



How to Amazon (in 15 minutes or less)

Spencer Millerberg

One Click Retail

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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.

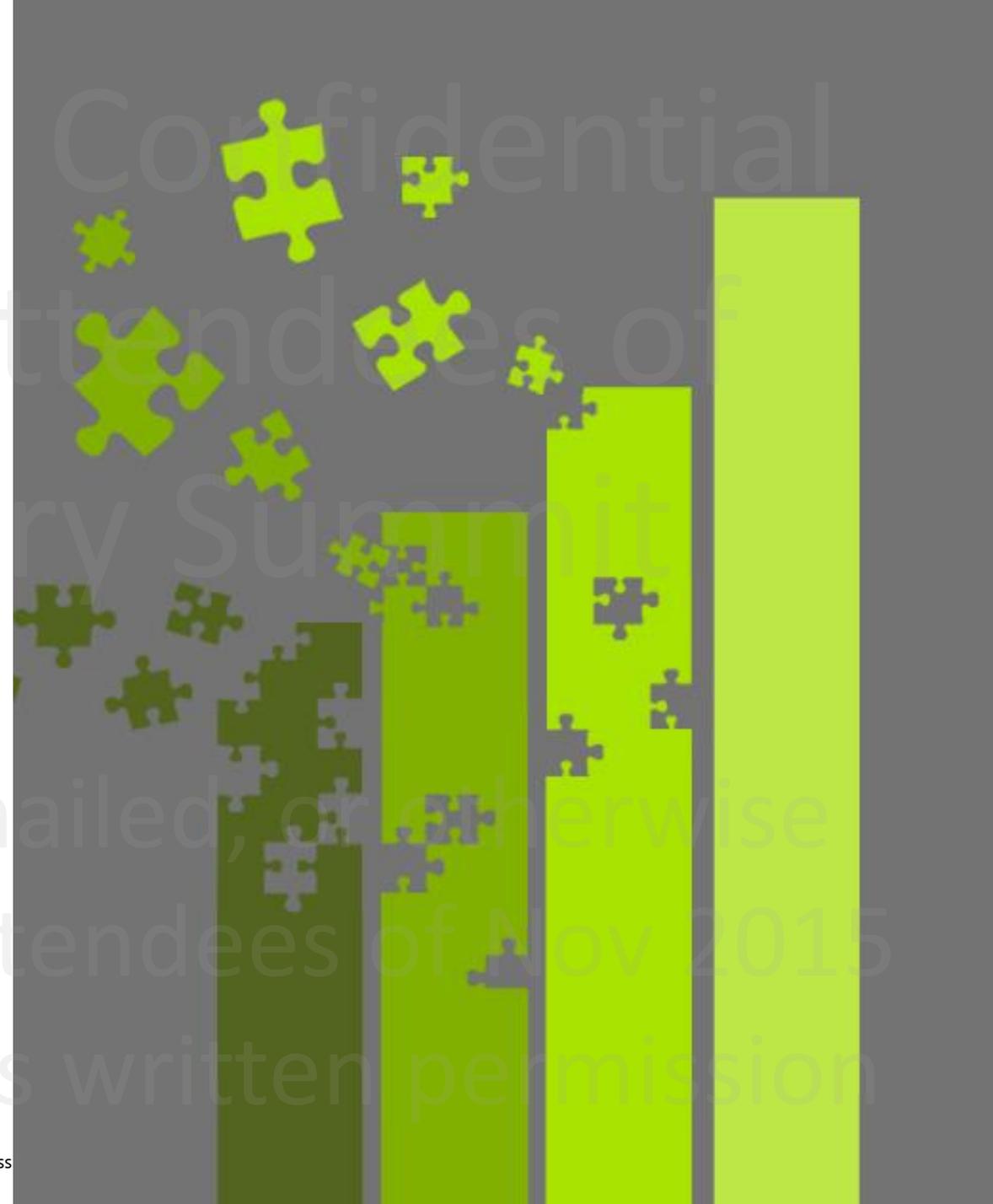
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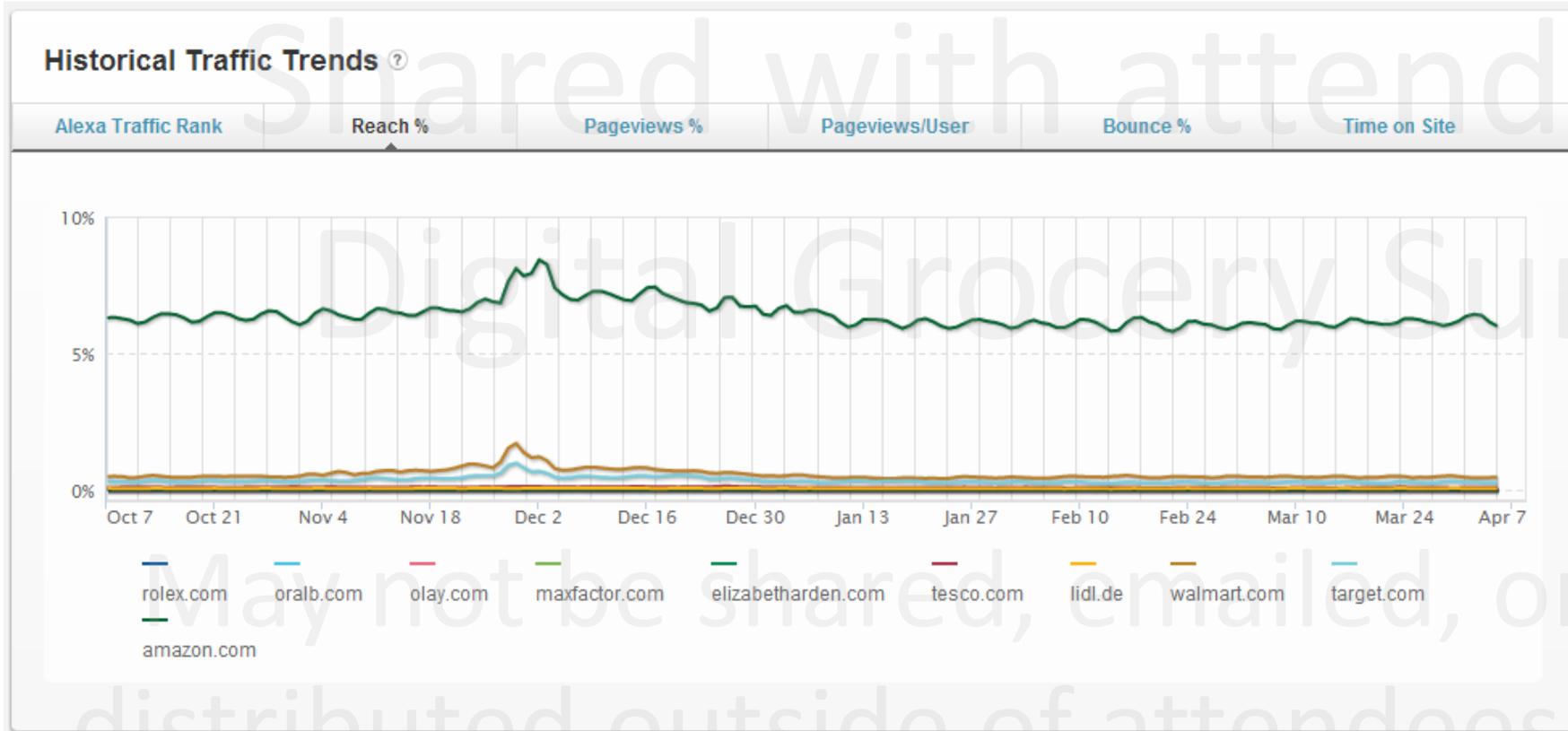
One Click Retail

