



Getting Started

Mercent Marketplace Price Optimizer

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Overview

Welcome to Mercent Retail! This guide was written for merchants that are selling products on Amazon.com using the Magento ecommerce platform, and who are just getting started using the 30 day free trial of the Mercent Marketplace Price Optimizer solution in Mercent Retail.

This guide assumes you have already installed and configured the Mercent Marketplace Price Optimizer extension for Magento, and scheduled Magento to send product feeds to Mercent. If you have not yet performed these steps, see our guide “Setting Up the Mercent Marketplace Price Optimizer Extension”: <https://secure.mercent.com/Public/Provision/Repricing/SetUp.pdf>.

If you’ve completed the extension setup guide, the following processes are already running:

- Magento sends Mercent Retail your product feed once a day or more. The feed includes all products you have in Magento, and only the product fields listed here: <http://www.magentocommerce.com/magento-connect/mercant-marketplace-price-optimizer-6848.html>.
- Mercent Retail pulls an Active Inventory feed from Amazon once a day or more to identify the products you have listed and in-stock on Amazon.com.
- Mercent Retail pulls an Item Lookup feed from Amazon every hour, or more, to identify offers competing with your offers. Because your account is a 30 day free trial, the Item Lookup feed looks up competing offers for only 100 of your products per hour. (Mercent Retail can look up offers for up to 200,000 products per hour.)
- Mercent Retail pulled your Amazon order information for the past month, and continues to pull new order information every few hours or more. (Mercent Retail pulls this information for your own reporting purposes only; you will continue to manage orders using your own order system outside of Mercent Retail.)

This guide walks you through everything you need to do to get up and running with the Mercent Retail platform and the Amazon Repricing tools, including:

1. [Introduction to Mercent Retail](#)
2. [Previewing Your Competition](#)
3. [Creating Product Filters](#)
4. [Creating Repricing Rules](#)
5. [Setting the Order and Status of Your Rules](#)
6. [Turning on Your Repricing Feeds](#)
7. [Managing Your Repricing Performance](#)

Introduction to Mercent Retail

The Mercent Retail platform is rich with many powerful tools and features for managing campaigns for paid search, marketplaces, comparison shopping engines, and more. Because your account was set up to use *only* the Mercent Marketplace Price Optimizer tools, many features in Mercent Retail are either hidden or not enabled for your use. To help you quickly get oriented to Mercent Retail after first logging in, the following graphic overview points out the features you'll use most when using the Mercent Marketplace Price Optimizer tools.

Log into Mercent Retail:

1. Go to <https://secure.mercent.com/login.aspx> and login with the credentials provided to you by Mercent.



The features you'll use most in Mercent Retail for Amazon Repricing

- 1. Manage** – This tab is your main work area in Mercent Retail, providing tools for managing your product catalog, channels that receive your feed, and for managing your Amazon repricing rules.

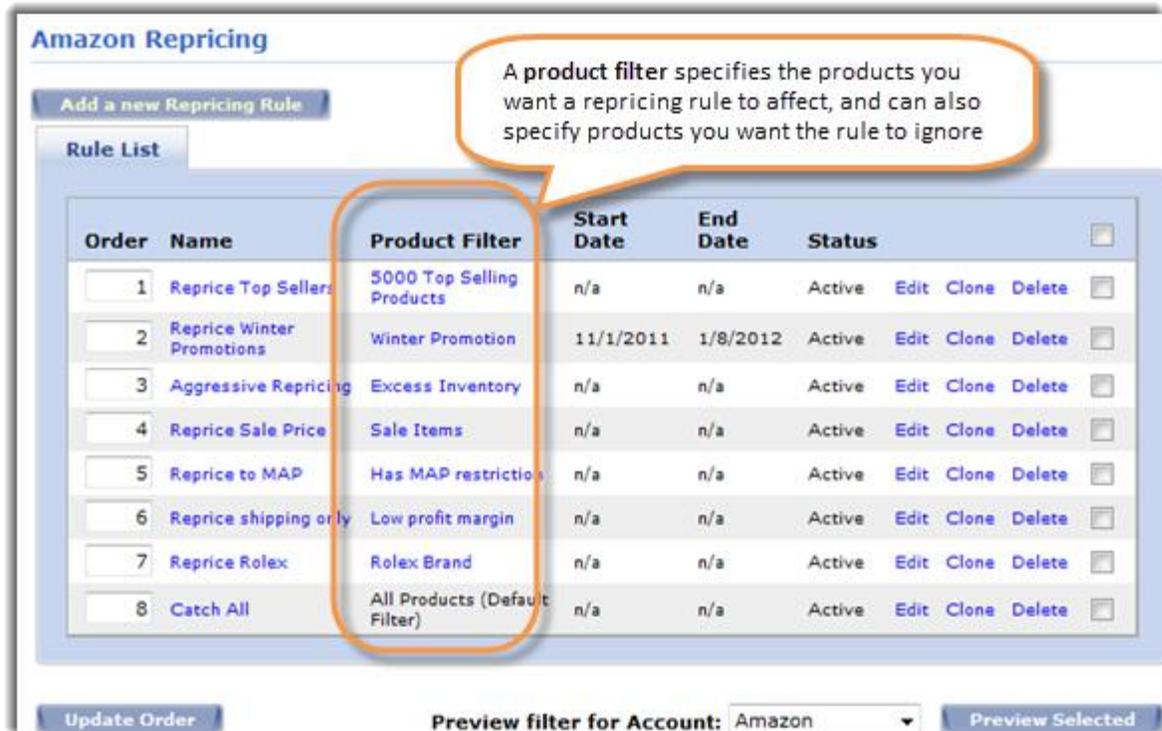
Reports – This tab enables you to generate reports on demand or set up reports to automatically run every day or week. The Sales Activity by Product report is the most relevant and useful report for you since you are using only the Marketplace Price Optimizer (aka Amazon Repricing) tools in Mercent Retail.
- 2. Product Catalog (Beta)** – This is our new streamlined and user-friendly version of the Product Catalog, which enables you to view your entire product catalog from Magento. Use the **Filter** feature that appears within the Product Catalog (Beta) to create subgroups of your catalog for repricing purposes. For example, you can save a product filter that includes one or more brands of products you want to reprice more aggressively than others. See [Creating Products Filters](#) for more information. (Above the Product Catalog (Beta) link is a link to the original Product Catalog. You can use either feature, however we believe you'll find the Product Catalog (Beta) easier to use.)
- 3. Amazon Repricing** – Here you create and manage your repricing rules. You can pause or activate repricing rules, and modify the terms of your repricing rules. When you click here, you'll see a repricing rule we created for you to research your current competition on Amazon.com. See [Previewing Your Competition](#) for more information.
- 4. Channel Feeds** – This page lists the feeds that Mercent Retail sends to Amazon (Outgoing Feeds) or pulls from Amazon (Incoming Feeds) and the schedule of feeds. If you just received your Mercent Retail credentials, Mercent Retail is already pulling an Active Inventory feed once a day, or more, to identify the products you have listed and in-stock on Amazon.com, pulling an Item Lookup feed every hour, or more, to identify offers competing with your offers on Amazon.com, and pulling an Order feed every few hours. Once you have completed the steps in this Getting Started guide and have asked Mercent Support to turn on your repricing feeds, Mercent Retail will then start sending a Price feed to Amazon to reprice your products each hour, as well as the Override feed to change the shipping price.
- 5. Amazon Repricing Log** – After you've created some active repricing rules and contacted Mercent Support to turn on your Amazon repricing feeds, use the Amazon Repricing Log to view the entire repricing history of your catalog, the repricing history of an individual product, and the repricing logic behind each repricing action.
- 6. Channel Feed Log** - This page records every feed that is sent to or pulled from Amazon.
Merchant Feed Log - This page records each Product feed Magento sends to Mercent.

