



How to Amazon (in 15 minutes or less)

Spencer Millerberg

One Click Retail

info@oneclickretail.com

Some of
the clients
we serve:

100+ of the world's
best brands

turn to
One Click Retail
for eCommerce
insights across the
US, UK and Europe.

Clients have grown
sales **21% faster** vs
their competition
who do not use our
service*



*Not a promise or a commitment of results; rather, a historical measurement of results across multiple manufacturers using One Click services 13 months or more. Results are correlative, not casual and will vary based on clients activities, use of data, selection, investment, active use of data, and other factors. Independent analysis should be performed before making an investment.

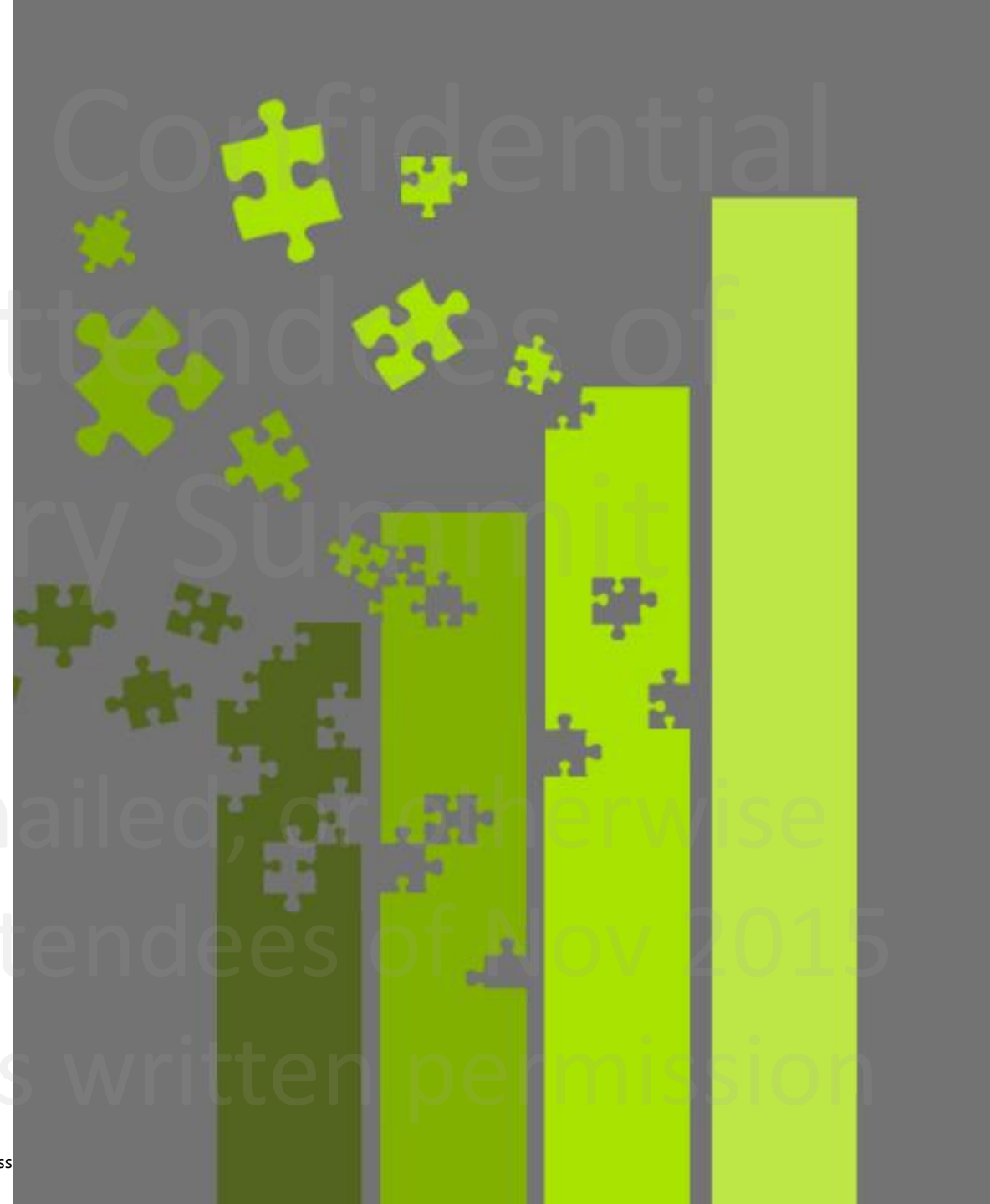
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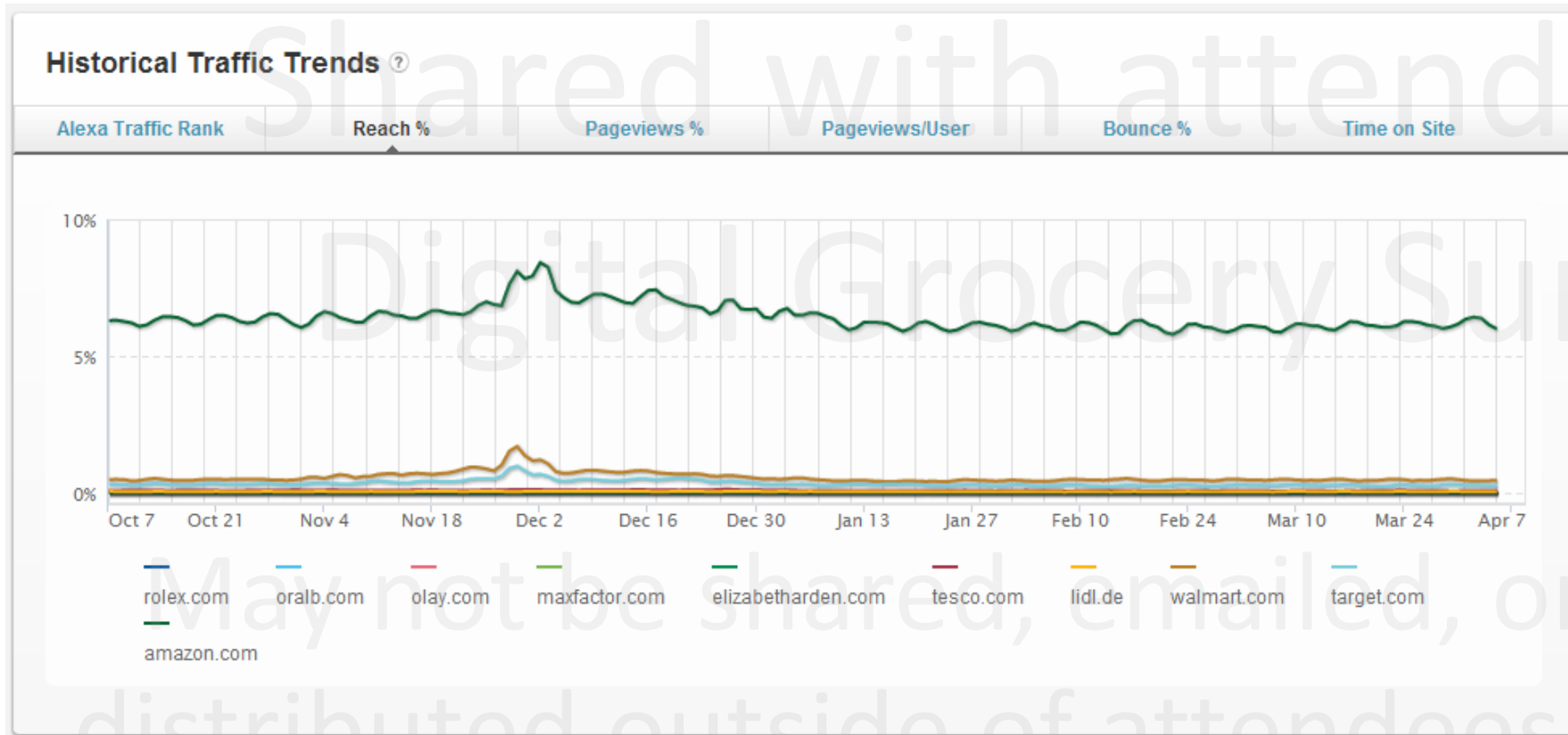
One Click Retail

fills the gaps in your eCommerce data

- **Amazon Sales & Share**
 - 98% accurate per sku/week
- **Competitive Promo Tracking**
 - Automatic tracking & lift analysis
- **3rd Party Sales Tracking**
 - In \$ by SKU, Seller, and week
- **Operational Metrics**
 - Price, In-stock, reviews, and more
- **eComm Search Optimization**
 - Optimized based on Amazon, not Google (~60% variance)



Amazon dominates eCommerce traffic



Amazon reach:

1,671 x

CPG

13 x

Walmart

26 x

Target

Is Amazon different?



← → ↻ 🏠 <https://vendorcentral.amazon.com/st/vendor/members/contactusapp>

amazon vendor central [Home](#)

Orders Items Merchandising Reports Payments EDI Settings

Create Support Case

How can we support you?

