

# amazon alexa business listing cost

amazon alexa business listing cost is a critical consideration for businesses aiming to enhance their visibility and accessibility through smart devices. As the popularity of voice-activated technology grows, integrating Amazon Alexa into your business strategy can provide significant advantages. However, understanding the costs associated with setting up and maintaining an Alexa business listing is essential for effective budgeting and planning. This article will explore various aspects of Amazon Alexa business listing costs, including setup fees, ongoing expenses, and the potential return on investment. Moreover, we will delve into factors influencing these costs and provide a comprehensive guide for businesses considering this innovative marketing tool.

- Understanding Amazon Alexa Business Listings
- Factors Influencing the Cost of Amazon Alexa Business Listings
- Breakdown of Amazon Alexa Business Listing Costs
- Benefits of an Amazon Alexa Business Listing
- How to Optimize Your Alexa Business Listing
- Conclusion

## Understanding Amazon Alexa Business Listings

Amazon Alexa business listings are profiles created for businesses on the Alexa platform, allowing customers to interact with the business using voice commands. These listings make it easier for users

to find information about your business, such as hours of operation, location, services, and promotions. By utilizing Alexa's voice technology, businesses can enhance customer engagement and streamline the user experience.

These listings are particularly beneficial for local businesses, as they increase visibility on a platform where users are increasingly turning for information. As consumers adopt voice technology, businesses must adapt to meet their needs, making an Alexa business listing an essential tool in modern marketing strategies.

## Factors Influencing the Cost of Amazon Alexa Business

### Listings

Several factors can influence the overall cost of creating and maintaining an Amazon Alexa business listing. Understanding these factors is crucial for businesses to accurately estimate their potential expenses. The primary factors include:

- **Business Size and Complexity:** Larger businesses or those with multiple locations may incur higher costs due to the complexity of managing listings across various regions.
- **Customization Needs:** Businesses requiring tailored Alexa skills or custom features may face additional development costs.
- **Marketing and Promotion:** The need for ongoing marketing to promote the Alexa listing can add to overall expenses.
- **Maintenance and Updates:** Regular updates to listings, including changes in business information or new offerings, may require additional resources.

# Breakdown of Amazon Alexa Business Listing Costs

The costs associated with Amazon Alexa business listings can be divided into initial setup costs and ongoing maintenance expenses. Understanding these components is vital for budgeting.

## Initial Setup Costs

The initial setup costs can vary widely depending on the services required. Common costs include:

- **Alexa Skill Development:** Custom Alexa skills can range from \$1,000 to \$10,000 or more, depending on complexity.
- **Content Creation:** Professional content and voiceovers for the listing may cost between \$500 and \$3,000.
- **Consultation Fees:** Hiring an expert for consultation can add another \$100 to \$300 per hour.

## Ongoing Maintenance Costs

Once the listing is established, ongoing costs must be considered. These can include:

- **Hosting Fees:** Depending on the complexity of the skill, hosting can range from \$20 to \$100 monthly.
- **Content Updates:** Regular updates to the skill or listing can cost between \$200 and \$500 per update.
- **Marketing Costs:** Budgeting for ongoing marketing efforts to promote the Alexa listing can vary widely, from a few hundred to several thousand dollars monthly.

# Benefits of an Amazon Alexa Business Listing

Investing in an Amazon Alexa business listing can yield numerous benefits for businesses. These advantages include:

- **Increased Visibility:** An Alexa listing helps your business appear in voice searches, reaching customers who prefer hands-free interaction.
- **Enhanced Customer Engagement:** Voice technology allows for more engaging interactions, improving customer satisfaction.
- **Streamlined Customer Service:** Customers can easily access information, reducing the need for direct inquiries.
- **Competitive Advantage:** Early adopters of voice technology can differentiate themselves from competitors.

## How to Optimize Your Alexa Business Listing

To maximize the potential of your Amazon Alexa business listing, optimization is key. Businesses should consider the following strategies:

### Keyword Optimization

Utilizing relevant keywords in your listing can improve visibility in voice searches. Identify the terms your customers are likely to use and incorporate them naturally into the content.