If Mercent Retail ever encounters a problem with any of your feeds, the status of a feed log shows either a Failed status or a red exclamation point (!); in either case, click the + icon to investigate the problem.

7. **Account Dashboard Charts** – You can customize the metrics, date range, chart type, and retail channels captured in the top three charts in your account dashboard. The most relevant metrics to you, since you are using *only* the Marketplace Price Optimizer (aka Amazon Repricing) tools in Mercent Retail, include Adjusted Net Sales, Average Order Value, Gross Profit, Gross Profit Margin, Gross Profit per Order, and Orders.

Creating Product Filters

When you create an Amazon repricing rule in Mercent Retail, you must assign the rule to a product filter. A product filter enables you to group products that match the criteria you specify, and then act upon only that group. Before defining your Amazon repricing rules, you should identify any groups of products that require their own unique repricing rules, and then create a product filter for each group.



Amazon Repricing

Add a new Repricing Rule

Rule List

A product filter specifies the products you want a repricing rule to affect, and can also specify products you want the rule to ignore

Order	Name	Product Filter	Start Date	End Date	Status	
1	Reprice Top Sellers	5000 Top Selling Products	n/a	n/a	Active	Edit Clone Delete
2	Reprice Winter Promotions	Winter Promotion	11/1/2011	1/8/2012	Active	Edit Clone Delete
3	Aggressive Repricing	Excess Inventory	n/a	n/a	Active	Edit Clone Delete
4	Reprice Sale Price	Sale Items	n/a	n/a	Active	Edit Clone Delete
5	Reprice to MAP	Has MAP restrictions	n/a	n/a	Active	Edit Clone Delete
6	Reprice shipping only	Low profit margin	n/a	n/a	Active	Edit Clone Delete
7	Reprice Rolex	Rolex Brand	n/a	n/a	Active	Edit Clone Delete
8	Catch All	All Products (Default Filter)	n/a	n/a	Active	Edit Clone Delete

