How Amazon repricing works and how long it takes
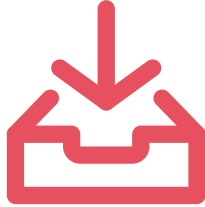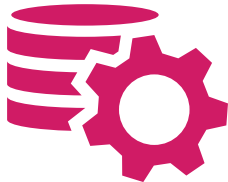
About Amazon repricing

Repricing software allows Amazon sellers to automatically compare their product prices to those of competitors' and adjust them accordingly.

Price is so closely linked to sales and product visibility on Amazon that sellers need to continually ensure their products are priced competitively. If you have hundreds or thousands of products, doing this manually isn't viable.

RepricerExpress offers a solution which will automatically manage the prices of the seller's products, adjusting them regularly to ensure they are well ranked and visible.

Sellers can set their min and max prices for their products and the software then knows never to go below or above these price.

With an increasing number of sellers using repricing software it is very much becoming an essential part of your ecommerce business rather than a nice tool to have.

How the process works

Much confusion surrounds how the Amazon repricing process works, so we've compiled this short ebook to explain all—when repricing occurs, how long it takes and the limitations of Amazon's Subscriptions API, which is the most up-to-date way Amazon has provided for getting pricing and seller information from its marketplaces.

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Higher Amazon sales through optimised pricing

Amazon repricing overview

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02 Amazon sends a message to RepricerExpress

01 A price changes on Amazon

How long does the process take?

With RepricerExpress, the processing of messages from Amazon is instant—so when we receive a change notification from Amazon about your listing, we process that immediately.

However, Amazon limits the number of uploads any third party app can send every hour. It processes smaller file uploads (within minutes) much quicker than very large files.

To keep files small and ensure the fastest possible processing time, RepricerExpress sends files every 5-15 minutes to Amazon. Other solutions may actually limit this to every 30 minutes or hour.

01

A price changes on Amazon

The repricing process begins when one of the top 20 sellers for an item with the same condition (new, used, collectible or refurbished) changes any of the following:

- Active price
- Handling time
- Shipping price
- IsFeaturedMerchant
- Offer condition
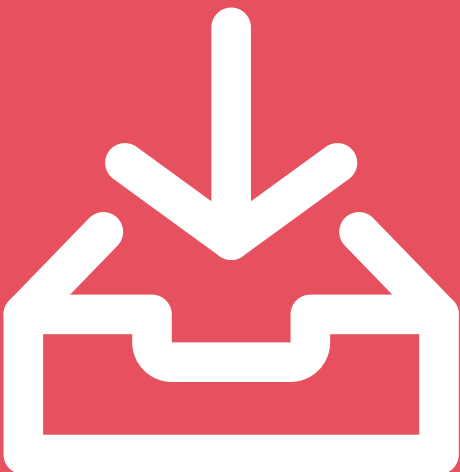- Offer subcondition
- Offer deleted

02

Amazon sends a message to RepricerExpress

Upon a change to an item occuring (of one of the top 20 sellers) Amazon will send RepricerExpress a message with price, dispatch and seller information of all top 20 sellers.
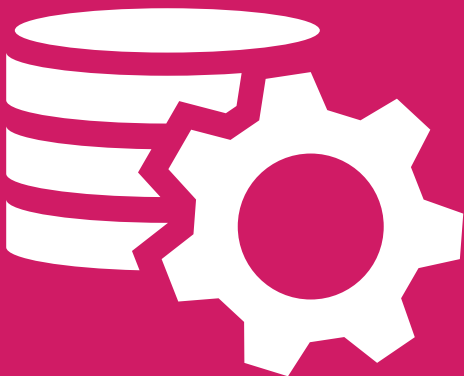
You can not subscribe to notifications for items for which you do not have active offers.

03

Data is instantly processed and a new price is calculated

RepricerExpress will analyse the top 20 seller data and pricing information for the item against your repricing rule. It will then calculate a new price.

04 Safety checks are performed

RepricerExpress will perform a series of checks on your new price to ensure it's within your min and max values (floor and ceiling prices).

05

A new price is uploaded to Amazon

When your new price is checked and verified, RepricerExpress uploads it to Amazon for processing and adding to its marketplace.

06

Amazon's Pricing Error System checks new price

When Amazon receives the new price from RepricerExpress, it is placed in a queue for processing by Amazon's Pricing Error System.

If you have not set Min/Max values within your Amazon Seller Central account and your prices set in RepricerExpress fall outside of what Amazon's pricing error system deems too low or too high, your products could be deactivated and flagged as having a potential pricing error. Amazon notifies you via e-mail when your listings have been deactivated.

It is advisable to set your Min/Maxs on Amazon to provide additional security and avoid potential deactivations.

07

New price is live on Amazon

When your price is processed and checked by Amazon against the Min/Maxs you have set (or against its own algorithms if not) it is then listed as your current price on Amazon.
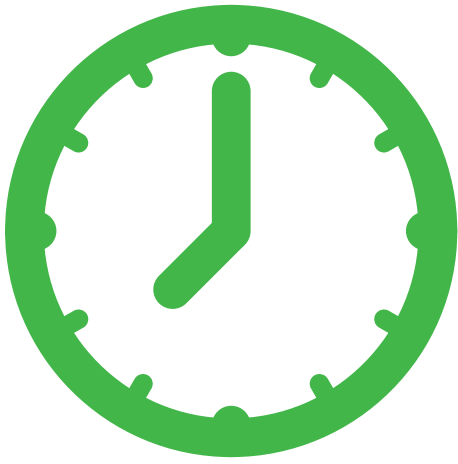
08

Process is repeated 24/7

This repricing process will continually repeat **24/7** any time one of the top **20** offers for an item changes on Amazon.

Repricing **does not run** on individual listings if they are:

- **Out of stock**
- **Set as Inactive**
- **Listed at Fixed Price**
- **In Sleep Mode in RepricerExpress**
- **Set to not reprice**
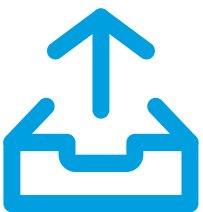
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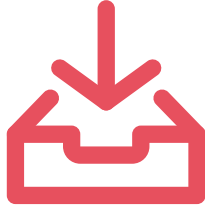
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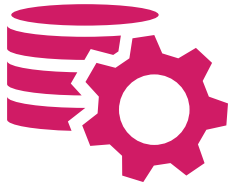
About RepricerExpress

RepricerExpress is the Amazon repricing software solution that's super easy to set up and use.

Sell more and keep your listings competitive 24/7 without constant attention.

RepricerExpress offers Amazon FBA and Featured sellers the flexibility to compete for spots in the Buy Box and More Buying Choices Box. Our super-fast repricing allows all sellers to aim for higher positions in the Offer Listings pages, ensuring more and more buyers see your products.

Features at a glance

- is really easy to set up,
- offers continuous and blazingly fast repricing,
- offers multiple ways to increase sales,
- allows you to compete with different sellers in different ways,
- can include or exclude specific sellers,
- offers infinite customisation of your repricing strategies,
- can filter competition based on seller rating, feedback, shipping country and dispatch times,
- auto-enables price increases under common scenarios,
- can run in Safe Mode (whereby you can try repricing without affecting your live marketplace listings),
- works across eight Amazon marketplaces.

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Higher Amazon sales through optimised pricing