

The 2026 Amazon Buy Box Cheat Sheet

Metric	Impact on Buy Box	Definition	Best Way to Win the Buy Box		For Buy Box	Time Period That Metric Impacts the Buy Box
Fulfillment Method	Very high	How the seller ships the item	FBA or Seller Fulfilled Prime		FBA/FBM/SFP	Current
Stock Availability	Very high	If there is available stock of the item the seller is trying to sell	100%	Avoid stock-outs and backorders		Current
Delivery Speed	High	How often Prime customers view products with advertised delivery speed	Higher is better, but depends on sizing tier			45 days
Landed Price	High	The total price plus shipping	Lower is better			Current
Shipping Time	High	Time it takes to ship the item	Up to two days	Less than 14 days	Current	
Order Defect Rate	Medium	Negative Feedback Rate + A-to-Z Claim Rate + Chargeback Rate	0%	Less than 1%	60 days	
Valid Tracking Rate	Medium	Deliveries sent with full tracking information	100%	Greater than 99%	30 days	
Late Shipment Rate	Medium	Number of orders shipped later than the expected ship date	0%	Less than 4%	30 days	
On-Time Delivery	Medium	Orders that were delivered on time	100%	Greater than 95%	30 days	
Feedback Rating	Medium	Total of all feedback the seller has received	Higher is better; most recent is most important			Lifetime
Customer Response Time	Medium	How long the seller takes to reply to the customer	Up to 12 hours	Less than 24 hours	Last 90 days	
Feedback Count	Medium	The number of customers that have given feedback	Higher is better			Constant
Inventory Depth	Low	How often the seller runs out of stock	Lower is better			Last 90 days
Cancellation Rate	Low	How often the seller cancels an order	0%	Less than .5%	Immediate/30 days	
Refund Rate	Low	How often customers ask for a refund	Lower is better			30-90 days

Maximize Buy Box Share with AI-Powered, Inventory-Aware Dynamic Price Optimization

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