Update Order

Preview filter for Account: Amazon

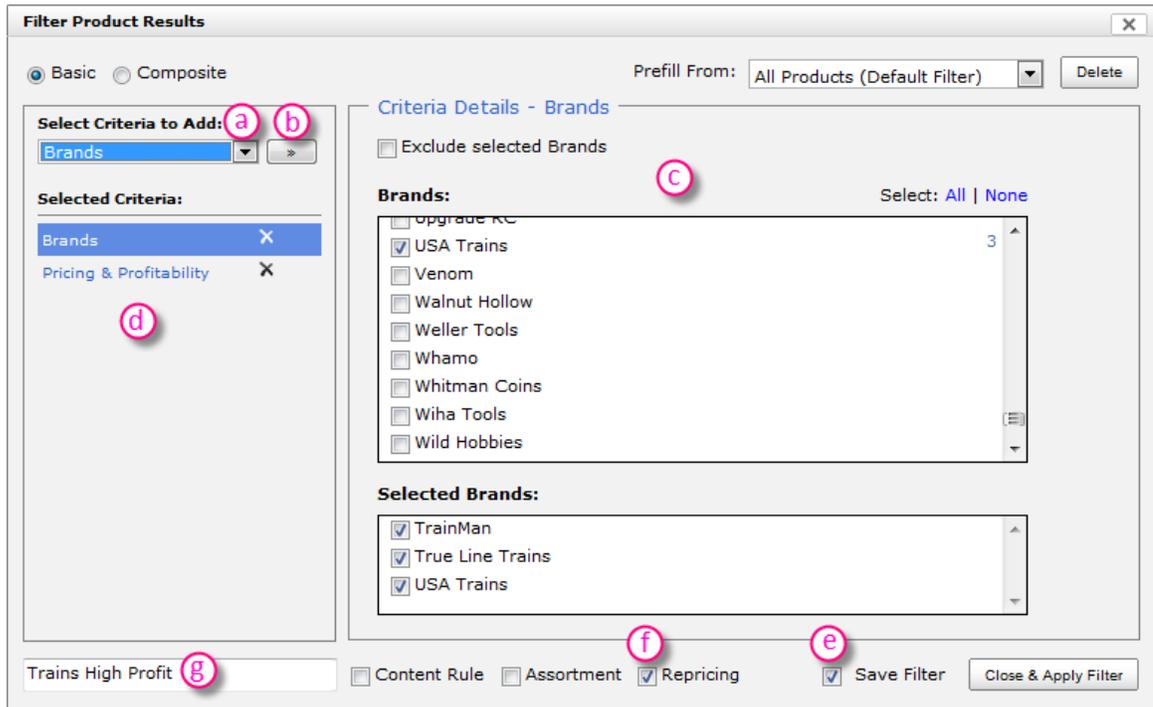
Preview Selected

A list of repricing rules and the product filters assigned to each

For example, here are some common ways our clients use product filters:

- To group products that fall within a particular price range
- To group products that reside in a particular product category
- To group products of a particular brand or manufacturer
- To group top selling items you want to aggressively reprice

- In the Filter Product Results dialog box, select the criteria for the products you want to reprice and set the criteria options on the right. When you are done setting your criteria options, make sure you select **Repricing** and also **Save Filter** at the bottom of the dialog box, and then click the **Close & Apply Filter** button.



- Select criteria to include in your product filter.
- Click the button to the right of the criteria menu to add the selected criteria and display the criteria settings.
- Once you add criteria, all of the settings for the selected criteria display in the **Criteria Details** area on the right.
- If you added multiple criteria, click the name of criteria under Selected Criteria to view the settings on the right. To delete criteria, click the x.
- Ensure you select **Save Filter** before you click Close & Apply Filter, otherwise the filter affects only the current view of your product catalog. The options to the left of the Save Filter checkbox appear only after you select Save Filter.
- Ensure you select **Repricing** to make the product filter available to your repricing rules.
- Enter a name for your product filter.

Note: Your free 30 day trial is limited to pulling competitive data for 100 products per hour. To ensure your products are repriced using only the most current competitive data, create product filters that, all together, include 100 products or less. Otherwise, Mercent Retail will reprice additional products using competitive data that is up to seven days old. For additional information, see [Setting the Order and Status of Your Rules](#).

Once you've made one or more product filters, you can continue to the next section [Creating Repricing Rules](#).

Creating Repricing Rules

Repricing rules enable you to define when and how Mercent Retail reprices your products both up and down on Amazon.com. Your rules give you absolute control over who you compete against, if and when Mercent Retail reprices your offers, and how low you are willing to go to beat the competition. Mercent Retail lowers your offer price only as far as needed to reach your repricing goals, and will never go lower than the amount you specify in your product and shipping price floors. When competing offers that drove your price down disappear or rise in price, Mercent Retail raises your offer price back toward your offer ceiling as much as possible while still meeting your repricing goals.

Create a repricing rule:

1. In Mercent Retail, on the **Manage** tab, under **PRODUCTS**, click **Amazon Repricing**.



2. Click **Add a new Repricing Rule**.
3. In the Add Repricing Rule page, set the repricing rule options you want, and then click **Add Repricing Rule**. Most of the options have a question mark icon next to them, which provides general guidance. For additional information about these options, see the option descriptions on the following page in Help:

<https://secure.mercent.com/UserGuide/RepricingRules.aspx>.

Important things to keep in mind as you design your repricing rules:

- You can set the status of your rules to Active, but the rules will not run until after you contact Mercent to run your Price and Override (Shipping) feeds.
- By default, Mercent Retail gives preference to whichever rule is first in your list of repricing rules. Mercent Retail will always evaluate the competition for up to 100 products from that rule each hour, and if the rule's Status is Active it will also reprice those products. (If you continue to use the Mercent Marketplace

Price Optimizer tools after your free trial period ends, Mercent Retail evaluates 1000 products from the first rule each hour.)

- Because your free 30 day trial is limited to pulling competitive data for 100 products per hour, make sure your *active* repricing rules, all together, include 100 products or less in their product filters. Otherwise Mercent Retail will reprice additional products using competitive data that is up to seven days old. For more information, see [Setting the Order and Status of Your Rules](#).
 - Mercent Retail pulls competitive data for products no matter whether they are in an *active* or *paused* repricing rule, but will reprice only those products assigned to active repricing rules. To ensure products in active repricing rules are repriced using only the freshest data, you should limit the number of paused rules in your list.
4. After saving a repricing rule, we highly recommend previewing the rule to see if the anticipated results meet your expectations. To preview a rule, follow the numbered steps under [Testing Your Repricing Rules](#).

Testing Your Repricing Rules

By previewing your repricing rules, you can view the results that Mercent Retail *anticipates* your rules will achieve. The repricing rule preview shows who Mercent Retail anticipates will win the Amazon Buy Box based on your repricing rules and the current competing offers on Amazon. Use this information to test your repricing rules as you build them and to help you figure out what it will take to win the Buy Box.

