



Walmart Repricer Admin Guide

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[Abstract](#)

Walmart Repricer, an extension developed by CedCommerce provides an innovative way to compete with the competitor sellers on Walmart.

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Overview

Walmart Repricer, an extension developed by CedCommerce provides an innovative way to compete with the competitor sellers on Walmart. This feature makes sure that the products of the merchant (admin) always win the BuyBox and thus increases the sale significantly.

The Repricer is a new technology that utilizes machine learning and real-time analytics to help sellers in maximizing the margin and win the Buy Box.

The Walmart Repricer checks out what is the lowest price of the merchant's products on the Walmart store, and changes the price of the product to the lowest one, while not going lower than what is set as the minimum price. On the other hand, if the merchant's competitor's offer price is much costlier than the merchant's offer price, then the price increases, while not increasing more than what is other merchant's offering.

Key Features are as follows:

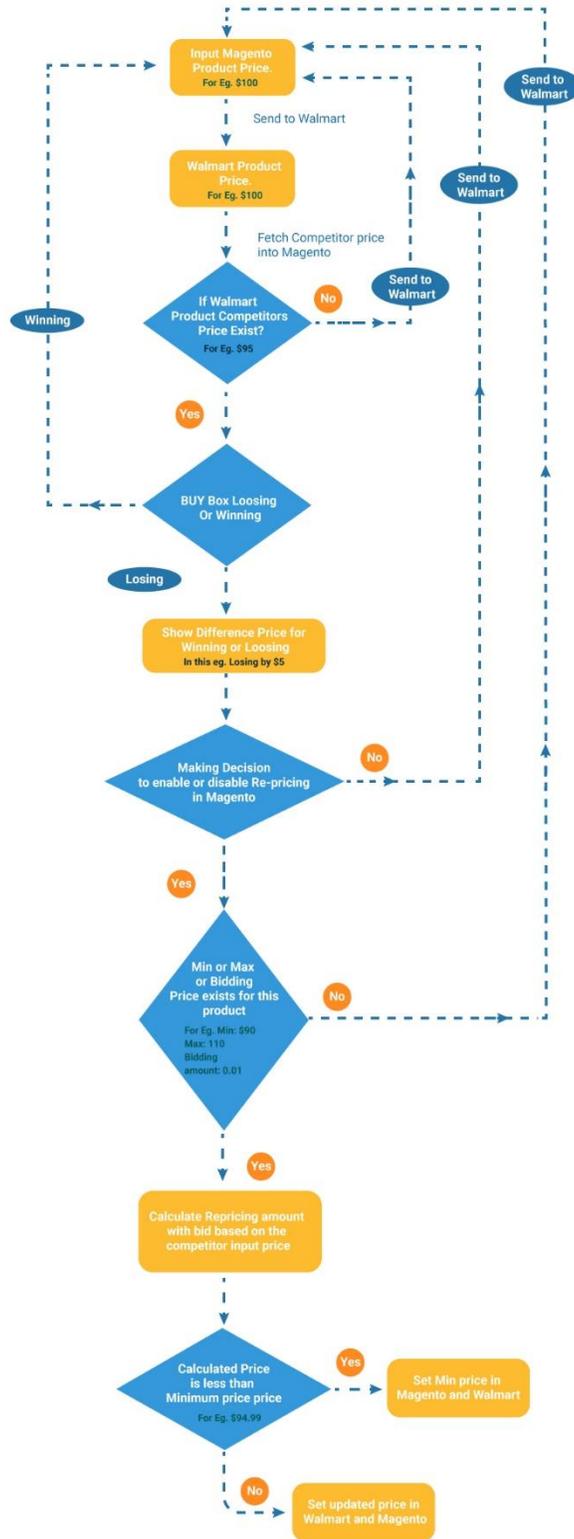
- Enables Merchant to view the marketplace price
- Dynamically Reprices the product, once the competitor decreases or increases the price
- Removes the hassle of monitoring competitors pricing
- Enables intelligent repricing for each products
- Extension is dependent on [Walmart Magento Integration](#)

How It Works?

Firstly, a request is sent to Walmart to fetch all the BuyBox prices of all the existing Items or products of sellers, which is compared with the products pricing of the admin(merchant). After this, the extension, depending upon the inputs provided by the admin calculates the new pricing, and thus helps the admin to win and retain the BuyBox.