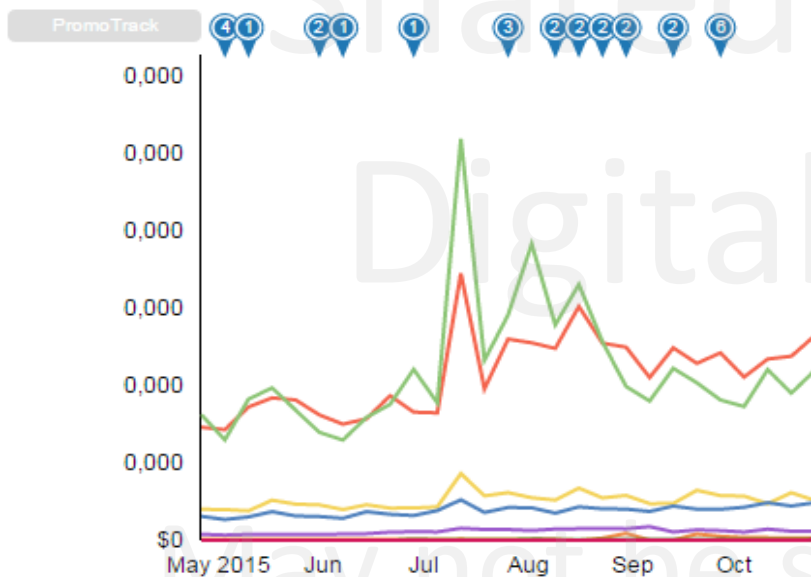
Business group

Support topic

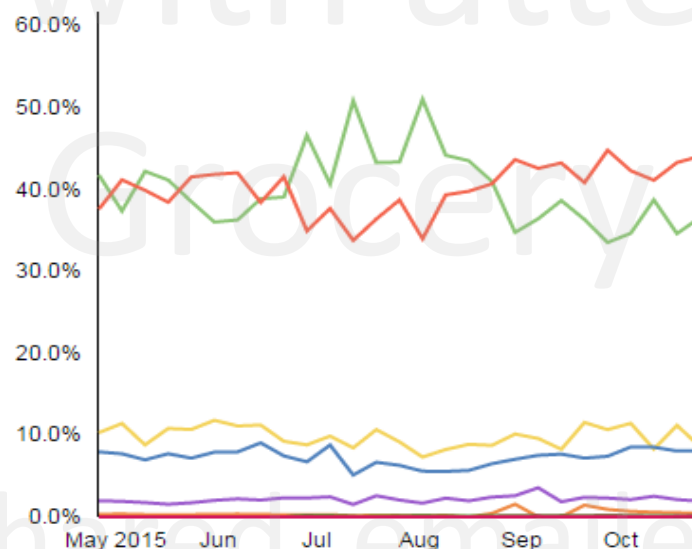
Specific issue

Outputs

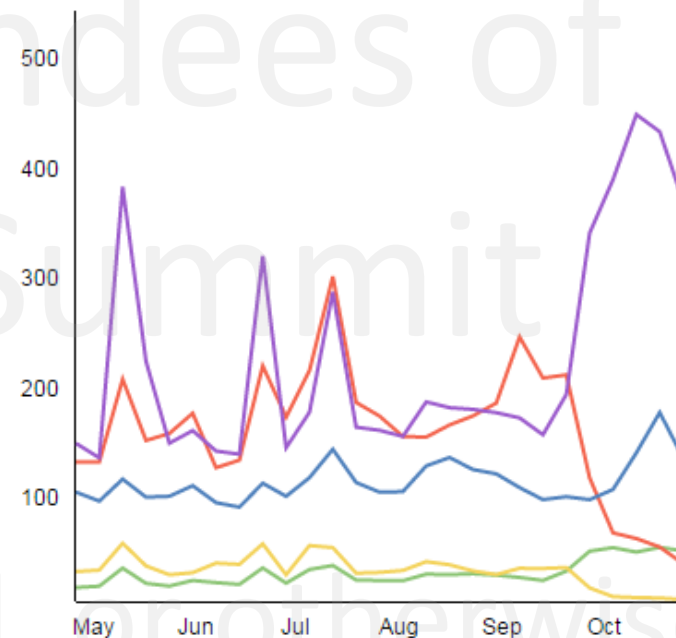
SALES



SHARE



TRAFFIC



Inputs

Sales Drivers:

- Search
- Promotion
- Pricing
- Content

Sales Leaks:

- In-stock (OSA)
- Glitch → No sales
- Exclusively for Prime
- Reviews

Inputs

Sales Drivers:

- Search
- Promotion
- Pricing
- Content

Search

FINANCIAL TIMES

Home World Companies Markets Global Economy Lex Comment Management Life & Arts
Energy Financials Health Industrials Luxury 360 Media Retail & Consumer Tech Telecoms Transport By Region Tools

October 13, 2014 6:00 pm

Amazon is our biggest search rival, says Google's Eric Schmidt

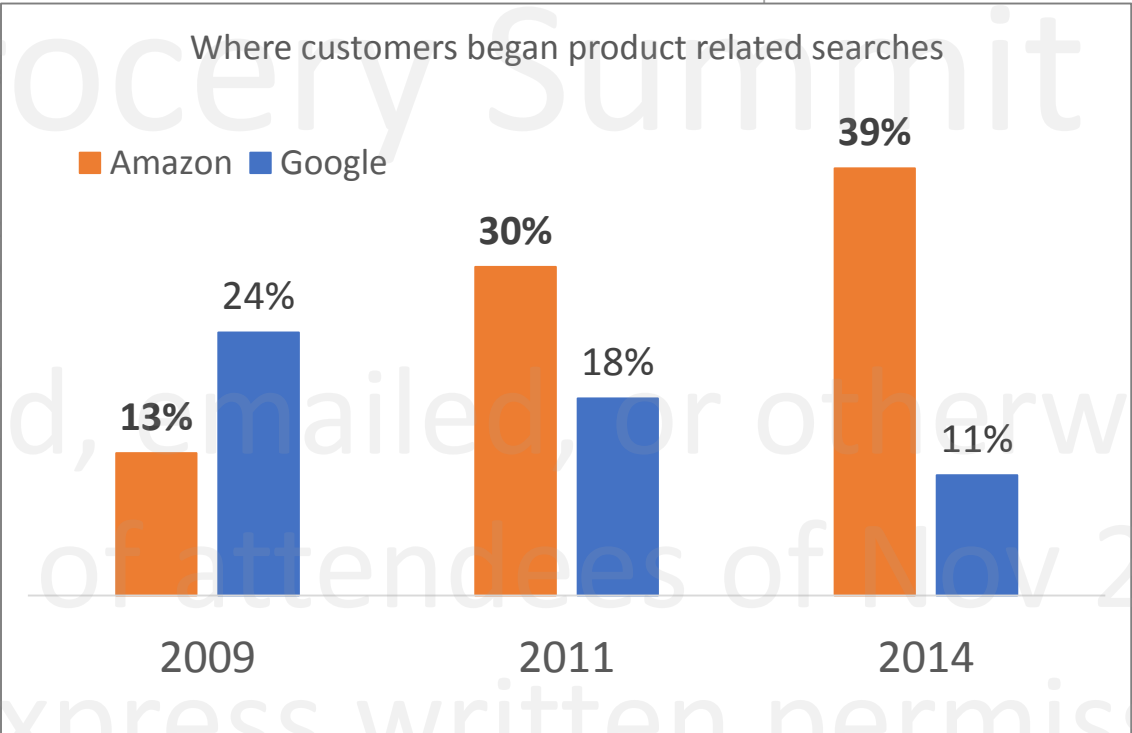
By Jeevan Vasagar in Berlin and Alex Barker in Brussels



Google's Eric Schmidt claimed on Monday in a speech that confronted critics of the many "windows on to the web".

At a time when Google is under intense pressure that the company should not be regulated by the influence of US rivals such as Amazon and Apple.

The company's executive chairman pointed to the fact that Google is the most popular app on mobile search: "And the most popular app in the world – including in Europe – is Google."



Search ranking is new shelf space



64% of clicks are on top 3 items (range 39 - 81%)

Remainder of first page

An additional 17% of clicks stay on the first page

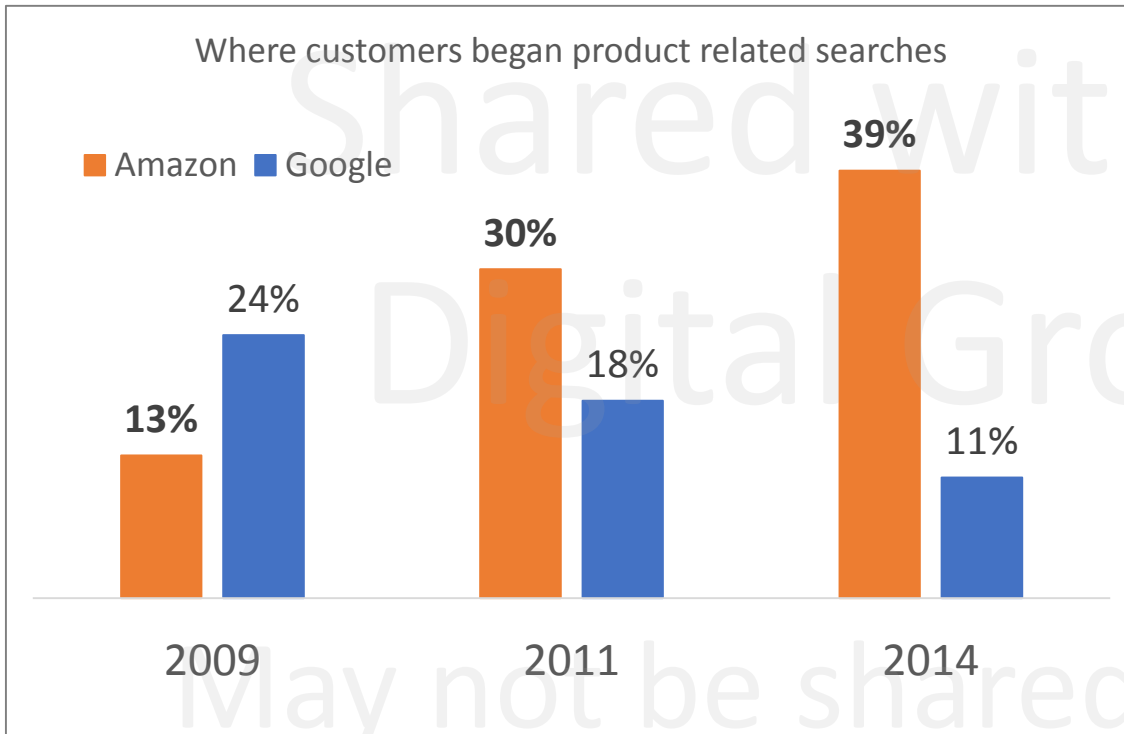
Only 19% of clicks are past the first page of results

Over 90% of purchases begin with search

Over 80% of clicks remain on the first page

*Data is based on a weighted average of top 10 to 25 search terms for 22 CPG categories
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Impacting search



Influenced by:

1. Content →
 - eComm SEO
2. Click Conversion →
 - Link Optimization
 - Smart Digital Ads ([Demo](#))
 - Sparkle Search placements
 - Variations
 - Marketing
3. Sales Conversion →
 - DP Health Report
 - Gold box / Lighting deals
 - Variations
 - Vendor Powered Coupons (VPC)
4. External Links / Internal browse →
 - Item Type Keywords
5. 20% other (in stock, reviews, A9, etc)
6. Time



[Spencer's Amazon.com](#)
[Today's Deals](#)
[Gift Cards](#)
[Sell](#)
[Help](#)

Shop by Department ▾

Search

All ▾ kids cereal

Go

ALL-NEW

fire HD

START

Hello, Spencer

Your Account ▾

Your Prime ▾

0 Cart

1-16 of 3,598 results for "Children's cereal"

Choose a Department

Show results for

Digital Music >

Children's Music

Children's Educational Music

Books >

Children's Action & Adventure Books

Children's Humor

Children's Christian Books

Children's Chapter Books

Children's Arthurian Folk Tales & Myths

+ See more

Kitchen & Dining >

Cereal Bowls

Grocery & Gourmet Food >

Wheat Flours & Meals

Kindle Store >

Children's eBooks

Children's Literature

Children's Fantasy Books

Children's Arthurian Folk Tales

+ See All 27 Departments

Refine by

Amazon Prime

☐ Prime

☐ Prime Pantry

Children's Books Age Range

Baby-2

Ages 3-5

Ages 6-8

Ages 9-12

Book Format

Kindle Edition

Natrel Shelf Stable Milk - Great taste and Flavor

Shop now ▸

The Cereal Box Mystery (The Boxcar Children Mysteries #65) by Gertrude Chandler Warner (Jan 1, 1998)

\$6.99

\$4.99

Paperback

✓ Prime

Only 9 left in stock - order soon.