Preview a repricing rule:

1. On the **Manage** tab in Mercent Retail, click **Amazon Repricing**.



2. Select the checkbox on the far right of the rules you want to test, and click **Preview Selected**.

Amazon Repricing

Add a new Repricing Rule

Rule List

Order	Name	Product Filter	Start Date	End Date	Status	
<input type="checkbox"/>	Reprice Top Sellers	5000 Top Selling Products	n/a	n/a	Active	Edit Clone Delete <input type="checkbox"/>
<input type="checkbox"/>	Reprice Winter Promotions	Winter Promotion	11/23/2011	1/25/2012	Active	Edit Clone Delete <input checked="" type="checkbox"/>
<input type="checkbox"/>	Aggressive Repricing	Excess Inventory	n/a	n/a	Active	Edit Clone Delete <input type="checkbox"/>
<input type="checkbox"/>	Reprice Sale Price	Sale Items	n/a	n/a	Active	Edit Clone Delete <input type="checkbox"/>
<input type="checkbox"/>	Limit to MAP	Has MAP restriction	n/a	n/a	Active	Edit Clone Delete <input type="checkbox"/>
<input type="checkbox"/>	Reprice shipping only	Low profit margin	n/a	n/a	Active	Edit Clone Delete <input type="checkbox"/>
<input type="checkbox"/>	Reprice Rolex	Rolex Brand	n/a	n/a	Active	Edit Clone Delete <input type="checkbox"/>
<input type="checkbox"/>	Catch All	All Products (Default Filter)	n/a	n/a	Active	Edit Clone Delete <input type="checkbox"/>

Update Order

Preview filter for Account: Demo_Amazon

The Preview Repricing Rule page lists the products you offer on Amazon.com, your current offer, the offer winning the Amazon Buy Box (Lowest Offer column), the offer that is one position higher and better than your offer (Offer Above column), and the offer that is one position lower than your offer (Offer Below column). Because your account is a 30 day free trial, Mercent Retail looks up the competition for only 100 of your products per hour, but is able to look up competitive offers for up to 200,000 products per hour.

Preview Repricing Rule:

4,669 records were found.

Last Price Base Price

Records per page: 10

SKU	SKU Title	Price	+	Shipping	=	Offer	Position	Lowest Offer	Offer Above	Offer Below
G25714 XXL B002BH300I	Summit Black w/ Windproof Fleece XXL Repricing Paused(1)	Last: \$14.94 Change: - Now: - Floor: \$19.99	+	-	=	-	#1	Amazon.com Quantity: 0	(0.00) Hugo's Online Quantity: 0	(4.60) PetroStore Quantity: 0
G25715 LG B0012D7BFQ	Tuff Chix Landscaper L Repricing Paused(1)	Last: \$13.58 Change: - Now: - Floor: \$17.99	+	-	=	-	#5	Amazon.com Quantity: 0	Grady's Online Quantity: 0	(4.60) The Rad Raspberry Quantity: 0
G25715 MD B0012D93AM	Tuff Chix Landscaper M Repricing Paused(1)	Last: \$13.58 Change: - Now: - Floor: \$17.99	+	-	=	-	#1	Amazon.com Quantity: 0	Grady's Online Quantity: 0	(4.60) Hugo's Online Quantity: 0
G25715 SM B001ABA57O	Tuff Chix Landscaper S Repricing Paused(1)	Last: \$14.58 Change: - Now: - Floor: \$17.99	+	-	=	-	#1	Amazon.com Quantity: 0	Grady's Online Quantity: 0	(4.80) Tool King Quantity: 0
G25716 LG B001OBVNAU	Tac Ops L Repricing Paused(1)	Last: \$20.54 Change: - Now: - Floor: \$24.99	+	-	=	-	#1	Amazon.com Quantity: 0	Elite Performance Supply Quantity: 0	(5.00) PetroStore Quantity: 0
G25716 MD B001OBUJTM	Tac Ops M Repricing Paused(1)	Last: \$20.54 Change: - Now: - Floor: \$24.99	+	-	=	-	#1	Amazon.com Quantity: 0	Elite Performance Supply Quantity: 0	(5.00) Elite Performance Supply Quantity: 0
G25716 SM B0012DBVBQ	Tac Ops S Repricing Paused(1)	Last: \$22.15 Change: - Now: - Floor: \$24.99	+	-	=	-	#3	Amazon.com Quantity: 0	Hugo's Online Quantity: 0	(4.60) The Sportsman's Guide Quantity: 0
G25716 XL B001OBU3VO	Tac Ops XL Repricing Paused(1)	Last: \$20.54 Change: - Now: - Floor: \$24.99	+	-	=	-	#1	Amazon.com Quantity: 0	Elite Performance Supply Quantity: 0	(5.00) Elite Performance Supply Quantity: 0
G25716 XXL B002B5HVVK	Tac Ops XXL Repricing Paused(1)	Last: \$24.03 Change: - Now: - Floor: \$24.99	+	-	=	-	#3	Amazon.com Quantity: 0	Hugo's Online Quantity: 0	(4.60) Tooltech Quantity: 0
G25717 LG B000BZ1JBB	Tac Ops L Repricing Paused(1)	Last: \$10.19 Change: - Now: - Floor: \$12.99	+	-	=	-	#4	Denny And Kathy's Superstore Quantity: 0	Striven Quantity: 0	(5.00) Quality Distributing LLC Quantity: 0

Refresh Log Export Results

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Or, jump directly to page 226 Go

Previewing a rule enables you to compare your offers with offers winning the Buy Box

Once you start creating your own repricing rules, you should also preview those rules to view the anticipated results of your rules. In addition to showing your competition, the preview's Price and Shipping columns will show the *anticipated* results of your repricing rule, such as what position your offer will achieve and how much your offer will change.

