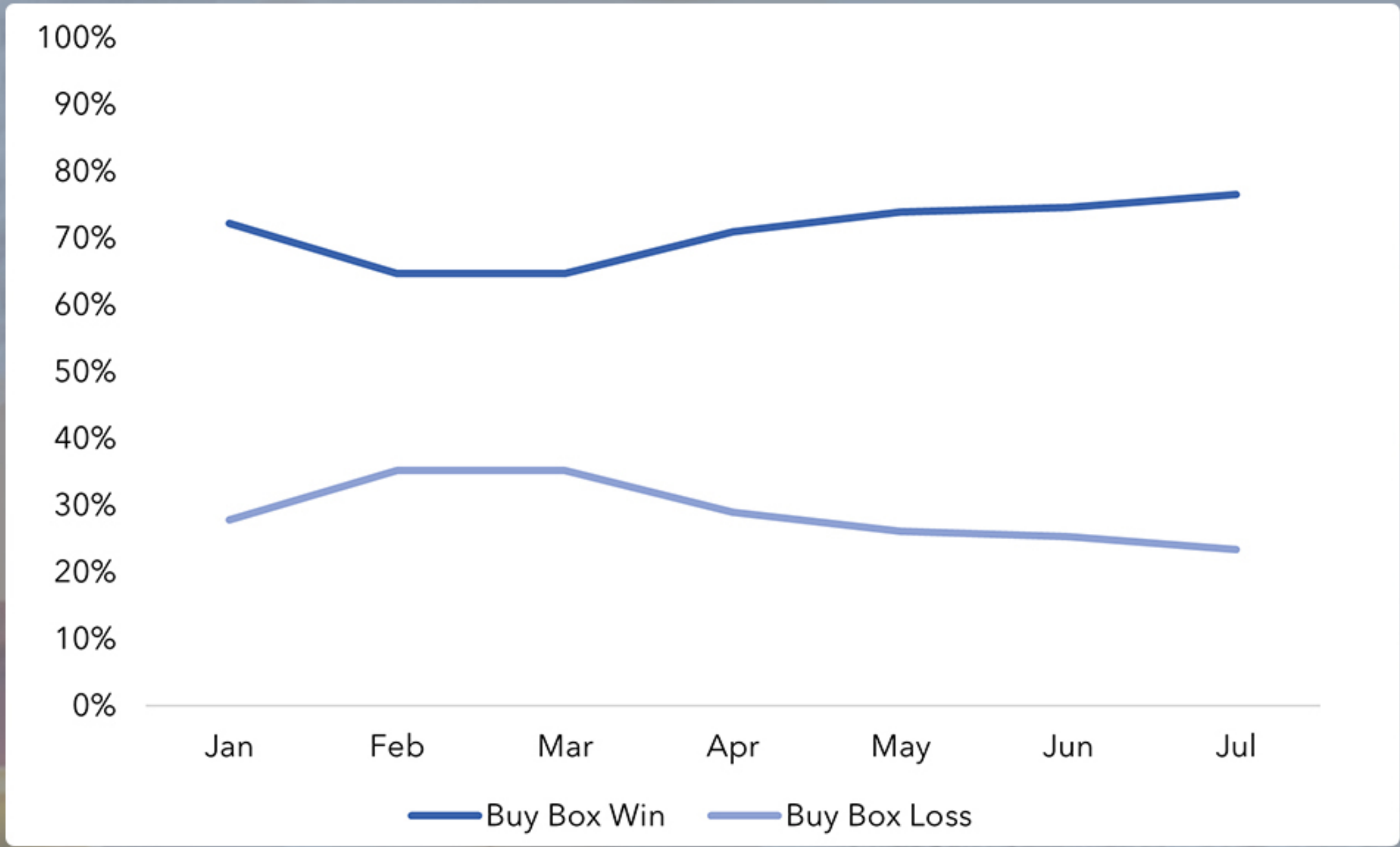


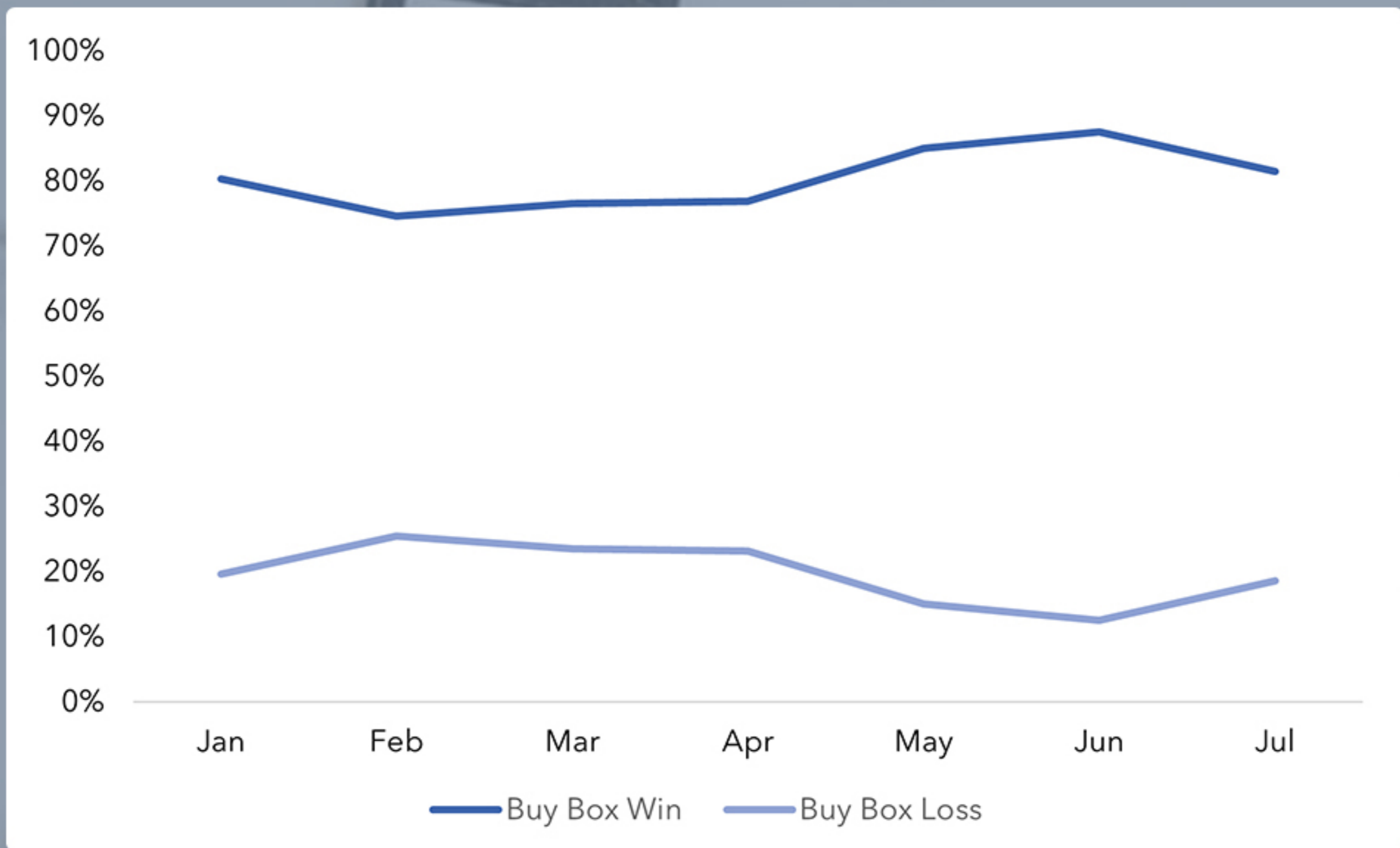
