# Channel Management Selection

# Contents

# Introduction

When picking the right Channel management software, you need to examine the options from several different perspectives. You have strategic goals for long term direction. However you have operational and functionality needs. Furthermore, you need long term scale and runway for growth, while also ensuring costs are manageable. All systems have learning curves and need support teams, so ongoing skill expertise is also a factor.

A factor often overlooked is man hours. Some systems may be cheaply licensed or on affordable subscriptions but demand a lot of extra manual hours. Other systems may have larger costs to license, however, save you a lot of man hours.

Depending on your needs and nuanced variables, there can never be a generically 'right' and 'wrong' system. Some will fit your needs perfectly, however will be ill suited to other companies.

Below are core key areas to consider with summarised foundation explanation and understandings defined. At the end of this document, you will find a check list summarising the key questions to ask of the system.

# Channel Planning

Consider short term and long-term expansion goals, because this system must strategically be fit for long term purposes. You do not want to move systems a year later or be constrained by the system for your strategic growth plans.

Measure a system based on the channels it presently has and ensure those are channels you need for the next two years minimum. Future channels 'in development' may be delayed, so be sure you measure based on what is already in place. Be sure you understand how far the system supports the channel. Some channels have advertising, branding and logistics elements. A system may 'support' a channel in one element only.

For example, consider stock, order and product data details - some systems claim they support a channel but may only support stock and orders. Product data is not always included in a part of the 'integration', and this can be a big factor in man hour requirements to operate channels. The system may support Amazon as another example, but not support Amazon PPC management or have FBA support features.

Stock and order integrations are often cheaper on system costs but have an operational human cost you then bare - it takes time, manual work and ongoing extra time to manually maintain channel data. Consider each channel has its own taxonomies, data requirements and mapping configurations.

If you do this manually, each new channel will have a new operating manual cost (as well as delay to update multiple channels). Not all channels will produce the same revenue, so manual management may stifle expansion, speed and profitability compared to a system cost and associated efficiencies gained.

However as explained a little later, not all systems are equal in how they manage product data. For now, consider the size of your catalogue, number of channels, number of ongoing new products and changes per month added, and existing team bandwidth. A small catalogue of 50 SKUs on a single channel may be easy to run manually. A large moving catalogue of thousands on 8 channels will not. These factors affect the human cost and/or system cost value propositions.

# Regional Planning

You may want to support and expand into new international locations. This means long term needs on stock localisation, pricing segmentation, taxation, and the need to work with regional partners. Not all systems have partners or out of the box integrations, so it is important to consider what your long-term needs are and who you may need to work with.

The platform development road map should be shared by the system to help you understand the territories they are investing in long term.

Regional top channels can differ greatly. Be sure you understand the key players in the region, so you know if the system supports them.

# System Integration Requirements

You need to update this system with real time accurate stock values. Many systems support automated csv feeds, but not all. A feed approach to stock is not ideal, and only advisable if the entire process can be automated and timed frequently. Any manual intervention of stock level updates must be avoided at all costs (an exception might be if you are leveraging logistics services of channels like FBA / ZFS which are addressed later).

Most systems have APIs, however this will require development time and resource costs. It is always recommended to create a robust API integration between your stock system and the channel management system.

Many systems have plug-and-play connectors for known reputable systems. If you are on a known reputable system for stock levels, the listing management tool may have existing connectors to leverage.

An API integration should send deltas at a high frequency (every 10-15 minutes maximum) because you must consider the sequence of delays. For example, your website might receive an order and -1 stock from a SKU. You need to update the listing management system with this reduced stock of -1 quickly. The listing management system will then have API time intervals to consider - it may take a further 15 minutes to -1 stock to Amazon and eBay.

For low stocked items or high velocity selling items, this time delay can prove detrimental. Some listing systems have better buffering controls than others. However, you should consider buffering stock for your own safety should a system not offer it directly.

Buffering stock means always reserve the last unit for your website. For example, if you have 10 units, you will only send 9 units to the listing management system, ensuring you always have a +1 not reflective on the channel as a backup. This is important because overselling on channels is the easiest way to be suspended or penalised.

Any API integration should be supported by a daily refresh. This should be done after warehouses have stopped shipping, often late at night. It should be a complete refresh where all stock values are sent and updated, as to ensure no deltas were missed or other stock adjustments not sent.