Setting the Order and Status of Your Rules

When determining which products to pull competitive data for each hour, Mercent Retail gives preference to the first repricing rule in your list of rules. With that in mind, the product filter assigned to the first repricing rule in your list should contain the products you want evaluated and repriced every hour.

The *order* of the repricing rules that appear below the first rule does not influence which products Mercent Retail reprices. After evaluating and repricing products from the first rule, Mercent Retail then evaluates and reprices whichever products in the remaining rules were not repriced as recently as any other products. If a product is assigned to multiple repricing rules, then from those rules, Mercent Retail applies only the rule that is highest in the rule list.

Note: Because your free 30 day trial is limited to pulling competitive data for 100 products per hour, make sure the repricing rules with an active status are assigned to product filters that, all together, include 100 products or less. Otherwise Mercent Retail will reprice additional products in your catalog using competitive data that is up to seven days old.

The product filter assigned to the *first* repricing rule should contain the products you want evaluated and repriced every hour.

Rule List

Order	Name	Product Filter	Start Date	End Date	Status	
1	Reprice Top Sellers	Top Ten Selling Products	n/a	n/a	Active	Edit Clone Delete
2	Aggressive Repricing	Excess Inventory	n/a	n/a	Active	Edit Clone Delete
3	Reprice Rolex	Rolex Brand	n/a	n/a	Active	Edit Clone Delete
4	Reprice Sale Price	Sale Items	n/a	n/a	Paused	Edit Clone Delete
5	Preview Rule	All Products (Default Filter)	n/a	n/a	Paused	Edit Clone Delete

Change the order and status of your repricing rules:

1. On the **Manage** tab in Mercent Retail, click **Amazon Repricing**.



2. In the **Rule List**, in the **Order** column, enter the desired order number for each rule you want to move, and click the **Update Order** button.
3. In the **Status** column, review each rule's status to ensure those you want to run have an **Active** status and all others have a **Paused** status. (To change a rule's status, click **Edit**, change the **Status** setting, and click the **Save Repricing Rule** button at the bottom of the page.)

Turning on Your Repricing Feeds

Once you have created one or more active repricing rules and are ready to run them, you need to ask Mercent to turn on your repricing feeds. (You need to make this request only this once; you do *not* need to make this request whenever you have new repricing rules to run.) Mercent Support will typically complete your request within a few hours of receiving your email, or at least within one business day, and then your 30 day free trial period begins.

To turn on your repricing feeds, reply to the email you received from Mercent, which contained your Mercent Retail credentials, and ask to have your repricing feeds turned on.

Once Mercent turns on your Amazon repricing feeds, Mercent Retail evaluates the competitive data from the Item Lookup feed every hour, and the terms you have defined in your *active* Amazon repricing rules, and then sends Amazon a Price feed to set new prices and an Override feed to set any new shipping prices. Because you signed up to use only the Amazon Repricing tools in Mercent Retail, you will continue to manage your product and order feeds as you normally do outside of and without using Mercent Retail.

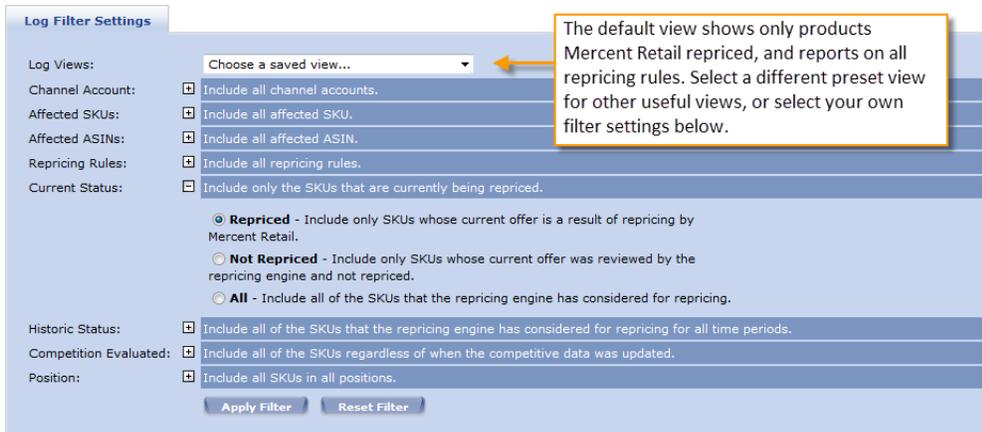
Note: When a product is in an active repricing rule, do not use any other system (including Amazon Seller Central) to set that product's price or shipping. When you turn off repricing for a product (such as by pausing the associated repricing rule or excluding the product from the repricing rule's product filter) the product's price reverts to the price you send to Mercent Retail in your feed. Also, the shipping reverts to the standard shipping you have set in Amazon Seller Central, and any shipping overrides you have defined in Amazon Seller Central are deleted.

