



# Build Your Brand: Understand Amazon's Brand Benefits

The Brand's story, its key values, voice, and visual identity all form bonds with customers that remain durable across channels. Brands thrive with access to an audience of customers, to a shopping experience that delights, and to the innovations required to protect, drive discovery, convert sales, build affinity, and collect customer insights.

Amazon invests on behalf of brands and we succeed together by offering millions of customers outstanding selection, lower prices, and more of what they love.



# There are so many reasons to build your brand with Amazon

On day 1 with Amazon, you have potential to access millions of customers, already shopping for products they love. This guide highlights an exclusive set of brand benefit tools designed specifically for selling partners who are brand owners that have registered their brand with Amazon Brand Registry. These tools can help to protect your brand, connect to customers, grow your audience, and inform your strategy.

This guide provides an overview of each of the benefits, highlights which Amazon stores they are available in, outlines any eligibility requirements they have, and provides you links to videos and/or web pages where you can learn more or get started. We hope you use this guide to quickly identify new opportunities to achieve your business goals.

This guide is updated regularly to ensure you have the latest information.





### Protect Your Brand

Protect your intellectual property (IP) with advanced tools that block out counterfeits, help you find and report violations, and give you automated protections to proactively remove suspected infringing or inaccurate content.



### Connect To Customers

Reach millions of customers and create loyal relationships with customers who love to shop in Amazon's store, enabled by an array of tools that give you access to customers through engaging content, reviews, emails, and more.



### Grow Your Audience

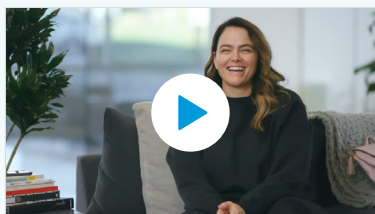
Reach high-intent shoppers along their shopping journey with innovative tools that help you drive consideration and build brand awareness on and off-Amazon, meeting customers with the right message, where they shop.



### Inform Your Strategy

Make informed decisions about your product portfolio and marketing activities with insightful tools that deliver actionable data including customer purchase behavior, competitive analysis, and search optimization.

## Case Studies



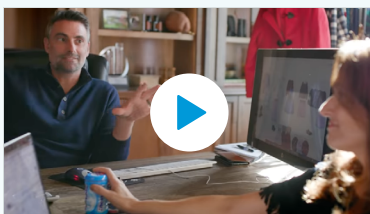
### **Freshly Picked** [↗](#)

Freshly Picked sells high-end shoes and accessories for babies, children and their moms to help make life a little more fun, colorful, and easier.



#### **Susan Peterson**

Chairwoman & Chief Brand Officer



### **Hope & Henry** [↗](#)

Hope & Henry sells beautiful, high-quality, and affordable clothing using organic cotton and sharing profits with the women and men who sew them.



#### **Matt McCauley**

Founder, Hope & Henry



### **New Republic** [↗](#)

New Republic sells refined styled of mens footwear and accessories that incorporate unexpected twists on memorable classics at affordable prices.



#### **Dee Murthy**

Co-Founder

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# Fulfillment by Amazon

For Brands who want to scale their shipping, returns, and customer service.

Available in the following Amazon stores: United States, Canada and Mexico, to Professional Sellers, registered Brand Owners and resellers.

Get the all-important Prime badge next to your price and benefit from free shipping for Prime customers, trusted customer service and returns, and a growing assortment of other benefits.

Learn more ↗



You sell it, we handle the shipping, returns, and customer service.

- Earn the Prime badge on your eligible offers, and increase your chances of winning the featured offer.
- Fast delivery of your products with Amazon world-class logistics, across the United States.
- Partner with a trusted name. Both you and potential customers will find peace of mind through

Amazon's trusted delivery promise and customer support in local language.

- Benefit from free shipping (up to \$100) of your products to a fulfillment center via the Amazon Partnered Carrier program. Plus, you'll get free monthly storage, free removals, and free return processing for eligible products. Please note that for an ASIN to be eligible for discounts, it must not be used or refurbished.

## How it Works

Pay as you go for the orders Amazon fulfills and storage space.

- Fees are based on the dimensions and weight of the item. The cost of shipping is included in your fees, with no extra charge for Amazon Prime free Two-Day Shipping and free shipping on eligible orders. Fees for optional services may apply.
- Inventory storage fees: Charged for all items stored in an Amazon fulfillment center, and based on your daily average volume of inventory measured in cubic feet. See how to determine the [product size tier](#).
- Fulfillment fees: Charged per unit for picking and packing your orders, shipping and handling, customer service, and product returns. Use the [FBA revenue calculator](#) to estimate fees.
- Removal order fees: Amazon will return or dispose of your inventory in a fulfillment center for a per-item fee.
- Long-term storage fees: Assessed monthly for all items stored in a fulfillment center for more than 365 days. Maintaining sound inventory health can help you avoid long-term storage fees.

- **Unplanned services fees:** Charged when inventory arrives at a fulfillment center without proper preparation or labeling, making unplanned services required.
- **Returns processing fees:** Charged on orders when Amazon provides a customer with free return shipping.
- **Remote Fulfillment with FBA** allows you to sell to customers in Canada and Mexico using your US FBA inventory.