Recommendation: A system API can be an indicator of system health and the ease of customisation. A system with good API documentation and capabilities will allow you to extend the use of the tool and develop robust automation over time as well as integrations to your other company systems. If a system uses a well know API format, it will allow for easier development resource to be secured.

# Product Data Integration

You need to send product data to most systems so you can have efficient listing creation and update processes. Many systems will have product data upload templates, however consider the manual time to create these. Consider price changes or small updates done by your product team, and how any manual product data management will produce delays and will be prone to human errors. You may wish to consider scripts to convert file formats at the very least, so human involvement is kept to a minimum.

We rarely recommend API integrations for product data; it can be a complex build, it will need a lot of ongoing maintenance, and you will need to manipulate and control data for channels and requirements, causing complexities in how you maintain updates, but not override customised channel titles or descriptions.

Some systems can manage data better than others, so an API may be warranted for the right systems on data control needs. However as per earlier consideration, ongoing maintenance and complexities will not make this a good method in most situations. Please also consider if you switch PIM / product data systems over time, or they make changes, this can break integrations or make them redundant.

We recommend product data be managed by feeds. Often feeds can still be automated - either the listing system has capabilities to customise how files are mapped on import and automatically processed or excel scripts can convert data with efficiency and minimal human intervention, while offering the ability to control and customise data for systems over time.

Essentially you want to invest in a long term efficient robust integration and process flow with this system. Automating as much as you can, while considering long term maintenance and the needs of the system operator to manipulate and customise data for channel taxonomies and promotional campaigns. This is a careful balance of control, automated efficiency, and long-term scalability.

# Legacy System and Custom Development

Some older systems may run off EDI or old technologies. Bespoke systems may not have an accessible API. This can be costly to build. This can be disruptive to existing processes.

Any custom development will need ongoing support and maintenance. The bigger the bespoke work and project, the bigger the ongoing maintenance. The more dated the system technology and languages, the greater the cost to maintain competent skill sets for ongoing maintenance support. This can create long term issues if expertise leaves the organisation and knowledge is lost.

Where possible, we recommend bypassing older bespoke inhouse systems. Try to integrate to more current tools, like a website system or known PIM. These will have long term stability and support, as well as a wider pool of talent on the market.

# Listing Management Systems Comparisons

It is common to encounter several demos of competitive systems, where the same capabilities are mentioned and touted. However, in practice, they are not identical.

For example, all will discuss how data is imported, controlled, and resent to channels with customisation. This is common necessary functionality mostly all will tout.

Two systems might both offer import templates, channel configuration templates, rules and mappings. However one system may require hours to list products, while the other takes 30 minutes. This is not an exaggeration, so it's important to spend time considering the steps. Some systems are simply better designed for efficiency and automation than others. The key is to understand how to batch, and bulk-handle work as opposed to manual.

Bulk-handle refers to your ability to update, create or change data in large quantities efficiently. You want to avoid manual click-by-click change requirements for larger catalogues especially.

Due to the complex nature of adopting and training staff on a new listing system, it's recommended to vet the system knowledgebase and help documentation. The more robust and detailed, the easier it will be for your team to adopt and leverage the system.

Here are some key areas of difference to consider and explore with care.

## Product Data - Uploads

As mentioned above, you want to make this efficient. Product data can be where time and speed are lost the most in selecting the wrong systems. Different systems offer quite different levels of controls.

Below are some guiding questions on how to probe systems and compare functionality more deeply.

- Does the system allow you to import a custom file format? Or must we fill in their template upload only?
- Does the system allow you to automate file uploads? This should be via a https hosting link, or a file on an FTP location.
- How does the system manage regional data? Do you send different feed uploads to different places for different regions? Is it one feed with all regions? This may affect how you can integrate and manage your source data. It may exponentially increase workloads.
- How do you have variation information stored? How will the listing system need the information to group variations for optimal listings on channels? This is a common stumbling topic as systems need Parent-Child SKU associations differently, and many PIM / IMS systems house this connection differently.
    - Consider variant information levels - Amazon needs a description on the Parent SKU. eBay needs colour /size values at the child level SKU.
    - Consider customisation needs – you must vary product groups differently on channels for many categories, and for performance you often want the ability to A/B test and customise this over time.
- How does the system manage images? Listing systems often will need the full path to your images at SKU level, and in an order for listing (main image, 2nd image, etc.). However, some systems do not export the full URL path. Some systems restrict image download via server security protocols. You may not have the images desired all in one central place presently.

