



**RetailBackbone**<sup>SM</sup>  
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# Selling on Amazon

Retail Backbone White Paper

## We Make it Simple For You to Sell on

In today's retail environment, selling products on Amazon can have a significant impact on your business. Retail Backbone clients are doing up to 8% of total sales through Amazon, and it is proving to be a powerful sales channels for retailers. Selling products on a new sales channel can be intimidating, but Retail Backbone provides functionality that will make the transition simple.

- Using the latest Amazon API, Retail Backbone can automate price and inventory updates as well as order fulfillment and order status updates. Amazon orders can be captured as frequently as every 15 minutes.
- Retail Backbone will automatically run hourly price and inventory audits to ensure synchronization with your product data.
- Easily choose which products are sent to Amazon by including/excluding specific departments, styles, and SKUs from Backbone's Amazon feed.
- Control Amazon set-back quantities (separately from e-Commerce set-backs) to minimize oversold situations.

With Backbone automation, retailers don't have to worry about manual reconciliation and product updates, which can often be a deterrent for branching out into a new sales channel. Amazon has a notoriously low tolerance for oversold situations, and many retailers have found themselves suspended after only a handful of unfillable orders. Retail Backbone will also ensure that your inventory is kept accurate and up to date, thus decreasing the chance for orders that can't be filled.

# **Broaden Your Customer Base and Boost Your Sales with Amazon**

There are a number of reasons why retailers can benefit from selling their products on Amazon. One of the most powerful being that you are able to reach a much larger customer base. With millions of daily shoppers on Amazon, your products are available to audiences that you might not otherwise reach. Not only do new customers have access to your products, shipments to Amazon customers can be a great means of increasing name-recognition for your brand. While Amazon has strict protocols about when and how retailers have to fulfill orders, the actual shipment and packaging is up to the retailer. A broadened customer base means increased exposure for your products and your brand identity, and therefore a better chance of converting each Amazon order into a repeat customer.

## **Consumers Love Shopping on Amazon - Get Your Products Out There!**

Amazon draws over 100 million visitors each month, and for good reason. Even though all retailers strive for a loyal customer-base, the fact is that with today's technology, consumers don't always have stores in mind when shopping, they're more focused on choice and simplicity. Amazon provides them with the ability to search for products and compare prices and reviews before making purchases. Make your products available to them!

Amazon also dominates the "one stop shop" arena. Instead of going to numerous stores and making multiple stops, people like purchasing various items in one place, with a streamlined checkout and seamless buying experience.

Let Retail Backbone help you grow your business by joining the Amazon Marketplace... your customers and your sales team will thank you!

### **CONTACT US**

For more information about Retail Backbone or to schedule a demo, please email us at [info@retailbackbone.com](mailto:info@retailbackbone.com) or visit our website: [www.retailbackbone.com](http://www.retailbackbone.com)