## Get started with FBA in 6 steps

**Step 1:** Register as an Amazon seller

**Step 2:** Create a product listing

**Step 3:** Prepare products to send to Amazon fulfillment centers

**Step 4:** Assign inventory to FBA

**Step 5:** Create a shipment to our fulfillment centers

**Step 6:** Send and track your shipment

[View full FBA guide](#)



# Protect Your Brand



Protect your intellectual property (IP) with advanced tools that help block out counterfeits, help you find and report violations, and give you automated protections to proactively remove suspected infringing or inaccurate content.

## Amazon Brand Registry

For Amazon Sellers from all over the world who want to unlock a suite of tools designed to help build and protect their brand, creating a better experience for customers.

**Available to Sellers selling in the following Amazon stores: United States, Australia, Brazil, Canada, France, Germany, India, Italy, Japan, Mexico, Spain, United Kingdom, United Arab Emirates, Turkey, Singapore, Netherlands, Saudi Arabia, Egypt, Poland, and Sweden.**

[View eligibility requirements](#)

Over 500,000 brands worldwide are enrolled in Brand Registry. Launching in 2017 and expanded globally into the United States, Australia, Brazil, Canada, France, Germany, India, Italy, Japan, Mexico, Spain, United Kingdom, United Arab Emirates, Turkey, Singapore, Netherlands, and Saudi Arabia. We continuously innovate and expand to new countries and regions to better serve our brands.

Amazon strives to be Earth's most customer-centric company, where people can find and discover the widest possible selection of authentic goods. Today, we have more than 300 million active customer accounts and over 1.9 million selling partners worldwide. Many of these selling partners are small and medium-sized businesses, and they represent the majority of physical products sold in our stores. We are proud to help these small businesses thrive and create hundreds of thousands of new jobs in their local communities. We work hard to earn and maintain customer trust, and strictly prohibit the sale of counterfeit products. We constantly innovate to detect and prevent counterfeit products from reaching our customers.

[Download Brand Protection Report](#) 

# IP Accelerator

For Brands who want to establish their intellectual property.

**Available in Amazon stores globally for Brand Owners registered in Brand Registry with a government-registered trademark.**

Amazon IP Accelerator helps businesses more quickly obtain intellectual property (IP) rights and brand protection in Amazon's stores by connecting over 7,000 small and medium-sized businesses with a curated network of trusted IP law firms which provide high-quality trademark registration services at competitive rates. These firms in the US and Europe have successfully submitted trademark applications, helping brands like you receive early access to Brand Registry's brand protection tools.

A key part of helping small or medium-sized businesses grow and succeed is ensuring they are able to protect their intellectual property. Securing intellectual property rights can be confusing and costly, but it is a necessary step for brands to protect their name, logo, product designs, and other aspects of their brand. For instance, in the European Union only 9% of small and medium-sized businesses register their intellectual property, whereas larger businesses are 4 times more likely to do so.

## BRAND PARTNER STORIES



Having the peace of mind that Amazon has vetted these firms and negotiated pricing for us lets us focus on what matters—building our brand.

INDIGO  PAISLEY

[Talk to a law firm today](#)

[View FAQ](#)



# Project Zero

For Brands who want to protect their products against counterfeits.

**Available in Amazon stores globally to Brand Owners registered in Brand Registry with an eligible government-registered trademark.**

## Other Requirements

- Have submitted reports of potential infringements with an acceptance rate of at least 90% in the last six months.

Over 18,000 brands have enrolled in Project Zero. Project Zero combines Amazon's advanced technology with the sophisticated knowledge brands have of their own intellectual property and how best to detect counterfeits of their brands. This happens through three powerful tools:

### 1. Automated protections

Amazon's automated protections proactively block suspected bad product listings before they are published. These automated protections are powered by Amazon's machine learning and are continuously fed new information, to continue to improve, automatically preventing and blocking potential counterfeit listings.

### 2. Self-service counterfeit removal

Brands no longer need to contact us to remove counterfeit listings from our stores. Instead, you have the unprecedented ability to do so yourselves using our new self-service tool. We also use this data to strengthen our automated protections to better catch potential counterfeit listings proactively.



### 3. Product serialization - Transparency

Project Zero also features product serialization, which is enabled by a unique code that brands apply on their product or its packaging. While product serialization is optional, enrolled brands see the best results when using our product serialization technology.

[Learn more](#)

To check if you are eligible, sign in using your Amazon account associated with Brand Registry.

**Note:** To prevent misuse of our tools, Amazon has the right to evaluate additional factors to determine a user's eligibility.

[Sign in](#) ↗

# Transparency

For Brands who want to proactively protect themselves and customers against counterfeits, enhance customer experience, and identify supply chain defects.

**Available in the following Amazon stores: United States, Canada, Germany, France, Italy, Spain, India, Australia, and Japan to Brand Owners registered in Brand Registry with an eligible government-registered trademark.**

## Other Requirements

- A Global Trade Item Number (GTIN), such as a UPC or EAN barcode on your products.
- The ability to apply unique Transparency codes on every unit you manufacture.



Over 500 million product units were serialized by brands and manufacturers with unique [Transparency](#) codes. Transparency is a serialization service that protects each individual product unit. Brands apply a unique 2D code to their products, and Amazon scans the code to verify authenticity before any product is listed, sold or shipped to a customer. If a product fails this authenticity check, it is immediately set aside for further investigation.

