

What To Look For In An Amazon Automation Software

Automation is supposed to make your life easier. Prioritize the ability to “set it and forget it” so you don’t have to return to the software every day to make adjustments. This is what to look for, categorized by type of task that is being automated.

01

Business Operations

Shipping

- Import your orders
- Create shipping labels
- Send tracking information to your customers
- BONUS: Create your own “if/then” rules



Returns

- Prepaid return labels
- Self-serve returns



Inventory management

- Real-time data
- Quantity & location of inventory
- Speed of product movement
- Demand planning/forecasting



Accounting

- Direct posting to your accounting software by transaction or summary
- Fee and expense tracking
- Self-set posting timer
- Tax compliance



02

Fulfillment

Dropshipping or FBA

- Prevent overselling
- Greater ease for shipping bulky or international products
- Smooth post-purchase operational flow: picking, packing, and delivering



03

Marketing

Email marketing

- Scheduler for newsletters, promotions, etc.
- Self-set “if/then” rules that trigger emails



Social media

- Post scheduler
- Media library for uploads
- Brand/keyword monitor



Retargeting

- New lead capture that triggers display ads
- Cart abandoner recovery
- Personalization based on interest level



04

Customer Experience

Chatbots

- No coding skills necessary
- Basic information that helps prospects and customers



Loyalty program

- Connects to your marketing tool(s) and address book or CRM
- Tracks orders by customer



No matter what kind of Amazon automation software you’re looking for, it might seem like it has to meet a lot of needs. Think of it as an investment in your business and its future.

Get Started Today!

Ready to take your ecommerce business to the next level? Webgility is an accounting and bookkeeping automation solution that empowers businesses to thrive in ecommerce by integrating their systems and delivering powerful insights—so they can move faster, make better decisions, and win. [Schedule a demo](#) to learn more.

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