















BUY BOX CHEAT SHEET

	DEFINITION	BEST WAY TO WIN BUY BOX	FOR BUY BOX	TIME PERIOD THAT IMPACTS METRIC	IMPACT ON BUY BOX	
	Fulfillment Method	How the seller ships the item	FBA or Seller Fulfilled Prime	FBA / FBM	Current	Very High
	Landed Price	Total price plus shipping	Lower is Better	Lower is Better	Current	High
	Perfect Order Percentage	Overall percentage of perfect orders	100%	Above 95%	Last 90 Days	High
	Shipping Time	Time it takes to ship an item	Up to 2 days	No more than 14 days	Current	High
	Order Defect Rate	Negative Feedback + A-to-Z Claim + Chargeback Rates	0%	1% or less	Last 90 Days	Medium
	Feedback Score	Total of all the feedback the seller has received	Higher is better (%)	Higher is better (%)	Last 365 Days	Medium
	On-Time Delivery	Orders that were delivered on time	100%	97% or higher	Last 90 Days	Medium
	Valid Tracking Rate	Tracking numbers provided for shipped orders	100%	95% or higher	Last 30 Days	Medium
	Late Shipment Rate	Orders shipped past the expected ship date	0%	Less than 4%	Last 30 Days	Medium
	Response Time	How long it takes seller to respond to customer	Up to 12 hours	24 hours or less	Last 90 Days	Medium
	Customer Feedback	No. of customers that have given feedback	Higher % is better	Higher % is better	Current	Medium
	Inventory	How often the seller runs out of stock	Lower is better	Lower is better	Last 90 Days	Low
	Cancellation Rate	How often a seller cancels an order	0%	2.5% or less	Last 90 Days	Low
	Refund Rate	How often customers ask for a refund	Lower is better	Lower is better	Last 90 Days	Low