Customers can also verify the authenticity of their product, no matter where they bought it, by scanning the Transparency code on the product's packaging using the Amazon shopping or Transparency app. Once scanned, customers can be confident their product is authentic, review detailed product information, videos, or promotions that can then be shared on social media. On the backend, Transparency also provides data-based insights into the service's effectiveness in proactively protecting customers and offers brands visibility into return volume and reasons.

[Contact Transparency](#)

[View FAQ](#)

[Learn more](#)

## The Transparency App

An app for customers that allows them to:

- Scan the Transparency code
- Authenticate the product
- View unit level information

[Apple Store](#) ↗

[Google Play](#) ↗

# Counterfeit Crimes Unit

For Brands who want to ensure their product authenticity across the globe.

**Available in Amazon stores globally for registered Brands with a government-registered trademark.**

## Other Requirements

Identify that your goods were counterfeited and available in Amazon's store.

Amazon strictly prohibits infringing and counterfeit products in its store, and we have invested more than \$700 million and employed more than 10,000 people to proactively protect its store from fraud, counterfeit, and abuse. We partner with brands to collect rich

information about their intellectual property and products through Amazon Brand Registry, Project Zero, and Transparency, to detect, investigate, and remove counterfeit items from our stores and identify bad actors as targets for prosecution all over the world.

We work with brands to stop counterfeiters by referring cases to law enforcement, undertaking investigations, and pursuing litigation to seize counterfeit products and get justice for rights owners. Together, we identify and pursue counterfeiters at every link in their supply chain, affecting manufacturing, distribution, logistics, and financial resources, to reclaim illicit funds and deter counterfeiters from continuing their operations in our stores.

[Learn more](#)



# Connect To Customers



Reach millions of customers and create loyal relationships with customers who love to shop in the Amazon store, enabled by an array of tools that give you access to customers through engaging content, reviews, emails, and more.

## A+ Content

For Brands who want to share their story, visually stand out against the competition, and help customers make the best shopping decisions.

**Available in Amazon stores globally to Brand Owners registered in Brand Registry.**

Encourage repeat purchases and increase sales by an average of 5% by using rich content to showcase your brand and educate customers about product features. Creating A+ Content helps you to stand out against competition, tell your story to customers, and improve your conversions to purchase.

With the A+ content manager, you can describe your product features in a different way by including a unique brand story, enhanced images, and text placements. Adding A+ content to your product detail pages can help customers make purchase decisions by proactively answering their questions, resulting in higher conversion rates, increased traffic, and increased sales when used effectively. Your A+ content can include the following content types, which display in separate placements on the detail page.

[Watch video](#)

[Get started](#)

# Enhanced Product Description


A+ Content allows you to add images and text into 5-7 different content modules highlighting elements of product-level features, rendering in the 'Product Description' section of the detail page.

Custom paragraph headers and images


Bulleted feature lists

Unique image and text layouts

Product comparison charts



Snack bars caffeinated with real coffee.




**A CUP OF COFFEE IN EVERY BAR®**

NON-GMO | 100% VEGAN | GLUTEN FREE | DIRECT TRADE | CERTIFIED KOSHER | 80MG CAFFEINE


**What Customers Are Saying**

- "I am a vegan foodie and love trying new healthy bars. I have had my eye on these for some time now and was happy to finally try them. I was a bit unsure at first at the texture but ended up really loving them and I enjoyed the coffee taste. I had one soon after I woke up as a breakfast bar to satisfy my early morning hungry stomach. Each bar has a great and sweet taste. I would purchase again, they make great gluten-free breakfast bars and are much better than cereal bars!"
- "I really liked the product. My coffee-loving son LOVES them, so got him a box. They are a great healthy snack on a road trip, no need to stop at a coffee station, just eat a coffee bar!"
- "So my wife and I have a one and a half-year-old baby and we both work full-time jobs. The simple task of making coffee and eating something resembling a healthy breakfast was getting harder and harder by the day. Eat Your Coffee bars have made my morning as a breakfast food, and honestly my whole day manageable again. I get my full cup of coffee, and some substance to go with it. We've also started making a concerted effort to eat more organic foods and this is right up our alley. I can't say enough about these nutrition bars. If you like coffee, you're in for a treat. If you don't like coffee, but need the caffeine, these health snacks definitely do the trick."


**When to Eat Your Coffee**




**Fuel An Adventure**  
Training for a marathon? Need camping meals for the weekend? Our caffeinated energy bars are convenient healthy snack bars during any adventure. Plus, caffeine can help improve muscle recovery post-workout.




**Pick Me Up**  
With ingredients like organic coffee, almonds, and dates, these caffeine-filled natural snack bars are not your average health bars. With only whole ingredients, it's naturally energizing with a bit of buzz to every bite.



**Clarity and Focus**  
With organic coffee, these bars boost productivity. Next time you're feeling zoned out, fuel your body and mind with an Eat Your Coffee Bar and tackle everything from an endless work meeting to that homemade pasta recipe.



**A Tasty Snack:**  
You know that feeling when you're very excited about your healthy food and then it's actually not that good? We sure that. So we've made sure EVERY Eat Your Coffee Bar is not only good for you but tastes delicious too.



