

FBAScan for iPhone (Version 5.7)

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Introduction

FBAScan allows you to use a barcode scanner to check any item's Amazon pricing information instantly without an Internet connection with our US database. You can also do live searches on Amazon's US, Canadian, and European sites, and quickly access additional information on eBay, Google, Bookscooter, CamelCamelCamel, and other sites.

Our service also includes software for listing, repricing, and shipment (<http://www.asellertool.com/index.html#solutions>).

Chapter 1 Setup

1.1 Entering Account Information

To install the FBAScan app, you search for 'FBAScan' in the App Store. Once you find the app, tap on it, and tap the 'download' button on the top right.

When the program starts, you tap 'New User, click here to register' at the top of the account screen, and enter a User ID, e-mail address, and the country for Amazon marketplace pricing. After tapping the 'Register' button, you will receive a confirmation email with instructions on activating the service.

NOTE: If you want to see pricing information from Amazon Canada, you need to have an Amazon Canada Professional Merchant account, or a North American Unified account.

If you want to see pricing information from an Amazon EU country's Amazon site, you will need an Amazon EU Professional Merchant account. EU countries are UK, France, Germany, Italy, and Spain.

We offer three service options from \$9.95 a month:

- 1) Lite: Unlimited Live + Listing + Repricer + Shipment
- 2) Standard: Local Database + Limited Live + Listing + Repricer + Shipment
- 3) Professional: Local Database + Unlimited Live + Listing + Repricer + Shipment

1.2 Downloading Pricing Database

To check an item's pricing information without an Internet connection, you need to download the pricing database to your phone (section 3.9).

Chapter 2 Number/Title Entry

You can enter ISBN/UPC numbers with a scanner, camera, or the numpad. You can enter a title or ASIN with the standard keyboard.

2.1 Bluetooth Barcode Scanner (Recommended)

We recommend using a Bluetooth scanner with our app to enter a number instantly. Buying a Bluetooth scanner is a worth while investment that will save you time and effort. We sell compatible scanners at

<http://www.asellertool.com/scouting/packages.html>. The scanner manual is at <http://www.asellertool.com/doc/iPhone Bluetooth Connection.pdf>.

2.2 Camera (Not Recommended)

You can tap the barcode symbol , or shake the phone (enable in Menu -> Settings -> Shake to Open Camera) to launch the phone's camera to capture a barcode. The camera is much slower compared to using a scanner.

You need to allow FBAScan to use the iPhone's camera by tapping Settings -> Privacy -> Camera and enabling the FBAScan entry.

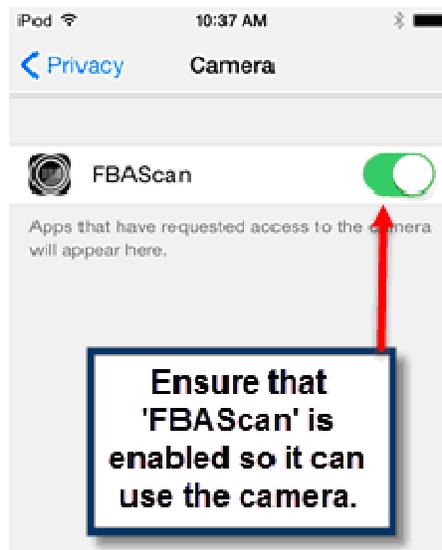


Figure 2-1

2.3 Numpad

If an item does not have a valid barcode, you can tap 'Enter Number' on the screen to open the numpad. If the ISBN number ends with the letter X, you can skip it.

2.4 Standard Keyboard

To enter a title or ASIN, you tap  on the numpad to open the standard keypad.

NOTE: If you use a Bluetooth scanner, you need to turn off the scanner before you can use the standard keyboard. Some scanners allow you to double-tap the power button in quick succession to bring the standard keyboard up. Please consult your scanner documentation to see if it supports this feature.

Chapter 3 Operation

3.1 Operating Modes

FBAScan supports 4 operating modes to search items:

- **DB:** The program will only search from the local database on the phone. No Internet is required, so the result is returned instantly.
- **NF:** (Database + Live Search on Not Found item) If the item is not found in the local database, the program will automatically do a live search on all Amazon items.
- **MR:** (Database + Live Search on Not Found or Buy) If the item is not found or is signaled as 'Buy' based on the trigger (section 4.8 and 4.9), the program will automatically do a live search to get current information.
- **LV:** (Live Search Only) The program will always do a live search.