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

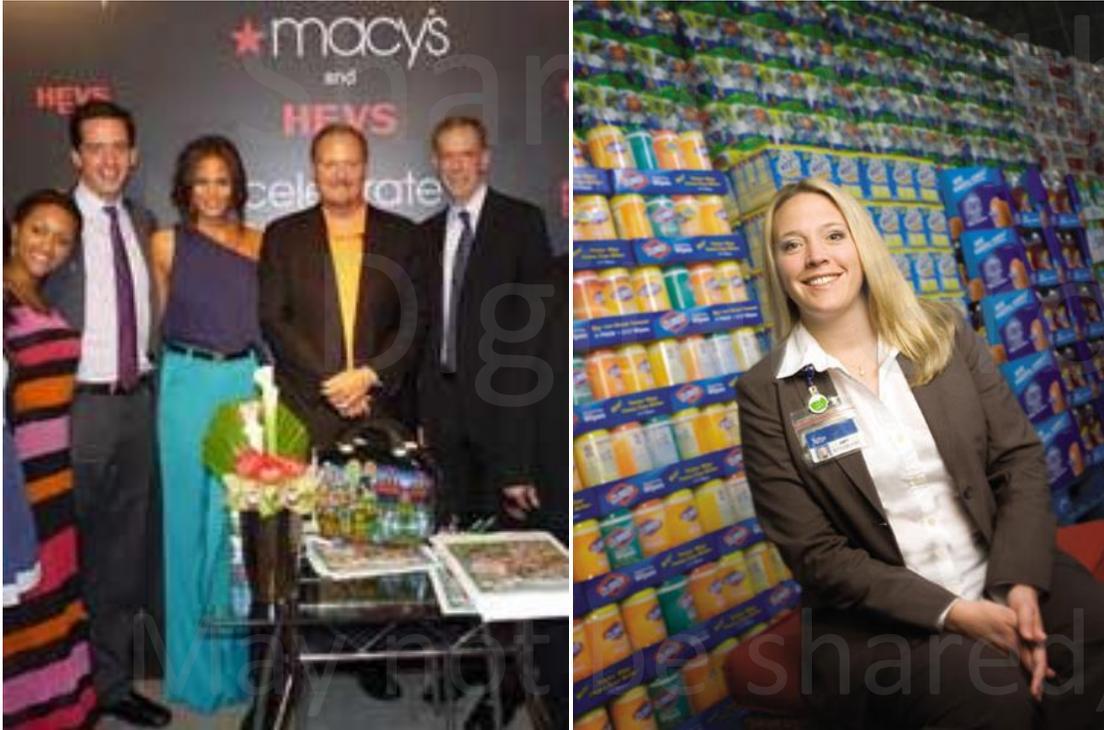
13 x

Walmart

26 x

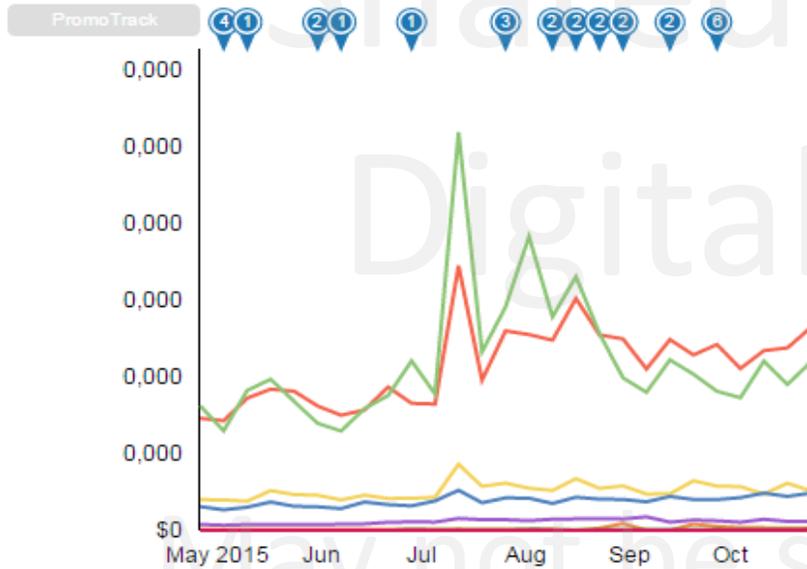
Target

Is Amazon different?

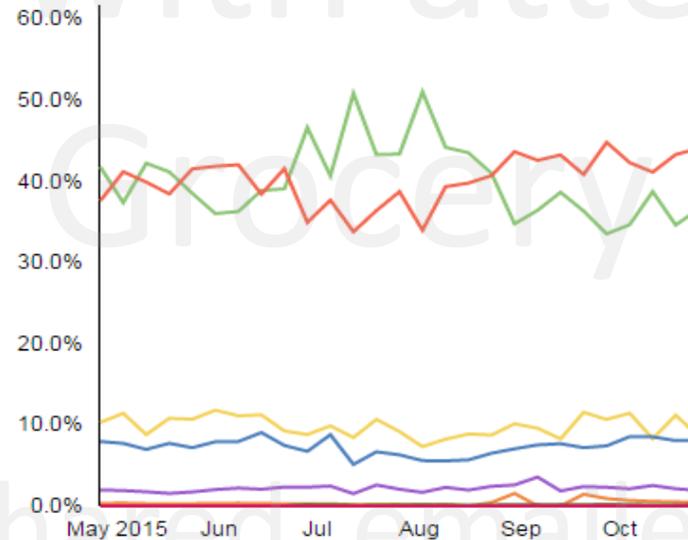
A screenshot of a web browser displaying the Amazon Vendor Central interface. The address bar shows the URL "https://vendorcentral.amazon.com/st/vendor/members/contactusapp". The page header includes the Amazon logo and "vendor central" text, along with a "Home" link. A navigation menu contains "Orders", "Items", "Merchandising", "Reports", "Payments", "EDI", and "Settings". The main content area is titled "Create Support Case" and asks "How can we support you?". It features three dropdown menus: "Business group" (with the option "Select a business group"), "Support topic" (with the option "Select a business group first"), and "Specific issue" (with the option "Please select a topic first"). A "Continue" button is located at the bottom of the form.

Outputs

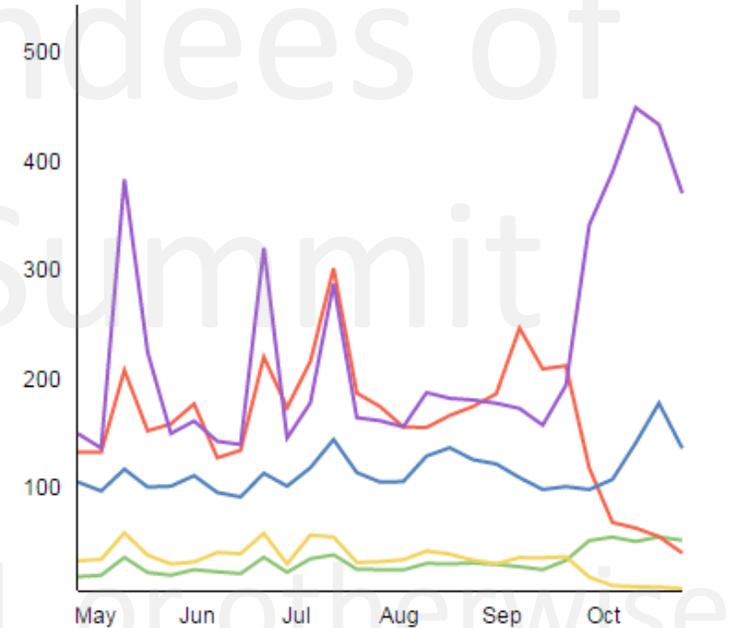
SALES



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



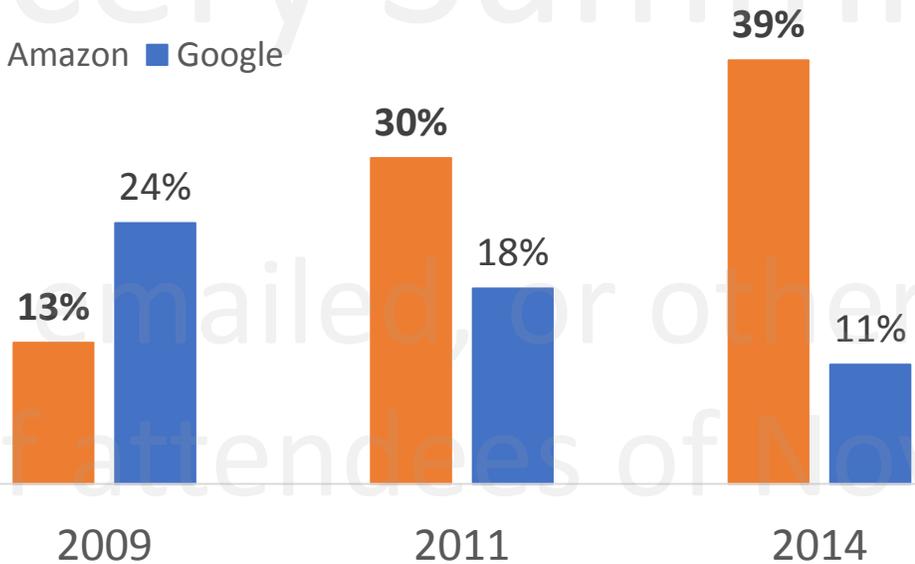
Google's Eric Schmidt claimed on Monday in a speech that confronted critics of the many "windows on to the web".