**NUT BUTTER**  
Protein-packed nut butter for strength


**OATS**  
Organic gluten-free oats to keep your tummy full

**ORGANIC COFFEE**  
Antioxidant-rich organic roasted coffee beans for energy


**DATES**  
High-fiber organic dates to improve digestive health

**What's in the bar?**

- FOOD AS FUEL:** Almonds, Dates, Gluten-Free Oats, and Organic Coffee make this caffeinated snack bar delicious and nutritious.
- NATURALLY CAFFEINATED:** Tasty snack bars caffeinated with a full cup of antioxidant-rich, fair-trade coffee. Each bar contains 80 mg of natural caffeine.
- INCLUSIVE FOODS:** Vegan, gluten-free, dairy-free, non-GMO, kosher, and halal. A caffeinated snack filled with organic ingredients for all.



**Our Farmers + Our Coffee**  
We use only organic beans in our unique Eat Your Coffee coffee blend which means there are no artificial chemical additives or pesticides. From coffee bean to snack bar production, we believe that your workout fuel, your mid-day snack, or your productivity boost should be made of the highest quality ingredients.



Caffeine Comparison	8 oz Cup of Coffee	8 oz Cup of Coffee	8 oz Cup of Coffee	Shot Of Espresso	Shot Of Espresso	Shot Of Espresso
Caffeine in Mg	80 mg each	80 mg each	80 mg each	65 mg each	65 mg each	65 mg each
Vegan & Gluten Free	✓	✓	✓	✓	✓	✓
Non-GMO	✓	✓	✓	✓	✓	✓
Calories	170	170	190	90	90	90
Protein	6g	7g	6g	2g	2g	2g
Fiber	4g	5g	4g	3g	3g	3g
Added Sugar	6g	6g	6g	0g	0g	0g

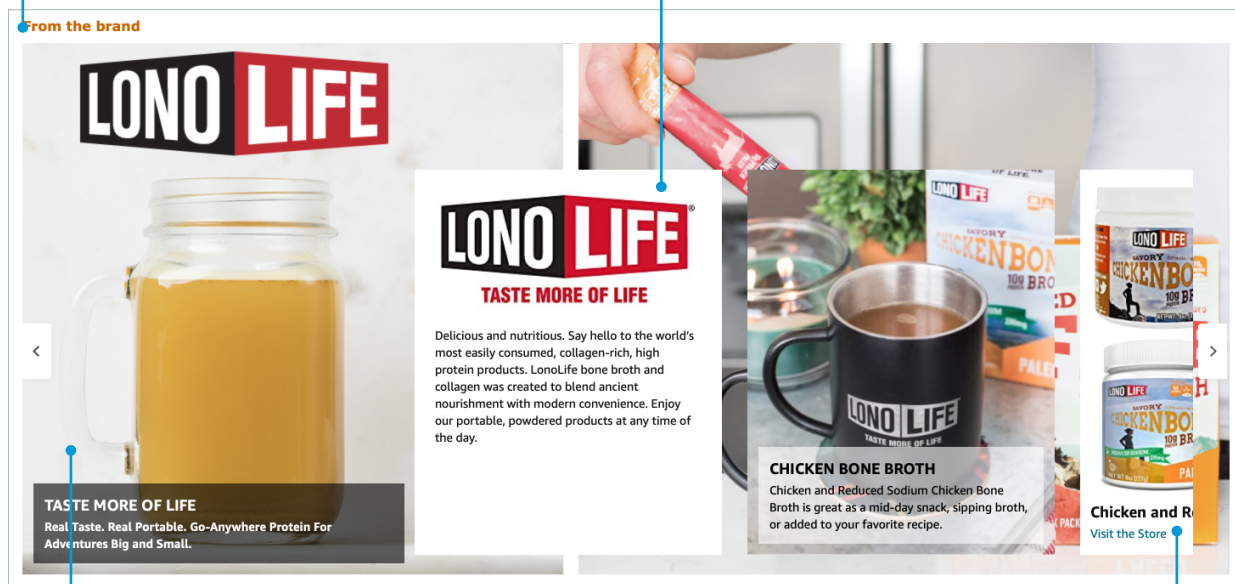
Connect To Customers

## Brand Story Feature

With this newly launched feature, you can stand out from the competition and connect with your customer by telling your unique brand story. This new feature highlights key elements of your brand without needing to repurpose any of your existing A+ modules. The Brand Story feature creates a section separate from your product features in a dedicated slot of the detail page called, 'From the brand'.

Appears in the From the brand section of the Amazon detail page

Image and text cards



Carousel display with full screen background on desktop and mobile devices

Links to other products and the brand Store

# Premium A+ Content

## What is Premium A+?

Premium A+ Content provides the best-in-class detail page experience available for supplemental marketing information, enabling sellers to use differentiated content such as video, interactive hotspot modules, image carousels, and enhanced comparative tables to tell their brand story and showcase product information on the marketplace. Using Premium A+ Content may result in higher conversion rates compared to using Basic A+ Content.

Access to Premium A+ features will be available to 3P Brand Owners at no cost during our promotional period for all ASINs registered to their brand. If we announce a fee for Premium A+ Content, 3P Brand Owners will be given the opportunity to opt-in for a fee. We will not charge any fees without your consent. Currently, we have not determined an end date for the promotional period or a fee structure.

