

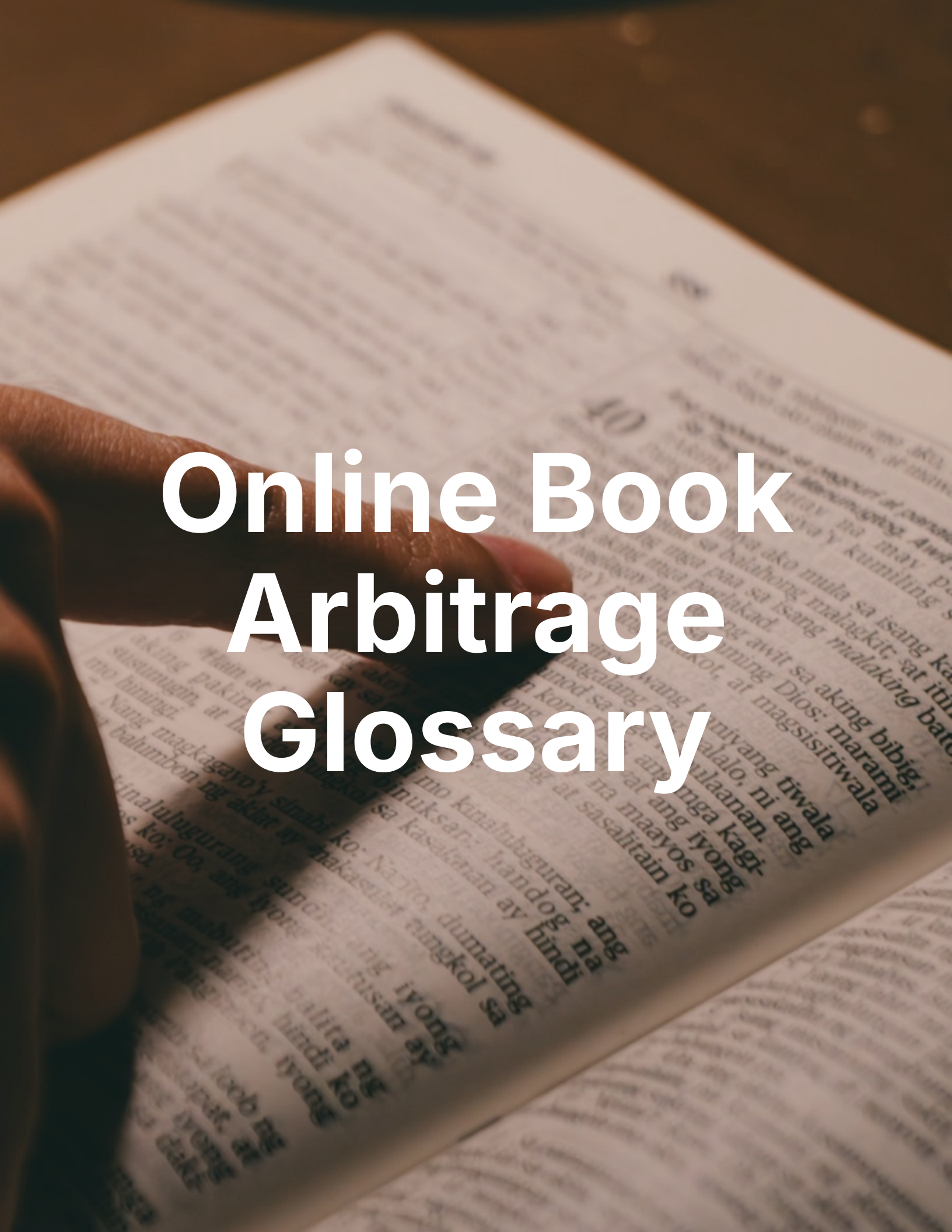
Keepa Chart Cheat-Sheet

Glossary + Do/Don't Checklist



KEEPA



A close-up, warm-toned photograph of a hand holding a pen, poised to write on an open book. The book's pages are filled with text, and the overall scene is softly lit, creating a focused and studious atmosphere. Overlaid on the center of the image is the title 'Online Book Arbitrage Glossary' in a large, white, sans-serif font.

