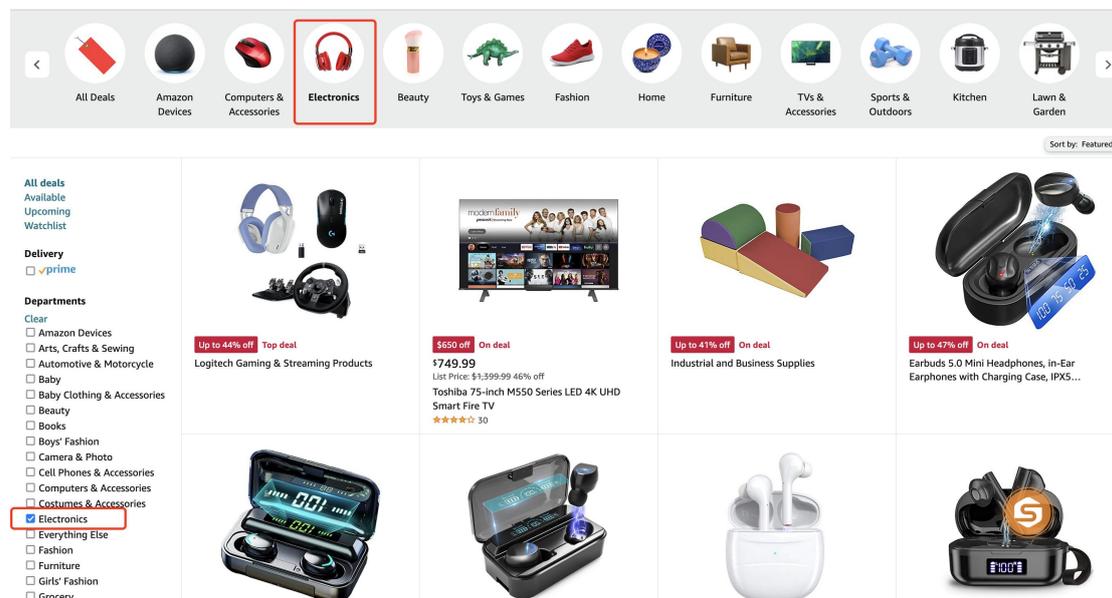


针对市面上出现的无限秒杀，连续 BD 的投诉流程：

首先要搜集证据，分成三个模块

第一个模块：找到 8 character External Deal ID，这个 ID 需要从 deal landing page 进去找到对应的 Deal ASIN，然后点击 ASIN，在 ASIN 详情页面停留，复制出 8 位的 Deal ID：下面是 deal landing page，去对应的类目里面找到竞争对手的 ASIN，



然后点击进入竞争对手 ASIN，进入到产品详情页之后，复制出网址，找到一串八位数的数字字母编码，这个就是 deal ID

[https://www.amazon.com/Multiport-Adapter-Dockteck-Ethernet-Delivery/dp/B08SLS9W72?ref=dlx\\_deals\\_gd\\_dcl\\_img\\_2\\_fac2bd1c\\_dt\\_sl15\\_64](https://www.amazon.com/Multiport-Adapter-Dockteck-Ethernet-Delivery/dp/B08SLS9W72?ref=dlx_deals_gd_dcl_img_2_fac2bd1c_dt_sl15_64)

[https://www.amazon.com/Certified-Charger-Lightning-Charging-Connector/dp/B08X6T386K?ref=dlx\\_deals\\_gd\\_dcl\\_img\\_135\\_0848e47a\\_dt\\_sl15\\_64](https://www.amazon.com/Certified-Charger-Lightning-Charging-Connector/dp/B08X6T386K?ref=dlx_deals_gd_dcl_img_135_0848e47a_dt_sl15_64)

第二个模块，利用插件提供**价格历史**记录截图，找到竞争对手无限连续 DEAL 的证据。下图凹陷处为插件抓取的价格变化，横坐标是价格持续时间。这个可以作为连续 DEAL 的证据。



第三个模块，引用后台亚马逊的 DEAL 政策，

举报渠道：

1. case 渠道：

您想举报哪种类型的滥用？

知识产权 (版权、商标、专利) 违规行为	▶	详情页面上的内容不正确或亚马逊的政策不允许
收到的商品与详情页面上的描述不符	▶	请使用此表单举报不正确或亚马逊政策不允许的商品详情页。例如：详情页包含攻击性内容或其他网站的链接。您可以在此处查看我们的政策：商品详情页页面规则、商品限制、禁止的卖家活动和行为
商品详情页违反亚马逊政策或误导买家	▼	请提供以下信息：
商品信息与另一商品信息重复		请说明原因
该商品被错误添加为其他商品的变体		<input type="radio"/> 商品详情页包含其他网站的链接
该商品发布在错误的分类中		<input type="radio"/> 商品详情页包含卖家联系信息
详情页面上的内容不正确或亚马逊的政策不允许		<input type="radio"/> 商品详情页使用了不当的语言
在商品详情页面上滥用关键词		<input type="radio"/> 商品详情页包含怂恿从亚马逊以外进行购买的内容
数字下载滥用		<input type="radio"/> 商品图片或详情页面上的图片不合适，或者不符合亚马逊的政策
商品详情页已更改为展示其他商品	▶	<input checked="" type="radio"/> 其他 (具体说明，上限 100 个字符)
违反亚马逊政策的买家反馈	▶	ASIN/ISBN-10 -或- 商品 URL
买家发送了侮辱性消息	▶	<input type="text"/>
		<input type="button" value="添加"/>
		请提供不正确或不允许的文本，或描述有关图片的问题
		<input type="text"/>
		请描述您的问题 (必填)
		<input type="text"/>

2. 写信给 jeff@amazon.com

模版：

Hi

We believe that Amazon attaches great importance to platform rules and fair competition for third-party sellers.

We are sure that the seller is exploiting the loopholes of the platform to achieve the purpose of participating in the 7-day lightning strike.

For the issues mentioned in the case

- 8 character External Deal ID: XXXXXX

The following is the seller's information we were able to collect

1. ASIN: XXXXXX

2. Seller Name: XXXXXX

3. Product link: XXXXXX

We use **Keepa** to track the ASIN's Deal track and price changes.

The following is the time node for the seller to participate in the 7-day spike in a row

1. 2022-3-28 to 2022-4-04 The seller started the first 7-day deals, and the price was adjusted from 38.99 to 38.59

2. 2022-4-04 to 2022-4-11 The seller starts the second 7-day deals, the deals price is

33.14

3. 2022-4-25 to 2022-5-02 The seller started the third 7-day deals, the deals price is 29.98

4. From 2022-5-02 to 2022-5-09, the seller started the fourth 7-day deals, the deals price is 32.99

5. 2022-5-09 so far, the seller has started the fifth 7-day deals, the deals price is 33.99  
According to the platform promotion rules, the time interval for the same ASIN to participate in the 7-day promotion is 28 days.

Here is the link to the Deal rule.

[https://sellercentral.amazon.com/help/hub/reference/202111550?ref\\_=xx\\_swlang\\_Header\\_xx&mons\\_sel\\_locale=en\\_US&languageSwitched=1](https://sellercentral.amazon.com/help/hub/reference/202111550?ref_=xx_swlang_Header_xx&mons_sel_locale=en_US&languageSwitched=1)

**The ASIN has participated in a total of 5 7-day deals in the 6 weeks from 3-28 to the present.** This behavior is a completely malicious competition by exploiting platform vulnerabilities., and flouting platform rules.