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

The company's executive chairman pointed to the focus on mobile search: "And the most popular app in the world – including in Europe

Where customers began product related searches

Amazon 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

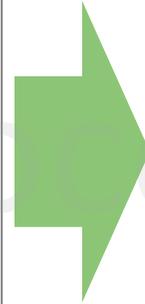
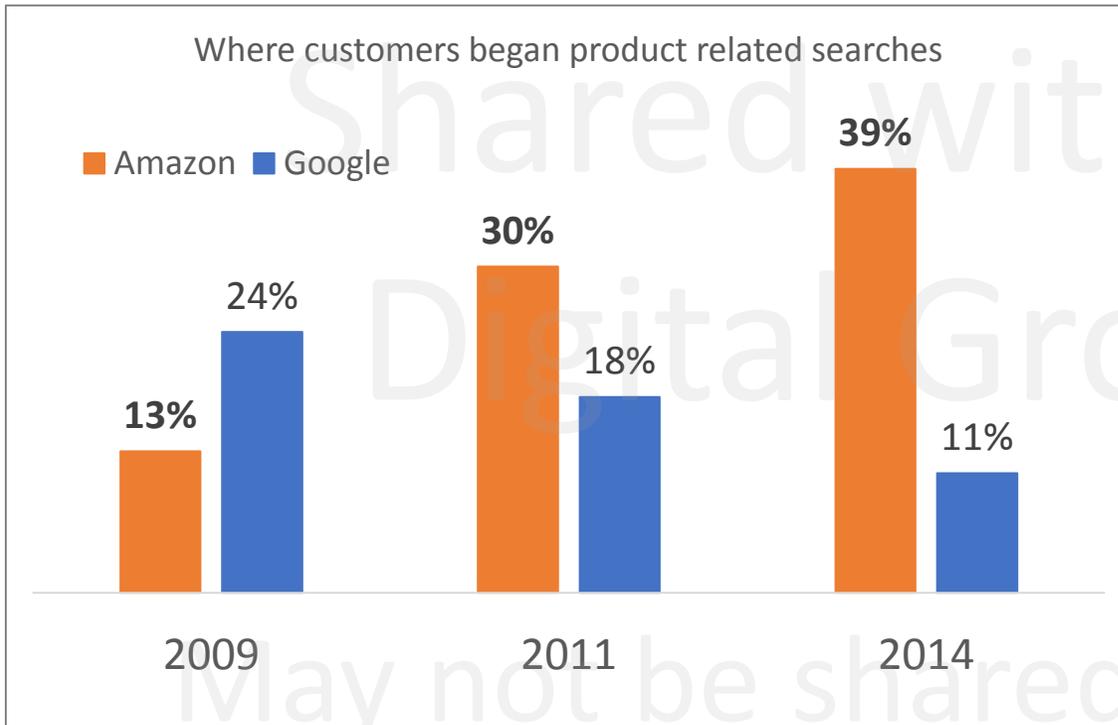
Over 90% of purchases begin with search

Over 80% of clicks remain on the first page

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



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

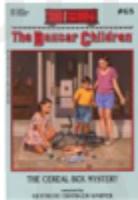
Book Format

- 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)

★★★★☆ (5)

Other Formats: School & Library Binding

Books: See all 1,188 items



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)

★★★★★ (8)

Grocery & Gourmet Food: See all 285 items



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)

★★★★★ (5)

Home & Kitchen: See all 615 items



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.

Baby: See all 300 items



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)

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

Ad Feedback

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...



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)

★★★★☆ 43

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



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)

★★★★☆ 34

FREE Shipping on orders over \$35

Grocery & Gourmet Food: See all 1,066 items

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,...




FREE GIFT!
Purchase this peeler with any \$100 purchase. While supplies last. Add to cart now to receive your free gift.

\$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



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](#)

★★★★★ (2,896)



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**

★★★★★ (420)