Finally, a last check ensures that the new value lies between the minimum and the maximum value defined by the users. After all this process, the latest price is updated back to Walmart and is made live as the new price for that product.

Flow-Chart



Walmart Reprice Configuration Settings

Once the admin installs the extension successfully on the Merchant’s store, the **Walmart Reprice** menu appears on the top navigation bar of the Magento Admin Panel.

To set up the Walmart Reprice Configuration Setting

- 1) Go to the **Magento Admin** panel.
- 2) On the top navigation bar, click the **Walmart Reprice** menu, and then click **Configuration**.



The **Walmart Reprice Configuration** page appears.

Note : If **Fixed** or **Percentage** is selected in the **Select Pricetype** list, then the two more fields appear – **Min Price** and **Max Price** as shown in the following figure:

A screenshot of the 'Walmart Reprice Configuration' page. The page has a title 'Walmart Reprice Configuration' and a 'Save Config' button in the top right corner. Below the title is a section titled 'Walmart Repricer Strategy'. This section contains several configuration fields:

- Enabled**: A dropdown menu set to 'Yes' with a '[WEBSITE]' scope indicator.
- Strategy Name**: A text input field containing 'WinAtLowPrice' with a '[GLOBAL]' scope indicator and a hint: '▲ Enter a strategy Name:eg Win Buybox at low price'.
- Select Pricetype**: A dropdown menu set to 'Percentage' with a '[GLOBAL]' scope indicator and a hint: '▲ Enter Pricetype'.
- Min Price**: A text input field containing '0.5' with a '[GLOBAL]' scope indicator and a hint: '▲ Enter Min Price:eg 5'.
- Max Price**: A text input field containing '0.5' with a '[GLOBAL]' scope indicator and a hint: '▲ Enter Max Price:eg 5'.

The 'Min Price' and 'Max Price' fields are highlighted with a red rectangular border.

Note : If **Reprice Based on price difference** is selected in the **Select Pricetype** list, then the Max Difference Price field appears as shown in the following figure:

Walmart Reprice Configuration Save Config

Walmart Repricer Strategy

Enabled	Yes	[WEBSITE]
Strategy Name	WinAtLowPrice <small>▲ Enter a strategy Name:eg Win Buybox at low price</small>	[GLOBAL]
Select Pricetype	Reprice Based on price difference(merchant prod) <small>▲ Enter Pricetype</small>	[GLOBAL]
Max difference Price	2 <small>▲ Enter Max diff. in \$ Price:eg 5(it will send reprice data like that : (price-difference)-0.01)</small>	[GLOBAL]

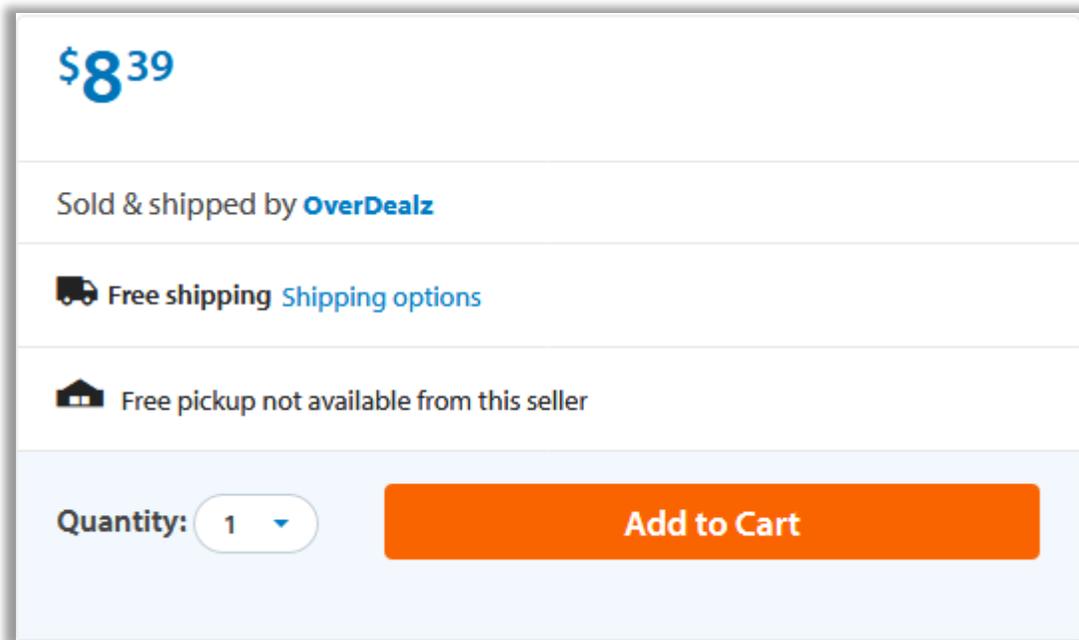
- 3) Under **Walmart Repricer Strategy**, enter the required values in the following fields:
- **Enabled:** In the **Enabled** list, select **Yes** to enable the features of the **Walmart Repricer** extension.
 - **Strategy Name:** In the **Strategy Name** box, enter a strategy name. For example, Win Buybox at low price.
 - **Select Pricetype:** There are three following options:
 - **Fixed:** It is the unit of the price entered in the **Min price** and **Max Price** fields.
 - **Percentage:** It is the unit of the price entered in the **Min price** and **Max Price** fields.
 - **Reprice Based on price difference (merchant product price – buybox price):** The price is changed based on the price difference. Price difference is equal to merchant product price minus buybox price.
 - **Min Price:** Enter minimum price.
 - **Max Price:** Enter maximum price.
 - **Max Difference Price:** Enter the maximum difference price.
- 4) Click the **Save Config** button.

