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OUR GUIDE ABOUT AMAZON PPC
BUY BOX!

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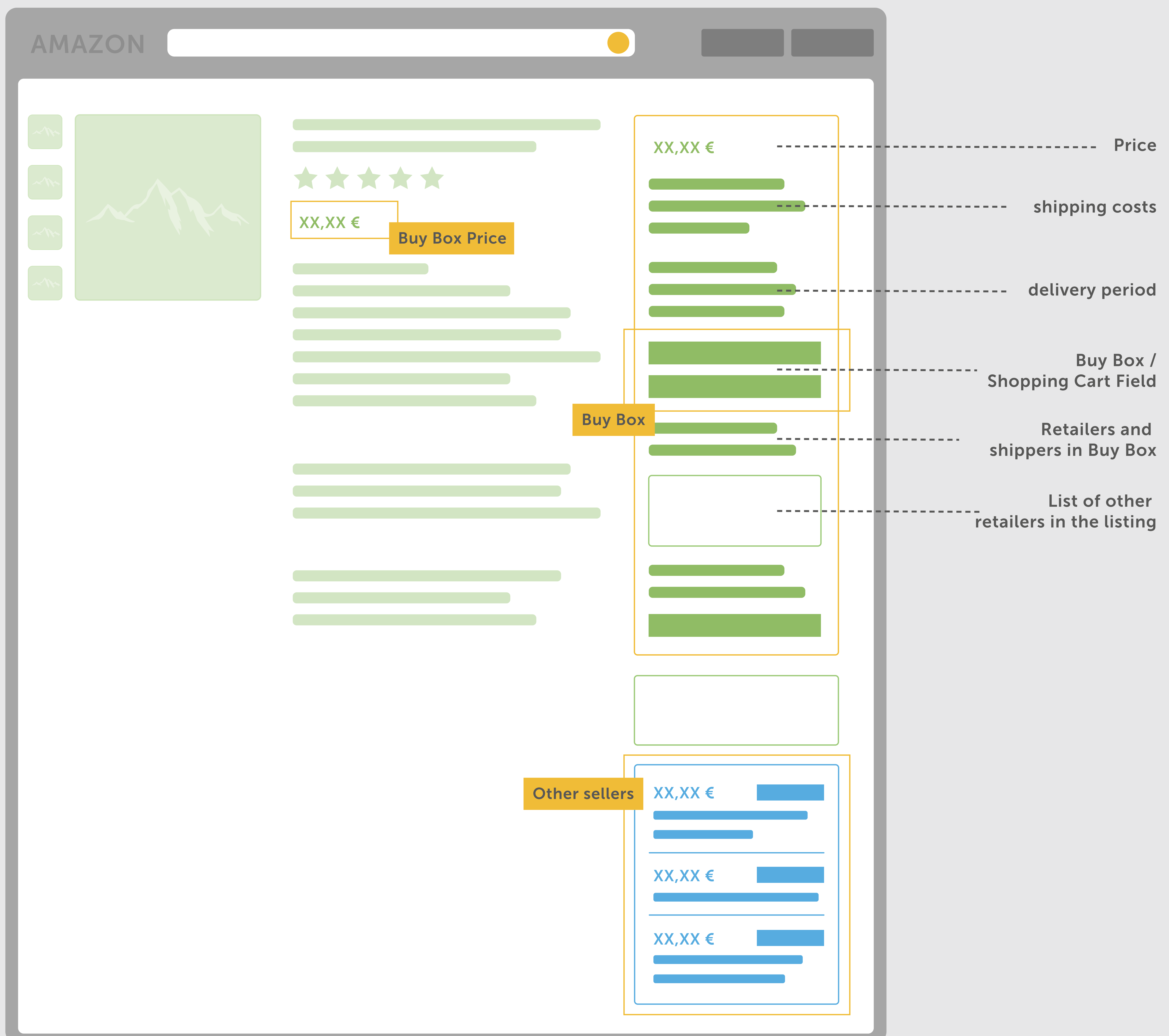
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Amazon PPC Buy Box

What is an Amazon Buy Box?



The Buy Box is the shopping cart field and contains all the important information about purchasing a product, such as price, delivery date, availability, shipping, and retailer. Amazon selects the retailers that offer the best user experience for the two buttons.

Basic requirements for winning the Buy Box:

1. Professional seller account
2. Products must be new
3. Products must be in stock

Why is the Buy Box important?

Most customers purchase the product from the pre-selected Amazon Buy Box company. Other sellers are listed significantly further down and are less visible. Purchases from other retailers are therefore less common than purchases from the winner of the product's Buy Box. Winners of the Buy Box can also use this to their advantage for Amazon PPC campaigns and Amazon promotions.