\$0.00

kindle unlimited

Subscribers read for free. [Learn more.](#)

\$3.82

Kindle Edition

Auto-delivered wirelessly

More Buying Choices - Paperback

\$2.63 new (25 offers)

\$0.01 used (51 offers)

\$9.98 collectible (1 offer)

Barbara's Organic Snackimals Cereal, Cinnamon Crunch, 9 Ounce by Barbara's Bakery

\$4.99

Add-on Item

Add to a qualifying order to get it by **Tuesday, Sep 23.**

\$4.74

Subscribe & Save

Save more with monthly Subscribe & Save deliveries.

More Buying Choices

\$4.99 new (9 offers)

Gerber Cereal Variety Pack, Fruit and Fruit/Veggie, 8 Count (Pack of 4) by Gerber

\$8.96

Add-on Item

Add to a qualifying order to get it by **Tuesday, Sep 23.**

\$8.51

Subscribe & Save

Save more with monthly Subscribe & Save deliveries.

More Buying Choices

\$8.96 new (4 offers)

French Bull Kids Melamine Bowl, 5-3/4-Inch, Ocean, Set of 4

\$30.00

\$25.21

✓ Prime

Only 1 left in stock - order soon.

★★★★★ (5)

Other Formats: School & Library Binding

Books: [See all 1,188 items](#)

★★★★★ (8)

Grocery & Gourmet Food: [See all 285 items](#)

★★★★★ (5)

Home & Kitchen: [See all 615 items](#)

★★★★★ (5)

Baby: [See all 300 items](#)

One Click Retail

ONLINE SIMPLIFIED

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amazon

Try Prime

All kids cereal

Q

ELECTRONICS Gift Guide



Sponsored by Windows 10

Shop by Department

Your Amazon.com

Today's Deals

Gift Cards


Sell

Help

Hello. Sign in Your Account

Try Prime

Wish List

0 Cart

1-16 of 24,687 results for "kids cereal"Sort by Relevance

Show results for

Grocery & Gourmet Food >

- Cold Breakfast Cereals
- Breakfast Cereal Bars
- Breakfast & Cereal Bars

Novelty & More >

- Boys' Novelty Tops & Tees
- Novelty Clothing

Kitchen & Dining >

- Cereal Bowls
- Bowl Sets
- Soup Bowls

Baby Products >

- Toddler Dishes
- Baby Cereal

Boys' Fashion >

Baby Clothing & Shoes >

- Baby Girls' Hair Accessories

+ See All 31 Departments

Refine by

Amazon Prime


- ☐ Prime
- ☐ PrimePantry

Eligible for Free Shipping


- Free Shipping by Amazon

Brand


- ☐ Kellogg's
- ☐ Teetown
- ☐ Plum Kids




BACK TO NATURE
Simple ingredients. Simply delicious. Simply good.
Shop now



Kellogg's 16 Count of Fun Pak Single Serving Cereals Kids Love!
by Kellogg's
\$21.00 Prime
Only 1 left in stock - order soon.
More Buying Choices
\$15.51 new (7 offers)



Envirokidz Organic Koala Crisp Chocolate Cereal Enviropakz, 26 Ounce Bag (Pack of 6)
by EnviroKidz
\$53.78 Subscribe & Save
Save more with monthly Subscribe & Save deliveries.
\$56.61 Prime
Get it by Friday, Nov 6
More Buying Choices
\$48.55 new (15 offers)



Kelloggs Variety Cereal, 31.37-Ounce
by Kellogg's
\$17.84 Prime
Only 19 left in stock - order soon.
More Buying Choices
\$11.37 new (15 offers)

FREE Shipping on orders over \$35

Product Features
16 Boxes of single serving Kellogg's Cereals in a variety pack Kids Love!
Grocery & Gourmet Food: See all 1,066 items

FREE Shipping on orders over \$35

Product Features
... puffs with milk chocolate flavor and color--a genuinely tasty cereal ...
Health & Personal Care: See all 336 items

FREE Shipping on orders over \$35

Product Features
Grocery & Gourmet Food: See all 1,066 items

Sponsored



2 Pack! Kashi Soft Baked Cereal ...
\$19.95 Prime
★★★★☆ (1)



Cereal Healthy Breakfast Oatmeal...
\$27.50 \$49.99 Prime
★★★★☆ (212)



General Mills Cinnamon Toast Cr...

amazon Prime Search All razor subscription Go Your Account Prime Wish List

Departments Fire & Kindle For Spencer Deals Gift Cards Help Sell

ELECTRONICS GIFT GUIDE Great Deals Every Day Shop now

9 results for "razor subscription"

Show results for

Health & Personal Care >
Beauty >
Books >
Kindle Store >
Electronics >
Home & Kitchen >

Refine by

Amazon Prime
☐ Prime

Avg. Customer Review
★★★★★ & Up
★★★★★ & Up
★★★★★ & Up
★★★★★ & Up

International Shipping
☐ AmazonGlobal Eligible

Condition
New
Used

Gillette Fusion Power Men's Razor Blade Refills 12 Count
by Gillette
\$42.83 (\$3.57/count) Subscribe & Save
Save more with monthly Subscribe & Save deliveries.
\$45.08 (\$3.76/count) Prime
Get it by Tuesday, Nov 11
★★★★★ 23
Product Features
... Trimmer on the back of the razor for those tricky spots like ...
Health & Personal Care: See all 3 items

Schick Hydro 5 Blade Razor
by Schick
\$8.79 (\$8.79/Count) \$13.99 Add-on Item
Only 4 left in stock - order soon.
More Buying Choices
\$3.00 new (40 offers)
★★★★★ 659
Product Description
... The Schick Hydro 5 Blade Razor's advanced ergonomic design and ...
Beauty: See all 2 items

Occams Razor by Avinash Kaushik Blog Subscription
by Avinash Kaushik
Kindle Edition
\$0.99 / month
Kindle Store: See all 2 items

Julienne & Vegetable Peeler - Premium Quality Stainless Steel - Use As A Slicer, Shredder, Shaver, For Potato,...
\$11.95 Prime
Get it by Tuesday, Nov 11
★★★★★ 8
Product Features
... to last and remains razor sharp! ... 1-Year MealEasy Subscription (\$89. ...
Home & Kitchen: See all items

FREE GIFT!
Purchase this product
Why To Get It: With Amazon To
Thousands Of Reviews
How To Get It: On this product only

FREE GIFT!
Purchase this product
Why To Get It: With Amazon To
Thousands Of Reviews
How To Get It: On this product only

All

razor subscription

Q

ELECTRONICS Gift Guide

Sponsored by Windows 10

Hello, Spencer

Your Account

Your Prime

Wish List

1 Cart

Recently Viewed

Spencer's Amazon.com

Today's Deals

Gift Cards

Sell

Help

subscription"

Choose a Department to sort

Subscribe & Save
Save up to 15% and receive free shipping on recurring deliveries of the items you use every day.

Gillette Fusion ProGlide Manual Men's Razor Blade Refills, 8 Count Jul 23, 2013
by Gillette

\$24.80 (\$3.10/Count) [Subscribe & Save](#)
Save more with monthly Subscribe & Save deliveries.

\$29.18 (\$3.65/Count) ~~\$32.44~~ [Prime](#)

More Buying Choices
\$29.18 new (2 offers)

★★★★☆ 2,896

Product Features
1 Razor Blade Refill = up to 1 month of shaves* / *Based on 3-4 shaves per week

Health & Personal Care: [See all 14 items](#)

Sponsored

Gillette Fusion ProGlide Manual ...
\$17.79 ~~\$18.03~~ [Prime](#)
★★★★☆ (2,898)

Gillette Fusion Manual Razor Blade Refills, 4 Count Feb 10, 2015
by Gillette

\$14.44 (\$3.61/Count) [Subscribe & Save](#)
Save more with monthly Subscribe & Save deliveries.

\$16.99 (\$4.25/Count) ~~\$17.22~~ [Prime](#)
Get it by **Friday, Nov 6**

★★★★☆ 1,600

Product Features
Gillette Fusion Manual Razor Blade Refill Pack contains 4 Fusion razor blades

Health & Personal Care: [See all 14 items](#)

Gillette Mach3 Turbo Cartridges 10 Count Jan 18, 2010
by Gillette

\$18.68 (\$1.87/Count) [Subscribe & Save](#)
Save more with monthly Subscribe & Save deliveries.

\$21.98 (\$2.20/Count) ~~\$30.24~~ [Prime](#)
Get it by **Friday, Nov 6**

More Buying Choices

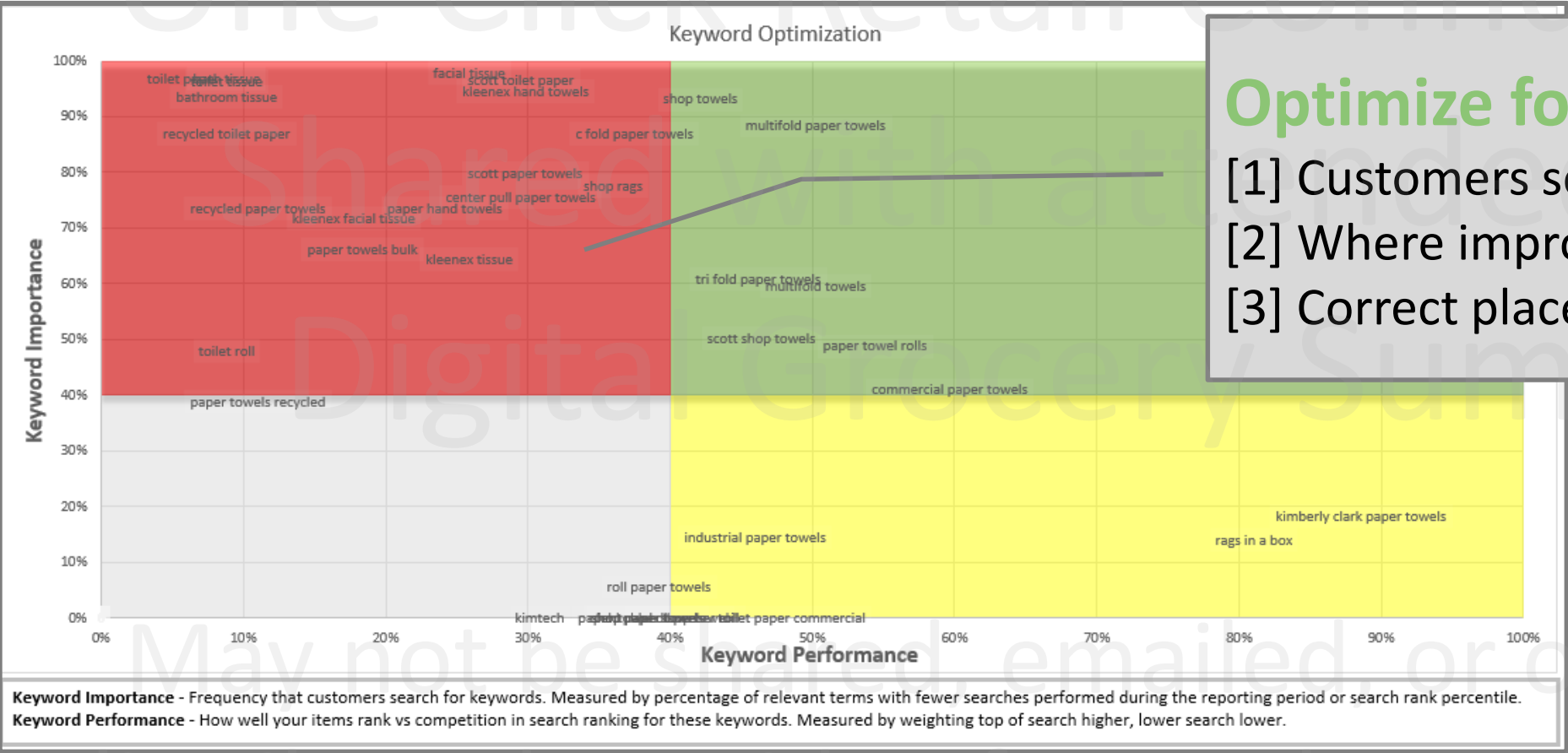
★★★★☆ 420

Product Features
3 High-Definition turbo cutting razor blades

Health & Personal Care: [See all 14 items](#)

eComm SEO + Search Track (NOT GOOGLE)