If you plan to manually upload images to the system, consider the requirements on how matching image name to SKU will work, and how this can be done in bulk.

## Product Data - Channels

Once the data is in the system and efficiently managed, you now need to convert this data into channel requirements. You will need to customise titles, descriptions and often map attributes to set lists pre-defined by the channel.

You cannot for example always send 'Royal Blue'. You may need to convert this to 'Blue' for the channel requirements. For all channels, each SKU will need a category defined. Different categories have different attribute requirements.

- Does the system have channel templates? Does it allow you to control channel data, per channel?
- Can you convert data manually in the system via manual uploads or UI editing capabilities?
- Does the system offer business rule logic? This can be coding similar to excel formula or built in IF / AND / OR / CONTAINS / etc. rules.
    - Can these rules be customised and nestled? Nestled means you can combine various IF / AND /etc. conditions for robust cleaning and formatting.
    - Rule capabilities have a learning curve and set up work, but can save vast amounts of time over months on channel management - they remove manual rework for each new product and avoid human errors. A system without rules of any kind for big catalogues and/or big channel expansion goals are often not efficient or advisable.
- Does the system support LOOKUP lists and mapping? This allows you to convert data using conversion lists which save time and avoid listing errors over time.
- Does the system allow custom scripting using a common language?
- Does the system offer easy controls to manage product selections between channels? You may not be allowed or want to sell certain products, so consider how this can be controlled.
- Can you map and control and/or change categorisation in bulk, or using logic rules? Can you send category information in bulk via feeds or uploads? Does it need to be manually done SKU by SKU, or by website category mapping?
    - Website categories often will not align to channel categories perfectly - consider a website common category of 'accessories' which may include gloves, hats, glasses. Each of these is a separate category on channels. If you intend to leverage this, consider the earlier points on LOOKUP and business rule capabilities.

# Stock and Orders

You want to consider certain controls to these important areas, and how they align to your needs, strategies and team workload desires.

Can the system buffer stock for channels and SKU's? Can it be done by rules? You want to avoid overselling as discussed earlier at all costs.

The more channels with a listing selling your last few units, the greater chance you over-sell (by selling the last unit on two channels within a small time window). It is often best to buffer channels in a sequence. Perhaps Amazon never sells your last unit. Perhaps eBay never sells your last two units. Perhaps this is more important for some product ranges than others. Ask about what controls are available for these when considering multiple channels in operation.

You may want to engage with services like FBA or ZFS, which are where the channel takes bulk stock and manages customer orders from their warehouse, using the stock you send. Some systems do not support these as well as others.

If you plan to use these services (often recommended in hybrid format for top sellers on Amazon, Zalando), make sure the listing system can support this, and can automatically leverage your merchant stock pools when these deplete.

Some channels and systems will have different steps in orders being processed. For example, an order may be received, and stock reserved, but payment is still pending. Payment may fail eventually, and stock returned to the pool. Or it may stay reserved. If your inbound stock feed is sending absolute values, yet the order has not been processed (because it is incomplete), you may inadvertently cause a stock discrepancy between systems and timings.

As previously mentioned, the API stock integration should have a daily refresh for all. However check the system for how it treats orders in various stages of completion, and how it manages stock feeds and changes over time.

# Order Processing and Management

You may need to process orders on an existing in-house system, meaning you need to import orders from the listing system. This will require integration consideration, likely API development. You will need to ensure the different steps in the order processing are carefully coordinated.

You should run multiple order tests in various conditions prior to going live. You also need to ensure any order rejections carry the correct 'reason' - often a channel will ask why any order is being rejected. The wrong reason sent too often can cause spikes in poor KPI's and risk suspensions.

If you wish to leverage the listing system for order management, consider the bulk capabilities - you will not want to manually process orders individually on multiple channels, especially after big sale events.

Ask about how refunds are administered. Often the channel retains the funds, and you request them to refund, but not all listing systems fully enable these controls.

# Best Practice for Maintenance

You may wish to engage in promotions and timed discounts. See what the system offers in terms of timed price reductions and resets.

Channel listing management will breed errors. Ask about how errors are surfaced, and how to bulk-administer them. Some systems will give you tools to be very efficient in exporting errors, and the ability to upload fixes. Other systems will not even allow error report exports, meaning you must fix each individually and manually in the UI. This can have big differences in operation support work ongoing and speed to resolve issues.