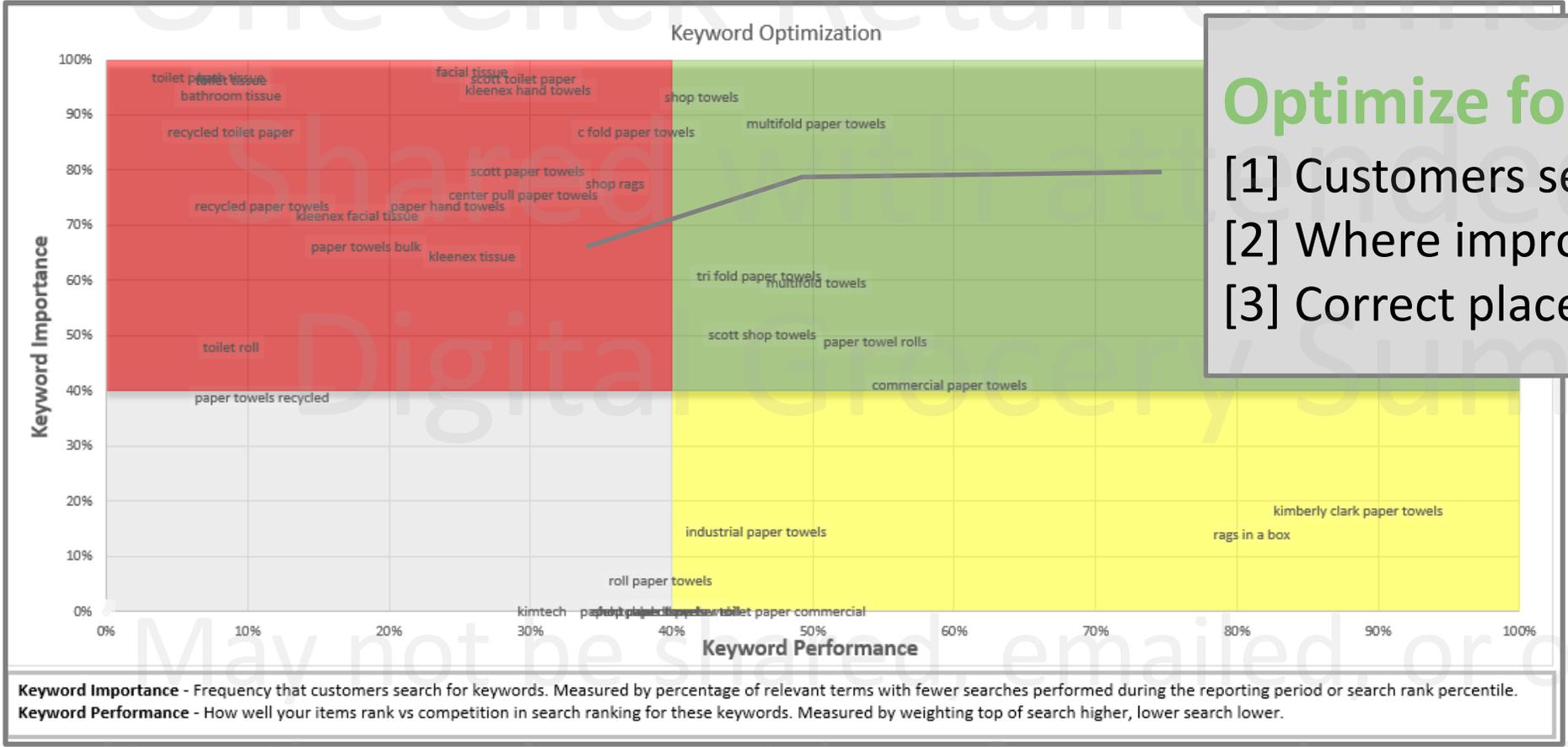
Product Features

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

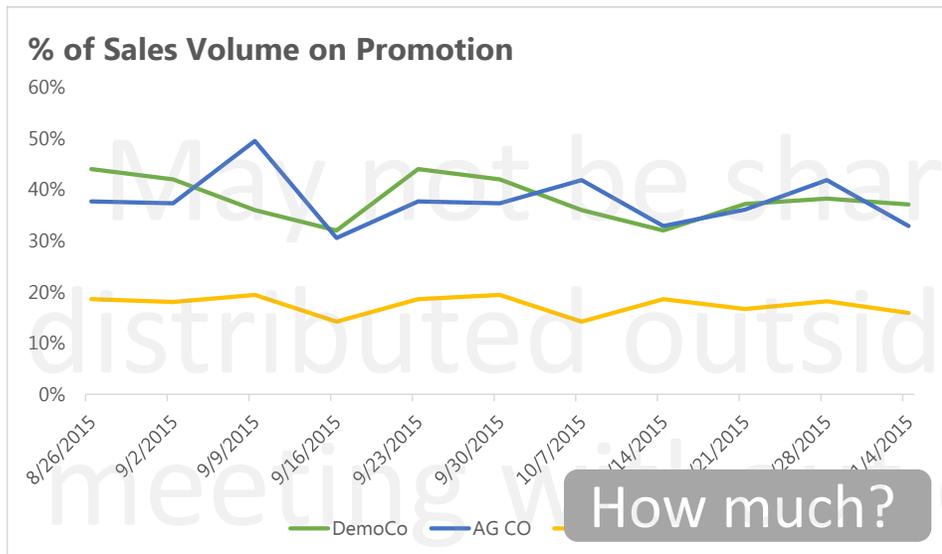
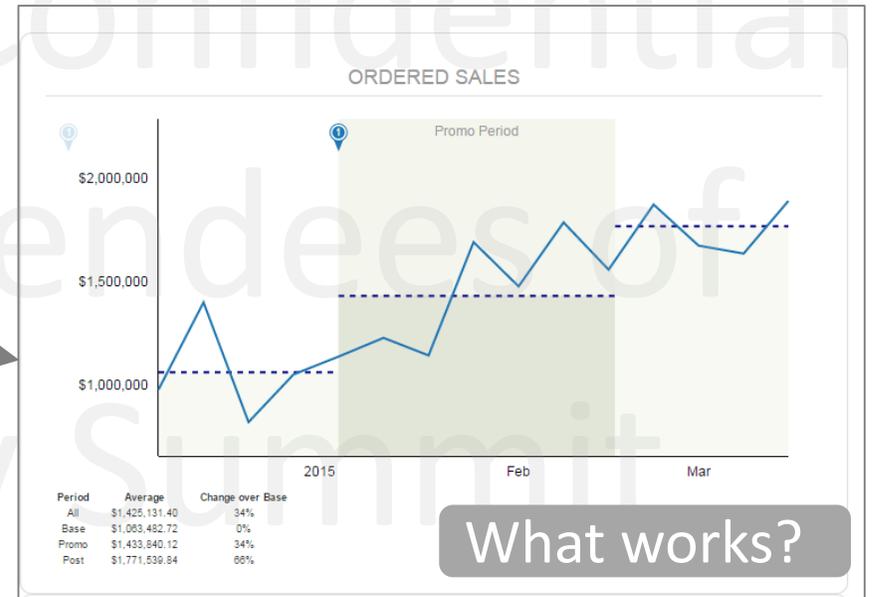
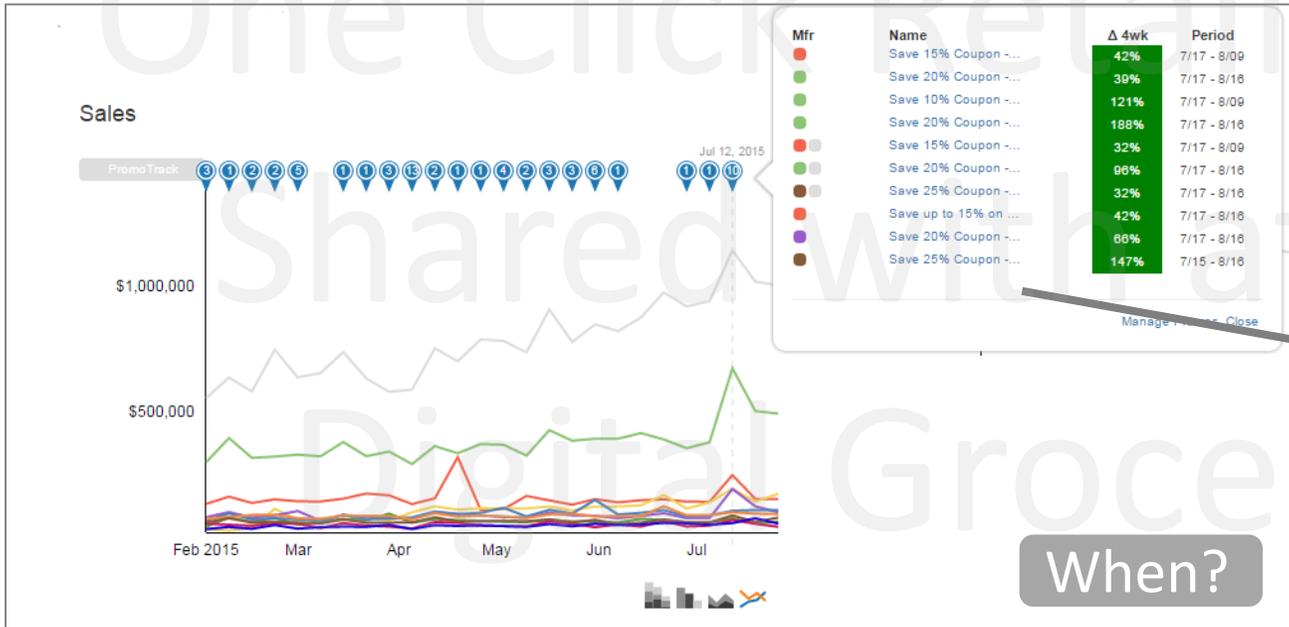
AMS

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?

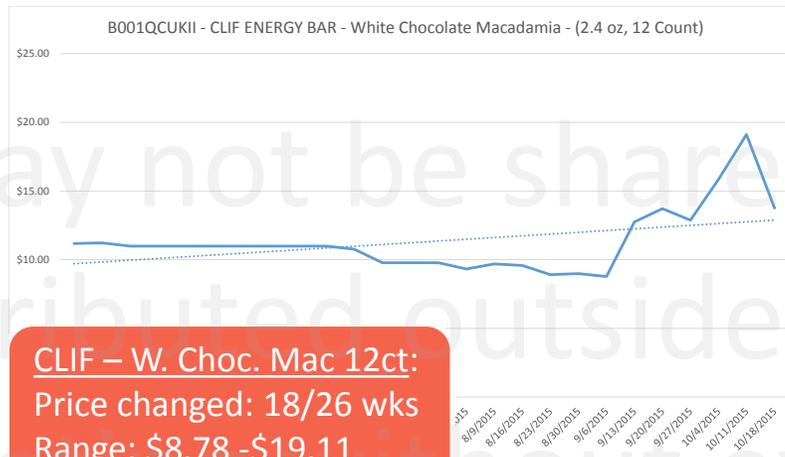
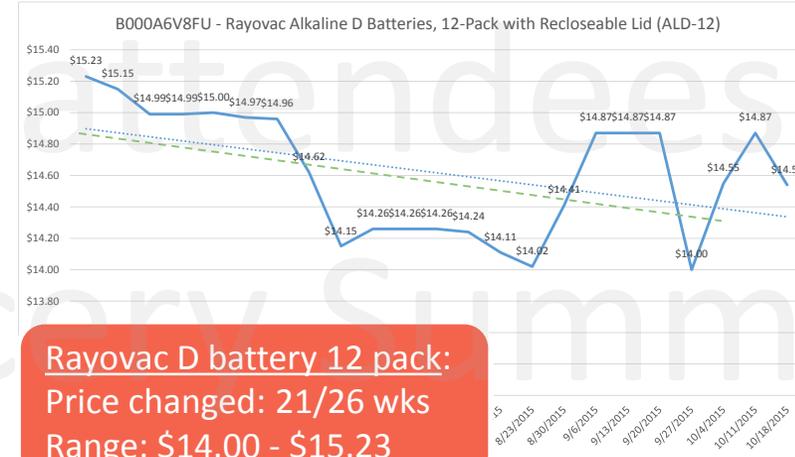
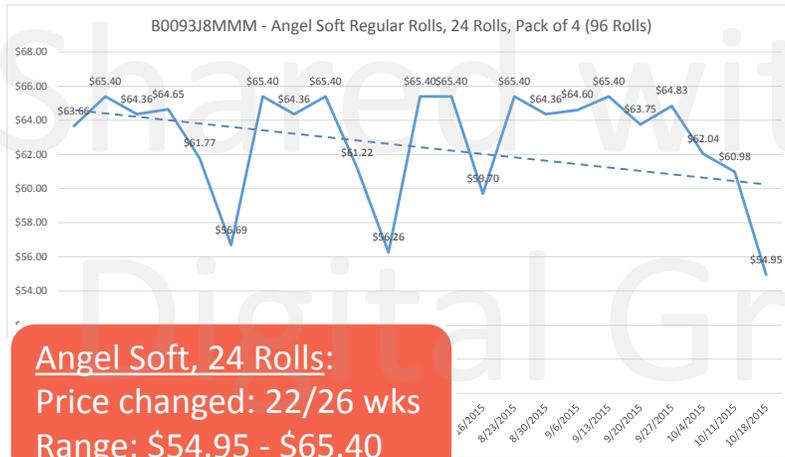
• Brand Pages