CORE METRIC



Optimize for ROI

- [1] Customers search frequently
- [2] Where improvement is needed
- [3] Correct placement on page

CAUTION:
Optimizing **Amazon** content based on **Google** keywords will DECREASE search performance.

Promotion

Buyer Merch

(buy directly from buyer)

AMG

Amazon Media Group

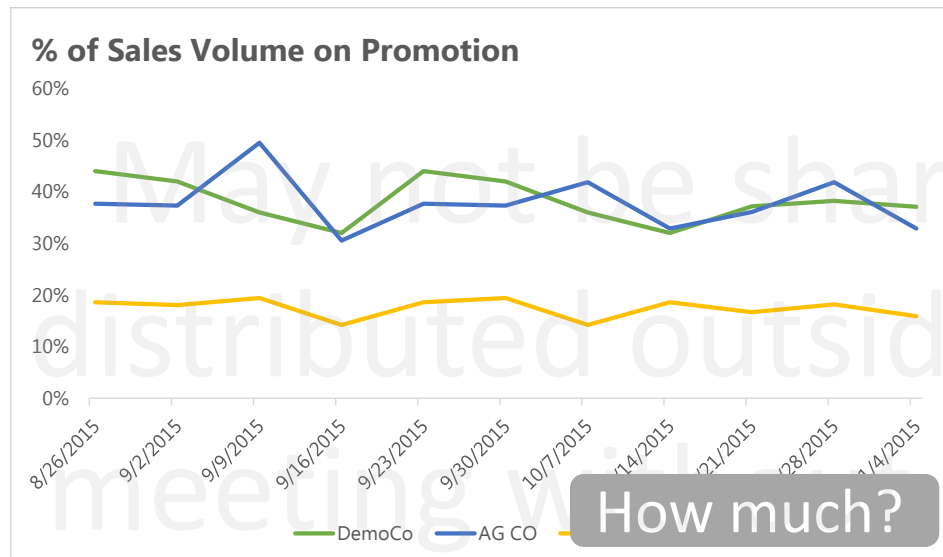
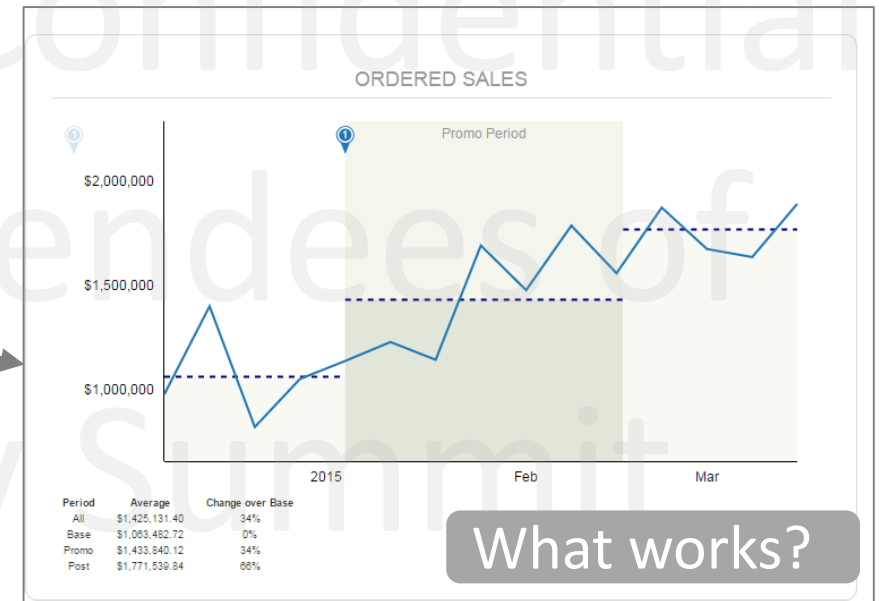
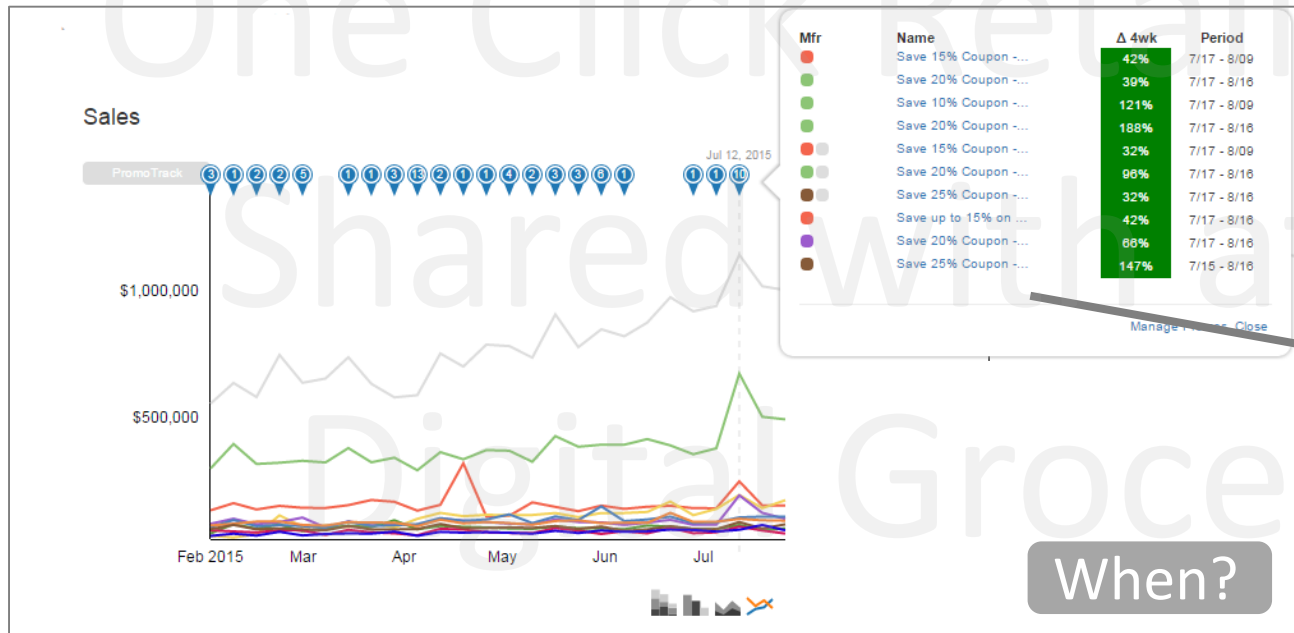
AMS

Amazon Media Services

Refer back to Patrick Miller

Promotion Tracking (Yours & competitive)

CORE METRIC



Understand Yours & Competition:

- When?
- What works?
- How much is needed?

Merch (buyer):

• ***Sparkle Search***

- **VPC**
- Amazon Mom
 - Emails
 - Age and Stage
 - On Site
- Vine (if needed)
- EPC Emails
 - Broad targeting
- Category events
 - Good drive to site?
- Category placements
- Amazon Student

Marketing (AMG)

- Kindle
- Mobile
- Audience Extension
- Display ads
 - Gateway / HP
 - Deals Page
 - Category pages
 - Branding vs ROI

Marketing (AMS)

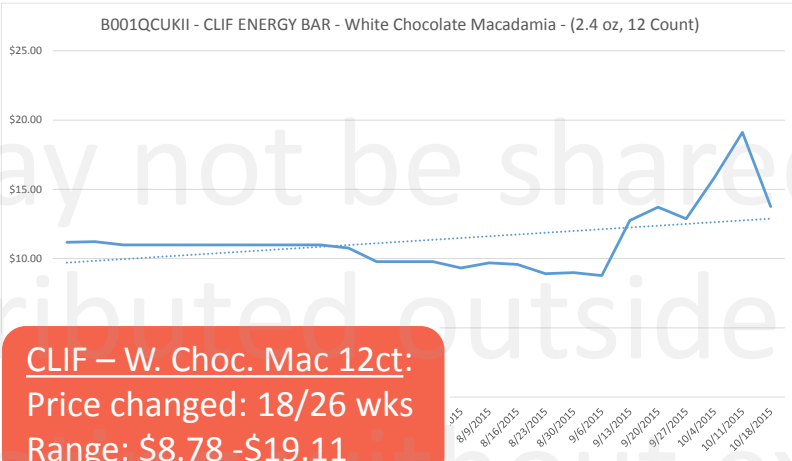
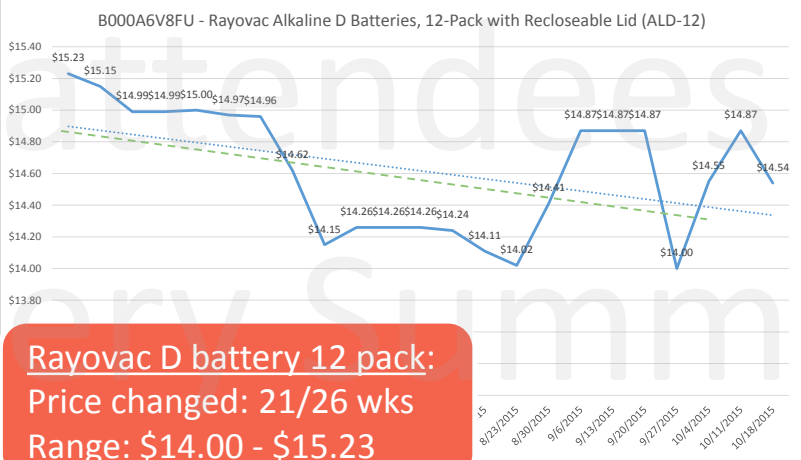
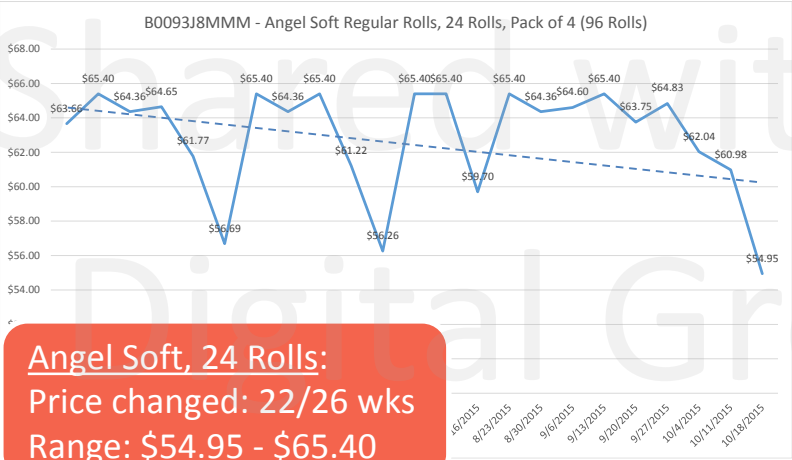
- **Headline Search**
- Product Display Ads
- Sponsored Products
- GBLD / BD
 - Need ST search lift?
- Brand Pages