Is the UI easy and clear to navigate? This might seem like a subjective point and not critical, however it is worth considering your staff will need to frequently be logged into the system. They should be comfortable with the systems menu and navigation structure. Measure the number of clicks for common place tasks as an easy scoring formula.

Ask generally about automation. What other things can be automated that you haven't asked about? Where are the most efficient time-saving parts and perks of the tool?

How big is their development team and what is their roadmap? Ask about their development plans for channels and system integrations. Ask about the regions they will focus on, and what they are planning. It may help you learn if they are good long term for your strategic objectives.

How robust is the reporting section? Not all tools will have good reporting. Are you able to export reports? Are all reports pre-programmed, or can you make custom reports? Can these reports be scheduled and emailed to mailing groups? Or generated on remote servers or hosted links?

How does user access work? Are you charged per user, or have a maximum allowance of log users? Can two people share a login at the same time from separate locations, or will one be signed out as the other signs in? Do you have permission controls and levels between users? You may need to restrict access to some areas for some staff roles.

# eBay Considerations

Ask about the eBay design template, and how the system manages it. Some do not manage it at all, which will cause ongoing extra listing work for you to figure out. Some host the design but make it hard to apply updates to different products. Ask if the design allows for dynamic tagging (does the design update any listing for all title / description / image / bullets differences? Or will you need to manually update these changes?)

Ask if the tool supports eBay Strike Through pricing. Most do now, however some older smaller tools still do not. This is to showcase RRP on your listings, which is often important to show value or deals.

Ask how the system works with eBay on Sale events and eBay promotion tools. Some systems bring these controls in house. Some will not and you will need to handle these promotional tools on eBay directly. Sometimes you need to do manual work and adjustments to listings, so the promotions work on eBay. It's best to understand what the tool does and does not support.

A common best practice routine on eBay is to recycle 'dead' listings. eBay listings also can be tricky to update for new variations on an existing listing. Perhaps you created a variation listing, then added a new size and style a month later to your catalogue. You want ideally to add this new style to the existing listing. Inquire about how the tool managed eBay variations, custom variation data and updates.

## Amazon Considerations

Ask about the tools capabilities to support Amazon PPC campaigns. Many will not, as they focus on listings. However, if you plan to use PPC on Amazon, a tool which supports both may be of value and efficient to consider. Some tools do this well and allow data to be easily synchronised and leveraged between PPC campaigns and ongoing listing refinements.

Amazon often has catalogue issues for sellers new to the channels. The product data they have for your products, added by another party for example, is not perfectly matching your data. Amazon is a catalogue of product, so a data miss match will produce an error. Sometimes you can match the Amazon data, sometimes you need to update it. While the update activities often need to be done with Amazon support cases, tools will manage this topic differently - some will give you UI clarity and bulk capabilities to match data. Some simply will not surface it at all, and demand far more work from you to fix things.

Amazon offers a great many reports and analytics for Brands. They add new features often. Ask about what is presently supported in the tools reporting, and what plans they have to integrate what is missing. You can retrieve this data directly from Amazon, however having it centralised in the tool can help speed up report creation and clarity of data trends.

Ask if the system supports the new SP Seller API's, Brand analytics APIs and the new advertising API's. Some systems are still on the older MWS API which have more limiting data available for reporting.

## Summary

The key to finding the right system is to invest time factoring your needs. Demo the systems. Understand how your data can and cannot be controlled from your existing systems. Consider the human operator time and cost against the systems cost and efficiency capabilities. Invest the time to understand your needs, the system's capabilities and how these align.

# Condensed Check List

The below is a summary of key questions organized by theme to better help you guide how you rank and consider channel management solutions.
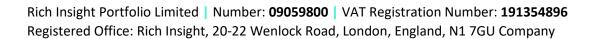
The value associated to each area is dependent on your catalogue, business objectives, team size and skill sets, budget and use case needs.

