



KEEPA DATA ROADMAP

11/04/2022

Used Buy Box Launch.

Keepa adds the Used Buy Box tracking line to the main chart.

02/23/2025 –
03/07/2025

FBA Deprioritization.

Sudden dip in Used Buy Box prices as Amazon tests algorithm changes.

09/20/2025 –
09/30/2025

Q4 Algorithm Test.

Second wave of FBA deprioritization; high volatility and price floor drops.

11/05/2025

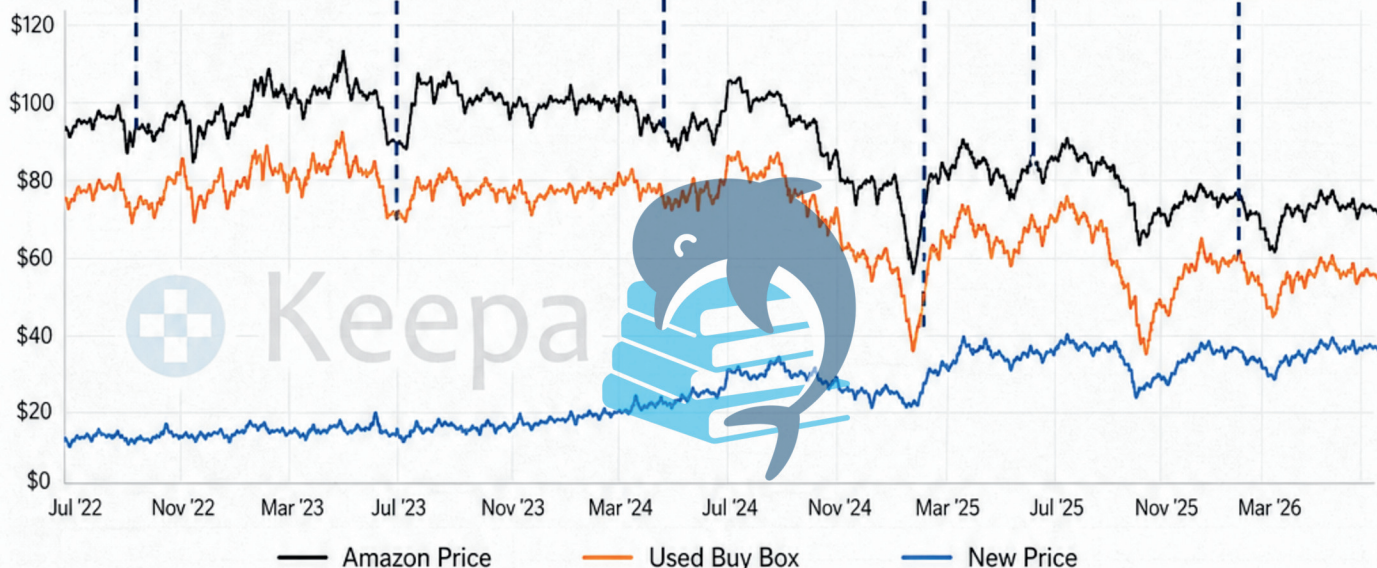
The Permanent Shift.

Long-term algorithm update ends consistent FBA favoritism in the Used Buy Box.

02/24/2026

Landed Price Structural Shift.

Keepa integrates shipping costs directly into the price lines. The 'shipping mirage' is removed.



MBF PRO-SOURCING CHECKLIST



1 LET THE DATA TALK:

Don't buy on emotion. If the chart says no, listen to it.



2 ESTABLISH "SELLING PRICE RANGES" (MIN/MAX):

Know your lowest profitable price before buying.



3 SUB-CONDITION MATTERS:

- ✓ Acceptable
- ✓ Good
- ✓ Very Good

Your sourcing logic should change based on Acceptable vs. Good vs. Very Good conditions.



4 VERIFY RESTRICTIONS:

Always check if you are restricted from selling the book before purchasing.



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