Remember:

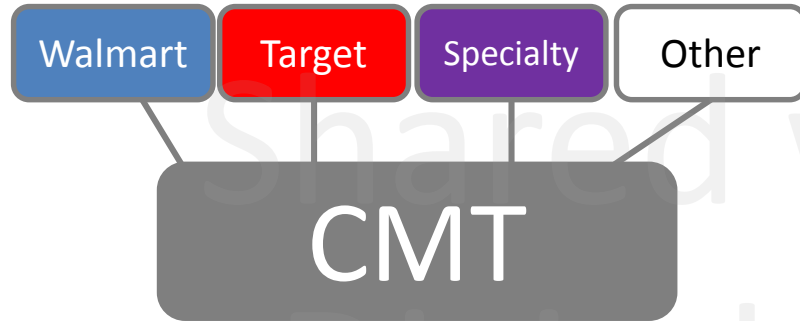
Coupons (VPC) 2X conversion of nearly any campaign

Pricing

	Brick & Mortar:	Amazon:
Pricing	Manual – Set 2-6x per year	Automation – Daily adjustments



Pricing Systems



- CMT mapping requires:
 - Retailer
 - Product URL
 - Price
 - Unit Count

May not be shared, emailed, or otherwise distributed outside of attendees of Nov 2015 meeting without express written permission

Pricing Systems



CMT

3P

MSRP

Max Margin

MAP (if allowed)

Pricing Tool

Not included: Coupons

Kraft Easy Mac Original Macaroni and Cheese Dinner 18 Microwaveable Single Serve Packs from Kraft

★★★★☆ 413 customer reviews | 3 answered questions

Price: **\$8.49** (\$0.22 / Ounce) \$8.94 Save \$0.45 (5%)

Clip 25% Off Coupon on first delivery. Details

In Stock. Ships from and sold by Amazon.com.

Subscribe & Save 5% Details

• \$8.49 (\$0.22 / Ounce) Save 15% when you subscribe to 5 or more items

One-time Purchase \$8.94 (\$0.23 / Ounce)

Deliver 1 every 1 month (Most common)

Review subscription

Add to List

Share

Other Sellers on Amazon 13 new from \$7.93

\$13.99 (\$0.36 / Ounce) Add-on item (FREE Shipping on orders over \$35. Sold by: Stellar Depot)

\$7.93 (\$0.20 / Ounce) + \$8.17 shipping Add to Cart

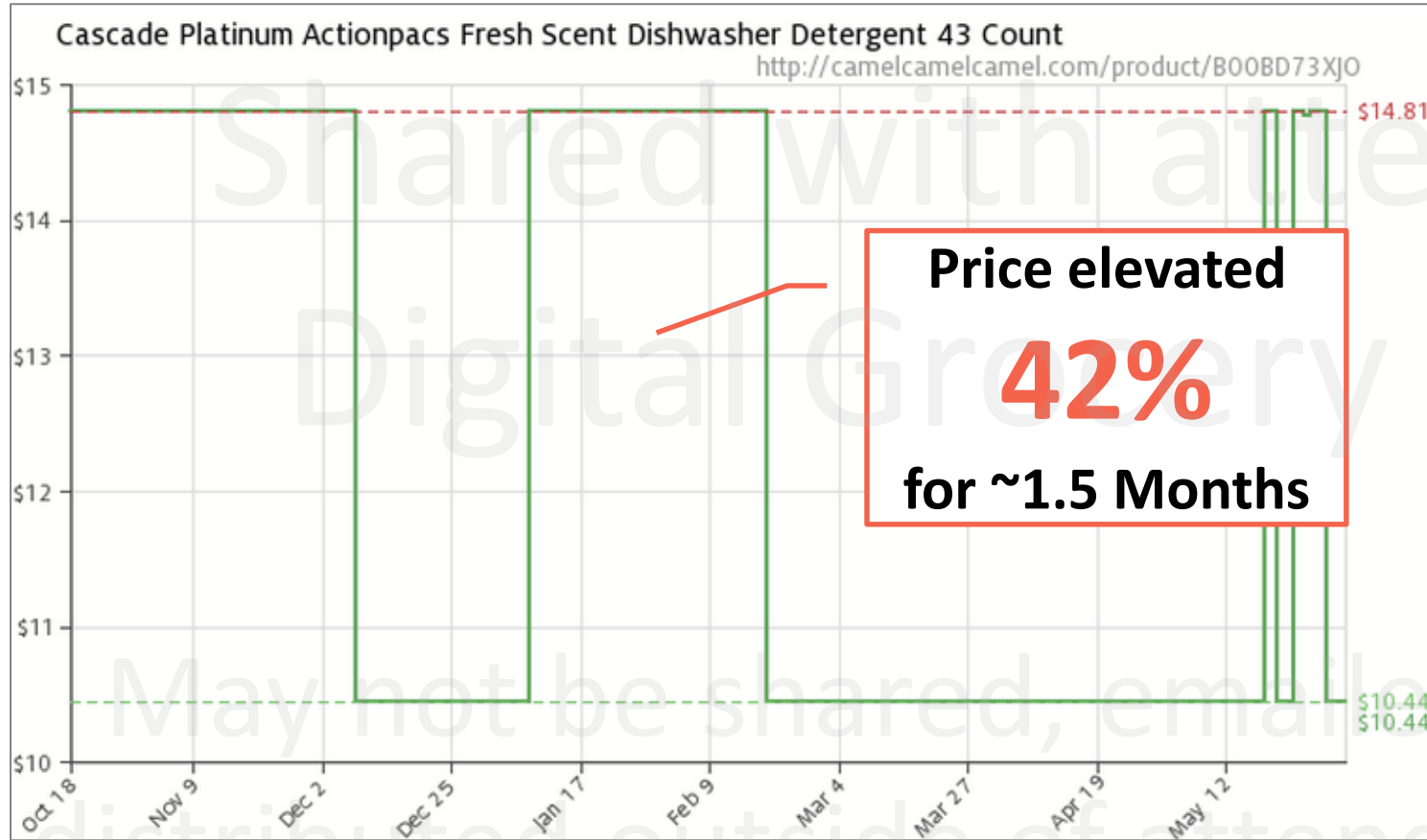
Sold by: TheNewMall

\$8.99 (\$0.23 / Ounce) + \$8.15 shipping Add to Cart

Sold by: Store-383

Have one to sell? Sell on Amazon

Prolonged Irrational Pricing



amazon.com

 Hello Spencer Millerberg,

In the coming week, we will be shipping your **Pan** (Pack of 12) subscription order. If you would like subscription changes, please do so immediately.

Subscribe & Save Item:
Pampers Sensitive Wipes 64 Count (Pack of 12)

Quantity: 1
Subscribe & Save price: \$19.19 (after 20% discount)
Subscribe & Save discount plus an additional 15% members.)
Regular price: \$23.99
Subscribe & Save price of last shipment: \$17.76

All Subscribe & Save orders receive a discount over the regular price. The discount you receive for each order will be calculated off the Amazon price of the item in each order is placed. Therefore, if the price of the item in each order is charged may also increase or decrease.

Take action on price each week...

CORE METRIC

Dashboard

Greatest *increase* in price vs. 4 week moving average:

ASIN	Title	Pure Profit	Avg Retail	WoW Change	vs 4wk avg
B00U16M1P0	FemPro Thin-Shape Moderate Absorbency Pads, Regular Length, 66 Count (Pack o	\$9.00	\$55.60	\$3.61	\$27.27
B00U16M1YQ	FemPro Thin-Shape Maximum Absorbency Pads, Regular Length, 48 Count (Pack of	\$5.85	\$52.45	\$11.24	\$9.42
B00U9X8XKW	LifeLock Paper Towels, Choose-a-Size, Big Roll, 1 Count (Pack of 24)	\$42.36	\$43.90	\$0.00	\$8.22

Weekly Email

From: spencer@oneclickretail.com

To: smillerberg@gmail.com

Subject: One Click Dashboard: TestCo: 1/4 to 1/10

Attached: TestCo_Dash 2.0_20150104.pdf (1,020 KB)

Your One Click Retail weekly dashboard is ready to view. You can find it here: <http://www.oneclickretail.com/clientarea>. This week's notes:

Business Summary

Market Share is estimated at 15.1% up 1.4% WoW and up 2.7% vs 4 wk average.

Sales were \$865,934 up \$19,657 WoW (2.3%) driven by STYLING which is up \$14,699 WoW (35.6%) Some item(s) of note within the segment are:

- B000750ZZZ (SMOOTH STUFF HAIR SPR...) up \$9,542 WoW (212%)
- B000750ZZZ (CATWALK CURL CREAM...) up \$3,542 WoW (104%)

Sales Spikes

- B006L3MZZZ (BABY BRID SHAMPOO & WAS...) is up \$26,904 WoW and \$24,012 vs 4 wk average. This corresponds with a deal site posting and a 25% off coupon ([LINK](#))
- B00121UZZZ (O'KEEFFE'S STYLING CREAM, 32...) is up \$25,116 WoW and \$57,278 vs 4 wk average. This corresponds with a price drop on the item of ([LINK](#))

Price Alert

- B00AQJ5ZZZ (CLEARLY CLEAN SHAMPOO ...) is currently priced at \$38.98, \$3.12 above the market price seen at Walmart (compared per unit). ([WMT Link](#))
- B00L3EZZZ (CHAMOMILE DREAM CONDIT...) is currently priced at \$43.03, \$1.87 above the market price seen at Target (compared per unit). ([TGT LINK](#))

We were reviewing market pricing and realized that Amazon is [\$Amount] higher per unit on [ASIN NUMBER] vs the market price seen at [Retailer Name] at this URL [URL]. If you feel the info is valuable, could you file a ticket with the right team? Of course, pricing is at the sole discretion of the retailer – just surfacing extra info so you can independently make a decision.

