CommerceIQ

1P VENDOR'S CHECKLIST FOR MAXIMIZING PRIME DAY PROFIT

IT'S NOT TOO LATE FOR THESE LAST- MINUTE TACTICS FOR BETTER ROI

✓ ## ENSURE ENOUGH INVENTORY TO COVER DEMAND

PREPARE FOR DEMAND SURGES BY SETTING UP DROPSHIP ON PROMOTED SKUS

Sleep easier about your forecasting accuracy. Instead of losing potential profit, reserve a select quantity for dropship.

✓ ## OPTIMIZE CONTENT AND VARIATIONS

EVALUATE PRODUCT DETAIL PAGES TO CHECK CONTENT IS COMPLIANT, COMPLETE, AND FULLY-OPTIMIZED

15 days out, evaluate:
- Errors in variation
- Current share of voice in both paid and organic
- Top competitors by shelf
- Ticket 3P duplicate ASINs with a page 1 presence
- Keyword traffic

The days of, evaluate:
- 3P offers by ASIN
- Total price change by ASIN
- Content changes by ASIN (including ratings and reviews)
- Competitive: Deal of Days, Share of Voice changes

✓ ## PREVENT SALES LEAKAGE

MONITOR YOUR PROMOTED PRODUCTS DAILY TO MAXIMIZE PROFIT. HERE'S WHAT TO KEEP AN EYE ON:

Monitor and resolve erroneous Andon Cords.

When an Andon Cord gets pulled, your Buy Box and promotions are suspended, which negatively impacts your product's sales and search rankings.

1 ASIN $68K 5 DAYS

One CommerceIQ customer recovered $68k in just 5 days that would have otherwise been lost through automatically monitoring and disputing an Andon Cord on a high-value CPG SKU.

Identify and ticket 3P duplicate ASINs with pg. 1 presence.

You can't run ads without the Buy Box, so monitor and course-correct any threats.

2%
Of revenue is lost due to unathorized 3P sellers

Look for other causes that will impact your Promotional eligibility:
- Price changes that drop promoted ASINs below the promo price
- Inventory drops below project units needed to fulfill
- Promoted ASINs CRaP out (especially on the lower-margin products
- Lost Buy Box

✓ ## TIGHTEN ADVERTISING EFFICIENCY

PROMOTIONAL BENEFITS CAN SURPASS COSTS BUT ONLY WHEN MANAGED APPROPRIATELY

Prepare for an increase in cost-per-click (CPC).

These can increase 1-2 weeks ahead of Prime Day to around 2x the initial cost. Be flexible and actively monitor your costs so you don't run out of budget before peak sales.

68%
of shoppers said they are likely or highly likely to make a purchase from an Amazon ad during Prime Day (Kantar Quickfire Survey 2022)

Keep a daily sync with your media team to notify them of any changes in strategy.

For instance, if your deal is performing better than anticipated and you have inventory available, can you bump up promotion? Alternatively, don't continue to promote products that are low-in-stock.

✓ ## RETAIN THE PROFIT YOU EARN

STRATEGIZE YOUR PLAN FOR DISPUTING ALL SHORTAGES AND CHARGEBACKS

An increased quantity of POs will undoubtedly cause shortages and chargebacks to surge, and the burden of proving erroneous invoices is on the vendor. On average, these problems can take a big bite out of your profitability. What's more? Chargeback disputes must occur within 30 days of notice.

$450K
CommerceIQ enabled one customer to automatically dispute 864 shortage cases to recover $450k in just 48 days

⚡ A PRIME DAY DEAL JUST FOR YOU

With CommerceIQ Revenue Recovery, you can automatically dispute and solve the root cause of Amazon 1P shortage and chargeback deductions to avoid losing an average of 1-5% of total shipped COGS—and we'll prove it risk free.

BOOST YOUR AMAZON 1P PROFIT MARGIN BY 1 POINT IN 4 MONTHS OR GET YOUR MONEY BACK

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