Managing Your Repricing Performance

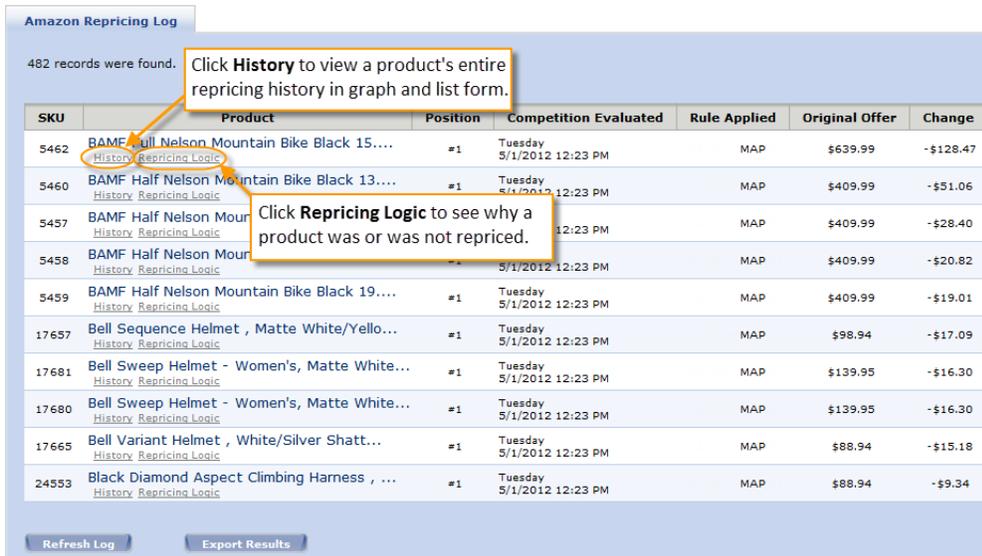
Mercent Retail provides several tools you can use to gauge your repricing performance, from the overall performance of an entire channel to product level performance.

Amazon Repricing Log

The Amazon Repricing Log keeps track of your entire repricing history. View the log to see which products Mercent Retail did or did not reprice, view the repricing logic used each time your product and the competition were evaluated, and view the entire repricing history of a single product. Explore the different preset Log Views for different views into your repricing history, including a view of only products winning the Buy Box, only products *not* winning the Buy Box, and more.



The screenshot shows the 'Log Filter Settings' panel. On the left, there are sections for 'Log Views', 'Channel Account', 'Affected SKUs', 'Affected ASINs', 'Repricing Rules', and 'Current Status'. The 'Log Views' section has a dropdown menu labeled 'Choose a saved view...'. A callout box with an arrow points to this dropdown, containing the text: 'The default view shows only products Mercent Retail repriced, and reports on all repricing rules. Select a different preset view for other useful views, or select your own filter settings below.' Below the dropdown are several checkboxes for including various data points, and radio buttons for 'Repriced', 'Not Repriced', and 'All'.



The screenshot shows the 'Amazon Repricing Log' interface. At the top, it says '482 records were found.' Below this is a table with columns: SKU, Product, Position, Competition Evaluated, Rule Applied, Original Offer, and Change. A callout box points to the 'History' link under the first row (SKU 5462), with the text: 'Click History to view a product's entire repricing history in graph and list form.' Another callout box points to the 'Repricing Logic' link under the same row, with the text: 'Click Repricing Logic to see why a product was or was not repriced.' At the bottom of the table are 'Refresh Log' and 'Export Results' buttons.