### Regular Updates

Keep the listing content fresh and up-to-date to ensure accuracy and relevance. Regularly reviewing

and updating business information can enhance user experience and engagement.

## **Promoting Your Listing**

Use various marketing channels to promote your Alexa listing. This could include social media, email marketing, and on-site promotions to drive awareness.

## **Monitoring Performance**

Regularly analyze the performance of your Alexa business listing. Use analytics tools to track user interactions and adjust strategies accordingly.

## **Conclusion**

Understanding the **amazon alexa business listing cost** is crucial for any business looking to leverage voice technology for growth. From initial setup to ongoing maintenance, businesses must consider various factors that influence these costs. However, the potential benefits, including increased visibility and enhanced customer engagement, make Alexa listings a worthwhile investment. By optimizing their listings and staying informed about best practices, businesses can maximize their return on investment and stay ahead in the competitive marketplace.

### **Q: What is the average cost of setting up an Amazon Alexa business listing?**

A: The average cost of setting up an Amazon Alexa business listing can range from \$1,500 to \$10,000, depending on the complexity of the Alexa skill and the content required.

### **Q: Are there any ongoing costs associated with an Amazon Alexa**

## **business listing?**

A: Yes, ongoing costs may include hosting fees, content updates, and marketing expenses, which can vary widely based on the business's needs.

## **Q: Can small businesses afford an Amazon Alexa business listing?**

A: Yes, small businesses can afford an Amazon Alexa business listing, especially if they focus on essential features and optimize their budget effectively.

## **Q: How can I measure the effectiveness of my Amazon Alexa business listing?**

A: You can measure effectiveness by tracking user interactions, engagement metrics, and overall customer feedback related to the Alexa listing.

## **Q: What types of businesses benefit most from Amazon Alexa listings?**

A: Local businesses, service providers, and retailers often benefit the most from Amazon Alexa listings due to increased visibility and customer engagement.

## **Q: Do I need technical skills to set up an Amazon Alexa business listing?**

A: While technical skills can be helpful, many businesses hire professionals to assist with setup and development, making it accessible even for those without technical expertise.

## Q: What are custom Alexa skills, and how do they affect costs?

A: Custom Alexa skills are tailored voice commands and responses designed for specific business needs. They can significantly increase costs, depending on their complexity and functionality.

## Q: Can I update my Amazon Alexa business listing myself?

A: Yes, businesses can update their Alexa listings themselves, especially if they have access to the necessary tools and resources provided by Amazon.

## Q: Is there a return on investment for businesses using Amazon Alexa listings?

A: Many businesses report a positive return on investment through increased customer engagement and sales as a result of utilizing Amazon Alexa business listings.

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**amazon alexa business listing cost: Business & Society** O.C. Ferrell, Debbie M. Thorne, Linda Ferrell, 2020-01-15 Formerly published by Chicago Business Press, now published by Sage Business and Society provides a strategic framework that integrates business and society into organizational strategies to showcase social responsibility as a highly actionable and practical field of interest,

grounded in sound theory. In corporate America today, social responsibility has been linked to financial performance and is a major consideration in strategic planning. This innovative text ensures that business students understand and appreciate concerns about philanthropy, employee well-being, corporate governance, consumer protection, social issues, and sustainability, helping to prepare them for the social responsibility challenges and opportunities they will face throughout their careers. The author team provides the latest examples, stimulating cases, and unique learning tools that capture the reality and complexity of social responsibility. Students and instructors prefer this book due to its wide range of featured examples, tools, and practices needed to develop and implement a socially responsible approach to business. The updated Seventh Edition also addresses how the latest trends in technology, including artificial intelligence, block chain, drones, and robotics, impact the world we live in – benefits and threats included. Included with this title: LMS Cartridge: Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site.

**amazon alexa business listing cost: Digital Media and Innovation** Richard A. Gershon, 2024-03-26 This fully updated second edition explores the importance of innovation and innovative thinking for the long-term success of today's leading media, telecommunications, and information technology companies. The book takes an in-depth look at how smart, creative companies have transformed today's digital economy by introducing unique and highly differentiated products and services. This edition provides a detailed overview of intelligent networks and analyzes disruptive business models and processes from companies involved in social media, artificial intelligence, the metaverse, smart cities, and robotics among other emerging areas. From Apple to Zoom, this book considers some of the key people, companies, and strategies that have transformed the communication industries. Exploring the power of good ideas, this book goes inside the creative edge and looks at what makes such companies successful over time. Digital Media and Innovation is suited to advanced undergraduate and graduate courses in media management, media industries, communication technology, and business management and innovation, and provides up-to-date research for media and business professionals.