To set the Operating Mode:

- 1) Double tap the screen or the 'Menu' icon  on the top left of the screen to open the Menu.
- 2) Tap 'Operating Mode' from the Menu and select a mode from the list.

You can also tap the magnifying glass icon  to do a live search on the current item.

If you mainly search for media items, we recommend setting the mode to 'DB' or 'NF'.

If you search for both media and non media items, we recommend setting the mode to 'NF'.

Optionally, you can use mode 'LV' to review the items you set aside before buying.

3.2 Main Screen

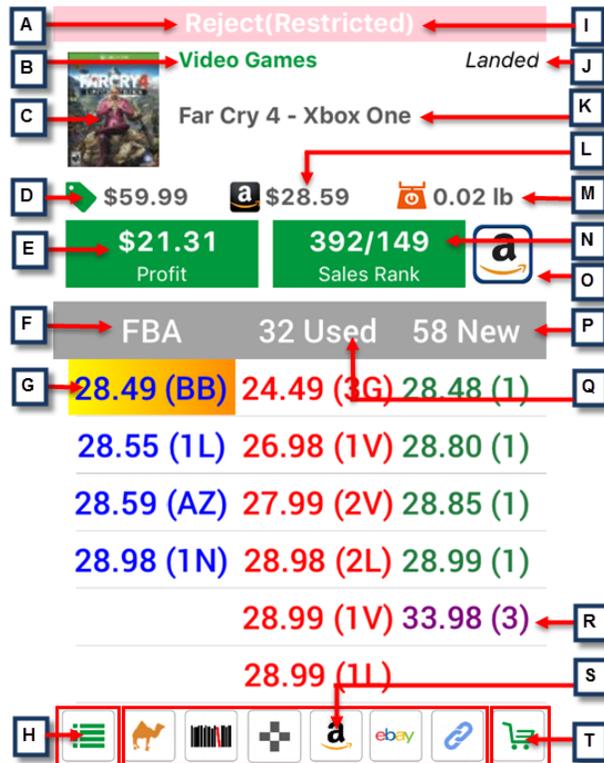


Figure 3-1

Explanation of the Main Screen:

- A: 'Buy', 'Reject', or a custom message based on the trigger (section 4.8, section 4.9).
- B: Category.
- C: Product image. You can tap the image to go to the Amazon product page.
- D: List Price (MSRP).
- E: The Profit based on the current selected price. You can tap on this box to display a detailed breakdown of the profit calculation.
- F: FBA prices, conditions, and number of offers in this group are displayed in this column. You can tap 'FBA' to go to the Amazon FBA offers page.
- G: You can tap on any price to display the profit based on this price in box E.
- H: This icon indicates this number has multiple listings on Amazon (section 3.7). You can tap it to see the list.
- I: This indicates the item is restricted to your Amazon account (section 3.6).
- J: Special setting indicator. The screen will display:
 - 'Landed' when you enable 'Use Landed Price' in the settings (section 4.6).

- ‘\$’ when you enable ‘Hidden Mode’ in the settings (section 4.6).
- ‘🇨🇦, 🇬🇧, 🇫🇷, 🇩🇪, 🇮🇹, 🇪🇸’ if you are doing live searches for a country other than the US. (section 1.1).

K: Title.

L: Amazon/Buybox price. If Amazon sells this item, it will be the Amazon price, marked with **a**. If the Buybox is held by a third party and Amazon does not sell this item, it will be the Buybox price, marked with **🏠** (On the pricing screen, the Buybox will be identified as BB, and the Amazon price as AZ).

M: Weight.

N: The first number is the current sales rank, and the second is the average over the past three months. The average sales rank will give you more accurate information on the popularity of this item. The background color will change based on the current sales rank number.

O: List this item for sale on Amazon.

P: New prices and number of offers in the group are displayed in this column. You can tap ‘New’ to go to the Amazon new offers page.

Q: Used prices, conditions, and the number of offers are displayed in this column. You can tap ‘Used’ to go to the Amazon used offers page.

R: If a price is displayed in purple in DB mode, it indicates there is more than one offer at this price in the group. See section 3.3 for more information.

S: You can tap these website icons to check this item on other sites.