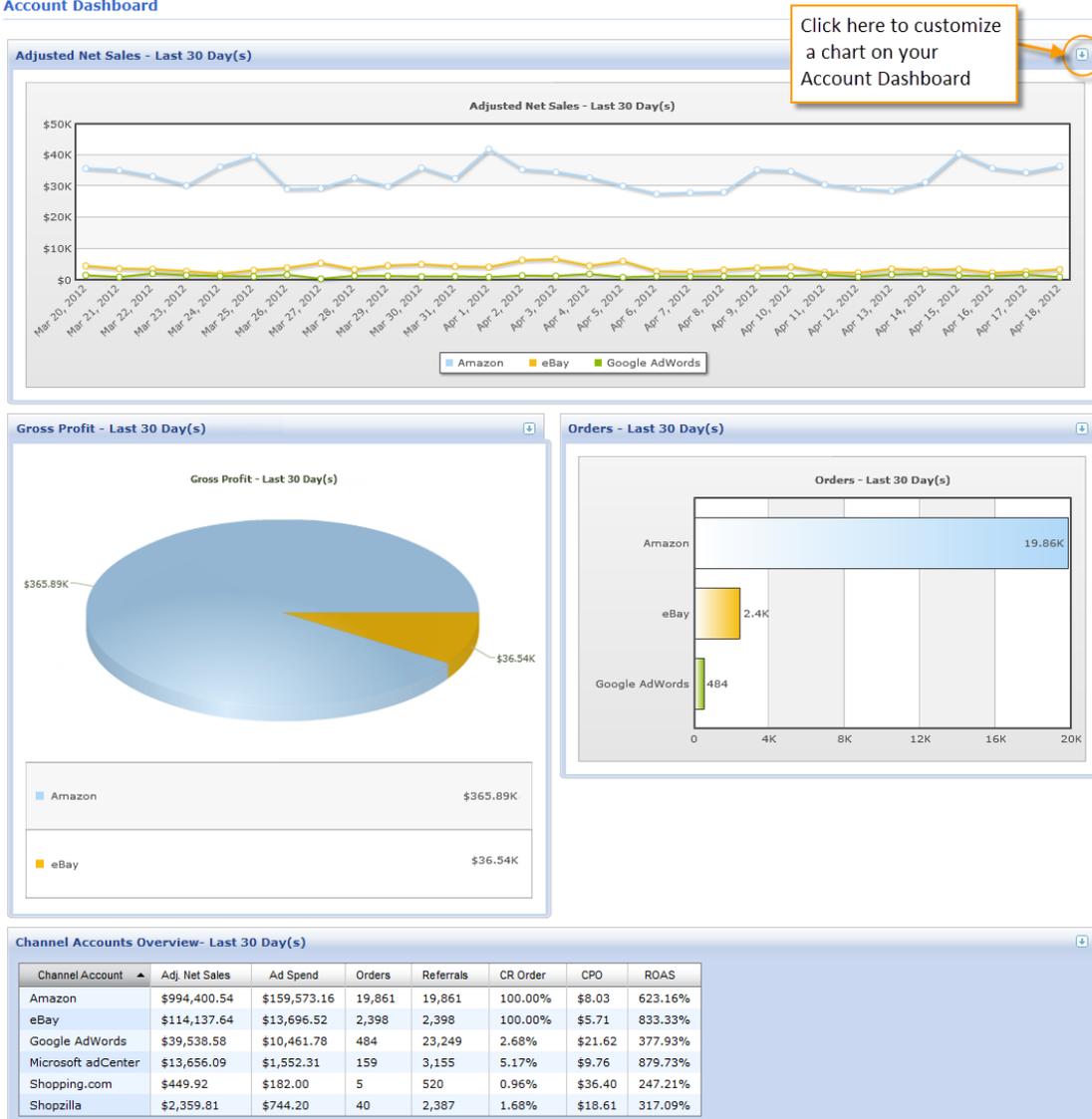
SKU	Product	Position	Competition Evaluated	Rule Applied	Original Offer	Change
5462	BAMF Full Nelson Mountain Bike Black 15...	#1	Tuesday 5/1/2012 12:23 PM	MAP	\$639.99	-\$128.47
5460	BAMF Half Nelson Mountain Bike Black 13...	#1	Tuesday 5/1/2012 12:23 PM	MAP	\$409.99	-\$51.06
5457	BAMF Half Nelson Moun...	#1	Tuesday 5/1/2012 12:23 PM	MAP	\$409.99	-\$28.40
5458	BAMF Half Nelson Moun...	#1	Tuesday 5/1/2012 12:23 PM	MAP	\$409.99	-\$20.82
5459	BAMF Half Nelson Mountain Bike Black 19...	#1	Tuesday 5/1/2012 12:23 PM	MAP	\$409.99	-\$19.01
17657	Bell Sequence Helmet , Matte White/Yello...	#1	Tuesday 5/1/2012 12:23 PM	MAP	\$98.94	-\$17.09
17681	Bell Sweep Helmet - Women's, Matte White...	#1	Tuesday 5/1/2012 12:23 PM	MAP	\$139.95	-\$16.30
17680	Bell Sweep Helmet - Women's, Matte White...	#1	Tuesday 5/1/2012 12:23 PM	MAP	\$139.95	-\$16.30
17665	Bell Variant Helmet , White/Silver Shatt...	#1	Tuesday 5/1/2012 12:23 PM	MAP	\$88.94	-\$15.18
24553	Black Diamond Aspect Climbing Harness , ...	#1	Tuesday 5/1/2012 12:23 PM	MAP	\$88.94	-\$9.34

The Amazon Repricing Log contains your catalog's entire repricing history

Account Dashboard

Use the charts on your Account Dashboard to keep tabs on the performance of one or more channels. You can customize each of the charts on your Account Dashboard to display the information you want and in the style you prefer, including date range, chart type, retail channels, and metrics (measures).

Account Dashboard



The most relevant metrics for you to display in these charts, since you are using *only* the Marketplace Price Optimizer (aka Amazon Repricing) tools in Mercent Retail, include Adjusted Net Sales, Average Order Value, Gross Profit, Gross Profit Margin, Gross Profit per Order, and Orders.

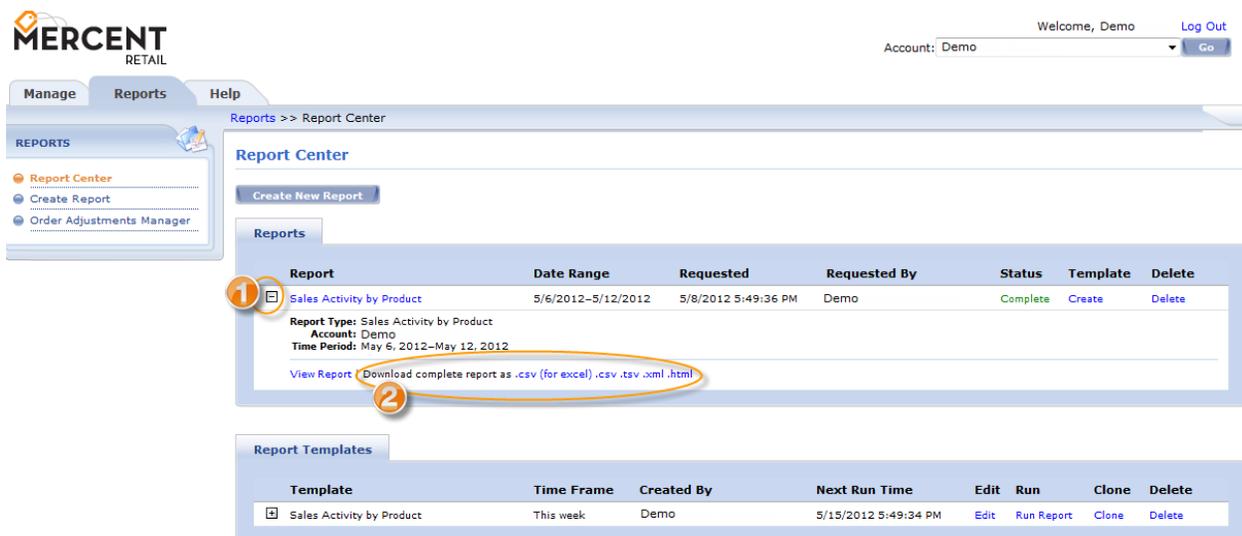
Reports

The Reports tab in Mercent Retail offers two dozen different kinds of reports to choose from, but the most relevant and useful report for you, since you are using *only* the Marketplace Price Optimizer (aka Amazon Repricing) tools in Mercent Retail, is the Sales Activity by Product report. You can create a Sales Activity by Product report on demand or schedule Mercent Retail to automatically generate a report for you.