Online Book Arbitrage Glossary

- **Amazon Listing:** The specific product page on Amazon for any product, including books; this is where customers go to place items in their carts and make purchases.
- **Amazon's Price (Amazon New Price):** The price at which Amazon is selling a book in new condition. This is often considered the ceiling price — the absolute highest price a book could realistically be sold for. Used books are typically priced lower, and in most cases, significantly lower than Amazon's new price.
- **Amazon Price Errors/Alerts:** Amazon's system can flag and remove listings if the price is considered to be too high or too low. This can occur at any time, including after the book has been shipped to Amazon.
- **ASIN:** An acronym referring to an Amazon Standard Identification Number, a unique block of 10 letters and/or numbers that identifies items. Each product for sale on Amazon has a unique ASIN, and for used books, in most cases, the 10-digit ISBN printed in the book is the ASIN.
- **Buy Box:** The prominent box on an Amazon product listing where customers can easily click "Add to Cart" or "Buy Now". Winning the Buy Box means your offer is the featured offer, often leading to more sales. For books, there's often a new buy box and a used buy box featured on the listing page. The 'buy box' is also known as the 'Featured' offer.
- **Buy Box Eligible:** A seller's status that determines if their offers can win the Buy Box. Only sellers on Amazon's professional plan are eligible for the used buy box. Additionally, new sellers typically may not be as Buy Box eligible as experienced sellers and may need to send in and sell some books to become eligible.
- **Break-Even:** The minimum price you must sell the book for in order to cover all your costs, resulting in zero profit and zero loss. Master Book Flippers offers a free calculator with our Plus and Pro plans.
- **Counterfeits:** Books not manufactured by the legitimate publisher — fake copies. Amazon can and will take swift action against sellers who sell counterfeit books. To reduce the risk of this issue, source high-risk books (e.g., popular textbooks) directly from Amazon's website.

- **Collectibles (Condition/Category):** A category on Amazon for books with special attributes like being signed, a first edition, or other unique qualities. Collectible offers are not Buy Box eligible and are usually not part of flipping books on Amazon.
- **Drip Sellers:** Merchant Fulfilled Sellers who physically have multiple copies of a book, but only list them one at a time; then, typically list another copy as soon as one of their copies is sold.
- **FBA (Fulfilled by Amazon):** A service where Amazon stores, packs, and ships your products for you (as an Amazon seller)—along with handling customer service and returns. Sellers send their inventory (like used books) to Amazon's warehouses, and when an order comes in, Amazon takes care of the rest. Products fulfilled through FBA are eligible for Prime, which can lead to increased sales thanks to fast, free shipping, easy returns, and the convenience and customer service customers have come to expect from Amazon.
- **FBM (Fulfillment by Merchant)/ MF:** A selling method where the seller stores, packs, and ships their own products directly to customers. FBM offers typically take longer to ship and are less likely to win the Buy Box despite their lower prices.
- **July Textbooks:** Books typically used by students (middle school, high school, or college textbooks), with peak selling seasons from June to September. These differ from 'regular textbooks' in that 'regular textbooks' sell strong in January, sometimes in May, and then again during June to September.
- **Local Sourcing / Thrifting / Library Sales:** Methods of sourcing books not online (e.g., sourcing from physical locations like thrift stores, garage sales, library sales). These methods offer less control over sourcing inventory compared to Online Book Arbitrage and are far more labor intensive.
- **Longtail Books:** Books that don't sell very often but can yield high ROI when they do sell.
- **Lowest Price Ever:** A book's current price represents the lowest recorded price throughout its entire selling history on Amazon. This corresponds to the black line on the Keepa chart. However, this price does not include shipping costs, so even when a book appears to show its lowest price ever, it may not actually be the best deal due to shipping costs.