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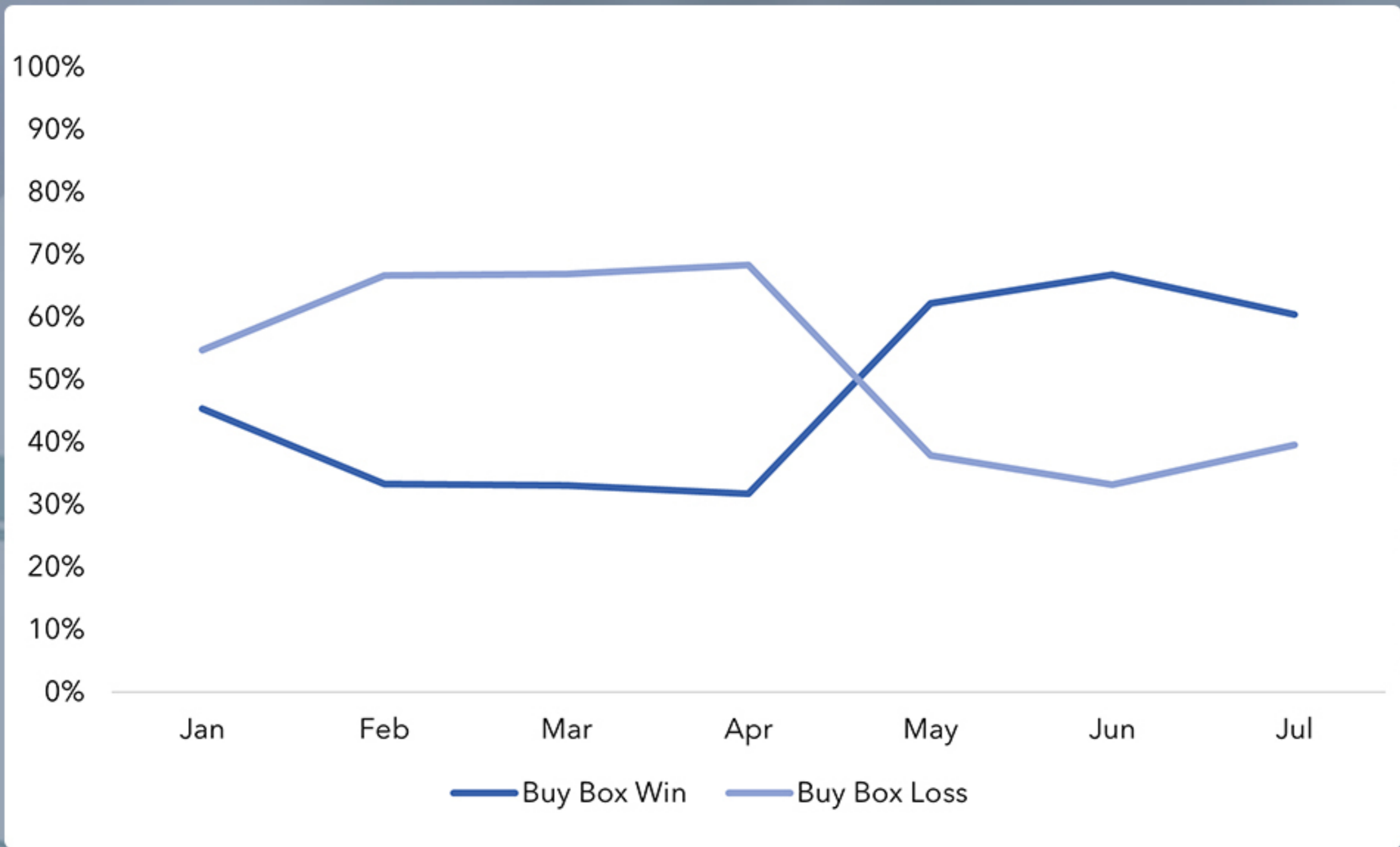
Buy Box share report - Jan - July 2023