Remember:

Coupons (VPC) 2X conversion of nearly any campaign

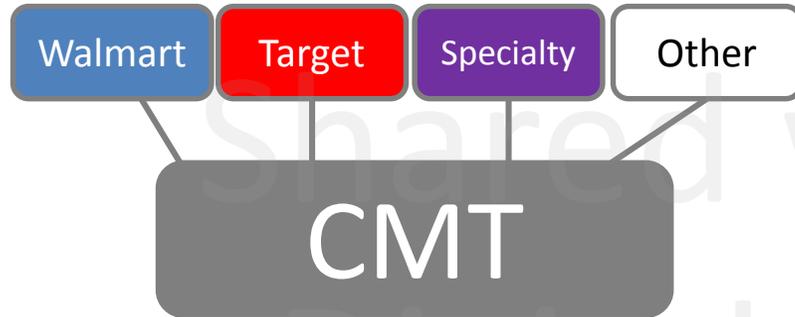
Pricing

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



[LINK](#)

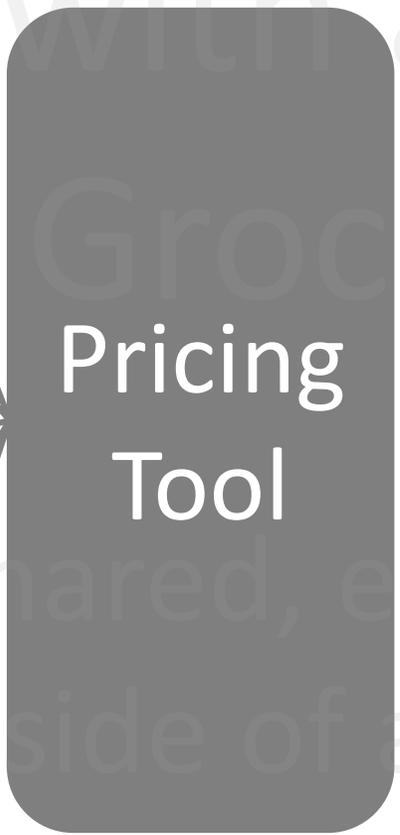
Pricing Systems



- 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



Price: \$8.49

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

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

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

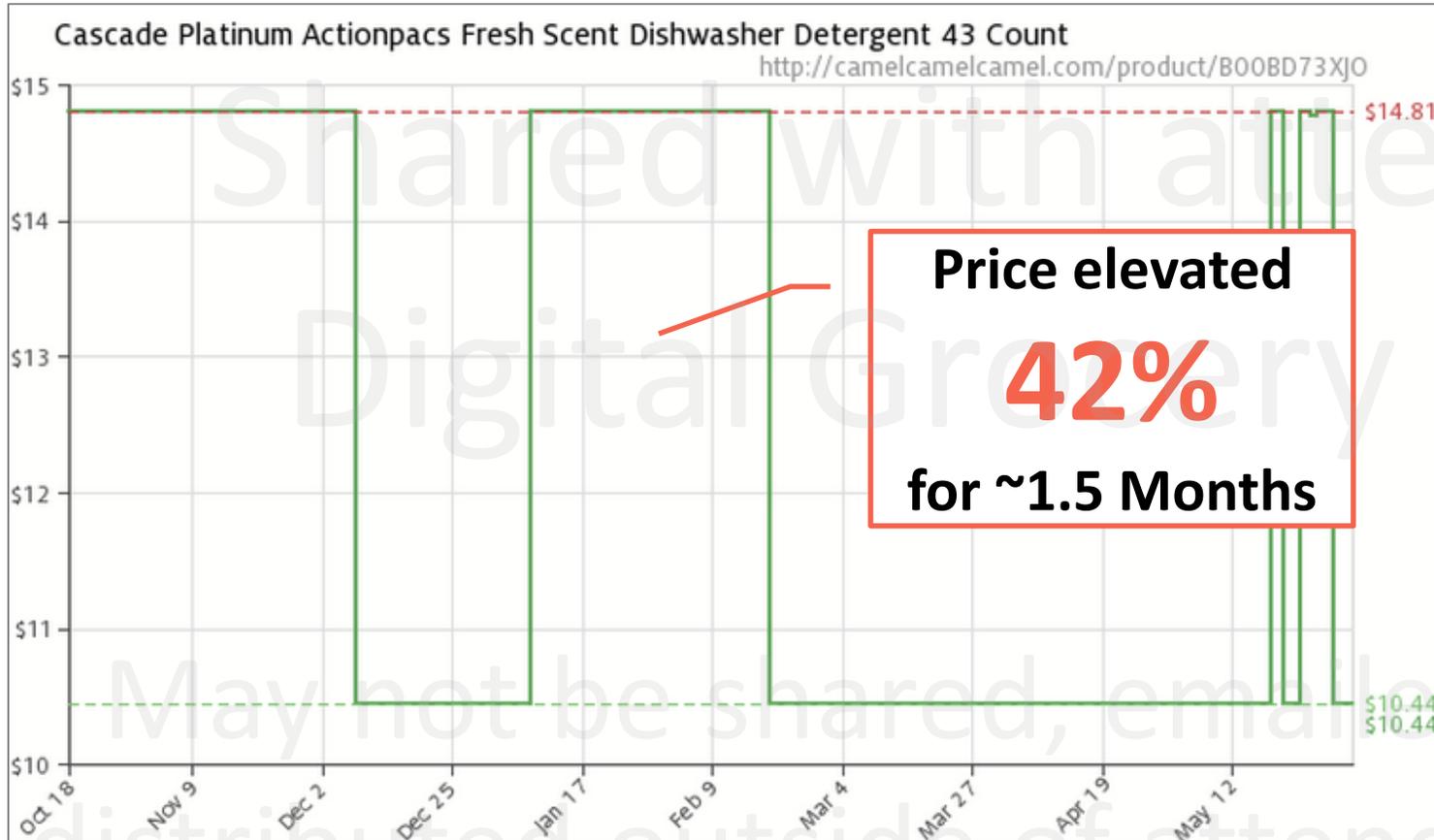
Sold by: TheNewMall

Sold by: Store-383

Have one to sell? Sell on Amazon

Not included: Coupons

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 plus an additional 15% discount for Prime 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 your 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

- B00A0J5ZZZ (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
			% Replen Out of Stock	~ Lost Sales due to OOS
B00BV4HEE4	SoftTop Ultra Comfort Care Toilet Paper, Double Roll Economy Plus Pack,	Planned Replenishment (PR)	27%	\$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 Spash-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 163