## Features



### Video

Incorporate video about your product or brand into 3 different modules -full video, video with text, and/or video with an image carousel.



### Navigation Carousel

This feature is available in 4 different modules, that allows the customer to scroll through different images or product detail and can be combined with comparison charts and video.



### Hotspots

Add descriptive text over different areas you want to highlight on an image. There are 2 different modules that allow for up to 6 hotspots on an image.



### Q&A Module

Answer up to 5 questions about your product through an interactive menu-style drop down.

**WHAT IS THE ELIGIBILITY CRITERIA FOR PREMIUM A+?**









The eligibility criteria outlined below is per country that you sell and publish A+ Content in. You may meet criteria in one country, but not another. You are eligible if:

1. You have already published A+ Brand Story to all ASINs within your catalog that you own. You can confirm this by accessing the A+ Content Manager and searching to see if you have created and published a project. You will also see Basic

A+ Content and A+ Content Brand Story on your ASINs under the "From the Brand" fields on the detail page.

2. You have had at least 15 project submissions of A+ Content that have been approved within the past 12 months. You can confirm this by accessing the A+ Content Manager and checking the status of your submitted projects and the last modified date. This is to ensure our guidelines are being adhered to.

**Basic vs Premium Comparison Guide**

A+ Content Type	Text & Images	Image Size	Comparison Chart	Detail Page Modules	Module Selection	Video	Hotspot	Navigation Carousel	Q&A Module
A+ Basic		970 x 300		5	14				
Premium A+		1464 x 600		7	19				



# Video Shopping – Product Videos

For Brands who want to use video to showcase their products and help inform customers.

Available in Amazon stores globally to Brand Owners registered in Brand Registry.

Video is an important asset to product listings. 73% of US adults are more likely to purchase after watching a product video<sup>1</sup>, 61% of global consumers say video is important in their purchase decision,<sup>2</sup> and you can see up to 9.7% revenue increase when you add a video to your product listing<sup>3</sup>. Videos can be uploaded to display on the main image block of your live products, in the videos section of the product detail page, and in search results.

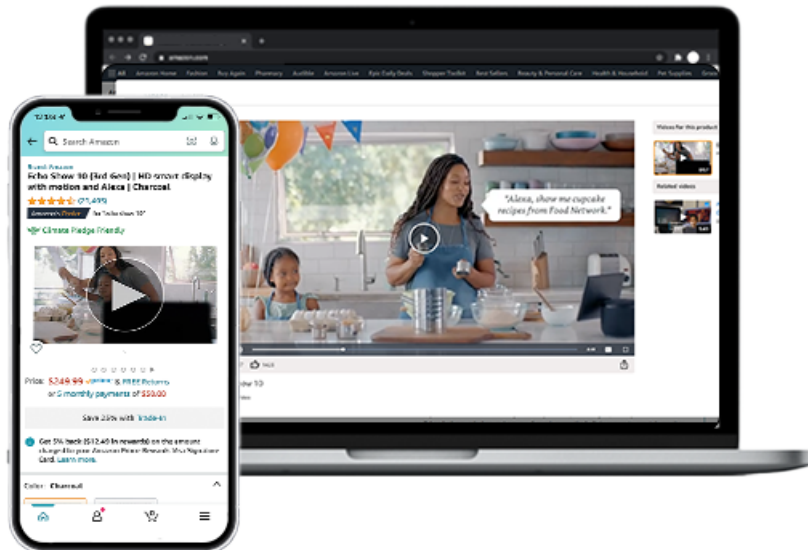
**Upload and manage your videos**

## Video to consider

- Create videos with good production quality, consider using voiceover and text overlays
- Videos should show how the product works and highlight its unique qualities or value
- Focus on how-to and product demonstration in your video

## Video to avoid

- Your video should not be a commercial for your brand or company
- Keep your videos authentic, do not use promotional or paid testimonials
- Production quality matters, do not use a slideshow as your video



1. Source <https://animoto.com/blog/business/small-business-video-infographic>

2. Source <https://finance.yahoo.com/news/outbrain-holiday-shopping-study-finds-130000326.html>

3. Source Amazon study highlighting the lift in third-party seller revenue when a video is added to a listing where no video existed before, studied over a 90 day period (2018-2020 US data)

# Vine

For Brands who want to build awareness, trust and boost sales of new or slow-moving products by inviting trusted reviewers in the Amazon store to post authentic customer reviews.

**Available in the following Amazon stores: United States, Canada, United Kingdom, France, Italy, Germany, Spain, and Japan to Brand Owners registered in Brand Registry.**

## Other Requirements

Product needs to be enrolled in FBA.

## For Items

In order for the items you enroll to be eligible, they should meet the following criteria:

- Have fewer than 30 reviews on the product detail page
- Have a buyable FBA offer in 'New' condition
- Not be an adult product
- Have already launched at the time of enrollment
- Have available inventory
- Have an image and a description

On average, brands have found Amazon Vine helped grow their initial product sales by more than 15%. Amazon Vine invites the most trusted reviewers (called Vine Voices) on Amazon to post reviews about new products to help their fellow customers make informed purchase decisions. We monitor the active participation of Vine Voices and their contribution to the program; only the best reviewers will remain in Vine. There are thousands of reviewers with multiple years of experience.