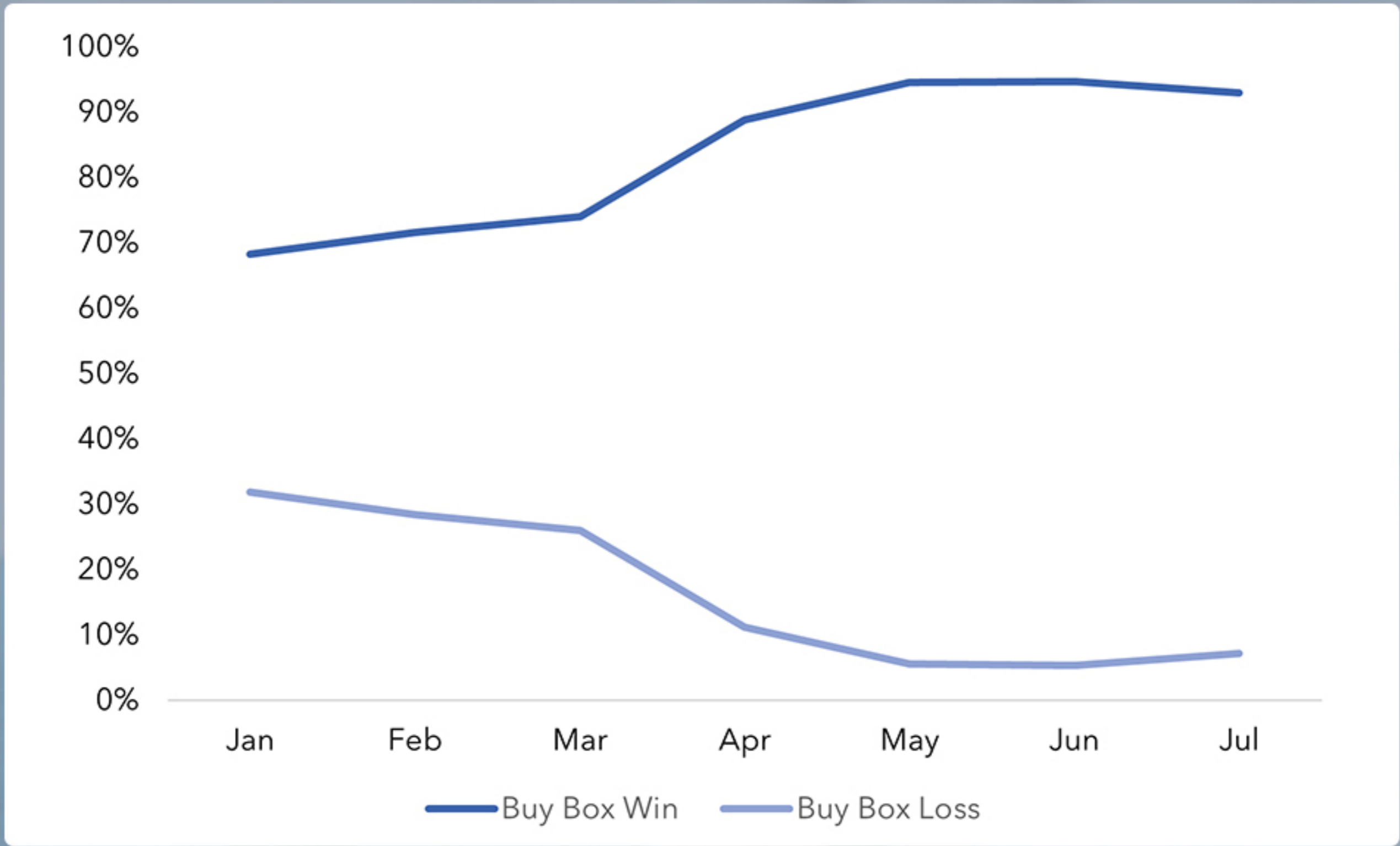


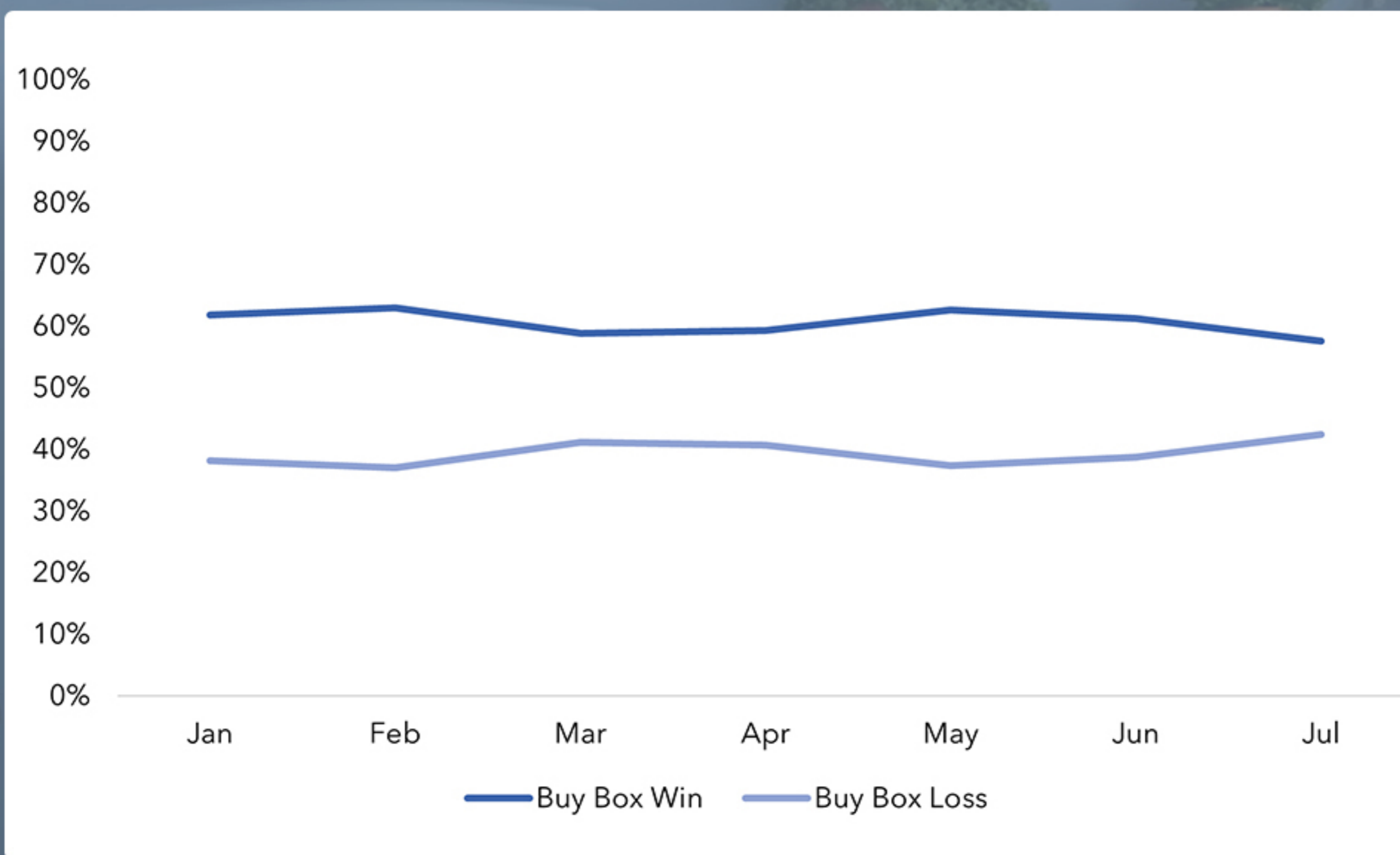
Observing the period of January to July 2023, Buy Box Win (Authorised Sellers) share shows a consistent upward trajectory, while the line for Buy Box Loss (Non-Authorized Sellers) indicates a downward slope.

