

How to use: Go through each section and check every box that applies to your operation today. Tally your score at the end. Any unchecked box is a documented gap that is costing you the Buy Box or eroding the margin behind it.

Landed Cost and Price Floor

- 1 Do you know the fully landed cost of each SKU (COGS, inbound, outbound, fees, returns allowance)?
- 2 Have you set a hard minimum price floor for every SKU?
- 3 Is your repricer prevented from ever pricing below that floor?
- 4 Do you recalculate the floor whenever a fee or shipping rate changes?
- 5 Do you know your minimum acceptable margin per SKU before competing on price?

Buy Box Eligibility and Performance

- 6 Do you track Buy Box share by SKU, not just whether you currently hold it?
- 7 Do you monitor order defect rate, late shipment rate, and valid tracking rate against marketplace thresholds?
- 8 Do you know your fulfillment method relative to competitors on each contested listing?
- 9 Can you identify which performance input, not just price, is costing you the Buy Box?
- 10 For new ASINs, do you have a plan to build performance signal through the cold-start period?

Repricing and Competitive Strategy

- 11 Is your repricer rule-based with a documented floor, not a blind lowest-price match?
- 12 Do you classify competitors (automated repricer, hostile undercutter, seller clearing stock)?
- 13 Do you have a rule for when to stop matching a price war and compete on performance instead?
- 14 Do you require a documented reason and a margin check before any manual price cut?
- 15 Do you track cumulative margin erosion across repeated price changes?

Visibility and Listing Health

- 16 Do you monitor an impressions baseline for each ASIN?
- 17 When impressions collapse, do you check listing suppression and Buy Box status before advertising?
- 18 Do you have a variation and listing change protocol (one change, monitored window)?
- 19 Do you have a freeze-and-measure response for marketplace algorithm updates?
- 20 Do you avoid bulk-editing live parent listings during peak periods?

Inventory and Profitability Control

- 21 Are reorder quantities tied to a conservative Buy Box share assumption, not peak velocity?
- 22 Do you have a trigger to mark down or remove inventory when Buy Box share drops?
- 23 Do you track storage and long-term storage fees on stranded inventory?
- 24 Do you have a viability gate that flags SKUs selling below minimum landed margin?
- 25 Do you reprice, renegotiate, or exit unviable SKUs rather than subsidizing them with volume?

SCORING GUIDE

Score	Level	What it means
0-11	CRITICAL	You are competing for the Buy Box on price alone and structural gaps are actively destroying margin
12-19	MODERATE	Gaps exist in 2 to 3 areas that need immediate attention
20-25	STRONG	Your Buy Box and margin systems are solid, focus on optimization

Book a free margin and Buy Box audit at modonix.com/services. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com

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