

Standard Price Matching Policy and Exceptions in Pricing Rules

The standard price matching policy across all retail product lines worldwide is defined as follows:

[REDACTED]

- Internal competitors (3P merchants) are matched on box price + ½ shipping with no CP floors for image ASINs
- Internal competitors are matched on buybox price (landed price + FMA pad) with a floor at or below CP neutral for non-image ASINs
- Not all external competitors are treated the same. [REDACTED]
- Not all internal competitors are treated the same. For ASINs with healthy inventory levels, we cede the buybox to FBA merchants if FBA CP > Amazon CP
- [REDACTED] Internal competitor matching is turned on for all FMA enabled product lines

Exceptions to the standard price matching policy across product lines WW are highlighted below

Marketplace	Product Line	Price Matching Exceptions
US	Books	[REDACTED]
US	DVD	[REDACTED]
US	Music	[REDACTED]
US	Tools	[REDACTED]
US	Toys	[REDACTED]



Marketplace	Product Line	Mapped Not Matched Competitors
US	Books	[Redacted]
US	DVD	
US	Music	



Price Rounding – Price rounding for recommendations from Pricing Rules has been deprecated across most product lines. The following product lines are exceptions and have rounding rules enabled (primarily for reporting purposes)

Marketplace	Product Line	Rounding Rule
US	DVD	Prices are rounded up to 49/99 cents
US	Music	Prices are rounded down to 49/99 cents
US	Shoes	Prices are rounded down to 90 cents
US	Software	Prices are rounded down to 49/99 cents



Recommendation: Given the improvements in reporting, we recommend removing rounding rules unless there is a strong reason (other than reporting) for product lines to want rounding. We will follow up with all these product lines and have a recommendation for our next meeting.

Update – Price rounding has been deprecated for all product lines except US [Redacted] DVD

Product Group	US
Apparel	
Automotive	
Baby	
Beauty	
BISS	
Computers	
Electronics	
Garden	
Grocery	
Health & Personal Care	
Jewelry	
Kitchen	
Musical Instruments	
Office Products	
Personal Care Appliances	
Pets	
Software	
Sporting	
Tires	
Tools	
Toys	
Video Games	
Watches	

Update: US and exceptions have been removed.