To create a Sales Activity by Product report:

1. In Mercent Retail, click the **Reports** tab.
2. Click **Create New Report**.
3. For **Report Type**, select **Sales Activity by Product**.
4. Set the remaining options as desired, and then click the **Step 2: Define Report Filters** button. (You can ignore the **Time Since Referral** options because they are not relevant to Amazon.com.)
5. Set the next page of options as desired, and then click the **Create Report** button.

Once Mercent Retail is done generating your Sales Activity by Product report, you can either click the report name to view the report directly in Mercent Retail or download the entire report to view in your preferred viewer, as pictured below.



The screenshot shows the Mercent Retail interface with the Reports tab selected. The 'Report Center' section displays a table of reports. A red circle with the number '1' highlights the 'Sales Activity by Product' report. Below the table, a red circle with the number '2' highlights the 'Download complete report as .csv (for excel) .csv .tsv .xml .html' link.

Report	Date Range	Requested	Requested By	Status	Template	Delete
Sales Activity by Product	5/6/2012-5/12/2012	5/8/2012 5:49:36 PM	Demo	Complete	Create	Delete

Report Type: Sales Activity by Product
 Account: Demo
 Time Period: May 6, 2012-May 12, 2012

View Report [Download complete report as .csv \(for excel\) .csv .tsv .xml .html](#)

Template	Time Frame	Created By	Next Run Time	Edit	Run	Clone	Delete
Sales Activity by Product	This week	Demo	5/15/2012 5:49:34 PM	Edit	Run Report	Clone	Delete

Account Notifications

Your Account Settings in Mercent Retail include a Notification tab that enables you to subscribe to account alerts about unusual behavior in your feed and problems with your feed. The screenshot below shows the events applicable to the Mercent Marketplace Price Optimizer.

Manage >> Account >> Account Settings

Account Settings

Display Name & Account Status | E-mail Address | Password | **Notification**

Event	Description
<input checked="" type="checkbox"/> Product Catalog Size Changed	After processing your most recent Product feed, your Product Catalog size has dropped significantly.
<input type="checkbox"/> Product Catalog Not Updated	Your Product Catalog has not been updated recently.
<input checked="" type="checkbox"/> Merchant Feed Failure	One of the Merchant Feeds sent to Mercent has failed.
<input type="checkbox"/> No Fulfillment Feed for 2 Days	Mercent has not received an Order Fulfillment feed recently.
<input checked="" type="checkbox"/> No Outbound Channel Feed	One of your channel feeds has not been sent recently.
<input checked="" type="checkbox"/> Channel Feed Failure	One of your outbound channel feeds has failed.
<input type="checkbox"/> Order Adjustment Error	Mercent has received an Order Adjustment error.
<input checked="" type="checkbox"/> Drop In Number Of Orders	There has been a significant drop in your number of orders.
<input type="checkbox"/> Drop In Number Of Referrals	There has been a significant drop in the number of referrals to your website.
<input type="checkbox"/> Order Fulfillment Error	Mercent has received an Order Fulfillment error.
<input type="checkbox"/> Product Catalog Has Not Been Modified	The content of the Merchant Feed has not changed recently. Products, inventory and pricing may be out of date.
<input checked="" type="checkbox"/> Channel Account Paused	One of your channel accounts has been paused.
<input type="checkbox"/> Merchant Order Acknowledgement Feed Succeeded With Errors	A Merchant Order Acknowledgement Feed sent to Mercent contains errors.
<input type="checkbox"/> Merchant Order Fulfillment Feed Succeeded With Errors	A Merchant Order Fulfillment Feed sent to Mercent contains errors.
<input type="checkbox"/> Merchant Order Adjustment Feed Succeeded With Errors	A Merchant Order Adjustment Feed sent to Mercent contains errors.
<input type="checkbox"/> eBay Token expiry	One of your eBay channel account token is either expired or about to expire.
<input type="checkbox"/> Mercent Report Failed	A Mercent Order / Settlement report has failed.
<input checked="" type="checkbox"/> Merchant File was Corrupted	Merchant file is invalid and could not be delivered.
<input checked="" type="checkbox"/> Merchant was paused	The merchant was paused.

Update Notification

Subscribe to account notifications:

1. Login to Mercent Retail at <https://secure.mercent.com/login.aspx>.
2. On the **Manage** tab, under **Account**, click **Account Settings**.



3. Click the **Notification** tab.
4. Select the events you want to subscribe to, and click **Update Notification**. See the screenshot above for the events we recommend for the Mercent Marketplace Price Optimizer.

Conclusion

Thank you for trying the free 30 day trial of our Mercent Marketplace Price Optimizer extension for Magento. To provide us feedback on the extension, consider writing a review on Magento Connect at <http://www.magentocommerce.com/magento-connect/catalog/product/view/id/12789>. If you have any feedback about this Getting Started Guide, please email learning@mercent.com.

To learn more about the simple, tiered pricing structure we offer for the Mercent Marketplace Price Optimizer, please email sales@mercent.com or call our Sales team at 206-832-3971. To learn about the other solutions Mercent offers, see <http://www.mercent.com/>.