**amazon alexa business listing cost: The Media Handbook** Helen Katz, 2025-04-07 Now in its 9th edition, The Media Handbook introduces students to the media planning and buying process with a concise and industry-informed approach. The book takes readers through the fundamentals of each media channel, leading to the creation of a media plan. This edition features a revised and expanded chapter on digital media for both planning and buying (including programmatic), with additional material on artificial intelligence, the metaverse and augmented/virtual reality, and streaming. It also includes more charts and tables to provide additional visual appeal and understanding. Newly updated data, more international brand examples, and a summary of key media calculations round out this thoroughly updated edition. This text remains ideal for courses in media planning and buying in advertising and mass communication departments. Supplemental online resources for both students and instructors are also available. To assist in their course preparation, instructors will find lecture slides and sample test questions while students will benefit from chapter overviews and new sample media planning exercise scenarios with accompanying practice spreadsheets. Please visit [www.routledge.com/9781032671369](http://www.routledge.com/9781032671369).

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work. Through a series of studies conducted by scientists and industry professionals, this volume takes a deep dive into many of the issues related to new policies, AI and the digital transformation's anticipated impact on the labour market. Balancing speculative foresight with scientific rigor, the authors ground their discussions in empirical data, theoretical frameworks, and comprehensive literature studies. The book delves into the evolving labour landscape through three key themes: The Future of Society and Economy - Examining the socio-economic implications of emerging technologies and their transformative impact on work. The Future Way of Working - Investigating how AI and digital tools are redefining the nature of work and workplace conditions. New Uses of AI and Technology in Labour - Highlighting innovative applications of AI and technology that are reshaping job roles and industries. Each chapter provides unique insights, blending rigorous analysis with predictive insights, to illuminate the challenges and opportunities of a rapidly technologically advancing labour landscape. The Open Access version of this book, available at [www.taylorfrancis.com](http://www.taylorfrancis.com), has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives (CC-BY-NC-ND) 4.0 International license.

**amazon alexa business listing cost: Workforce Management** , 2007

**amazon alexa business listing cost: 8th International Conference on SUSTAINABLE COMMERCE THROUGH AI: UNCOVER THE POTENTIAL** M.S. Loganathan, The conference proceedings of the 8th International Conference on Sustainable Commerce through AI, Crystal-2024, likely include a collection of papers, presentations, and discussions that took place during the event. These proceedings would cover a wide range of topics related to the application of Artificial Intelligence (AI) in Commerce, reflecting the theme of Unlock the Potential. The proceedings may include Research papers, detailed studies and findings related to AI tools and techniques in various aspects of commerce such as Marketing, Finance, Human Resource, and others. It also include paper presentation summaries of research papers presented at the conference, covering topics like AI applications, case studies, and innovative approaches in commerce. Overall, the conference proceedings would serve as a comprehensive resource for researchers, practitioners, and policymakers interested in understanding the current state and future directions of AI in commerce, providing valuable insights and inspiring further research and collaboration in this field.