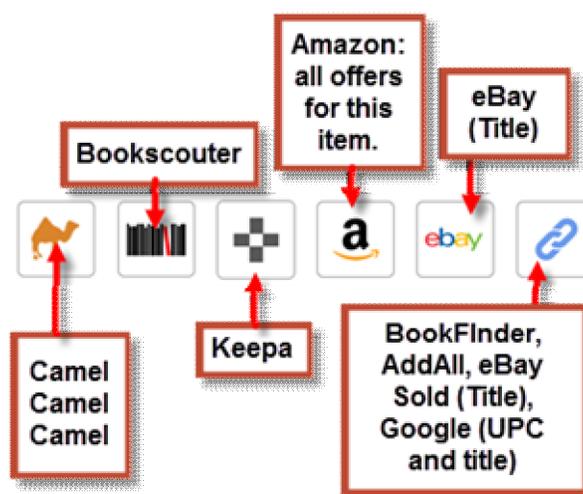


Figure 3-2

NOTE: For UPC numbers, you need to do a live search in order to check on websites.

You need to do a live search to get the item's full title in order to use eBay (Title), eBay (Sold), or Google (Title).

T: Items signaling as 'Buy' will be added to the buy items list automatically. For other items, you can tap this Shopping Cart button to add manually.

3.3 Price from Amazon MWS displayed in FBAScan

The MWS service from Amazon will sort 20 new and used prices into groups based on condition, seller rating, and fulfillment channel. It will then return the lowest price from each group to our program. If a price color is purple, it indicates there is more than one offer at the lowest price in that group.

If you enable Menu -> Settings -> 'Number of Offers', the program will display the number of offers in that group next to the price.

Please see <http://www.asellertool.com/ent/support/AmazonChanges.htm>.

3.4 MWS limitations on FBA, used, and new price display

Since MWS only groups the lowest 20 used and lowest 20 new prices, the program will not be able to display used FBA prices that are higher than the 20th used price, or new FBA prices that are higher than the 20th new price.

If you do not see enough FBA offers, you can tap the FBA column header to open the Amazon FBA Offers page to see the complete list of FBA offers. You can also enable 'Auto Show FBA Offers Page' in Settings (section 4.6) to automatically open this page after each scan.

If you do not see enough used/new offers, you can tap on the used/new column header to open the Amazon used/new offers page.

3.5 Audio and Voice Cue

When an item is checked the first time, the program will play a configurable buy/reject audio cue, based on basic triggers (section 4.8) or advanced triggers (section 4.9). You can set one audio cue to 'Vibrate'.

When the same item is checked again, you will hear a voice cue. You can change the voice cue content in Settings (section 4.6)

You can lock the phone screen (Menu -> Lock Screen), put the phone in your pocket, use a Bluetooth scanner to scan a barcode, and listen to the audio, voice, or vibrate cue, without looking at the screen.

3.6 Restricted Item Notification

When the program starts, you can choose to sign into your Amazon account to let the

program notify you if an item is restricted to your account. (Item I in Figure 3-1). You can also request the program save your Amazon login information, so you do not have enter it manually next time.

3.7 Multiple Listings

A UPC number can have multiple listings on Amazon.com. The program will show a list of these listings (Figure 3-3). You can tap an item from this list to see its information, and you can tap the multiple listing button  to go back to the list.

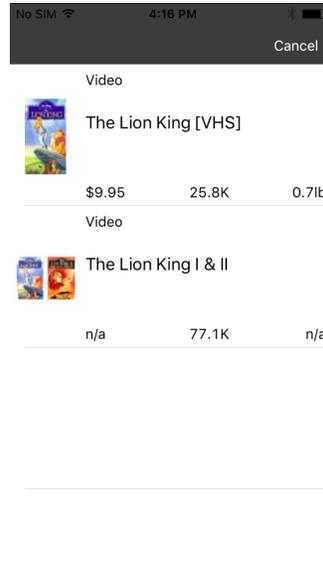


Figure 3-3

3.8 **Title Search**

After tapping the 'Abc' button on the numpad, you can enter a title on the standard keyboard. A title search will display up to 10 results (Figure 3-4). You can tap an item from this list to see its information, and you can tap the multiple listing button  to go back to the list.

