, or a potential price error.

If your SKU is inactive, it will surface-reappear on the Automate Pricing page again when the SKU is reactivated (for example, by being back in stock).

"Your Minimum Price" and "Your Maximum Price" (optional) act as guardrails on your automated pricing changes. apply as a safeguard on your price whenever a minimum and maximum price are present. If you ~~do~~ not set a maximum price, automated pricing will protect customer trust on your behalf by ensuring that your offers are not priced significantly higher than recent prices so that your offers remain eligible to become the Featured Offer ~~(Buy Box)~~. If you manually price an item below your minimum price or above your maximum price, Amazon safeguards your business by deactivating suppressing and ~~(not displaying)~~ the offer, and by alerting you that you have; this makes your SKU inactive due to a

potential price error.

To view items that are ~~deactivated~~~~suppressed~~ due to price errors, select **"Pricing"** > **"Price Alerts."**

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To add your minimum price and your maximum price, select:

"Pricing" > **"Manage Pricing"**

or

"Inventory" > **"Manage Inventory"**

Then select **"Preferences."** Check your minimum price and your maximum price and save changes.

Note: *When you edit your minimum price or your maximum price from the Manage Pricing page or Manage Inventory page, automated pricing is applied to your new price.*

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Commented [HD5]: I don't really understand what this means. What exactly happens?

How much does automated pricing cost?

Automated pricing is included in the Professional selling plan.

How can I see what my price is, right now, on a SKU enrolled in automated pricing?

You can see your current price on SKUs enrolled in automated pricing from any screen where the SKU and your price are displayed. This includes Manage Inventory, Manage Pricing, Automate Pricing, and Business Reports sections of Seller Central.

I automated my price to beat the Featured Offer. Why didn't I win the Featured Offer?

Lowering your price helps you compete for the Featured Offer, but you also need to meet performance-based requirements in areas like inventory availability, fulfillment, and customer service. Learn more about [Featured Offer eligibility](#).

My price changed. Why don't I see that price on the product detail page?

Price updates are usually processed in less than 15 minutes, but may take longer under certain circumstances. If the price change should have occurred within this time frame but did not, contact Seller Support for additional help.

How do I control access to pricing rules for other users on my account?

You can control who in your business can access the Automate Pricing page. From your seller account, go to **"Settings,"** then select **"User Permissions."** Find the user and select **"Edit."** Under **"Pricing,"** you can customize that user's access to automated pricing.

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Why don't some of my SKUs appear in the "Edit SKUs" window?

The Automate Pricing page only displays active SKUs in your catalog. If an SKU is inactive, it will not appear. Select **"Inventory,"** then **"Manage Inventory"** to see your inactive listings.

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How do I see the pricing history for SKUs I've enrolled in automated pricing?

You can view up to 90 days of price history for any SKU with an active sales-based pricing rule, ~~so that~~ ~~you~~ you can track your price changes and see why the prices changed.

Follow these steps to view your price history:

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1. Go to **"Pricing"** > **"Automate Pricing,"** then click **"Edit SKUs"** in the Action column.

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2. Find the SKU for which you would like to see the price history.
3. In the Action column, click "**View**" ~~pricing history for the SKU.~~
4. To see price changes (Response column) and the corresponding events which triggered them (Trigger column) ~~within a specific timeframe~~, select the start date and end date for the timeframe you want to review ~~in date range~~ and click "**Search**."

Commented [HD[6]: We don't need this unless it's part of the command name, in which case it should be bold.

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