- **Non-Textbooks (year-round):** Books that sell throughout the year without specific seasonal demand as identified by the Keepa chart's sales pattern (green line).
- **Offer Count (Used/New/Collectible):** The number of active sellers on a listing for a specific condition (used, new, or collectible). This is distinct from stock quantity, as one seller might have multiple copies.
- **Offer Listing Pages:** The pages on Amazon that display all available offers for a product; this page can be filtered by condition and purchase type.
- **Online Book Arbitrage (OBA):** The business model of buying books from online marketplaces (e.g., Amazon or eBay) and reselling them for a profit online (typically on Amazon.com).
- **Other (seasonal books):** Books that tend to sell much more frequently during specific times of the year and are not textbooks or holiday-themed books (e.g., 4th quarter holiday-themed books, Easter books, etc.).
- **Prep Center:** A third-party service, not owned by Amazon, that prepares books for FBA shipment (e.g., packaging, labeling), on behalf of FBA sellers. Book sellers purchase books and have them shipped directly to the prep center; the prep center then ships the books to Amazon on the seller's behalf.
- **Price Gap (aka Prime Bump / Prime Gap):** The price difference between the lowest used merchant fulfilled offer and the lowest used FBA price. Customers often pay more for FBA offers because of benefits like 2-day free shipping and better service through Prime. Master Book Flippers software includes the price gap for each book in its system, helping book flippers more easily find arbitrage opportunities.
- **Price War / Price War Score:** In the used book market on Amazon, a price war happens when multiple sellers rapidly lower their prices in competition with one another. For book flippers, this creates a strong buying opportunity—since the book can often be purchased at a temporarily low price and resold later for a profit when the market rebounds. Master Book Flippers offers a proprietary **Price War Score** that helps identify books currently in a price war. This score allows flippers to quickly spot potential deals—making it easier to source inventory with strong profit potential.

- **Prime (Amazon Prime):** A paid membership that gives shoppers, among other things, fast, free shipping, easy returns, and access to Amazon's highly-rated customer service—especially on items fulfilled through FBA. Products with the Prime badge offer a smoother, more convenient shopping experience, making them more appealing to buyers who value speed and reliability.
- **Replens (Replenishable Books):** Books that can be successfully bought and resold repeatedly because they consistently sell and offer good profit.
- **ROI (Return on Investment):** A performance metric that measures the profitability of a book flip, calculated as net profit (after all fees) divided by the cost of the book. For flipping used books, you generally want ROI to be above 50%, and books can routinely achieve ROIs of 100% or more. Both profit and ROI calculations are included in Master Book Flippers software for all books.
- **Sales Rank / Best Sellers Rank (BSR):** A numerical ranking indicating a book's popularity on Amazon at any given moment in time. This metric is not a good indicator of how often a book actually sells; better indicators include the average sales ranks (e.g., 90-day, 180-day) or viewing the green 'sales rank' line over time on the Keepa chart.
- **Sales Rank Drops:** Significant decreases in a book's sales rank number at a moment in time, which usually indicates a sale has occurred. The more drops over a period of time, the more frequently a book is selling. The drop does not directly indicate which offer or condition the book was sold in.
- **Sales Rank Pattern (aka, 'sales pattern'):** When a book's sales rank data is displayed on a Keepa chart, a pattern emerges showing sales rank drops, how often the book sells over time and any seasonality the book might have.

- **Seller feedback** on Amazon is a rating system where buyers evaluate their experience with a specific seller, focusing on aspects such as order fulfillment, shipping speed, communication, and customer service. This feedback is left after a purchase and is visible on the seller's profile, impacting the seller's reputation, account health, and eligibility for the Buy Box. Negative feedback can often be removed by FBA sellers, particularly when the customer has an issue with the product itself or if they had issues with the shipping/packaging. Feedback from customers is given from one to five stars and is then converted by Amazon to a "percentage positive" rating.
- **SKU (Stock Keeping Unit)** is a unique code made up of letters and numbers that sellers assign to each product and its variations to help manage and track inventory on Amazon. It acts as an internal identifier, allowing you to distinguish between different products.
- **Stock Quantity:** The number of copies a particular seller has in stock for a given listing.
- **Third-Party Seller:** A seller other than Amazon; a third party seller could be fulfilled by FBA Prime, Merchant Fulfilled Prime, or simply Merchant Fulfilled.
- **Trade-in price** on Amazon refers to the amount Amazon offers you in the form of an Amazon gift card when you send in eligible used items—such as video games, books, electronics, and more—through their Trade-In Program. Amazon discontinued this program during the COVID-19 pandemic for used books.

Ready to put these terms into action?

Start sourcing smarter today with your free trial of Master Book Flippers:
www.masterbookflippers.com



A whiteboard on an easel in a library. The whiteboard has the text "Do's & Don'ts" written in red. The background is a library with bookshelves filled with books. A wooden desk is visible on the right side of the image. The whiteboard is held by a wooden easel. The text is in a large, bold, red font. The background is a library with bookshelves filled with books. A wooden desk is visible on the right side of the image.

