
From: Padmanabhan (Marketplace), Priya [/O=AMAZON/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=PPADMANA]
Sent: 12/15/2017 3:07:45 PM
To: Simpson, Ian [REDACTED]; Faricy, Peter [REDACTED]; Wilke, Jeff [REDACTED]
CC: Mitchke, Mark [REDACTED]; Gunningham, Sebastian [REDACTED]
Subject: RE: MWS API reports misleading data for Seller Fulfilled Prime sellers

Hi Jeff,

Thank you for passing this along. This is a feature request for adding location aware information to the Pricing APIs and is currently below the line for 2018 for the pricing team. The team is in the process of doing a deep dive to understand the feature gaps related to location aware use cases and will evaluate this ask against other business priorities to inform their 2018 plan.

We have initiated contact with Feedvisor and will continue to engage with them as we make progress.

Please let me know if you need additional information.

Thanks,
Priya.

From: Simpson, Ian
Sent: Thursday, December 14, 2017 12:54 PM
To: Faricy, Peter <[REDACTED]>; Wilke, Jeff <[REDACTED]>; Padmanabhan (Marketplace), Priya <[REDACTED]>
Cc: Mitchke, Mark <[REDACTED]>; Gunningham, Sebastian <[REDACTED]>
Subject: RE: MWS API reports misleading data for Seller Fulfilled Prime sellers

Yes. I've got it. Priya will lead

From: Faricy, Peter
Sent: Thursday, December 14, 2017 12:42 PM
To: Wilke, Jeff <[REDACTED]>; Simpson, Ian <[REDACTED]>; Padmanabhan (Marketplace), Priya <[REDACTED]>
Cc: Mitchke, Mark <[REDACTED]>; Gunningham, Sebastian <[REDACTED]>
Subject: Re: MWS API reports misleading data for Seller Fulfilled Prime sellers

A note from [REDACTED]

Ian,
Can you take this?

On Dec 14, 2017, at 12:16 PM, Wilke, Jeff <[REDACTED]> wrote:

Interesting case. Thoughts?
JAW

From: [REDACTED]
Sent: Wednesday, December 13, 2017 11:20 PM

To: Wilke, Jeff <[REDACTED]>

Subject: Fwd: MWS API reports misleading data for Seller Fulfilled Prime sellers

Happy holidays Jeff. I sit on the board of feedvisor which is helping sellers on amazon ecosystem. Looks like an api which used to expose the prime data is not working and its impacting sellers & the companies like feedvisor who help sellers. Sorry to escalate to you. But, this looks like a big cx issue and thought of bringing it to your attention. Thx for your consideration and time.

[REDACTED]

----- Original message -----

From: [REDACTED]

Date: 12/14/17 1:11 PM (GMT+09:00)

To: [REDACTED]

Subject: MWS API reports misleading data for Seller Fulfilled Prime sellers

Hi [REDACTED]

This is the problem I have been talking with you about.

The Amazon has 2 APIs, both under Marketplace Web Services (MWS) APIs, that deliver pricing information: Amazon Product API and Amazon Subscriptions API.

Both these APIs are extensively used by repricers and merchants to capture price changes (e.g. price update by a competitor) on the very same ASIN and to respond accordingly. Both APIs provide information about sellers competing for the Buy Box as well as who eventually wins the Buy Box.

However, with introduction of Seller Fulfilled Prime, the API doesn't report a Prime eligibility status for sellers, nor indicates if a particular seller is winning a Buy Box locally. In fact it is reporting only a global Buy Box winner and thus API reports information that is disconnected from the reality and often misleading.

As a result repricers as well as sellers who implemented repricing functionality themselves can't reprice effectively their products. This is a huge issue and causes sellers losses and inconvenience. Especially now, when the popularity of Seller Fulfilled Prime grew significantly and continues to grow.

In order to address the issue, API should report Prime eligibility of a seller (local to a particular area or global / national) as well as indicate in which areas a seller wins a Buy Box. For example, if a seller ships Prime via Seller Fulfilled Prime program lets say in New York and wins the Buy Box in New York, API should reflect it.

A proper API functioning will allow sellers and repricers to react appropriately to price changes and be more successful on Amazon Marketplace.

We are looking for a way to escalate the issue to the attention of the proper decision makers at Amazon to allow its quick resolution to the benefit of Amazon customers and vendors working in Amazon ecosystem, such as Feedvisor.

Thanks,