**amazon alexa business listing cost: E-Commerce Business Models** Mark C. Sanders, 2019-10-21 INTRODUCTION How Your Products Reach Amazon Prime Customers The number one component to consider when selling with Fulfillment By Amazon is how your products will reach Amazon Prime customers. When you use Amazon FBA, all of your customers that have an Amazon Prime account will be provided with the opportunity to select two-day shipping for free. Alongside Prime customers, regular Amazon customers will be able to take advantage of the free shipping with orders of \$35.00 or more. One of the largest benefits associated with listing with FBA is that your products will be listed without a shipping cost for Amazon Prime customers, allowing you to increase your sales. What is Amazon FBA Seller Central? Amazon FBA Seller Central is the aspect of the Amazon website that you will be able to use to have full control over what warehouse your items will be stocked in, how you want to list your items, and how you will display the selling features of your products. It is essentially an entire dashboard dedicated to your products and how they will be seen by the public. You will be able to search for your products once they have been added, look at the other prices of competing FBA sellers, and determine what steps you want Amazon to take during the sale such as shipping the products. Seller Central is imperative to the selling process as it will provide the first impression that your customers receive when they find your products. What is the Scalability of Amazon FBA? Amazon FBA scalability is another important factor to consider when working with Amazon. As your business grows, you will want to ensure that Amazon will grow with you to make sure that each order is fulfilled efficiently. With scalability offered by the program, you can rest assured that Amazon will be able to assist you during peak seasons and offer more resources when you are selling more products. With the ability to pack and ship either a single unit or thousands of different units, the options are endless. To start out, the Amazon FBA program stands for Fulfillment by Amazon. This is a service Amazon provides to allow online and offline

sellers to send their goods to Amazon, and Amazon will pack and dispatch the products to individual customers on your behalf. You may not be aware how big the Amazon marketplace is if you don't visit there regularly. They have come a long way from just selling books, to now selling just about anything. You can also sell products on Amazon and not use their FBA service, so you ship your own products, but there are many advantages of using the FBA system, which will free up your time and provide a more automated business solution. It is really a similar service that other drop shippers provide, but Amazon hold your own goods in one of their fulfillment centres. The service will send your goods anytime and to anywhere on your behalf. This system can be further integrated with your website to create a virtually fully automated system for sending Amazon your goods, and for Amazon shipping them to customers. The costs for the service are very competitive, and you only pay for actual storage and shipments, at discount Amazon rates, they don't charge a fee to use the system. So why should you consider using Amazon's system? Here are some of the key points to the FBA system: You can sell almost anything on Amazon, or through your own website and have them pack and send. By automating your website with Amazon it means the business can run on autopilot, and you can take time away if you choose, and your business still functions. Send all your stock to Amazon and they will handle everything, all you have to do is collect your profits. Amazon is now outranking eBay on Alexa for traffic, they are a major competitor to eBay. Some eBay sellers are using the Amazon FBA to ship goods sold through eBay.

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**amazon alexa business listing cost: Buy Leads on Amazon** Views 2 YOU, 2017-03-07 VIEWS 2 YOU - NATIONWIDE EXECUTIVE EMAIL DATABASE - AMAZON LISTVIEWS 2 YOU- PHOENIX'S FASTEST GROWING LEAD GENERATION COMPANY- B2B SALES LEADS-VIEWS 2 YOU - WWW.VIEWS2YOU.COM B2B LEADS- EMAIL MARKETING- EMAIL LISTS- SALES LEADS- BUY EMAIL LIST-EMAIL DATABASE-LEAD LIST-LEAD LISTS- MAILING LISTS- U.S. BUSINESSES- BUSINESS EMAILS- BUSINESS EMAILS BY INDUSTRY-BUSINESS EMAILS BY LOCATION- BUY BUSINESS EMAILS BY INDUSTRY- BUY BUSINESS EMAILS BY LOCATION- TELEMARKETING LISTS- TELEMARKETING LIST- B2B LEADS- EMAIL MARKETING LISTFULL LISTS ARE AVAILABLE ON OUR WEBSITE WWW.VIEWS2YOU.COM

**amazon alexa business listing cost: Amazon FBA: A Step by Step Beginner's Guide To Selling on Amazon, Making Money, Be an Amazon Seller, Launch Private Label Products, and Earn Passive Income From Your Online Business** , 2021-09-18 HERE IS YOUR VERY OWN BLOCKBUSTER, JAM-PACKED GUIDEBOOK ON EVERYTHING YOU NEED TO KNOW ABOUT AMAZON FBA. THIS IS A STEP-BY-STEP, 40-CHAPTER MOUNTAIN (AND WEALTH) OF INFORMATION JUST FOR YOU TO TAKE ON BOARD FOR YOUR SUCCESSFUL ENTREPRENEURIAL JOURNEY! How would you like to make money with Amazon FBA? Amazon is THE biggest marketplace in the world and I'd like to