You can provide free units of your product(s) for Vine Voices to review. Vine Voices will post up to 30 customer reviews within ~90 days of enrolling an item. Participating in Vine helps build awareness of your product, boosts the sales of your slow and new products, and helps customers make informed decisions about new products you offer.

[Enroll in Vine](#)

## Restrictions

In addition to our general restrictions, products are excluded from Vine if they:

- Require us to bundle multiple products for delivery/review.
- Require reviewers to separately order another product in order to conduct a review; accessories for widely-owned products are permitted (for example, cases for popular mobile phones can be enrolled) but you should not enroll an ink cartridge that requires a specific printer, or a replacement battery that only works in a particular camera.

## Fees

- A \$200 enrollment fee is assessed once per parent ASIN after the first Vine review is published. You will not be charged a fee if the enrolled product does not receive any reviews within 90 days of enrollment.

# Customer Reviews

For Brands who want to monitor customer sentiment and provide exceptional customer service to buyers with critical product reviews.

**Available in Amazon stores globally to Brand Owners registered in Brand Registry, vendors, and agencies.**

Monitoring customer sentiment can be important to identify and correct product or listing defects, detecting and reporting abuse, or resolving critical customer reviews. Millions of Amazon customers share their

experiences and opinions with their fellow shoppers in the form of Customer Reviews. Customers rely on authentic insights from product owners to make purchasing decisions or to research the best item for their needs. With the Customer Reviews tool you can easily keep track of all your customer reviews on your brand's products.

[Learn more](#)

## Resolution Feature

**Currently available in the United States Amazon store to Brand Owners registered in Brand Registry.**

Great brands provide exceptional customer service, especially in situations where the customer is unhappy or disappointed. The Customer Reviews Resolution tool gives you the ability to engage with customers after they leave a critical product review (1-3 star ratings). You can differentiate your response to your

customer via templated emails that allow you to communicate via customer-seller messaging. You can choose to either offer a full refund or request additional information on the order to help resolve the issue. Actionable reviews are the default sort option. Actionable reviews allow you to filter for reviews where you can 'contact buyers'.

[Resolve critical reviews](#)

### Contact Customer

#### Send message to John Doe

##### 1. Select contact reason

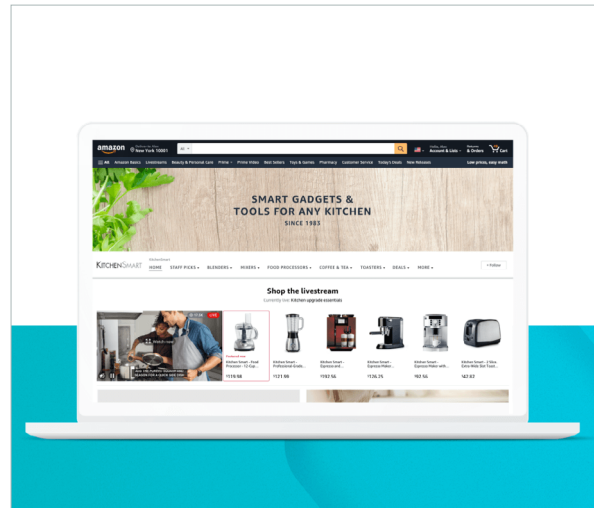
- Courtesy refund  
Offer a full courtesy refund
- Customer review  
Check with your customer to clarify any product issues based on their review

# Stores

For Brands who want to create an immersive home in the Amazon store, introducing audiences to your brand's story, mission, and products, no matter the size of your brand.

**Available in the US Amazon store to Brand Owners registered in Brand Registry, as well as vendors and agencies.**

Stores are the place for customers to explore, interact, and shop from your brand in a single destination that is owned and maintained by you. Stores allow you to tell your story authentically through lifestyle and video creatives, and showcase your full range of products so that you can provide an immersive branded shopping experience. You can use free predesigned templates and drag-and-drop tiles to create a Store that fits your brand and highlights your best-selling products, without ever writing a line of code. Stores with 3+ pages have 83% higher shopper dwell time and 32% higher attributed sales per visitor. On average, Stores updated within the past 90 days have 21% more repeat visitors and 35% higher attributed sales per visitor. There is no cost to create a brand Store and you do not need to advertise on Amazon.



Access Store builder through the [advertising console](#).

[Learn more](#)

[Create your brand Store](#)

## Brand Follow Feature

Within your brand Store, Brand Follow allows shoppers to engage by following you, and enables you to reward and grow a loyal shopper base on Amazon.

There are already over 20 million customer-brand Follow relationships on Amazon, and shoppers who follow a brand on Amazon have a spend frequency that's 2.3 times higher than non-followers. They also purchase 1.8 times more frequently than non-followers. By allowing shoppers to explicitly express their affinity for brands, Brand Follow offers shop-

pers a way to personalize their shopping experience on Amazon, as products and content from brands they follow get elevated placements. In addition, by following their favorite brands, shoppers are able to stay in touch with them as they are the first ones to learn about deals, new releases, and trending products.

Easily review your follower count in your brand Store insights dashboard, Posts dashboard, or downloadable reports for Posts.

