

How To Set Up SellerActive Repricing Strategies

Step 1. Integration

- Start by integrating Amazon to trigger the augmentation process.
- Head to the integrations section on the left side menu under Settings > Integrations.
- Click the Connect button to integrate Amazon or a different sales channel.

Step 2. Set Up Your Pricing Strategy

- Find Pricing Strategies on the left-hand navigation menu under Tools > Pricing Strategies.
- Select the sales channel that requires a pricing strategy.
- Once you create a pricing strategy, it'll appear under the pricing strategy page.

Step 3. Pick Your Pricing Strategy

- Pick a competitive pricing strategy to automatically optimize prices to win buy boxes on Amazon or Walmart and to increase target rankings on eBay or Amazon.
- Pick a non-competitive strategy to mirror prices from your other sales channel or to reprice your products to meet specific sales goals.

Step 4. Add Pricing Details & Apply Repricing Strategies to Listings

- Add pricing information from the User Interface, Sku Pane, or upload a file.
- Add the necessary fields to each listing by including the minimum, preferred, and maximum prices.
- Apply the pricing strategies to the desired sales channels.
- Add cost if you're using the dynamic minimum or the dynamic maximum under the product workspace.

Step 5. Go Live

- Use the left-hand navigation pane and head to Settings > Integrations, then click the gear icon on the top right of the sales channels you're pushing live.
- Under Outbound settings, turn on Export and Manage prices for the specific sales channel.
- Review your pricing strategy to ensure you're ready to go live.

SellerActive integrates with various services like Amazon, Deliverr, SkuVault, and many other online marketplaces. [Enroll in a free 14-day trial of our service to maximize e-commerce sales with automated repricing.](#)