



Dynamic Auto Matching

Dominating Amazon Listings with Automation



Create More Listings Faster

Add supplier catalogs, get listing coverage and tens of thousands of new listings in weeks, not months or years.



Automate Complex Matching Decisions

Automatically validate the quality of the match, then the system ignores, lists, flags for review, or publishes limited quantities until the listing is manually verified. No more bad matches.



Protect Your Account

Automatically match supplier products to Amazon listings using multiple data points. Make better decisions faster with data-driven searching, matching and verification.

If it isn't getting seen, it isn't getting sold. Experienced Amazon sellers know this hard truth: **to get more sales, more buyers need to see your product in more listings.** And creating those listings can be an expensive, time consuming and error-prone process.

"We had two-or-three fulltime people trying to match ASINs manually," said one Amazon top 500 seller. "When we brought in a new supplier that often meant 30-40,000 matches done by hand. It would take months."

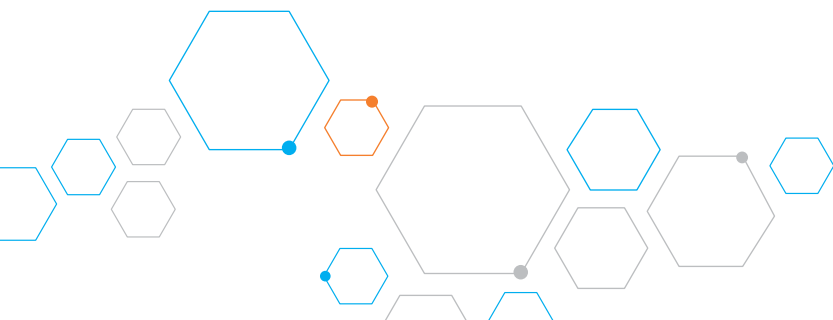
Then they turned to Etail and Dynamic Auto Matching.

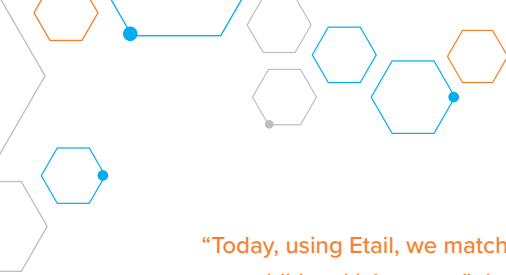
Dynamic Auto Matching automatically matches a supplier catalog to Amazon listings across categories using UPCs, EANs, ISBNs and manufacturer part numbers. **The result is tens of thousands of new listings created in days, not weeks or months.** Data-driven filters help ensure the quality of the listings and listings can be flagged for multiple levels of verification and review.

Dynamic Auto Matching

Just One Tool in the Industry's Most Advanced Integrated Multichannel Management Platform

- ✓ **Catalog & Listing Management**
- ✓ Sales Channel Integration
- ✓ Pricing & Repricing
- ✓ Inventory Publishing
- ✓ Order Management
- ✓ Inventory Management
- ✓ Replenishment
- ✓ Catalog Integration
- ✓ Price & Availability Feeds
- ✓ Multi-Location Sourcing
- ✓ PO Automation
- ✓ Business Intelligence
- ✓ Integrated Financials





“Today, using Etail, we match in almost no time without any additional labor cost,” the top Amazon seller revealed. “As we add suppliers or new products, we don’t have to add staff. Plus there are a lot fewer mistakes.”

Eliminating listing errors is critical to protecting your Amazon business, the seller noted. Listing errors lead to buyers returning product, filing complaints, and providing low seller rankings. Eventually, they can lead to account suspension.

Savvy sellers combine Dynamic Auto Matching with Etail’s exclusive Dynamic Repricing tool. This highly scalable tool, capable of executing millions

of repricing decisions an hour, uses data-driven algorithms to reprice by listing, by competitor, by category and even by fulfillment method.

Since each new listing may have a different set of competitors, different Amazon commission levels or other considerations, Dynamic Repricing makes each listing as competitive as possible while still protecting margins.

“This can be a pretty simple business,” the top seller said. “Find good suppliers, get their stuff online, use ASIN matching to find as many listings as possible, then reprice to stay competitive. **Etail saves us a lot of time doing all that.**”

Dynamic Auto Matching: How Top Amazon Sellers Are Driving Growth

30 to 90% Coverage Boost

This Etail client was plagued by poor quality listings on Amazon and less than 30% coverage on eBay, Shopify and Wal-Mart. Using Etail’s unique rule-based filters, they cleaned up their listings and catalogs then matched competitive and high-quality listings to create more than 250,000 new quality Amazon listings. **Daily sales increased from \$30,000 to \$45,000.** Based on what they learned, they applied their listing strategy to eBay, Shopify and Wal-Mart, increasing their coverage to 90%.

Daily Sales Doubled

One Etail customer created 80,000 new Amazon listings in one week – more than the previous 18 months combined. Their total listing count went from 45,000 to 250,000, **causing their average daily sales to more than double.**

\$6.9M Incremental in 4 Months

Another Etail customer bases their business model on their capability to add new supplier catalogs in quickly. Last year, they added ten supplier catalogs – usually taking only a week or two to add the catalog and get listing coverage. Now, more than 50% of their total listings on Amazon have been created by Dynamic Auto Matching – driving **an incremental \$6.9 million in sales from their new auto-matched listings** during their first four months on the system.

Call **855-840-8400** or visit **etailsolutions.com** to learn more.