[Visit brand Store insights](#)

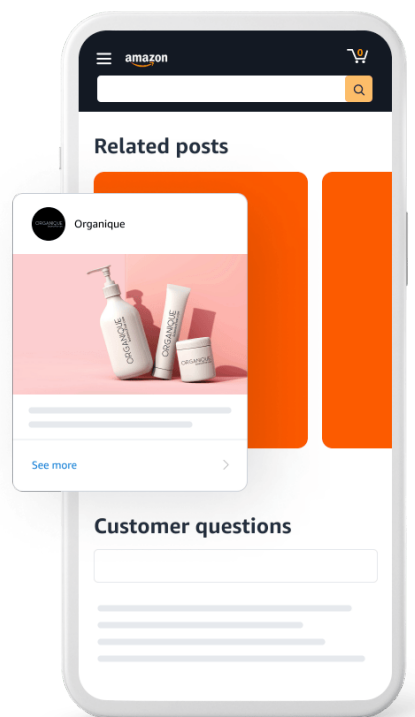
## Posts (beta)

For Brands who want to build an emotional connection with shoppers, while making your products shine, growing your follower base, and extending the life of high-quality visual assets.

**Available in the US Amazon store to registered Brand Owners, vendors, and agencies with a brand Store.**

Posts allows customers to explore your products with an immersive, image-first experience on Amazon. Show your products in action and help shoppers visualize your products in realistic settings. Your posts may be discovered in carousels on product detail pages, in content feeds for related products and categories, or in a dedicate page within your Store. There is no need for you to specify where your posts should be displayed. Our systems automatically place your posts in these places based on relevance and shopping engagement, regardless of brand affiliation. Brands with a Store have received an +8.2% improvement in new-to-brand customers within the 30 days after launching on Posts.

There is no cost to create posts, and you do not need to advertise on Amazon. You can create posts, review metrics such as reach, follow clicks, product clicks, viewable impressions, and engagement rates for each of your posts in the [Posts publisher](#).



[Learn more](#)

[Get started with Posts](#)

# Amazon Live

For Brands who want to engage with customers in real-time with livestreams.

Available in the US Amazon store to Brand Owners registered in Brand Registry.

### Other Requirements

Have a brand Stores page.

Amazon Live is a customer-first, high-energy, full of personality, live streaming video program that reaches Amazon shoppers at scale. Amazon Live enables brands to engage with shoppers in real time, drive sales, and livestream on your Amazon Store page. Amazon Live makes it easy for customers to explore and buy your products being demoed during the show, as they watch your livestream. When customers are watching, they can simultaneously be shopping.

[Learn more](#)

[Get started](#)

Or contact an Amazon Live Sales Specialist at [amazonlive-advertising@amazon.com](mailto:amazonlive-advertising@amazon.com).

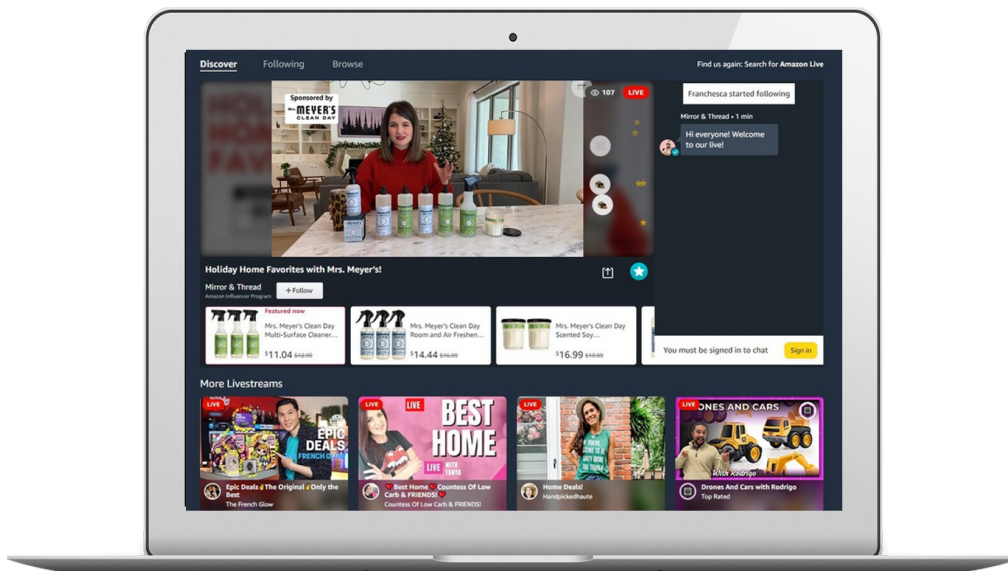
## 3 ways brands can engage audiences with Amazon Live:

1. Integrate into our Amazon produced live shows, which are carefully curated, often themed, and always inspirational with a purpose.
2. Sponsor Influencer Livestreams that are produced by top influencers using the Amazon Live Creator App.
3. Livestream through the self-service Amazon Live Creator App.

## Amazon Live Creator App

Brands and influencers can get started livestreaming on Amazon using the Amazon Live Creator App. The Amazon Live Creator App helps create, capture, and manage livestreams.

[Download app](#) ↗



# Customer Engagement (beta)

For Brands who want to build customer relationships, increase retention, and drive engagement by sending targeted email marketing campaigns.