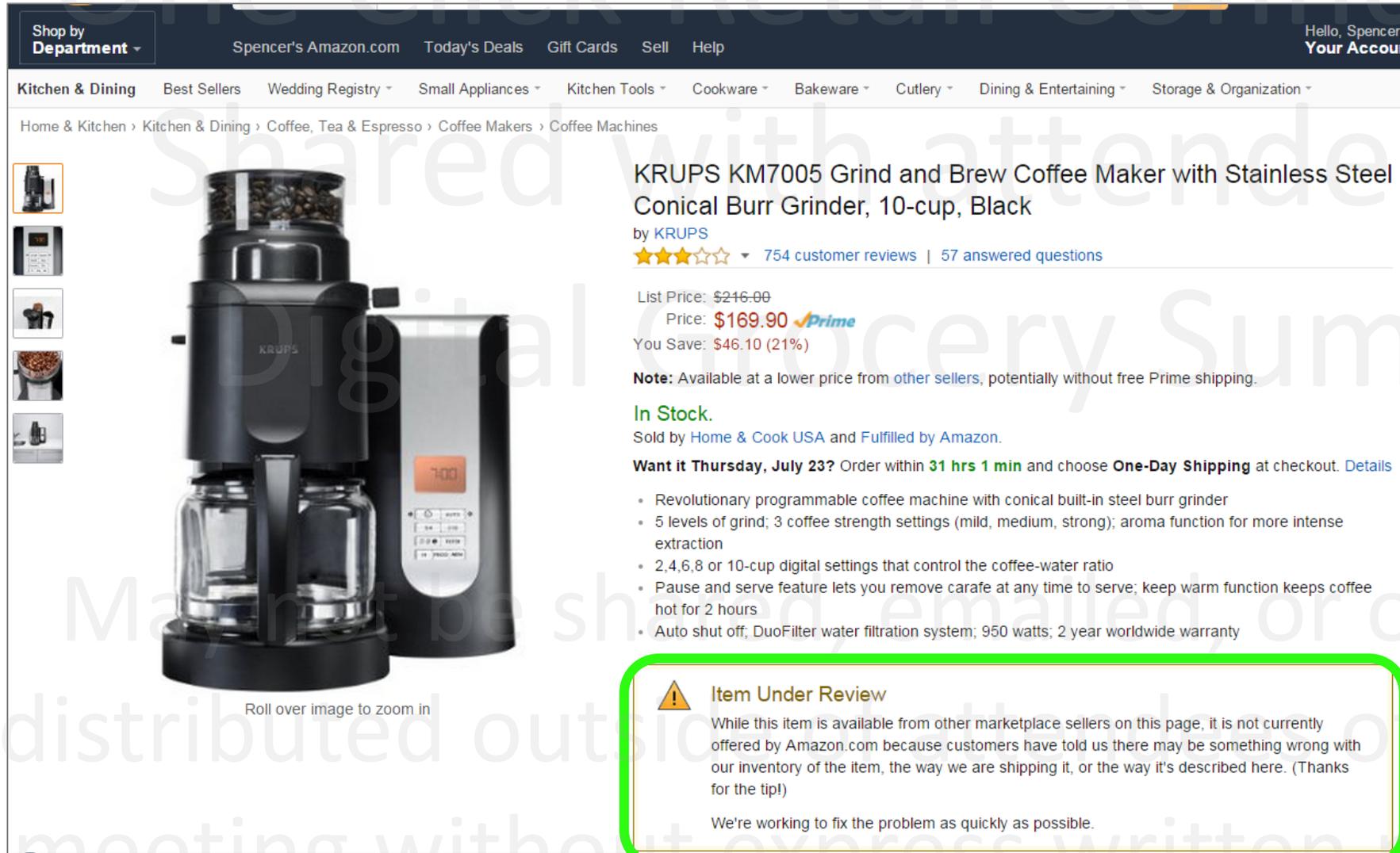
Replen Code Change 520

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	Snuggie 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	Snuggie Natural Care Refill Baby Wipes, 320 Count	\$62,319	\$0	New Product (NP)
B00O93X25Y	Snuggie 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	Snuggie 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%

CORE METRIC

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



Exclusively for Prime Members Details
One-time purchase:

List Price: \$26.29
Price: **\$15.36** (\$0.05 / Count) Prime
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

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**

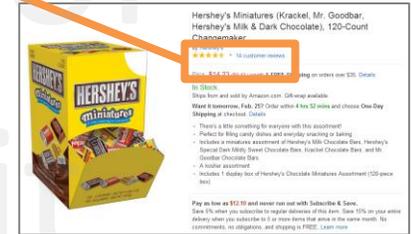
Hershey's Miniatures (Kra
Hershey's Milk & Dark Cho
Changemaker

by Hershey's



14 customer reviews

[B00365MPUE](#)



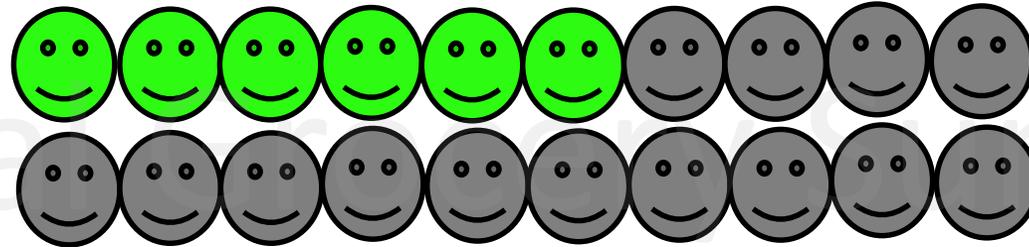
21+ reviews results in a
2X conversion rate

4+ Stars results in a
1.6X conversion rate

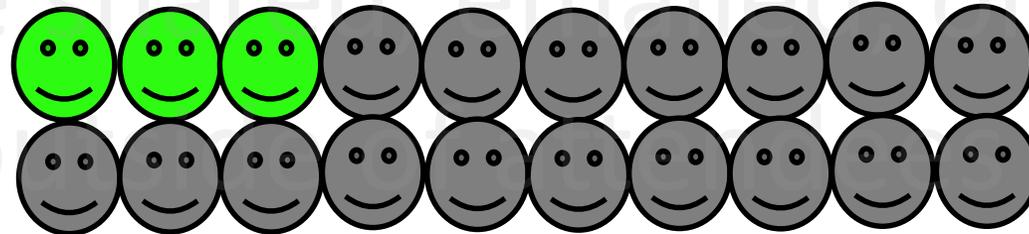
Number of Reviews Matter

21+ reviews results in a
2X conversion rate

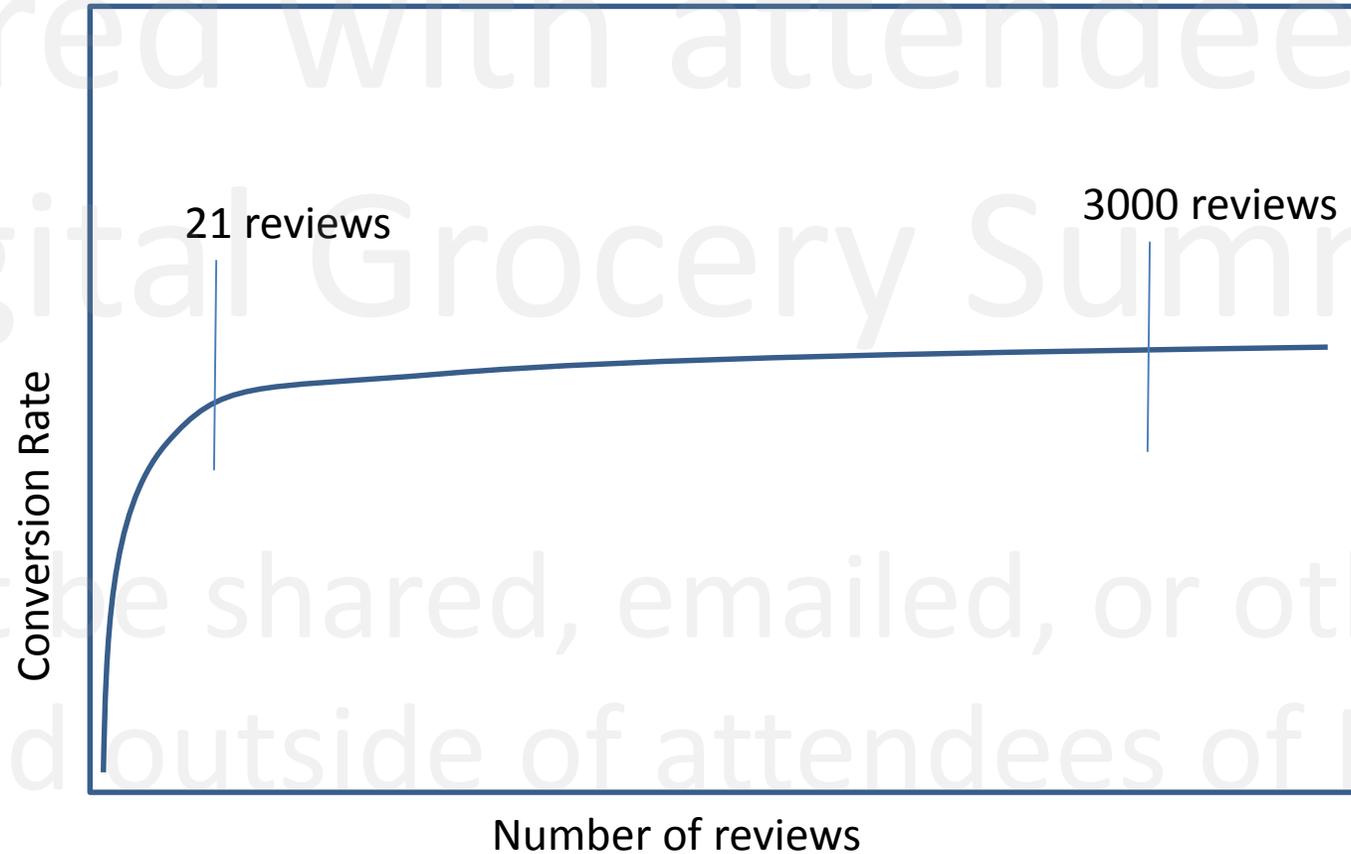
(5 PACK) USB Sync/Charger for iPhones & iPods
by Generic
★★★★★ 105 customer reviews