| Theme | Topic | Y / N |
|---|---|---|
| **Budget** | **Is the tool cost effective to budget requirements?** Please always consider the tools subscription cost can be far less impactful than the team efficiencies gained (or lost). Always consider the time to manage the tool as part of the price and budget. | |
| **Budget** | **Are there any costs for new channels added?** Some channels have one-time fees, and some system providers will pass costs on to the user. | |
| **Budget** | **How will the systems commission model scale?** If the system has a fixed fee, this point is easier to measure and consider. However most have variable pricing models based on use and volume of sale / orders. Map out how projected growth will affect costs. Is this fair and proportionate cost growth to value gained from the system? | |
| **Budget** | **How long will the contract honour pricing?** Checking forums or asking for references can allow you to probe pricing changes over time and what to expect as contract come up for renewal. | |
| **Budget** | **Is the pricing modular, or one-size -fits-all?** Will the modules included (if used) be of use and proportionate value to their pricing? You may be paying for more than you need. | |
| **Channels** | **Are the channels integrated a match to your long-term expansion objectives?** Does this include regions (Amazon may be integrated, but are *all regions* covered in that integration). | |
| **Channels** | **What is the road map for new channels?** Ask for information on the future integration plans and directions. | |
| **Channels** | **Are all channels integrated the same level?** Some may be only integrated for stock and orders for example. | |
| **Channels** | **How many new channels are added each year from the previous three years?** This provides insight to what to expect of future channels. | |
| **Integrations** | **Does the system have an integration partner hub, or information about what systems it 'connects' with?** Even if your system has not connector available, a long list of connectors implies ease of use on API's and possible technical solutions providers with skills to leverage and more competitive pricing. | |
| **Integrations** | **Are the integrations in particular areas, or board?** This may indicate the wider system direction and if it aligns to your desired direction. | |
| **Integrations** | **Are any integrations with companies you may possibly consider in future?** The more you can align systems and connections while avoiding development bespoke needs, the easier you can iterate and avoid unplanned costs or technical glitches. | |

| Theme | Topic | Y / N |
|---|---|---|
| **Integrations** | What sort of support does the system provide for integration work? <br> If not in house, do they have dedicated partners to refer? | |
| **Imports** | Does the System allow you to import custom files? <br> Does it require you fill in fixed templates? Consider the man hours in ongoing data transfers post launch and delays to update products. | |
| **Imports** | Does the System allow for file formats you can support? <br> XML, CSV, TXT, XML, XLS and other standard file formats should ideally be included. | |
| **Imports** | Does the system allow file import automation? <br> This can be an important consideration for large fast-moving catalogues, or for small teams unable to apply changes and monitor daily. | |
| **Imports** | How does the system manage regional data? <br> Translations can use special characters in languages. Pricing will be in different formats at times. Does this meet your current data and system capabilities? | |
| **Imports** | How does the system treat variation data? <br> Does this format meet your current data formatting and system formats? The channels will have variation configuration requirements, and you may want different grouping for different channels. | |
| **Imports** | How does the system import and manage images? <br> Are you able to send Image URLs on files at SKU level? Make sure images can easily associate to groups for ongoing operational ease. | |
| **Data** | Are you able to add custom scripts using a common coding language? <br> Some systems allow you to inject coding and scripts directly to automate and manage specific customer requirements. | |
| **Data** | Does the system provide pre-validation of Channel data needs? <br> This can save time given channel errors and response times can have delays, as well as systems may have limited API calls per day to surface issues. | |
| **Data** | Does the system offer drop down selections for attribute required data? <br> For more junior teams, this can prove invaluable. You otherwise will need to map to channel taxonomies of various formats more manually. | |
| **Data** | How are listing errors administered? <br> Are you able to export reports in bulk? Are you able to apply fixes in bulk? Are they done manually only one at a time in the UI? | |
| **Data** | Can new product listings be fully automated? <br> Can rules, mappings and connections be pre-set up so any new SKU added to a feed will automatically list to channel with the right conditions met? Some systems require manual intervention for new products. Some can fully automate this. | |
| **Stock** | Does the system offer channel level buffering? <br> For example, can you set a buffer of -1 on a channel, so you reserve 1 unit always for that channel? | |
| **Stock** | How does the system support 3rd party channel stock pools like FBA and ZFS? <br> Are they surfaced in the UI? Are you able to tier stock pools so FBA is depleted first, then merchant stock takes over the listing? | |
| **Stock** | What types of stock update types should you consider? <br> Some systems allow you to define the type of stock update for pending orders or to account for time delays. | |

