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Minimize Amazon Fees and Increase Profit:

A Practical Approach to Data Analytics



YONI MAZOR

COO | GETIDA



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HOW TO ASK QUESTIONS



It's easy to submit your questions for our presenters during the event.

- On the left side of your screen there is a box labeled “Ask a Question” where you can enter your questions.
- Questions related to the webcast topic will be held and answered during the Q&A session at the end of the event.
- Questions related to technical issues can also be entered in this box, and will be answered immediately by our webcast producers.





Intelligent.Data.Analytics

What's GETIDA?

It Stands for GET Intelligent Data Analytics

We believe in Maximum Recovery, Tailored to Simplicity

GETIDA is the leading service in auditing for Amazon FBA reimbursements. We can locate complex claim types, we have ex-Amazonians and dedicated claims specialists on our team guiding us on best practices and compliance, and we are dedicated to transparency in data analytics.

Our team can manage all your FBA inventory, file claims, and ensure the highest recovery rate in the industry. We aim to provide affordable solutions to merchants selling on Amazon.

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COVID-19 – Time to Play Defense

- Third-party Amazon FBA sellers are leaving money on the table
- Cutting the top line means bottom-line growth
- Grow your profit margin -keep track of
 - inventory transactions
 - claims
 - refunds and returns
- It's not enough to track them Data Analytics





Outcomes

In the end this webinar will help sellers to

- *Minimize Amazon fba fees*
- *Reduce packaging costs*
- *Monetize returns and removals*
- *Handle claims effectively*

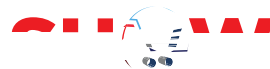




Means to an End

Today's Webinar will

- Give practical guidance using revealing case examples
- Respond to participant questions
- Demonstrate benefits of hassle-free resources
 - FREE –Online tool for tracking
 - FREE –Online dashboard
 - FREE –Assistance to get set up



Case Study

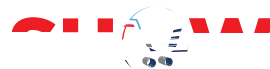
<u>Beginning Balance</u>	Previous statement's unavailable balance	<u>\$50,386.74</u>
	Subtotal	\$50,386.74
<hr/>		
<u>Orders</u>	Product charges	\$437,158.89
	Promo rebates	-\$3,788.80
	Amazon fees	-\$125,375.24
	Other (shipping & gift wrap credits)	\$7,038.07
	Subtotal	<u>\$315,032.92</u>
<u>Refunds</u>	Product charges	-\$26,475.50
	Promo rebates	\$52.17
	Amazon fees	\$3,655.75
	Other	-\$167.98
	Subtotal	<u>-\$22,935.56</u>
<u>Shipping services purchased through Amazon</u>	Shipping charges	-\$5.28
	Subtotal	<u>-\$5.28</u>
<u>Selling Fees</u>	Subscription fees	-\$39.99
	FBA fees	-\$13,174.77
	Cost of Advertising	-\$609.35
	Other	-\$180.00
	Subtotal	<u>-\$14,004.11</u>
<u>Other Transactions</u>	Other	\$4,194.65
	Subtotal	<u>\$4,194.65</u>
<hr/>		
<u>Closing Balance</u>	Total balance	\$332,669.36

Fees A

Fees B

100%	Orders	\$ 437,158.89
29%	Amazon Fees	\$ (125,375.24)
17%	Selling Fees	\$ (74,066.97)
12%	FBA Fees A	\$ (51,308.27)
3%	FBA Fees B	\$ (13,174.77)
15%	FBA Fees	\$ (64,483.04)

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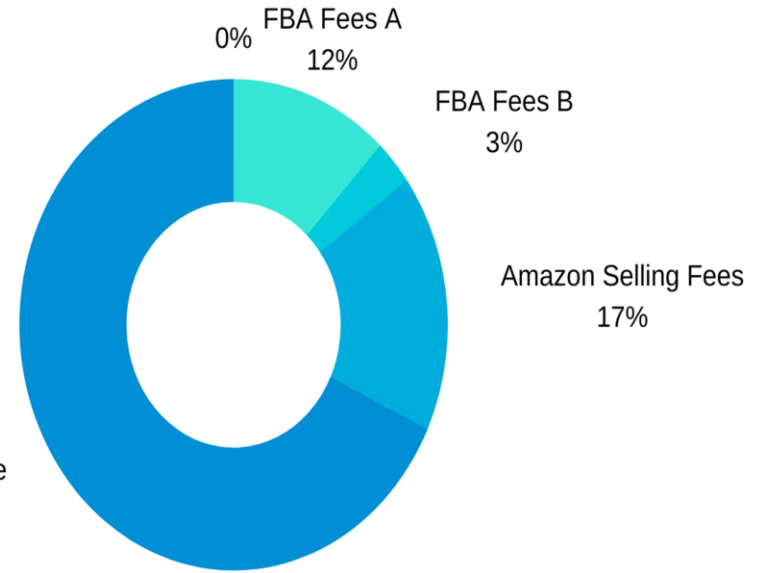


FBA Fees A = 12% of orders

FBA Fees B = 3% of orders

= 15% of revenue to FBA fees

Rest of Revenue
68%



32% of all of this seller's revenue are Amazon fees



Package Smaller, Lighter, and Smarter!