Content:

CORE METRIC

Core Learnings:

- 1 – Quality > Quantity
- 2 – Secondary = Primary

Highlight Product:

- Features
- Attributes
- Benefits



Inputs

Fixing leaks
improves sales
faster than
increasing
drivers

Sales Leaks:

- In-stock (OSA)
- Glitch → No sales
- Exclusively for Prime
- Reviews

Address Out of Stock issues weekly

CORE METRIC

ASIN	Title	Replenishment Category	Amazon Data	Enhanced Data
B00BV4HEE4	SoftTop Ultra Comfort Care Toilet Paper, Double Roll Economy Plus Pack,	Planned Replenishment (PR)	% Replen Out of Stock 27%	~ Lost Sales due to OOS \$189,397
B00IWOZZZQ	Snugglie Natural Care Baby Wipes Refill, 624 Count (Packaging may vary)	Planned Replenishment (PR)	11%	\$44,388
B00G7VO5S4	Confidence Adjustable Incontinence Underwear, Maximum Absorbency, Large/X-Large	Planned Replenishment (PR)	31%	\$18,717
B00BL0WSI0	Spence Rapid Dissolve Bath Tissue, 4 Count (Pack of 12)	Planned Replenishment (PR)	18%	\$17,208
B00EDR6YB0	SoftTop Flushable Cleansing Cloths Fresh Care Refill, 42 Count (Pack of 6)	Planned Replenishment (PR)	5%	\$14,406
B00J0GN3EU	Snugglie Splash-Me Disposable Swim Pants, Large, 17 Count (Pack of 6)	Planned Replenishment (PR)	62%	\$12,367

Internal issue?

Amazon issue?

Out of Stock

The items below represent your highest lost sales opportunities due to out-of-stock (OOS). They are:

- B007RATZZZ (SHINE SHAMPOO GOOO...) has been OOS 56% of the month yielding ~\$59,753/month in lost sales dues to OOS.
- B009DYZZZ (GOLD CHOCOLATE HAIR DYE #5...) has been OOS 80% of the month yielding ~\$49,689/month in lost sales dues to OOS.

CRAP OUT / OS – Items turned off

CORE METRIC

STATUS CHANGE EXAMPLES:

How to action

No Sales ²⁶ New to EFP ¹⁶⁸ Replen Code Change ⁵²⁰

Items below have been (1) changed to a non-replenishable status by the retailer in the last 52 weeks and (2) are in Non-Replen status in the most recent week selected.



ASIN	Title	Past 52wk Sales	Week Count	Replen Code As of Sep 05, 2015
B00IWP06V8	Snugglie Natural Care Baby Wipes, Refill, 504 Count	\$124,007	27	Obsolete (OB)
B001TDKYKS	Spence Naturals Paper Towels, Mega Roll, 8 Rolls, Packs of 4 (32 Rolls)	\$85,219	3	Obsolete (OB)
B00BV4HCH8	NoseBlow Facial Tissues Family Size, 210 Count (Pack of 18), packaging may v	\$69,740	3	Obsolete (OB)
B00BV4HCGO	SoftTop Clean Care Toilet Paper, Double Roll, 24 Count (Pack of 2)	\$50,635	44	Off Season (OS)
B00NAZ5HJ6	Spence Extra Soft Double Roll Bath Tissue, 12 Count	\$47,574	15	Obsolete (OB)
B00HJKP4XC	Up-You-Go Night Time Training Pants for Girls, 3T-4T, 42 Count (Pack of 2)	\$44,404	25	Obsolete (OB)
B00HJKP4NW	Snugglie Up-You-Go Night Time Training Pants for Boys, 3T-4T, 42 Count (Pack of 2)	\$40,647	25	Obsolete (OB)

Replen Code Change

The item(s) below have changed replenishment code since last week.

- B00DS0KZZZ - JANE CARE BRUSH HEAD... -- moved to: OBSOLETE (OB)

System Glitches / Issues – Not selling

CORE METRIC

STATUS CHANGE EXAMPLES:

How to action

SOMETHING'S WRONG: ALL DATA (NO FILTER APPLIED)

No Sales

26

New to EFP

168

Replen Code Change

520

Items below have had 0 sales this week where they (1) had sales in the prior 52 weeks and (2) are in an Unknown or Replenishable status in the most recently selected week.



ASIN	Title	Previous Sales	Current Sales	Replen Code As of Sep 05, 2015
B00J7PIH2C	Snugglie Little Snugglers Diapers, Preemies, 30 Count	\$75,759	\$0	Planned Replenishment (PR)
B00I9KRGSC	Spence Naturals Mega Roll Paper Towels, Choose-A-Sheet, 6 Count	\$67,923	\$0	Planned Replenishment (PR)
B00NAZ5TW6	NoseBlow Hand Towels Everyday, 60 Count	\$62,904	\$0	Planned Replenishment (PR)
B00I9KQAPC	Snugglie Natural Care Refill Baby Wipes, 320 Count	\$62,319	\$0	New Product (NP)
B00O93X25Y	Snugglie Pure and Natural Diapers, Size 5, 52 Count	\$37,491	\$0	New Product (NP)
B004YZI2BQ	NoseBlow Wallet Pack Facial Tissues, 10-Count (Pack of 216)	\$31,052	\$0	Planned Replenishment (PR)
B00BM90H5Q	Confidence Click Tampons, Regular Absorbency, 50 Count	\$18,093	\$0	Planned Replenishment (PR)
B00O93WING	Snugglie Pure and Natural Diapers, Newborn, 72 Count	\$17,015	\$0	New Product (NP)

Example: Andon Cord

Shop by Department ▾ Spencer's Amazon.com Today's Deals Gift Cards Sell Help Hello, Spencer Your Account

Kitchen & Dining ▾ Best Sellers ▾ Wedding Registry ▾ Small Appliances ▾ Kitchen Tools ▾ Cookware ▾ Bakeware ▾ Cutlery ▾ Dining & Entertaining ▾ Storage & Organization ▾

Home & Kitchen ▾ Kitchen & Dining ▾ Coffee, Tea & Espresso ▾ Coffee Makers ▾ Coffee Machines



Roll over image to zoom in

KRUPS KM7005 Grind and Brew Coffee Maker with Stainless Steel Conical Burr Grinder, 10-cup, Black

by KRUPS

★★★★☆ ▾ 754 customer reviews | 57 answered questions

List Price: \$246.00
Price: **\$169.90** Prime
You Save: \$46.10 (21%)

Note: Available at a lower price from other sellers, potentially without free Prime shipping.

In Stock.
Sold by Home & Cook USA and Fulfilled by Amazon.

Want it Thursday, July 23? Order within **31 hrs 1 min** and choose **One-Day Shipping** at checkout. [Details](#)

- Revolutionary programmable coffee machine with conical built-in steel burr grinder
- 5 levels of grind; 3 coffee strength settings (mild, medium, strong); aroma function for more intense extraction
- 2, 4, 6, 8 or 10-cup digital settings that control the coffee-water ratio
- Pause and serve feature lets you remove carafe at any time to serve; keep warm function keeps coffee hot for 2 hours
- Auto shut off; DuoFilter water filtration system; 950 watts; 2 year worldwide warranty

⚠ Item Under Review

While this item is available from other marketplace sellers on this page, it is not currently offered by Amazon.com because customers have told us there may be something wrong with our inventory of the item, the way we are shipping it, or the way it's described here. (Thanks for the tip!)

We're working to fix the problem as quickly as possible.

Exclusively For Prime

- Can't be purchased unless you're a PRIME member
- Excludes 2/3 of US population from buying
- Avg Drop to date: 11%

Exclusively for Prime Members Details

One-time purchase:

Tums Antacid Chewable Tablets, Extra Strength, Sugar free, Orange, 80-Count Bottles (Pack of 4) from TUMS

★★★★★ 73 customer reviews



About the Product

- Relieves acid indigestion, heartburn, and stomach upset
- Daily source of extra calcium: helps build and maintain healthy bones

CORE METRIC

Exclusively for Prime Members [Details](#)

One-time purchase:

List Price: ~~\$26.29~~

Price: **\$15.36** (\$0.05 / Count)

You Save: \$10.93 (42%)

or Subscribe & Save:

Price: **\$14.59** (\$0.05 / Count) ~~\$15.36~~ Save \$0.77 (5%)

In Stock. Ships from and sold by Amazon.com. Gift-wrap available.

Want it Friday, Oct. 9?

Order within **17 hrs 46 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Try Prime free for 30 days

Cancel anytime.

Already a member? [Sign in](#)

[Add to Wish List](#)

Share    

Other Sellers on Amazon

6 new from \$15.36

No Sales 26 New to EFP 168 Replen Code Change 520

New to EFP 168

Replen Code Change 520

Items below have been added to the Exclusively for Prime program by Amazon in the last 52 weeks.

ASIN	Title	Week Count	EFP As of Sep 05, 2015
B004OQP3O4	Confidence Guards for Men, Maximum Absorbency Incontinence Protection, 52-Count	17	
B00BV4HEBC	SoftTop Gentle Care Toilet Paper with Aloe and E, Double Roll, 12 Count	16	Y
B007E4ZZPU	FemPro Moderate Absorbency Incontinence Pads, Regular Length, 66 Count	16	

Reviews: **Star Rating**

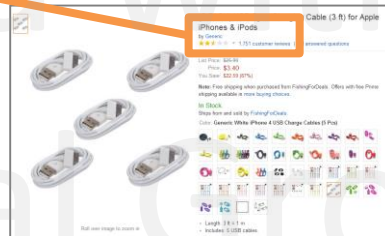
(5 PACK) USB Sync/Charger
for iPhones & iPods

by Generic



1,751 customer reviews

[B003RRY42S](#)



Reviews: **Number of Reviews**

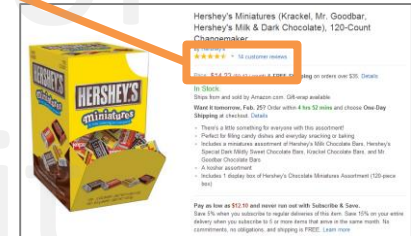
Hershey's Miniatures (Krackel, Mr. Goodbar,
Hershey's Milk & Dark Chocolate)
Changemaker

by Hershey's



14 customer reviews

[B00365MPUE](#)