(5 PACK) USB Sync/Charger for iPhones & iPods
by Generic
★★★☆☆ 5 customer reviews



21 reviews = Black Jack!

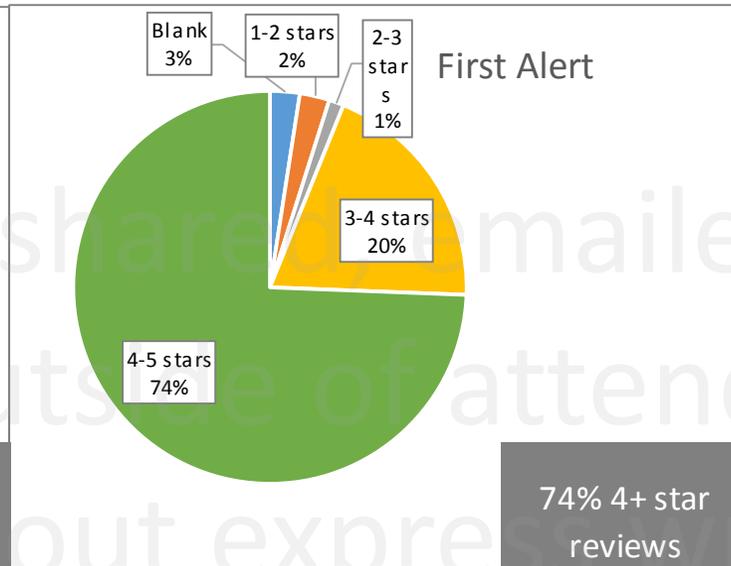
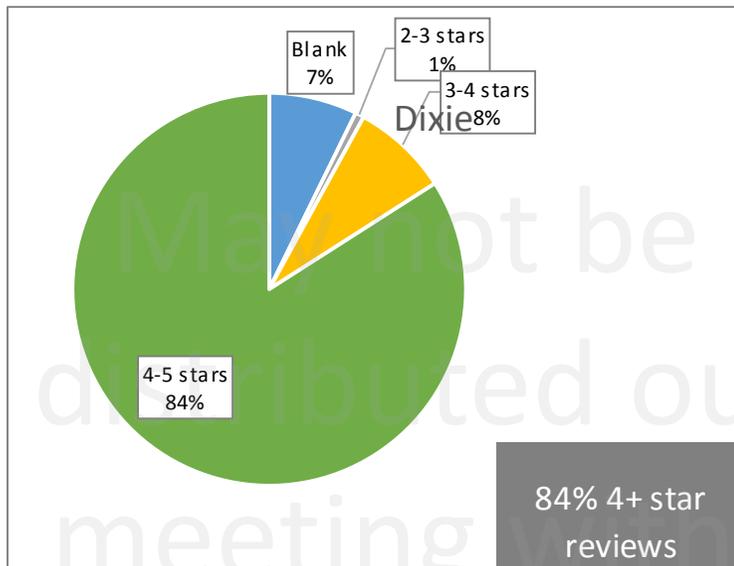
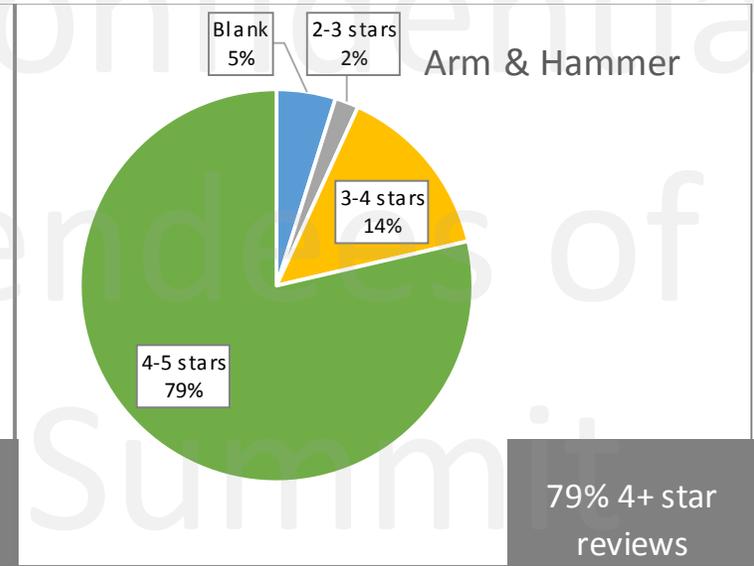
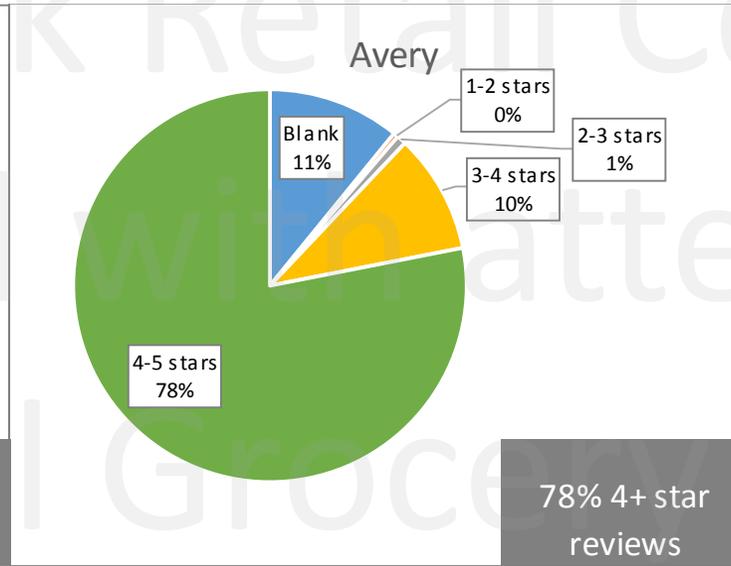
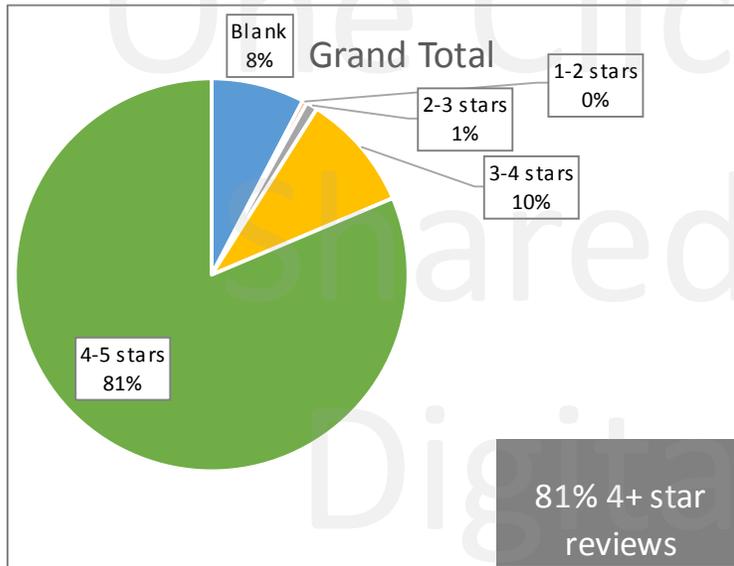


Source: Amazon Internal Data as presented at Health and Beauty Supplier Summit on March 26th, 2013.