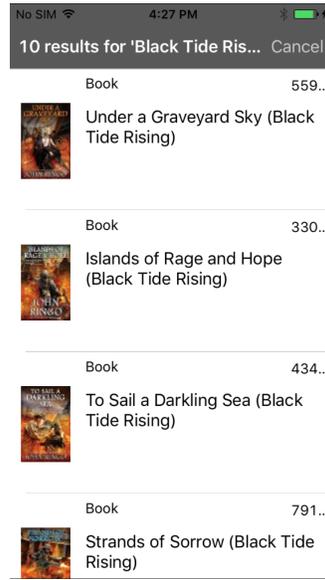
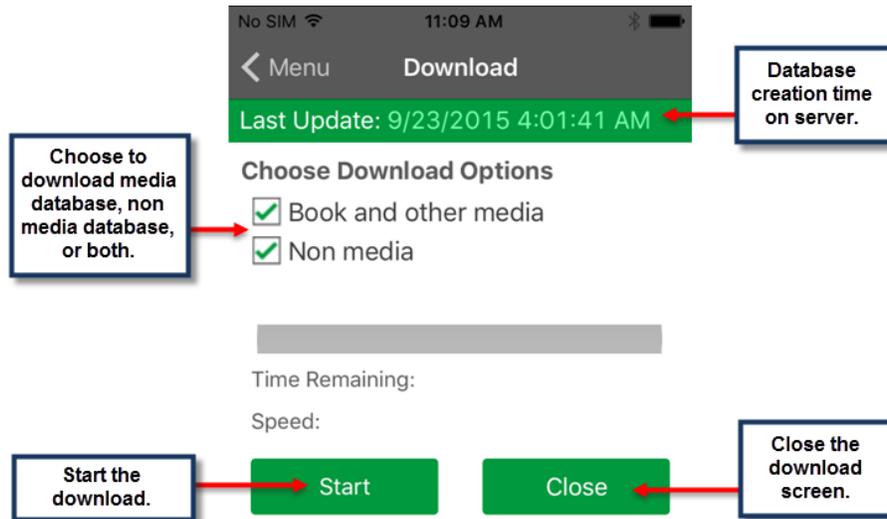


Figure 3-4

3.9 Downloading Database

Before checking an item's information without the Internet, you need to download the pricing database to your phone. Open the Menu and select 'Download'.



STATUS
Figure 3-5

NOTE:

1. Keep the download screen open.
2. Try not to use a cellular connection, as the file size can be 1 GB.
3. During the download, do not turn on or off the Bluetooth scanner.

If you do not have a WiFi connection, you can use our PC Data Downloader. Please see http://www.asellertool.com/doc/Using_PC_Downloader_Smartphone.pdf.

IMPORTANT: The app will display a warning message if the database is 7 or more days old.

Chapter 4 Menu

To open the menu, you can double tap the screen, or the ‘menu’ icon ☰ on the top left of the program.

4.1 Download

See section 3.9.

4.2 Data Test

After you finish downloading the database, tap this to verify that the database displays the correct price. You can also restart the phone and scan familiar items. If you see a significant price change, you need to do live search to confirm the price change is correct.

4.3 Operating Mode

See section 3.1.

4.4 Buy Items List

This will display the list of items signaled as ‘buy’ or added manually by tapping on the ‘Shopping Cart’ 🛒 icon.

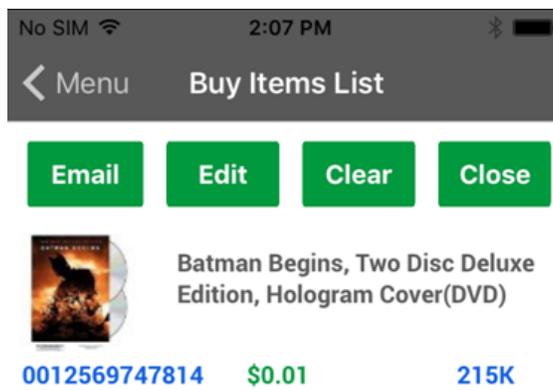


Figure 4-1

Email: Allows you to email the buy list as a ‘buy.txt’ file. You can then import this buy.txt file to our Listing Tool to list on Amazon. Please see Part 1 of our Listing Tool tutorial at http://www.asellertool.com/doc/Listing_Tutorial.pdf for more information.

Edit: Allows you to delete items from the Buy List.

Clear: Deletes all items in the Buy List.

Close: Returns to the main screen.

