

BUY BOX FACTORS

FORDEBAKER

Factor	Buy Box Impact	Definition	Account or Product Level	Best Option to Win Buy Box	To Be Eligible	Time Period that Factor Impacts Buy Box
Brand Registry	High	Amazon programme providing more control for brand owners	Account	Must be brand owner or brand owner has delegated rights to seller		Permanent
Fulfilment Method	High	How the product is shipped to the customer	Product	FBA or Seller-Fulfilled Prime (SFP)	FBA, SFP or Fulfilled by Merchant (FBM)	Ongoing
Landed Price	High	Purchase price plus shipping fee	Product	Lower prices are better		Ongoing
Shipping Time	High	Time to ship the product	Product	Up to 2 days	Up to 14 days	Ongoing
Order Defect Rate	Medium	Negative Feedback Rate + A-to-Z Guarantee Claim Rate + Chargeback Rate	Account	0%	Less than 1%	Previous 90 days
Valid Tracking Rate	Medium	% of deliveries sent with correct tracking information	Account	100%	Greater than 95%	Previous 30 days
Late Shipment Rate	Medium	% of orders shipped after the expected shipping date	Account	0%	Less than 4%	Previous 30 days
On-time Delivery	Medium	% of orders that were delivery on or before the expected delivery date	Account	100%	Greater than 97%	Previous 30 days
Feedback Score	Medium	Average score out of 5 from customer feedback (not the same as product reviews)	Account	Higher is better		Ongoing
Customer Response Time	Medium	Time taken to reply to customer questions	Account	Up to 12 hours	No more than 24 hours	Previous 90 days
Feedback Count	Medium	Number of customers that have given feedback	Account	Higher is better		Ongoing
Inventory Depth	Low	% of days within the last 90 days that inventory was out of stock	Account	0%	No upper limit but lower is better	Previous 90 days
Cancellation Rate	Low	% of orders that are cancelled by the seller within previous 30 days	Account	0%	Less than 2.5%	Previous 30 days
Refund Rate	Low	% of orders that are refunded within previous 30 days	Account	0%	No upper limit but lower is better	Previous 30 days