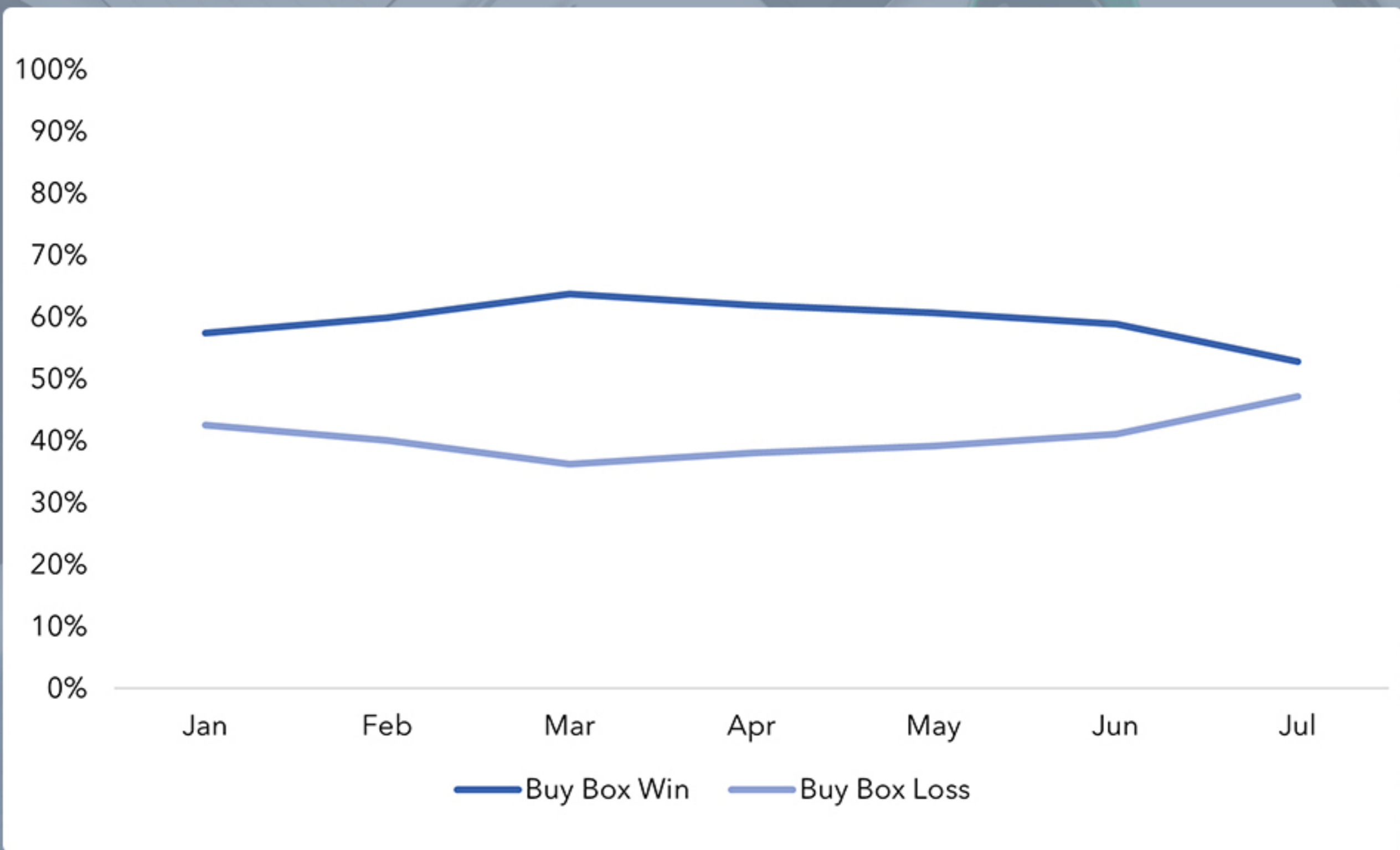


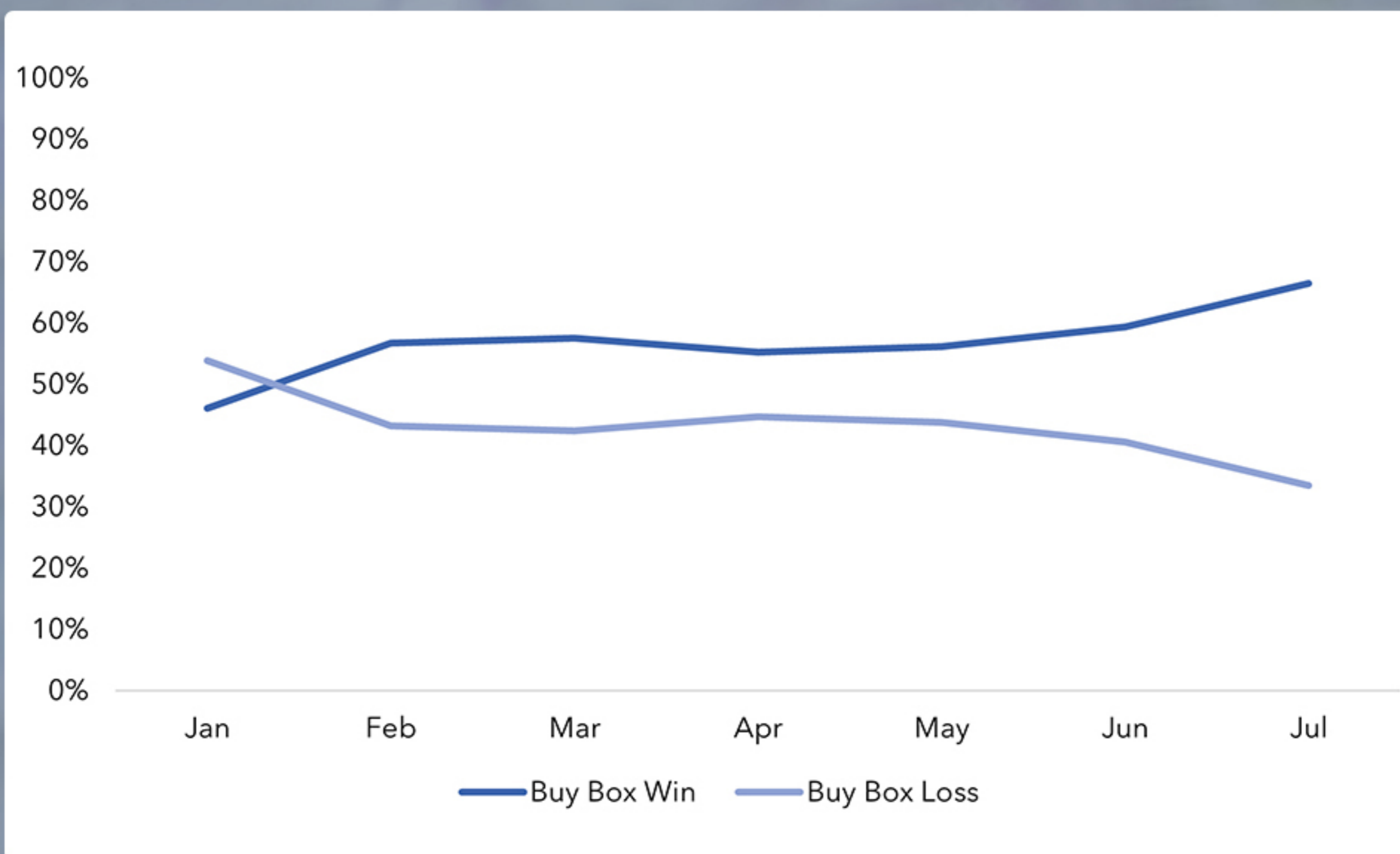












Key metrics that impact BuyBox share

Using Fulfillment By Amazon / Fulfillment Status /
Fulfillment Solutions

- Enrolling in Seller Fulfillment Prime

- Unauthorized seller Product Price

- Shipping Time/Delivery Experience

- Merchant Status

- Inventory Status

- Customer Service

How to secure BuyBox?

Maintain higher seller ratings

- List as a prime seller

- Sell/introduce new products

- Competitive Pricing

- Improved Order Defect Rate

- Improved Amazon Store Experience

- Maintain Account Health

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