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You can even outsource the product designs if it's not something you can do yourself. It's easy; actually. Making Real Connections with Suppliers The art of communication is key, and knowing how to directly speak with your suppliers is one of the most important aspects of this whole business. We'll take a big look at all the things you'll need to know, and take the guesswork out of communication and getting your needs (and theirs) met. This is a two-way street and with the right knowledge, it'll be so much easier to navigate. Choosing Great Suppliers With reliable, professional, and awesome suppliers, your business can be smooth sailing. Here, we'll take a good and hard look at what you'll need, so you don't get the run-around in this regard. Great suppliers can last many years within your business; finding the right ones is definitely paramount for your longevity in the business world. Private Labeling Terminology A good look at the terms used by the pros, so then you'll understand the language of the entrepreneurial space you occupy. This is super-important because it will add to both your knowledge base and your professionalism, as well. Honing Your Company for Success My top secrets to helping you become the best you can be in your niche field! Yes, I want you to get this right so you can earn the money you want to earn, and keep it coming in for years after that. Real success lasts long-term, and we'll discuss what's important here. I'll share some of my greatest secrets with you. Managing Product Imports This can be a tricky thing if you've never done it before. I'll give you the biggest tips and tell you how to execute this part of your business like an absolute pro. Spending your money on product means it needs to get to its final destination... both safely and on time! Creating Awesome Product Descriptions Without these, your products won't sell in good volumes, and at the end of the day, we're trying to sell as much as possible in the chosen niche/s we sell within. We'll talk about exactly what's required, so you'll know what makes a great product description, and why. The All-Important Launch Day When we get to this stage, it's so much fun... and a bit nerve-racking too, but that's to be expected. But I'll get you ready for this day so you'll feel in total control of your metaphorical "ship." Ready? Click on "Look Inside" to Find Out All the Secrets of the Trade.

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Table of Contents Introduction Chapter 1: FBA = Fulfillment By Amazon What Is Fulfillment By Amazon? Advantages of Using FBA: What's the Catch? Understanding the FBA Fee Structure Chapter 2: What Should You Sell on Amazon.com? What Should You Sell on Amazon.com in the start? How Much Are Your Media Items Worth? What Can You Do With Items That Won't Sell Well on Amazon? Chapter 3: The Essentials Steps To Selling Your Products Step 1: Choosing Your Niche Step 2: Preselling Your Product Step 3: Sourcing Your Products. Step 4: Launching Your Product. Chapter 4: Listing Your Books (and Other Media) on Amazon.com Creating Your Seller Account Listing & Pricing Your Merchandise Four Specific Examples of Book Pricing Chapter 5: Beyond the Books Building a Company with FBA Update Your Account Expert Account Extra Features Becoming a Better Bookseller. Devices to Make Bookselling Easy. Sales Rank - Is It

Important? Sourcing Non-Media Inventory. Buy Smart! Use FBA Across the Web Chapter 6: What You Need To Know About Private Labeling What is Private Labeling? The Benefits of Private Labeling Chapter 7: Shipping Your Merchandise to Amazon Cleaning Your Inventory Packing Your Merchandise How to Create an FBA Shipment Chapter 8: Growing Your Company What To Do After Your First Product Launch Growing Your Profits and Product Line. Automating Your Amazon Business.