4.5 Lock Screen

This will lock the screen, so you can put the phone inside your pocket. You use a Bluetooth scanner to scan barcodes, and listen to the audio, voice, or vibrate cue without looking at the screen.

To keep the screen bright in lock mode, enable Menu -> Settings -> 'Keep Screen On in Lock'.

To unlock, tap and hold the 'lock' icon  and drag it outside the circle.

4.6 Settings

Display:

Show Restricted: Display 'Restricted' message (I in Figure 3-1) if an item is restricted to your Amazon account.

Display Average Sales Rank: Display the average sales rank over the past three months. This will give you a better indication on the popularity of this item.

Disable Sound: The program will not play any sound.

Auto Show FBA Offers Page: Bring up the FBA offers page for a listing automatically after each scan. The program will automatically do a live search for a listing if it needs to pull up its ASIN.

Adv + Basic Triggers: Use both Basic and Advanced triggers when deciding if an item is a 'Buy'. Advanced triggers will be checked first before Basic triggers.

Show Item Condition: Display the condition next to the price: N (New), L (Like new), V (Very good), G (Good) or A (Average).

Show Number of Offers: Display the number of offers in a group next to the price. This will not be shown for Live look-ups.

Fast Open FBA and CCC: Load the CamelCamelCamel and Amazon FBA offers web pages in the background to make them faster to open.

Keep Screen Bright in Lock: Keep the screen bright when you lock the screen.

Landed Price (List+Shipping): Display the 'Landed Price' (list price + shipping cost) for non-FBA offers and the list price for FBA offers.

NOTE: If you are an FBA seller, check this option. The Landed price will be displayed on the screen and used as the offer price by the trigger to signal a buy or reject.

If you are a Merchant Fulfilled (Non FBA) seller, uncheck this option. The listed price will be displayed on the screen and used by the pricing trigger to signal a buy or reject. An FBA price will have its shipping cost deducted before being compared to other non-FBA offers to select the offer price. This is because Amazon Prime members pay list price for FBA offers, but list price and shipping cost for non-FBA offers.

You can select 'Ignore FBA' to exclude FBA prices and 'Target Non Prime Buyers' to compare FBA offers at their list price. These can be set in either Basic or Advanced triggers.

Hidden Mode: Hide the pricing information from the screen.

Enable Triggers: Displays buy, reject, or other message (A in Figure 3.1) on screen, for better visual indication.

Display Rank Color: Display a background color based the current sales rank number (section 4.11).

Shake to Open Camera: Shake the phone to open the camera to capture the barcode.

Mobile Listing: Display 'Mobile Listing' icon . You tap it to list on Amazon.

Use Internal Browser: Use the internal web browser to open Amazon or other site's web pages. If it is not working on your phone, uncheck this option to use the external browser.

Voice Prompt:

Voice Prompt Only: Plays only the voice cue, not the audio cue.

Voice Prompt for Title: Include the title in the voice cue.

Voice Prompt for Lowest of All: Include the lowest price in the voice cue. If the program is displaying the list price, the FBA price will deduct shipping costs before comparing against non-FBA prices. If the FBA price is the lowest price, the program will speak the price after deducting shipping costs from the FBA price.

Voice Prompt for Lowest FBA: Include lowest FBA price in the voice cue.

Voice Prompt for Lowest New: Include the lowest new price in the voice cue.

Voice Prompt for Sales Rank: Include the Sales Rank in the voice cue.

Linea Pro Scanner Sound:

Enable Sound: A Linea Pro scanner will play a sound after scanning an item.

4.7 Account

See section 1.2.

4.8 Basic Triggers

The program uses triggers to signal whether the item is a 'Buy' or a 'Reject'. It will play sound and display a message in certain colors based on the trigger result. Basic triggers are for new users and advanced triggers are for experienced users.

Configure Basic Triggers

Tap a category to edit basic triggers for this category.

NOTE: The 'Reset' button on the category selection screen will reset all Basic Triggers to default settings.

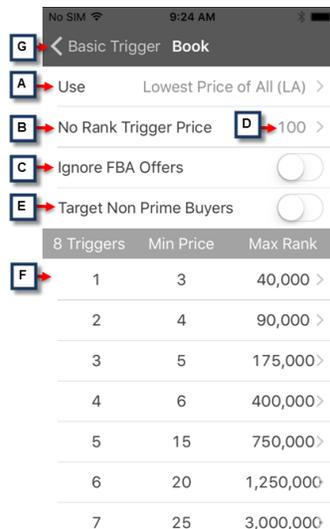


Figure 4-2

Step 1: Tap the 'Offer to Use' (A) to select which kind of offer price to compare against the minimum price from a trigger.