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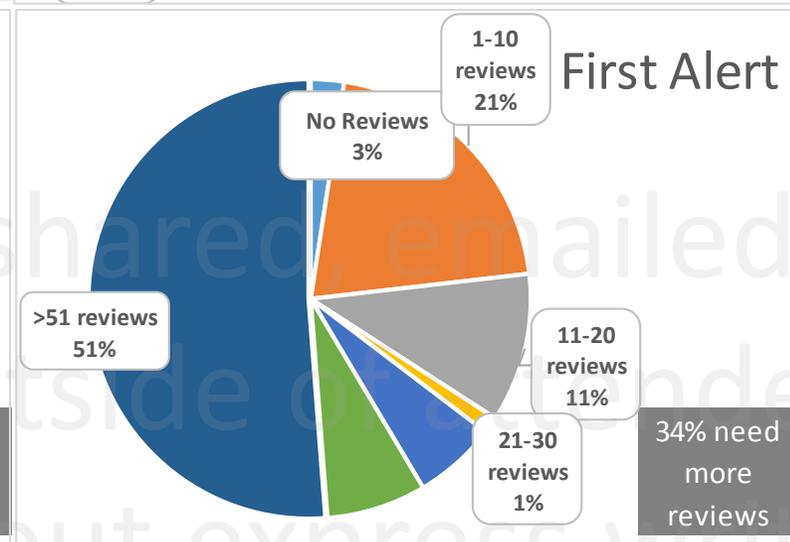
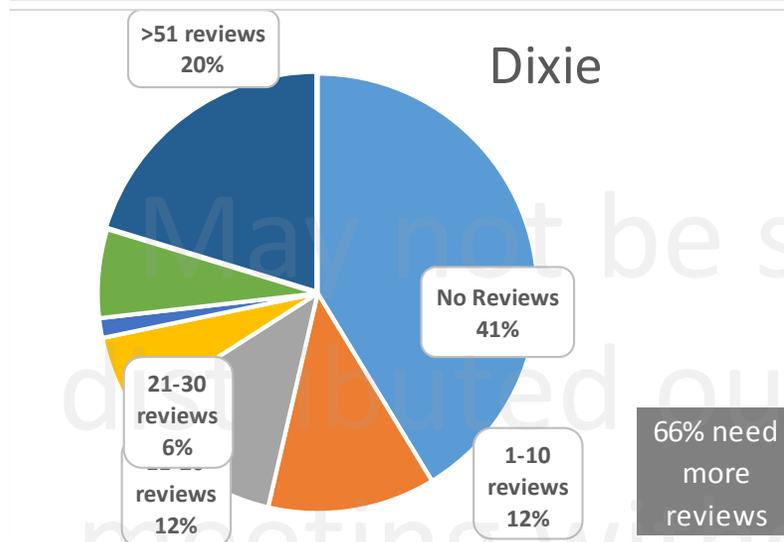
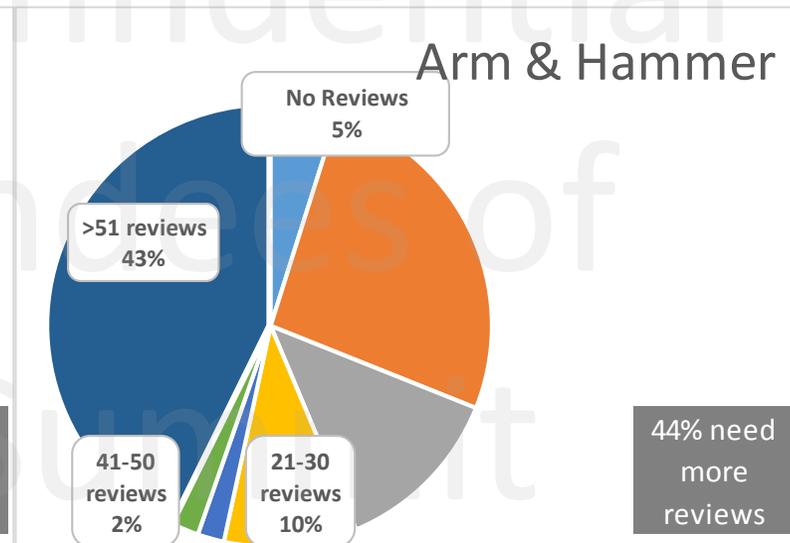
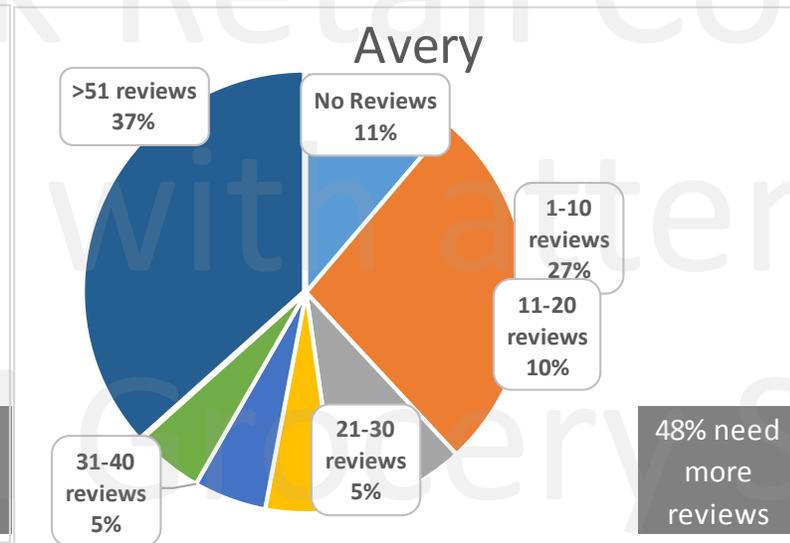
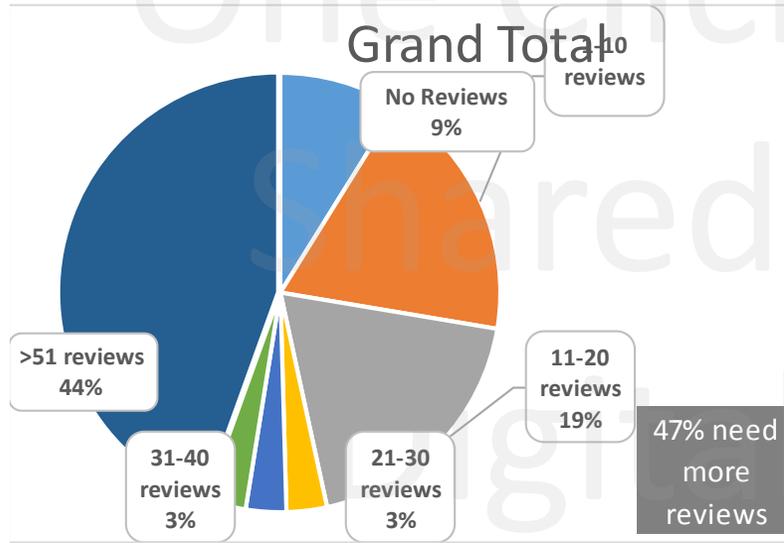
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Items with Star Rating (all):



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™

ORDERS ITEMS

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 products are 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?

from Aveeno

★★★★★ 848 customer reviews

Discover beautiful things on Amazon, updated daily [SHOP](#)

amazon Prime Beauty

Shop by Department Spencer's Amazon.com Today's Deals Gift Cards Sell Help

Hello, Spencer Your Account

All Beauty Luxury Beauty Makeup Skin Care Hair Care Fragrance Tools & Accessories Men's Grooming Best Sellers

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

Aveeno Eczema Therapy Moisturizing Cream, 7.3 oz.

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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