Why Packaging Matters:
Amazon fees and are based on
weight and dimensions of the
individually packaged product!

One seller may be sending an
inflated ball while the other may
send the same ball, but deflated.
These two sellers will pay a different
fee for the same exact item.



Track Your Packaging Dimensions

(and all other supply chain documentation)

Fees Based on Dimensions

- Amazon Fulfillment Fees (AKA Pick and Pack fees)
- Long Term Storage Fees



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Weight and Dimension Tracking Template

ASIN	SKU	Length	Width	Height	Unit (Inches/cm/mm, etc)	Weight	Unit (Pounds/g/Kg, etc)

The benefits of tracking this information are:

- Largest percentage of fulfillment cost are related to fees based on this information (in our case study it was 12%!)
- Being able to get reimbursed quickly once the error is found



MAX'S PRO TIP OF THE WEEK

**MEASURE AND TRACK ALL
PACKAGING DIMENSIONS**

Visit GETIDA.COM to find out why!

GETIDA.COM/DIMENSIONS





Dashboard



Enable claim filing



Pick & Pack



Payment methods



Add New Store



Stores

• Getida Demo



Refer a Seller

Pick & Pack

Please review the below measurements. If you find a discrepancy, adjust the data and save.

Bulk upload:

1. [Export table](#)
2. Upload file

WEIGHT AND DIMENSIONS

Show entries

5

Search:

Marketplace	ASIN	SKU	Length	Width	Height	Unit	Weight	Unit	Confirm
US	B07ZXHKLDN	SD-801 -80	5.71	2.8	0.2	inches	0.06	pounds	<button>Save</button>
US	B07ZXHKLDN	SD-801 -80	5.6	2.7	0.3	inches	0.1	pounds	<button>Save</button>
US	B07ZXHKLDN	SD-801 -80	5.5	2.7	0.3	inches	0.1	pounds	<button>Save</button>
US	B07ZXHKLDN	SD-801 -80	5.5	2.4	0.2	inches	0.15	pounds	<button>Save</button>
US	B07ZXHKLDN	SD-801 -80	5.5	2.4	0.3	inches	0.15	pounds	<button>Save</button>

Showing 1 to 5 of 100 entries

Previous 1 2 3 4 5 ... 20 Next



Inspect Returns and Removals



*A service like Tradeport can help with FBA removals



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Our data shows that most inventory can be refurbished, resold, and reinvested!

Should You Remove and Inspect your FBA Inventory?

Depends on the cost of the item, the cost of removing it from FBA, and whether inspecting & reselling it will be less than the expected revenue

Cost of Reselling should be Less than Expected Revenue!

Unit Cost:		Amazon Price:
\$2.00		\$19.99
Removal Cost:		Amazon Fees:
\$.50		32%
Inspection:		Net Proceeds:
\$2.00		\$13.60
Resell:		Net After Costs:
\$2.00		\$7.09
Total Removal Cost		
\$6.50		



How Can You Do This?

You



Them*



Audit and File Claims!

BUT Comply! Comply! Comply!

FBA discrepancies can reach up to 3% of your annual revenue!

Do not open too many claims at once, and ensure all claims filed meet with Amazon's TOS!

- Don't over file
- Only file "good" claims
- Do not reopen too many rejected claims



MAX'S PRO TIP OF THE WEEK

**DO NOT
reopen too
many claims!**

HAVE QUESTIONS? WE HAVE THE ANSWERS YOU NEED!

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Case Study

FY 2018



Revenue through FBA: \$18M

Inventory Sold: 318,515

Year: 2018



8,954 Units

of Inventory Affected



2.81%

Total Inventory Affected



15%

Reimbursement Revenue

\$151,172.59

Money Reimbursed to Seller from GETIDA Claims

GETIDA raised client
gross profit by

10.92%

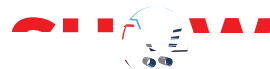
GETIDA Units
of Inventory Reimbursed

3,634

	Revenue
Gross Profit before GETIDA	\$1,384,794.25
Reimbursed GETIDA Claims	\$151,172.59
Gross Profit after GETIDA	\$1,535,966.84

GETIDA analyzes your data, reconciles your inventory,
and files claims for reimbursements on your behalf!

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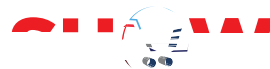




Thank you! Any questions?

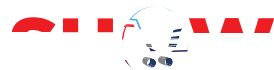
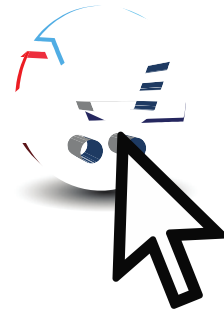
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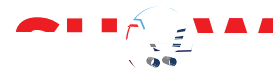
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&

The First \$400 Recovered by GETIDA is FREE!

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Features
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• Analytical Analytics
• Financial Analytics
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