What is the Buy Box?

If the multiple seller sells the same product, then [Walmart.com](https://www.walmart.com) itemizes the same product that belongs to the different sellers altogether on a single product Page. The page displays the competing prices offered by all the sellers, so that the customers can choose the best suitable seller.

Winning the Buy Box is important because the customers are usually attracted to the first option. Making sure that the items are available in the stock and offering competitive pricing improves the chances of winning the Buy Box, and thus increasing the sale of the product.

Buy Box Winner



\$839

Sold & shipped by **OverDealz**

 Free shipping [Shipping options](#)

 Free pickup not available from this seller

Quantity: 1

Assign Item to Reprice

To reprice any item or product, merchant has to assign it for repricing form the Product Manager page.

To assign the item to reprice

- 1) Go to the Magento Admin panel.
- 2) On the top navigation bar, click the **Walmart** menu, point to **Manage Product**, and then click **Upload Product**.

The **Product Manager** page appears as shown in the following figure:

ID	SKU	Image	Price	Walmart Price	BuyBox Price	Name	Qty	Visibility	Status	Type	Actions
16232	WR17X20860		\$41.94	\$30.22	WON(\$30.22)	WR17X20860 GE Refrigerator Water Filter Head and Tube Assembly	4	Catalog, Search	Enabled	Simple Product	VALID Upload Edit
27143	316220008		\$25.99	\$19.87	WON(\$19.87)	316220008 Frigidaire Range Knob	54	Catalog, Search	Enabled	Simple Product	PUBLISHED VALID Upload Edit
36468	WS28X10032		\$16.41	\$12.55	WON(\$12.55)	WS28X10032 GE Appliance Drip Tray Grille Black	0	Catalog, Search	Enabled	Simple Product	PUBLISHED VALID Upload Edit
32778	308957B		\$10.97	\$8.39	WON(\$8.39)	308957B Amana Range Knob, Set Button (Blk)	12	Catalog, Search	Enabled	Simple Product	PUBLISHED VALID Upload Edit
9275	WB2X5041		\$31.67	\$24.23	WON(\$24.23)	WB2X5041 GE Range Clip	31	Catalog, Search	Enabled	Simple Product	PUBLISHED VALID Upload Edit

- 3) Select the check box associated with the required product.
- 4) In the **Action** list, select the **Assign Selected Items to Reprice\$** action.
- 5) Click the **Submit** button.

The selected item is assigned to reprice, and is listed on the **Reprice Walmart Items** page.

Sync Walmart Product and BuyBox Status

To get the request from Walmart to update the status of the product and the BuyBox on the Magento store. It helps the user to view the status of the product and the BuyBox. For example, unpublished, transmit, data fix, system error, or so on, and also the BuyBox winner or loser.