21+ reviews results in a
2X conversion rate

4+ Stars results in a
1.6X conversion rate

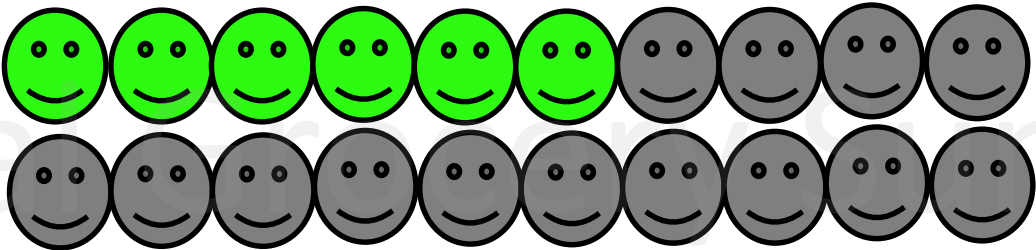
Number of Reviews Matter

21+ reviews results in a
2X conversion rate

(5 PACK) USB Sync/Charger for iPhones & iPods

by Generic

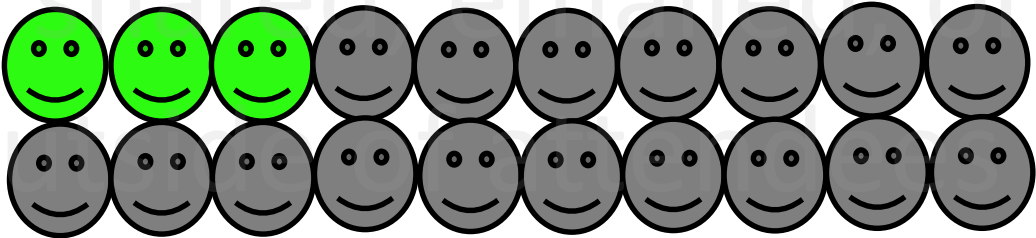
★★★★★ 105 customer reviews



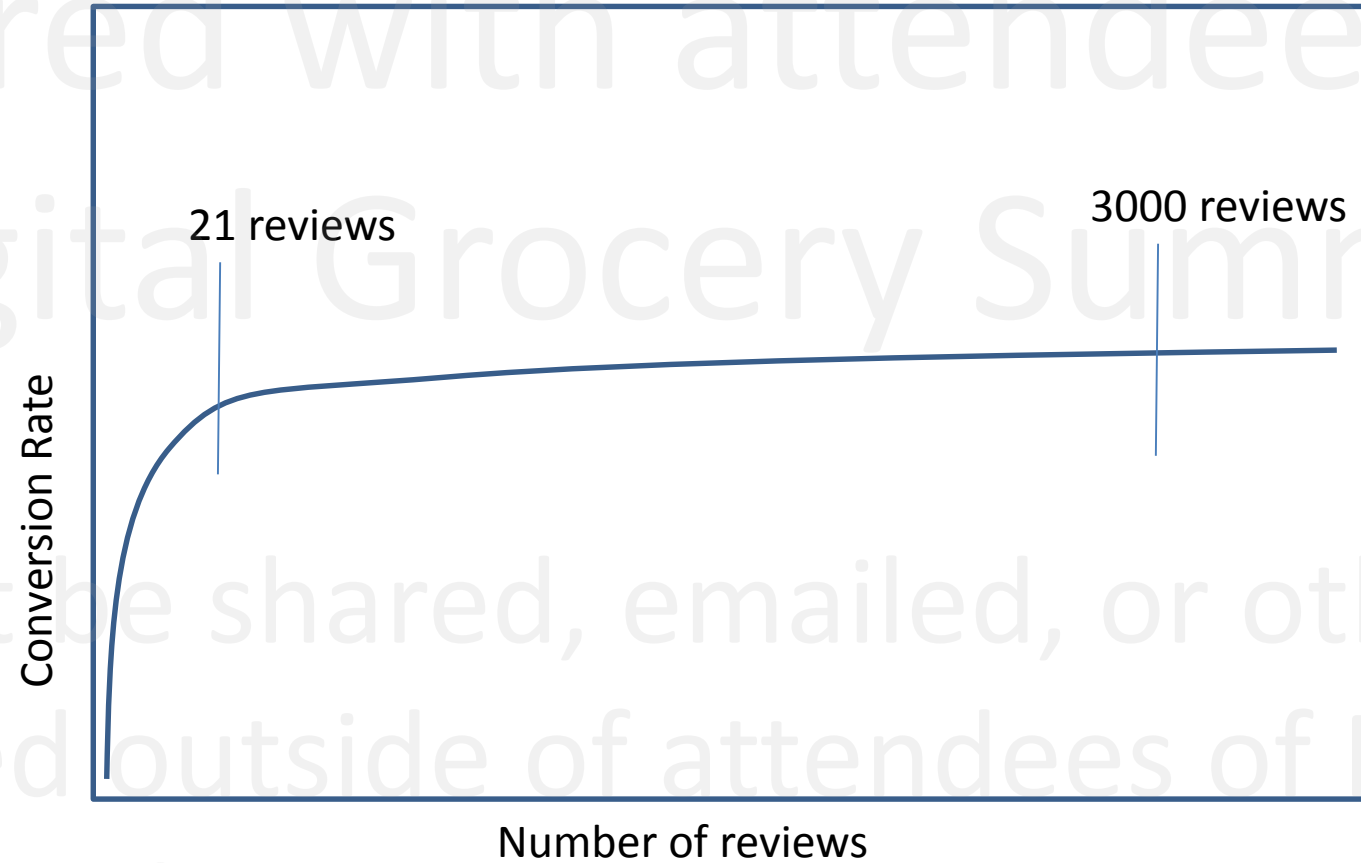
(5 PACK) USB Sync/Charger for iPhones & iPods

by Generic

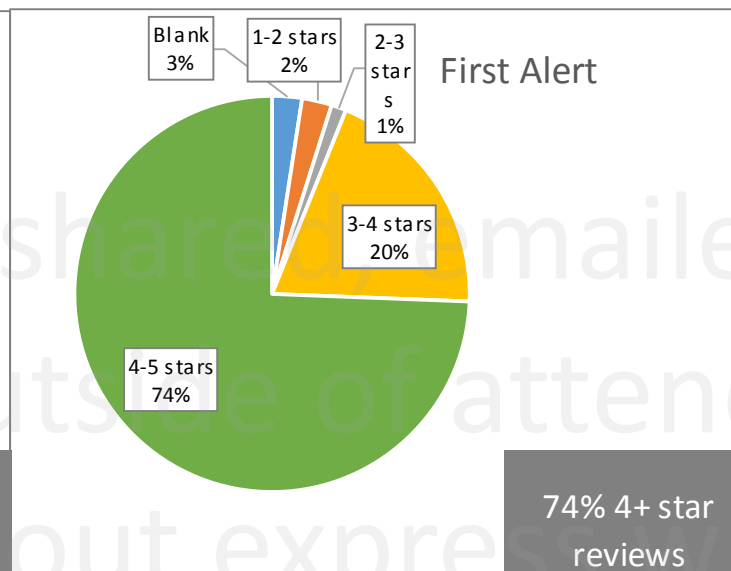
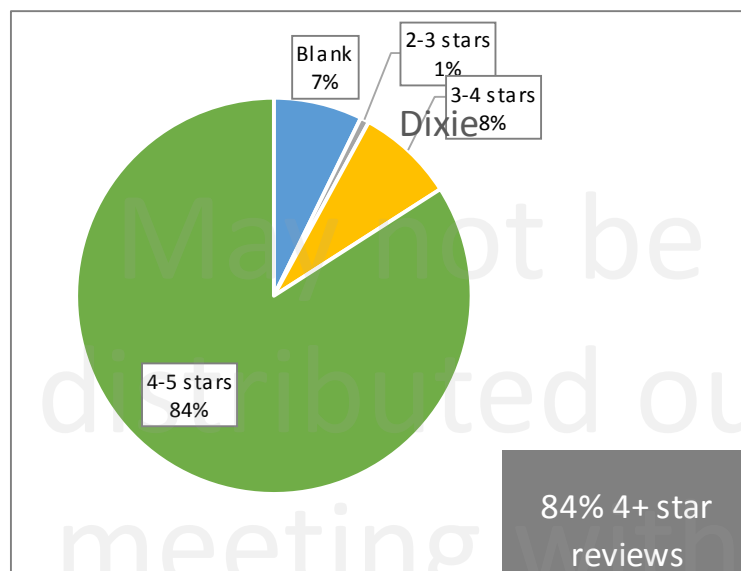
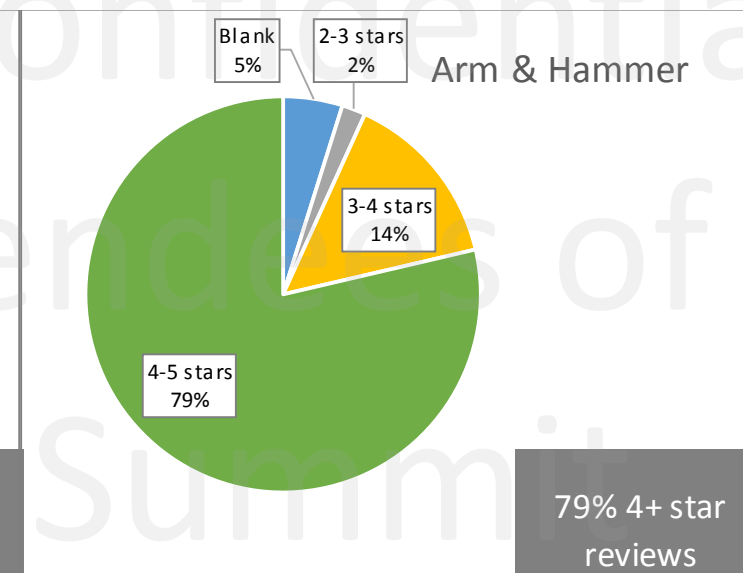
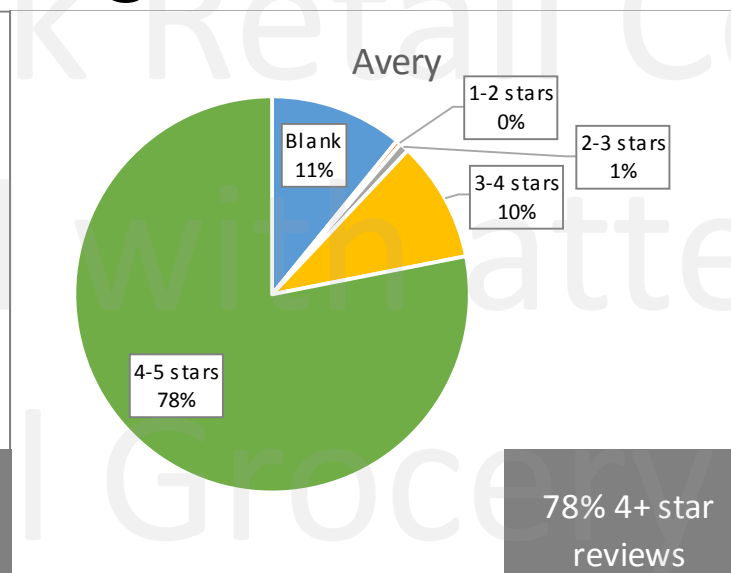
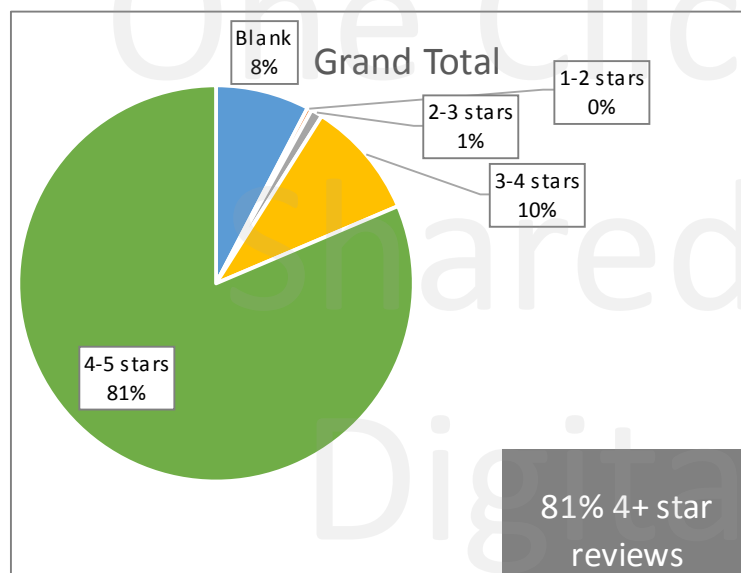
★★★☆☆ 5 customer reviews



21 reviews = Black Jack!