Do's & Don'ts

Reading & Interpreting Keepa Charts

Do:

- Do use Keepa's zoom features often to examine different time periods and get a full picture of the book's market behavior.
- Do have the bottom chart (Offer Counts and Ratings) enabled and viewable when reviewing Keepa charts.
- Do understand that viewing a short time period versus a long time period can completely change how stable or volatile a book's price appears.
- Do keep your Keepa chart clean by showing only the essential data for used books: sales rank, Amazon new price, buy box used price, lowest used price and used offer count; also, review lowest new price as needed.
- Do understand that the price scale on the left side of the Keepa chart can trick you into thinking a book is more or less stable than it really is.
- Do train yourself to see the standard signals on Keepa charts that explain why book price changes over time.
- Do understand sales rank drops on Keepa charts - these sudden decreases in rank numbers usually indicate when a book has sold, and more frequent drops mean better sales velocity.
- Do understand that Keepa charts and data are not perfect.
- Do know that Keepa charts are essential for online book flipping and can also help with local sourcing through the mobile app, though it takes longer to review books that way.



Do Not:

- Do not turn on too many Keepa features at once - a cluttered chart will confuse you and slow down your analysis.
- Do not trust your first impression of price stability based on Keepa's left-side scale - it can make price movements appear more or less dramatic than they really are.
- Do not clutter your Keepa chart with unnecessary data - avoid displaying anything beyond the essential metrics for used books: sales rank, Amazon new price, buy box used price, lowest used price, and used offer count, plus lowest new price when needed.
- Do not assume Keepa charts and data are completely accurate or flawless - they have limitations and potential errors.
- Do not try to save money by using Keepa's free version for Online Book Arbitrage - you'll miss critical data needed to properly assess book buying opportunities.



Making Smarter Buying Decisions

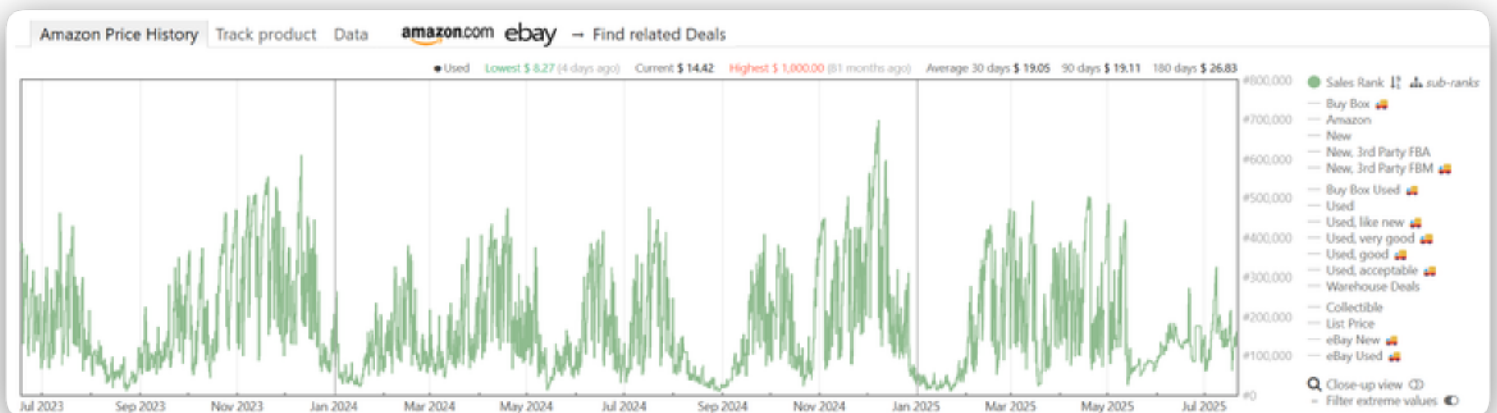
Do:

- Do begin your analysis by estimating the book's future market value (i.e., selling price), using that figure to calculate your profit and ROI.
- Do expect to pass on many books after checking their Keepa charts - rejecting more than you keep for further review is not abnormal.
- Do recognize that books with fewer sales rank drops (i.e., slower sellers) can yield higher returns.
- Do understand that Amazon stockouts can create temporary demand spikes for used books, but this demand can then crash immediately when Amazon gets back in stock.
- Do understand that the Amazon new price represents a price ceiling.