To sync Walmart product and BuyBox status

- 1) Go to the Magento Admin panel.
- 2) On the top navigation bar, click the **Walmart** menu, point to **Manage Product**, and then click **Upload Product**.

The **Product Manager** page appears as shown in the following figure:

ID	Sku	Image	Price	Walmart Price	BuyBox Price	Name	Qty	Visibility	Status	Type	Actions
<input type="checkbox"/>	16232	WR17X20860	\$41.94	\$30.22	WON(\$30.22)	WR17X20860 GE Refrigerator Water Filter Head and Tube Assembly	4	Catalog, Search	Enabled	Simple Product	Validate Selected Product(s) Product Price Update Assign Selected Items to Reprice \$ Product Inventory Update Retire Selected Product(s) Mass Product(s) Upload Sync Walmart Product & BuyBox Status
<input type="checkbox"/>	27143	316220008	\$25.99	\$19.87	WON(\$19.87)	316220008 Frigidaire Range Knob	54	Catalog, Search	Enabled	Simple Product	PUBLISHED VALID Upload Edit
<input checked="" type="checkbox"/>	36468	WS28X10032	\$16.41	\$12.55	WON(\$12.55)	WS28X10032 GE Appliance Drip Tray Grille Black	0	Catalog, Search	Enabled	Simple Product	PUBLISHED VALID Upload Edit
<input type="checkbox"/>	32778	308957B	\$10.97	\$8.39	WON(\$8.39)	308957B Amana Range Knob, Set Button (Blk)	12	Catalog, Search	Enabled	Simple Product	PUBLISHED VALID Upload Edit

- 3) Select the check box associated with the required product.
- 4) In the **Action** list, select the **Sync Walmart Product & BuyBox Status** action.
- 5) Click the **Submit** button.

The product and the BuyBox status is synchronized.

Reprice Walmart Items

Repricing is a technique that helps the sellers to maximize the margin and win the Buy Box.

To reprice Walmart items and submit actions on the selected product

- 1) Go to the **Magento Admin** panel.
- 2) On the top navigation bar, click the **Walmart Reprice** menu, and then click **Reprice Walmart Items**.



The **Reprice Product Manager** page appears as shown in the following figure:

Reprice Product Manager													
Page 1 of 1 pages View 20 per page Total 3 records found											Reset Filter	Search	
Select All Unselect All Select Visible Unselect Visible 0 items selected											Actions		Submit
ID	SKU	Walmart Price	Repriced Price	BuyBox Price	Name	Qty	Visibility	Status	Calculate Repriced Price	Send Repriced Price	Selected Items UnAssign	Sync Walmart Product & BuyBox Status	
Any		From: To: In: USD	From: To: In: USD			From: To:							
<input type="checkbox"/>	16232 WR17X20860	\$30.22	\$30.22	WON(\$30.22)	WR17X20860 GE Refrigerator Water Filter Head and Tube Assembly	4	Catalog, Search	Enabled	Simple Product	PUBLISHED		Edit	
<input type="checkbox"/>	17040 W10359272	\$20.52	\$13.68	LOST(\$13.69) \$6.83	W10359272 Whirlpool Dryer Shaft	22	Catalog, Search	Enabled	Simple Product	UNPUBLISHED		Edit	
<input type="checkbox"/>	32778 308957B	\$8.39	\$8.35	WON(\$8.39)	308957B Amana Range Knob, Set Button (Blk)	12	Catalog, Search	Enabled	Simple Product	PUBLISHED		Edit	

All the product assigned to reprice are listed on this page.

The admin can submit the following actions on the selected product:

- **Calculate Repriced Price:** Calculating the repriced price of the selected product and displays under the Repriced Price column.
 - **Send Repriced Price:** Sends Repriced price of the selected product to the Walmart store.
 - **Selected Items UnAssign:** Removes the selected product from the Reprice Product Manager page. It means the selected product is no more assigned for repricing.
 - **Sync Walmart Product & BuyBox Status:** To get the request from Walmart to update the status of the product and the BuyBox on the Magento store. It helps the user to view the status of the product and the BuyBox. For example, unpublished, transmit, data fix, system error, or so on, and also the BuyBox winner or loser.
- 3) Select the check box associated with the required product.
 - 4) In the **Action** list, select the required action.
 - 5) Click the **Submit** button.