

■ Amazon · Key accounts · Google Shopping

Weekly run

See who moved / the price first.

When another retailer sells your product for less than Amazon, Amazon tends to follow it down. You find out weeks later in a margin report, with no record of which offer started it.

Trim Tab Price Tracking Suite checks the shelf price of every listing you choose, at the retailers that matter to you and at every other seller on Google Shopping. It puts each price next to Amazon's, flags the offers that undercut it, and keeps the history so you can see when a gap opened.

I Monday morning, answered

After each price run the suite answers six questions. Each answer is one filter or one click away.

Question	Where the answer sits
Who is selling my products below Amazon, and by how much?	Offers more than your agreed percentage below Amazon are marked, on the product and on the seller
Which prices moved since the last run?	Every price carries an up or down arrow and the amount, against the previous run or the same day last week
Is Amazon still holding the Buy Box?	Listings that are in stock but show no Amazon offer are flagged "No Buy Box"
Where can shoppers not find my product?	Listings with no match on Amazon or Google Shopping are listed on their own

Question	Where the answer sits
Which seller is cheapest most often?	A seller table ranks every retailer by products listed, times cheapest and average gap to Amazon
How has this product's price moved over time?	Each product opens a history of Amazon's price, the lowest price anywhere and the running average

Products are sorted by Amazon sales, so your bestsellers sit at the top of every list.

II What it watches

The suite looks at prices in two rings.

Your key accounts. Up to ten named retailers per market, chosen by you, each shown as its own column next to Amazon. Amazon sits in the first column as the reference price.

Everyone else. Every other seller that lists your products on Google Shopping, from national chains to small web shops and marketplace resellers. They are collected in a seller table, so an unknown reseller pricing well below Amazon doesn't go unnoticed.

For each offer the suite records:

- the shelf price and shipping charge
- whether the item is in stock (out-of-stock offers are shown struck through, so a cheap price that nobody can buy isn't mistaken for a threat)
- whether Amazon itself holds the offer

It works for one marketplace or several, each in its own currency.

III How a price move reaches your team

- 01 The run.** Prices are collected every week on a fixed day, and on demand before a promotion or a buyer meeting.
- 02 The comparison.** Each offer is matched to your listing and compared with Amazon's price and with the previous run.
- 03 The flag.** Offers below your tolerance, price moves, a missing Buy Box and listings that can't be found are flagged on the page.
- 04 The product view.** One click opens the product: today's offers sorted cheapest first, links to the listing on Amazon and on Google Shopping, and the price history.

- 05 The conversation.** Your team takes the evidence to the account in question, to your Amazon contact or into the next promotion plan, with the date the gap opened and the seller that opened it.
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IV What you decide up front

- **Tolerance.** How far below Amazon an offer can sit before it is flagged. A small gap from shipping or rounding shouldn't raise an alarm.
- **Key accounts.** The ten retailers per market that get their own column, and the names and web addresses that identify each one.
- **Listings.** Which products are tracked, matched by ASIN and your own item number.
- **Rhythm.** The weekly run day, and whether changes are read against the last run or the same day a week earlier.
- **Markets.** Which marketplaces are covered, each in its own currency.

Your team can change the retailer list and the tolerance on the page itself; the next run uses the new settings.

V Next to Commerce and Advertising

The three Trim Tab products answer different questions and can run alone or together.

Product	The question it answers
Trim Tab Commerce	Is the business on plan, and what should we act on this week?
Trim Tab Advertising Suite	Is every advertising dollar working, and what do we change?
Trim Tab Price Tracking Suite	Is the price shoppers see the same everywhere, and who moved first?

Together they explain each other. A lost Buy Box flagged here explains why ads stopped serving for that product in the Advertising Suite, and a price war at one retailer explains a margin dip in Commerce.

VI Getting started

We need three things from you:

- your list of listings to track, with ASINs and your own item numbers
- the retailers that count as key accounts in each market
- the gap below Amazon that should trigger a flag

The first run shows today's prices and gaps. Price moves appear from the second run on, and the history becomes useful after a few weeks. The suite only reads public shelf prices; it does not change anything in Amazon or at any retailer.

See it on / your own data.

A walkthrough of the cockpit built around
your accounts, your plan and your definitions.

[Book a walkthrough](#)

TRIM/TAB