Do Not:

- Do not declare, "I will buy this book," after only looking at the Keepa chart.
- Do not assume Keepa charts give you the complete picture for evaluating a book's flip potential - factor in actual offers, profit & ROI and other factors.
- Do not be discouraged when you pass on many books during your sourcing sessions — selective purchasing is part of the process.
- Do not assume that a book's historical price on the Keepa chart reflects its "true worth" or "intrinsic value"—used books have neither. Instead, build your pricing strategy around a **forecasted value** supported by historical trends and other market factors, including supply, anticipated demand, and competition.
- Do not make buying decisions based on Keepa charts; use them solely to help you reject unsuitable books.

Understanding Sales Patterns & Seasonality



Do:

- Do understand the book's sales pattern by reviewing the green sales rank line over time (i.e., textbook, July Textbook, non-textbook or 'other').
- Do examine the book's complete price history over many years to verify that seasonal patterns or price trends actually repeat consistently.
- Do understand that most textbooks will, over time — in many instances years — lose demand over time.
- Do watch for sharp decreases in used offer count during busy seasons, as this signals strong demand and books selling quickly; this should generally coincide with an increase in price drops on the green sales rank.
- Do realize that the "used offer count" on Keepa shows how many different sellers are listing the book, not the total number of copies for sale.
- Do understand that FBA used books can outsell cheaper new books from merchant sellers because Amazon favors FBA offers for the used buy box.

Do Not:

- Do not rely on your assumptions about a book's subject matter or title to predict its sales velocity or sales pattern - use Keepa's green rank line over time to make this determination.
- Do not ignore when used offer count increases on Keepa charts - more sellers usually can mean falling prices, particularly for books without seasonal demand spikes.
- Do not expect textbooks to maintain their demand levels indefinitely - most will see declining interest over the span of years.
- Do not expect cheaper new books from merchant sellers will always outsell FBA used books - Amazon's buy box preference for FBA can give used books the advantage.
- Do not analyze Keepa charts without enabling the bottom chart showing Offer Counts and Ratings - this data is essential for proper review and provides you the supply side.

Pricing & Repricing Strategy



Do:

- Do think in terms of a 'price range' for selling your books rather than locking into one specific selling price from the start; determining your min & max price at time of purchase which can easily be denoted in Master Book Flippers software.
- Do consider how you'll handle repricing when looking at Keepa charts before buying books, and easily capture your repricing strategy in the Master Book Flippers software.
- Do think ahead to future repricing scenarios while reviewing Keepa charts for purchases, and populate your future reprice date in the Master Book Flippers software to save time and reprice efficiently.

Do Not:

- Do not expect Amazon's current book price to stay stable - it can and does change.
- Do not overlook future repricing opportunities while analyzing Keepa charts - failing to schedule reprice dates in Master Book Flippers, particularly for textbooks, creates workflow inefficiencies.
- Do not lock yourself into one fixed selling price from the beginning - instead establish a flexible price range with minimum and maximum values that you can track in Master Book Flippers software for effective repricing in Master Book Repricer.

Workflow Efficiency & Mindset

The background is a blurred photograph of a workspace. In the foreground, a white ceramic cup of coffee with a latte art design sits on a wooden desk. To the left, a spiral-bound notebook is partially visible. In the background, a laptop screen displays a graphic with the text 'FILTER COFFEE NOT PEOPLE'. The overall scene is softly lit, creating a warm and focused atmosphere.

Do:

- Do understand that over time, reading Keepa charts will get easier. Watching videos is helpful but is no substitute for hands-on review and using the tool.

Do Not:

- Do not let your personal interests in a topic cloud your judgment when evaluating a book's resale potential. Let the data do the talking.
- Do not overreact if your book has not sold as quickly as you would have liked. It could be waiting for increased demand, as indicated by Keepa data—especially for textbooks—so set a future repricing date and be patient.



The Key to 90% Faster Sourcing

WOW. More than I expected. Cut my sourcing time by 90% now I look and see how much ROI I will make and then purchase and send to prep. Anyone who is in this business should at least look at it. All of the tools are awesome.

I have 2 other sourcing tools, but NO comparison. Master Book Flippers is a lot better and less expensive. — ***Martin Griego***



Ready to turn this knowledge into real profits?

Start your free trial of Master Book Flippers today and see how easy smarter sourcing can be. 🙌 Start Your Free Trial

www.masterbookflippers.com