Explanation of Offer to Use (A in Figure 4-2):

Lowest Price of All (LA): Use the lowest price from all available offers. This is the default setting.

2nd Used Price (2U): Use the second-lowest used price.

3rd Used Price (3U): Use the third-lowest used price.

Lowest New Price (LN): Use the lowest new price.

2nd New Price (2N): Use the second-lowest new price.

3rd New Price (3N): Use the third-lowest new price.

Avg 3 Used Price (AU): Use an average of the three lowest used prices.

Avg 3 New Price (AN): Use an average of the three lowest new prices.

If there are less than 3 used/new prices available, the program will average either the lowest 2 used/new (if 2 offers available), or use the lowest used/new (if 1 offer is available).

Lowest FBA Price (LF): Use the lowest FBA price.

2nd FBA Price (2F): Use the second-lowest FBA price.

3rd FBA Price (3F): Use the third-lowest FBA price.

Lowest Used Profit (UP): Use the lowest profit from Used offers.

Lowest New Profit (NP): Use the lowest profit from New offers.

Lowest FBA Profit (FP): Use the lowest profit from FBA offers.

Step 2: Configure Additional Options

Ignore FBA Offers (B): The program will select the offer price only from Merchant Fulfilled (non-FBA) offers.

No Rank (C): If you also buy items without a sales rank to resell, then check this option and set the minimum price for items without a sales rank in the box (D) next to it. If unchecked, the program will signal items without a sales rank as 'Reject'.

Target Non Prime Buyers (E): FBA offers will not deduct shipping, when comparing against other non-FBA offers to select the offer price. (Non-Prime buyers will pay shipping for both FBA and non-FBA offers).

Step 3: Set Price/Sales Rank for 8 Triggers (F)

There are a total of 8 rows in a Basic Trigger table. Each row is a trigger comprised of the minimum price and maximum sales rank. You tap on them to enter a value.

Step 4: Changes

You tap the Basic Trigger button (G) to save changes.

How the Basic Trigger Works

Based on Steps 1 and 2, the program will select an offer price from this item's available offers.

The program will start by comparing against the trigger in the first row. If the selected offer price is \geq the minimum price and the sales rank is \leq the maximum sales rank in the first row, then this trigger will signal the item as 'Buy',

If the trigger cannot signal 'Buy', the program will compare against the trigger from the next row.

The program will repeat this process until either a trigger signals this item as 'Buy', or it goes through all the triggers. In the latter case, the program will signal this item as 'Reject'.

4.9 Advanced Triggers

Advanced Triggers allow experienced sellers to have more customization in a trigger.

NOTE: If you enable any Advanced Triggers in a category, the Basic Triggers for the same category will *not* be used. If you want to use Basic Triggers in a category, either disable or remove all Advanced Triggers in that category, or enable the 'Basic + Advanced Triggers' option in settings.

Existing Triggers:

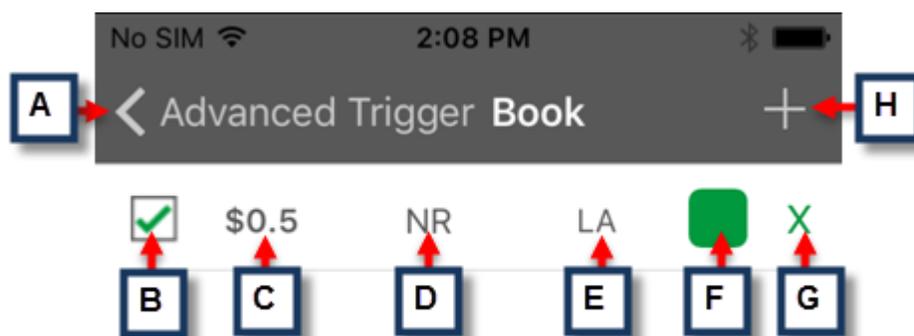


Figure 4-3

- A: Go back to the category selection screen.
- B: Enables/disables this trigger.
- C: Minimum offer price.
- D: Maximum sales rank. NR means 'No Rank'.
- E: Which Offer to use.
- F: Background color in the decision box (I in Figure 3-1), when this trigger signals the item as 'Buy'.
- G: Delete this trigger.
- H: Create a new trigger.