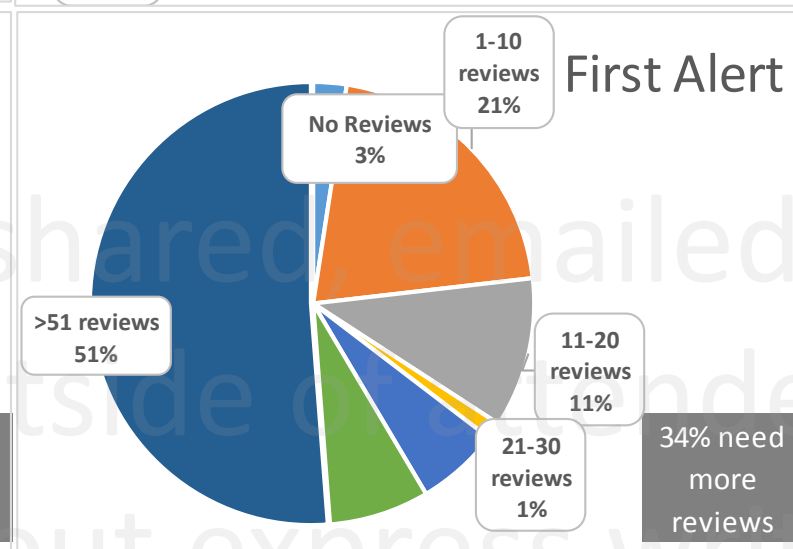
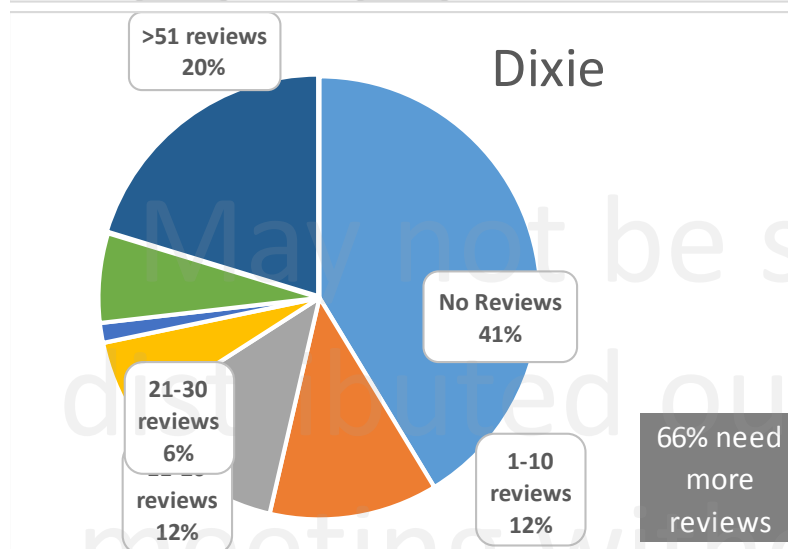
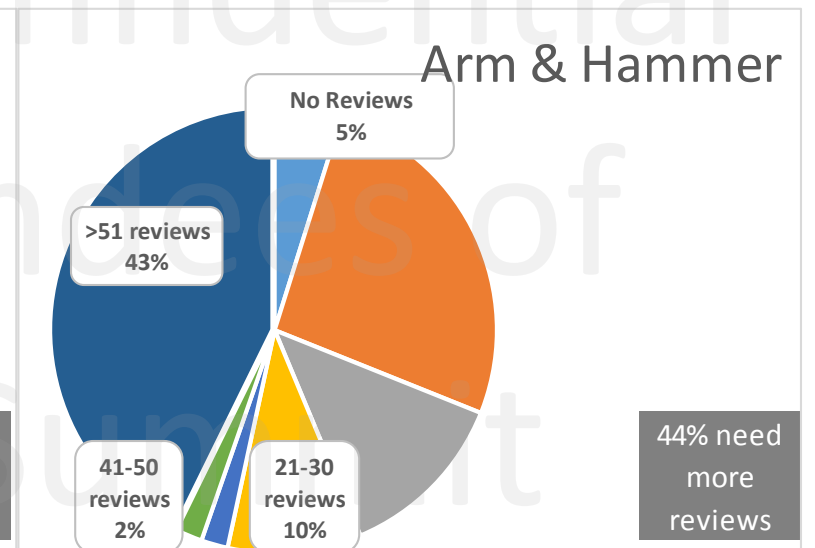
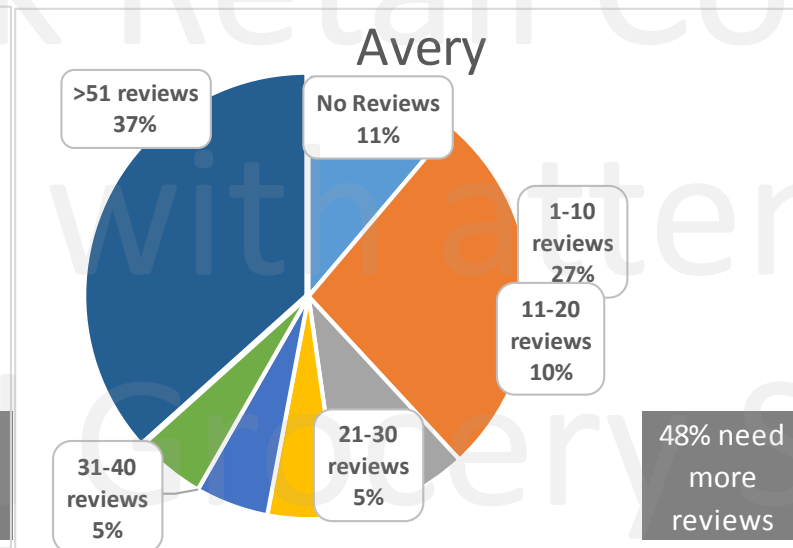
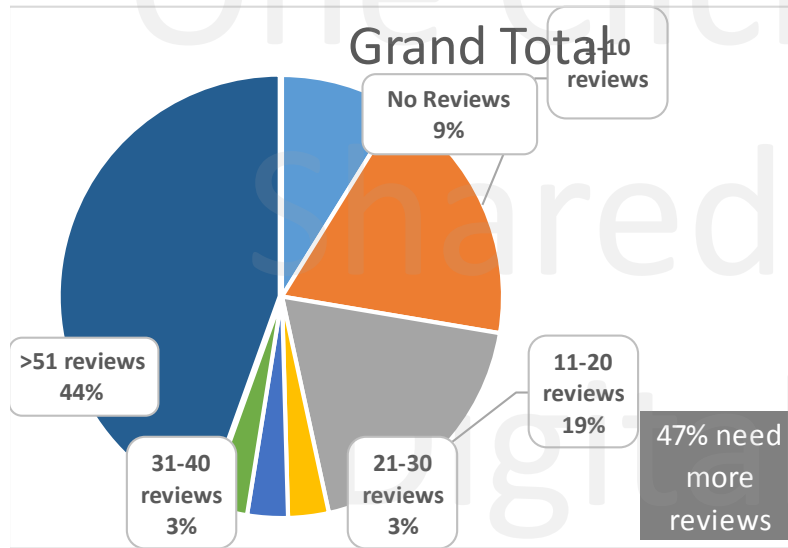


Items with Star Rating (all):



81%
of your items have
4+ Star reviews

Number of Reviews (all):



47%
of your items need more reviews.

Retail Readiness – Vine & Variations

CORE METRIC

amazon®
Vendor Central™

ORDERSITEMS

Wellness

Welcome to Amazon Vine

Include your products in the Amazon Vine program in three easy steps: Enroll your product, join the Amazon Vine newsletter and offer them to our top customer reviewers. Please make sure your product is eligible for the program.

Enroll Your Product

298 of 308 people found the following review helpful:

★★★★★ Hands down: The BEST Bluetooth earpiece I've ever used, September 16, 2009

By **Dieds "Opportunity is limited only by imagination"** (Pacifica, Calif.) - See all my reviews

TOP 1000 REVIEWER

VINE VOICE

This review is from: Plantronics Discovery 975 bluetooth headset (wireless phone accessory)

Customer review from the Amazon Vine™ Program (What's this?)

Length: 3:04 Mins

The Plantronics Discovery 975 is hands down the BEST Bluetooth earpiece I've ever used. Check out my short video review for details.

Customer video review

10 Comments

Was this review helpful to you?

Yes

No

from Aveeno

★★★★★ 848 customer reviews

Discover beautiful things on Amazon, updated daily

SHOP

Manage Clients | On... (5) Sales Pipeline |

Back

Beauty

Shop by Department

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Hello, Spencer Your Account

All BeautyLuxury BeautyMakeupSkin CareHair CareFragranceTools & AccessoriesMen's GroomingBest Sellers

Health & Personal Care > Health Care > Medications & Treatments > Eczema, Psoriasis & Rosacea Care

from Aveeno

★★★★★ 848 customer reviews | 15 answered questions

#1 Best Seller in Eczema, Psoriasis & Rosacea Care

Price: \$10.25 Prime

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Want it Friday, Sept. 4? Order within 20 hrs 9 mins and choose One-Day Shipping at checkout. Details

Size: 7.3 Ounce

(Pack of 2) 12 Ounce Each (Pack of 3) 7.3 Ounce Each

5 Ounce (Pack of 3) 7.3 Ounce 12 Ounce

Roll over image to zoom in

Sales Drivers:

- Search
- Promotion
- Pricing
- Conversion

Sales Leaks:

- In-stock (OSA)
- Glitch → No sales
- EFP
- Reviews

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