| Theme | Topic | Y / N |
|---|---|---|
| **Stock** | Does the system offer stock alerts for low levels and/or other alerts for velocity forecasting?<br>You may have such needs covered from other technologies. If you do not presently have automated alerts for this, consider the critical important for growth on some channels to keep top sellers in stock with timely re-orders. | |
| **Stock** | What are the systems SLA's on stock updates for channels?<br>What are their SLA's on system down time or bugs? | |
| **Stock** | What stock pool controls do you have?<br>Do you have multiple distribution center controls and tiering capabilities? | |
| **Orders** | Does the system allow bulk export of orders and bulk update of orders?<br>Does it allow automated reports to be sent via emails or generated remotely? | |
| **Orders** | Does the system allow UI controls to manage orders?<br>Order processing should be one of the efficiency gains. You want a central place to manage all orders from multiple channels in bulk efficiently. Ask about bulk options and not simply UI manual controls. | |
| **Orders** | Does the system have an API for order integration if you need to manage orders in a central external system?<br>You may want to manage orders in your current system given wider business needs and integrations. | |
| **Orders** | Are refund controls included?<br>Not all systems will manage refunds for channels, and some will have greater controls. | |
| **Orders** | How do shipping returns work in the system?<br>At what level of reporting / alerts / visibility does the system have to manage these promptly and accurately? | |
| **Orders** | Are order disputes or any customer service supporting features available?<br>You may already have this controlled in other systems. If so, consider how those staff will need to access this tool for investigations. | |
| **Functionality** | Does the system offer timed price discounts you can schedule?<br>How easy is it to manage sales and promotions on timed schedules, if at all? Can price updates be timed via other feed-based means or rules? | |
| **Functionality** | Does the system have a robust knowledge base for How-to support?<br>Post launch and onboarding training, your teams may change over time, or you may undertake new channels, systems or products. | |
| **Functionality** | Is support tickets for knowledge included?<br>What are the SLA's for response times? How can urgent matters be escalated and what are those SLA's? Are there any extra fees associated to support? | |
| **Functionality** | Does the system offer training and launch?<br>Most will however this may be simple UI training, or support with onboarding and mapping / launch. Ask about what is possible and included. | |
| **Functionality** | How many active users does the system currently have?<br>A rough idea of how many company's use the software can indicate scale. This can relate to assumed response times, level of growth. | |

| Theme | Topic | Y / N |
|---|---|---|
| **Functionality** | Does the system have a steep learning curve due to complex capabilities? <br> More functionalities can often help make operations efficient, however also can require more staff training. | |
| **Functionality** | What other automation can the system offer if not yet mentioned or discussed? <br> Ask about this topic once a demo has been conducted. There might be wider automation controls which are valuable to your needs that the agent has not been prompted to discuss. | |
| **Functionality** | How does user permissions work? <br> Do you have to pay per user? Can user logins be shared? Are there limits to users? Can user roles be defined, and areas of the system restricted between teams? | |
| **Reporting** | Does the system offer exportable reports in csv / txt / common formats? <br> You will often want to use this data for other reporting and modelling. Consider financial and tax needs too. | |
| **Reporting** | Does the system allow you to access the reporting data via APIs? <br> This may prove valuable over time for larger data needs. | |
| **Reporting** | Can reports be scheduled and emailed to mailing lists? <br> Can reports be generated on a schedule to a remote cloud location or on hosted links? This can allow you to send automated reports to key departments or 3<sup>rd</sup> party suppliers / partners involved. | |
| **Reporting** | What reports are included by default? <br> Can reports be customised in format and inputs and configurations? | |
| **Reporting** | What UI visualisation of reports is offered? <br> Are these customisable? | |
| **eBay** | Does the system support eBay ad template? <br> Can this be dynamically controlled with tags? Is the HTML hosted in the tool? | |
| **eBay** | Is strike through (RRP) supported? | |
| **eBay** | Does the tool support eBay promotions like sale events and Promoted Ads? <br> Many tools will require this be managed directly on eBay. | |
| **eBay** | Does the tool allow for easy eBay dead listing recycles? <br> Does it surface listing KPI's around length of time, sales, conversions? | |
| **Amazon** | Does the tool help manage Amazon PPC campaigns or other marketing and promotion tools? <br> This may not be needed or managed by other technologies already. If you need Amazon PPC management, it might be a perk to bring all under one system. However always consider PPC management is a specialty skill set and a dedicated system might be better in class. | |
| **Amazon** | How does the tool manage Amazon matching errors and miss match data errors? <br> Does it offer 'matching' ease of use, or allow for bulk matching? | |
| **Amazon** | Does the tool integrate to Amazon Brand analytics as well as advertising and seller API's? <br> Is it using the new API's, or historical MWS APIs? | |