Introduction to CamelCamelCamel and Keepa

Imagine getting in your vehicle and heading out to do some retail arbitrage sourcing for your Amazon FBA business. Yesterday you sourced at Target, but today you're going to check out your local Walmart. You walk into the store, grab a cart, and look for the bright yellow clearance signs. While looking over the clearance aisle you notice many items priced at 50% to 75% off the retail price. The first place you decide to start scanning is a shelf that contains more than 10 Barbie dolls priced at $7 each. You pick up the doll, cross your fingers, and scan the barcode with your favorite scanning app. Your heart skips a beat when you see that the Barbie doll is currently being sold on Amazon for over $50!

Should you buy?

If your answer is yes, I'm sorry to tell you that you're wrong.

"What? But it's selling on Amazon for over $50! That's a no brainer, right?"

The truth is, it's not selling on Amazon for over $50; it's just *priced* over $50. Just because an item's current low price on Amazon is high, that doesn't always mean that it's actually selling at that price.

What if I told you there was more to the story? What if I told you that over the last 6 months, that particular Barbie doll has had zero sales. None. Zilch. Nada. No sales at all. What if I told you that the only time this Barbie doll ever sells is when it's priced around $10. In fact, any time this doll is priced above $12, it stops selling.

Now, let me ask you again… You walk up to a clearance shelf containing more than 10 Barbie dolls priced at $7 each. You pick up the doll, cross your fingers, and scan the barcode with your favorite scanning app. Your heart skips a beat when you see that the Barbie doll is currently being sold on Amazon for over $50, but then you spend about 20 seconds researching that item on CamelCamelCamel and discover that the only time this doll ever sells is when it's priced around $10.

Should you buy?

The answer becomes much easier, doesn't it?

(If you're still scratching your head, let me put it this way… The doll is clearance priced at $7 in the store, but *selling* on Amazon for only $10. If you try to sell the doll for $10 on Amazon, after fees, you'll actually end up losing money on that transaction.)

If you've spent any time with me online, whether it be on the [Full-Time FBA blog](), a [YouTube video](), or a live streaming [Periscope video](), then you know that I'm always talking about two amazing tools: CamelCamelCamel and Keepa. Both tools are invaluable to me when it comes to sourcing profitable inventory.

Both CamelCamelCamel and Keepa provide a large array of services, tools, and opportunities for the Amazon seller to take advantage of, and we'll be sure to break all of those down throughout this course.

CamelCamelCamel is the tool that I look to when I want to research the price history and sales rank history of items that are selling on Amazon. Keepa, while it also gives price and sales rank history, is the tool that I look at when I want to see if Amazon is ever selling that item, for how much, and for how long. While CamelCamelCamel data gives me a better idea of how much an item will sell for and at what kind of sales velocity, Keepa data helps me decide if I should compete against Amazon or not. CamelCamelCamel helps me know how deep I should go on purchasing inventory to sell on Amazon, and Keepa lets me know if Amazon has ever sold the item and what happens to 3rd party seller prices (i.e., the prices set by FBA sellers like you and me) when Amazon does go out of stock.

While I may be able to maintain a thriving Amazon business without CamelCamelCamel or Keepa, I would never choose to. Anyone who is not using these tools to make their best sourcing, quantity, pricing, or repricing decisions is rolling the dice and taking their chances. Honestly, without these tools, you're really just gambling when you make an inventory purchase, whether you're sourcing through retail arbitrage, online arbitrage, thrifting, or wholesale. Believe me, you don't want

to be gambling against Amazon... you'll lose far too often and in the end will probably decide to give up.

Imagine a baseball player going onto the field without a glove. Sure, they can catch some of the balls that come their way, but the likelihood that they will catch even more baseballs increases exponentially when they have a glove. Of course, just owning a baseball glove doesn't insure you'll know how to best use it. That takes time and practice... and that's what this course is for: I want to help show you how the glove is best used and how you can catch more baseballs. In other words, I want to show you how CamelCamelCamel and Keepa are best used and how they can lead you to purchasing inventory that not only brings you a nice profit, but also sells quickly too.

The purpose of this book and videos is to help you make better sourcing decisions that will lead you to a more profitable Amazon business. This course will guide you, step by step, through how you can use these tools to your advantage and give your business an edge over your competitors. I'll not only show you how CamelCamelCamel and Keepa work, but I'll also show you how to use them in perfect harmony with one another so that you can raise your average selling price (ASP) and sell items more quickly.

If you've looked through the table of contents, you've probably noticed that the CamelCamelCamel portion of the book is longer than the Keepa portion. This does not mean that I'm holding anything back about Keepa; rather, I'm just choosing not to repeat anything in the book. There are many aspects of understanding CamelCamelCamel that can easily be applied to Keepa, so instead of just repeating myself, I'll show you how to take the knowledge you learn about CamelCamelCamel and apply it to Keepa.

I can't wait to share all of this knowledge with you, so let's get started!