

# Buy Box best practices

Walmart analyzes all attributes of your offer when determining the Buy Box winner including your offer's price, shipping fee, delivery speed, your Seller Performance metrics and the customer's experience. Follow the tips below for guidance on how to improve these areas of your business and increase your chances of winning the top spot:

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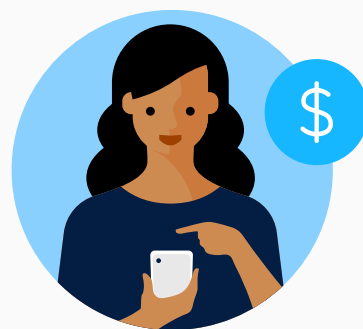


## 1 Provide fast and free shipping.

- Offer expedited delivery options like **OneDay, TwoDay or ThreeDay** because customers prefer fast and free shipping.
- Leverage **Shipping Templates** to optimize regional shipping speeds.
- Consider fulfilling items through **Walmart Fulfillment Services (WFS)** and get nationwide expedited shipping.

## 2 Maintain competitive prices.

- Consider implementing **Success Hub** insights to identify price gaps between your offers and the Buy Box winning offer.
- Generate a **Buy Box report** to get insights, including the winning Buy Box offer, and the SKU.
- Enable the **Walmart Repricer** to automate competitive pricing across Walmart.com and external marketplaces.



## 3 Offer an excellent post-purchase experience.

- Provide valid and precise **tracking information** for shipped orders.
- Ensure orders are delivered on or before the **Expected Delivery Date**.
- Deliver exceptional customer service to build trust and increase positive customer feedback.



## 4 Keep your items in stock.

- Make timely **inventory updates** frequently to match your rate of sales and order acknowledgements.
- Consider **automating inventory via API** to provide consistent inventory updates to Walmart and keep accurate counts on Walmart.com.
- Use **Success Hub** insights to proactively replenish seller-fulfilled inventory for out-of-stock items and high-demand SKUs that are forecasted to run out of stock within 30 days.

### Resources

 [Product detail page: The Buy Box](#)

 [Pricing rules](#)