To edit an existing trigger, tap that trigger from the list.

Create New Trigger:

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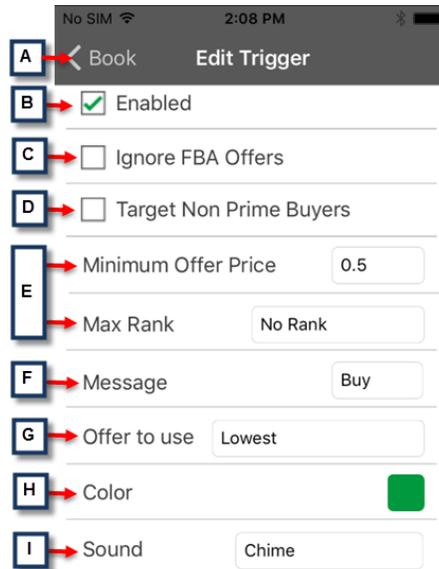


Figure 4-4

A) Tap here to go back to the main screen.

B) Enable or disable this trigger.

C) When enabled, the program will select the offer price from Merchant Fulfilled (non-FBA) offers only.

D) When enabled, FBA offers will not deduct shipping when compared with non-FBA offers to select the offer price.

E) Set the minimum offer price and maximum sales rank for this trigger.

F) Message to appear in the decision box (I in Figure 3-1) if this trigger signals the item as Buy.

G) Choose which offer to compare against the minimum offer price (E) in this trigger.

H) Color in the decision box (I in Figure 3-1) if this trigger signals as a Buy.

I) Sound or vibration the program will play if this trigger signals as a Buy. It can also be set to 'No Sound' to only trigger the visual message itself.

You can tap the 'Back' button (A) to save this trigger.

How the Advanced Triggers Work:

The program will compare against the first trigger from the list. Based on this trigger's settings, the program will select an offer price. If the selected offer price is \geq Minimum Offer Price in this trigger, and sales rank is \leq Max Sales Rank, then this trigger signals this item as 'Buy'. The program will display this trigger's 'Buy' message, and its color on screen, and play its sound.

If this trigger cannot signal 'Buy', the program will compare against the next trigger in the list. The program will repeat this process until a trigger signals this item as 'Buy', or until it goes through all the triggers on the list. In that case, the program will signal this item as 'Reject',

4.10 Pricing Column Order & Color

You can select which offer (FBA, used, or new) and color to display in one of the 3 pricing columns.

4.11 Sales Rank Color

You can configure a background color (item A in figure 3-1) based on the current sales rank number. This will give you a visual indication on whether the sales rank number is good or not. You can disable this feature in Menu -> Settings -> Display Rank Color.

4.12 Audio

You select which audio clip to play for certain scenarios.

NOTE: For quieter operation, you can choose the 'vibrate' or 'no sound' option from the sound list for any result listed here.

Explanation of Audio Indicators:

Buy: An item is signaled as 'Buy' based on the triggers.

Reject: An item is signaled as 'Reject' based on the triggers.

Invalid Barcode: The input number is not a 10 digit ISBN, a 12 digit UPC, or a 13 digit EAN number.

Error: The program has an error.

Invalid License: The database's license file does not match the smartphone's account information. Please restart the phone and do a fresh data download to fix this issue. If the problem persists, please contact us.

No Seller Listing: An item has no offers.

Watch List: Depreciated.

No New Offer: When a trigger uses a new offer to compare against the minimum price, and there are no new offers.

Not Found: An item is 'Not Found' in the database or not listed on Amazon after a live search.

No Used Offer: When a trigger uses a used offer to compare against the minimum price, and there are no used offers.

Multiple Items: A number has multiple listings on Amazon.

No FBA Offer: When a trigger uses an FBA offer to compare against the minimum price and there are no FBA offers.

FBA as Buy: When a trigger signals an FBA offer as 'Buy'.

No Non FBA Offer: 'Ignore FBA' is enabled in a trigger and an item only has FBA offers.

Restricted Item: Item is restricted to your Amazon account.

4.13 Review App

Before you leave a negative review, please contact us so we can help resolve any issues.