**amazon alexa business listing cost: Amazon FBA Guide for Beginners** Adam Right, 2020-01-04 AMAZON FBA is truly a powerful business to get into. These days, everyone does their shopping online. While brick and mortar stores are wonderful, having an online business is easy and give you wide-open access to a much larger audience. Getting into this business is something that will serve you for years to come, as long as you maintain it properly. You can go virtually anywhere with your business on AMAZON FBA, which is one of the best parts of it. You can expand your business as large as you want and earn as much as you'd like simply by repeating the process within' this book over and over and over again. Whether you are looking to quit your 9-5 and make a full-time living, or just work part-time to save up for that dream vacation, FBA can work for anyone. Find the right product or niche, market and brand it, then get to selling on Amazon. Of all the platforms available to sell your product, Amazon is superior in that millions of people use it every day to shop and it is a name that is known and respected worldwide. Monitor your business and keep track of every detail, from costs to taxes and deductions. Don't let anything fall through the cracks and if you stay on top of things from the get go, you can find great success with far less stress than the regular office grind. How amazing would it be to get up when you wanted to? To work from the comfort of your own home in the comfort of your pajamas? To have the freedom to come and go as you please during the day knowing that your business is working for you? It would be a fantastic feeling, wouldn't it? Make sure to ask if you have a question about something, test your product before putting it onto the Amazon shelves and onto your virtual storefront, and always file your taxes with the IRS. Ultimately, choosing to use FBA depends on how much you plan on selling. You will need to put some effort into researching products and how many units you need to sell to actually turn a profit. Keep in mind that sometimes you might not turn a huge profit in the first couple of months. Stick with it, update your business plan and adjust your stock accordingly, and FBA can bring in six-figures! This book gives a comprehensive guide on the following: Managing your Seller Account Designing a Brand Setting up your Listing Design and Marketing FBA- things they don't tell you Set up a Seller Account Choosing a Product- The Selection Customer Service Advertising your Amazon Listings Products Listing Making Money on Amazon Building your Brand ....AND MORE! What are you waiting for? Click BUY NOW!

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**amazon alexa business listing cost: Amazon fba 2024** Michael Cruz, 2020-03-19 What was one of the first things you wanted to sell when you were a kid? Did you have a lemonade stand that went bust after two weeks, or did you sell baseball bats at little league games? Whatever kickstarted your selling career shows the true determination of a natural-born seller that was meant to take advantage of one of the world's greatest merchandise companies: Amazon. Amazon has been around for over 25 years, and it only continues to build momentum. Once marketed as only an online bookstore, it was unclear if the company would survive the next few years against such large alternatives such as Barnes & Noble. The company was completely internet-based, which many thought would be the end of the website, but it only became more popular with the addition of new

products such as music and clothes. Some may not realize that the company that started off as an internet-based store for books was one of the first platforms to encourage outside sales. Originally called zShops, people could market original work or hard-to-find items. The idea exploded as more than half a million people purchased something on Amazon by 2000. Jeff Bezos was dubbed the king of e-commerce in 2001, just seven years after Amazon's launch. From its birth until now, Amazon has acquired 40 companies, but its major commerce is now in its third-party marketers. Outside sellers make up more than 50% of Amazon commerce today, and that number is only growing over the years. Online shopping has become the norm, and Amazon is leading the way in sales, accumulating billions of dollars every year, and its third-party sellers are riding the train to financial freedom. Amazon FBA was officially launched in 2006, so it is far from the newest selling platform, but it has shaped the path for other platforms of its kind, and it should be considered as the best service possible. Sellers can use accounts created with Amazon to sell their own merchandise with small fees collected by Amazon. With the internet growing in importance every year, selling online has never been easier. But why would you want to get involved with Amazon FBA? Well, if you have a knack for selling products, feel as though you have always wanted an online store, or just want to try something new, Amazon FBA is one of the easiest ways to get started. From its promises of prime delivery to customers to its total management of your products as soon as they are delivered to the warehouse, Amazon has you covered. They provide a service unmatched by any outside company, and they make selling easier every year.

**amazon alexa business listing cost:** The Ultimate Amazon Directory Tracey Wallace, James Thomson, Jennifer Reeves, 2017-03-10 This is the complete Amazon Solution Providers Directory for sellers. It is intended to help all retailers solve the Rubik's cube that is the Amazon marketplace. In it, James Thomson helps to demystify it, allowing you to use Amazon as a weapon in your distribution and revenue growth arsenal -- rather than viewing the marketplace as competition. Produced by BigCommerce and the founders of the Prosper Show, James Thomson and Joseph Hansen, the Amazon Sellers' Solution Provider Directory has been a year in the making. Within, you'll find more than 230 companies offering some of the most successful seller services available to alleviate pain points associated with selling on Amazon. These are the solutions and seller services used by the highest-grossing companies incorporating Amazon as part of their channel strategy. Each of these solutions will save you time, optimize your operations and ultimately work to increase revenue made from the Amazon marketplace.

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