Available in the US Amazon store to Brand Owners registered in Brand Registry.

### Other Requirements

U.S. brands with customers in the last 12 months

Help your brand build loyal relationships with Amazon customers and increase the visibility of your new and existing products with Customer Engagement. You can create emails with templates and send them directly to Amazon customers, who follow your brand. You can create emails with templates and send them directly to your high spend, recent, and repeat customers as well as followers. You can send emails specifically for new product announcements and themed email campaigns around seasonally appropriate messages. There are so many templates to choose from with new templates being added monthly.

[Watch video](#)

[Create a campaign](#)

The screenshot shows an Amazon email marketing campaign for Munchkin toys. At the top, the Amazon and Munchkin logos are displayed. Below the logos is a decorative orange banner with gift icons. The main content area features a section titled "Featured Cyber Monday gift ideas from Munchkin". This section highlights the "Munchkin Fishin' Bath Toy" with a product image, a customer rating of 4.5 stars from 23,729 reviews, and a "VIEW PRODUCT" button. Below this is a section titled "We think you'll also like" which displays four recommended products: "Munchkin Mozart Magic Cube" (3,900 reviews), "Munchkin Bath Toy, Little Boat Train, 6 Count" (10,095 reviews), "Munchkin Float and Play Bubbles Bath Toy, 4 Count" (17,776 reviews), and "Munchkin 36 Bath Letters and Numbers" (11,961 reviews). At the bottom of the email, there is a link to "Shop Munchkin on Amazon".

# Subscribe & Save

For Brands who want to drive repeat purchases and build brand awareness among highly engaged customers.

**Available in Amazon stores globally to Brand Owners registered in Brand Registry.**

### Other Requirements

- Have an FBA account in good standing.
- If the option to enable Subscribe & Save does not appear in your settings and you believe that you have eligible, replenishable items, contact [Selling Partner Support](#).

purchases of the same brand, they may become more familiar with that brand, which in turn may lead to new purchases from that brand and generate brand loyalty. Customers love the Subscribe & Save program because it offers discounts on regularly scheduled deliveries of everyday essential items.

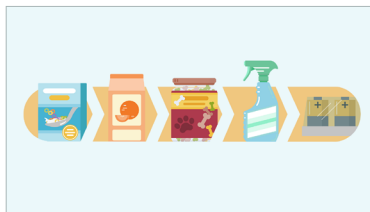
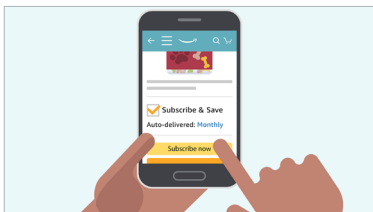
### ASIN eligibility determined by:

- Fulfillment history and in-stock rate
- Sales performance
- Product category
- Average selling price

On average, Subscribe & Save products at 10%-15% discount can drive up to a 1.8X increase in conversion, driving repeat purchases while promoting brand loyalty and growth. When customers make repeat

[Learn more](#)

[Enroll your products](#)



### SELLING PARTNER STORY



We're pretty impressed with the number of subscribers over this short period of time. Subscribe & Save helps maintain the customers that come in.

### SELLER:

**Optimal Health Nutrition**

October 2016 | Health, Household & Baby Care



# Virtual Bundles

For Brands who want to offer product bundles to drive better shopping experiences, making it easier to discover and buy more from your Brand's catalog.

**Available in the US Amazon store to Brand Owners registered in Brand Registry.**

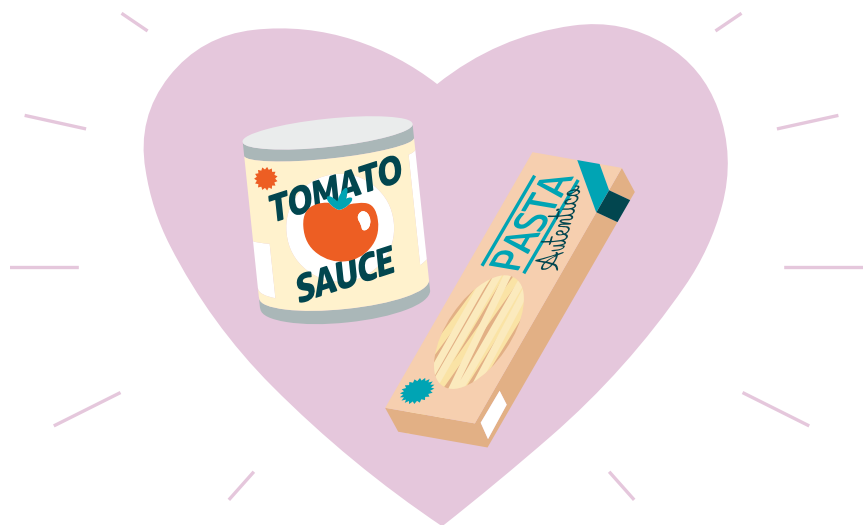
Virtual bundles allow customers to shop for products that go well together, making it easier to discover and buy more from your brand's catalog. You can create 'virtual' bundles made up of two to five complementary ASINs which are purchased together from a single detail page. This allows you to offer product bundles without packaging items together or changing FBA inbound inventory, which saves you money, drives your sales, and increase your customers loyalty.

## ASIN Requirements

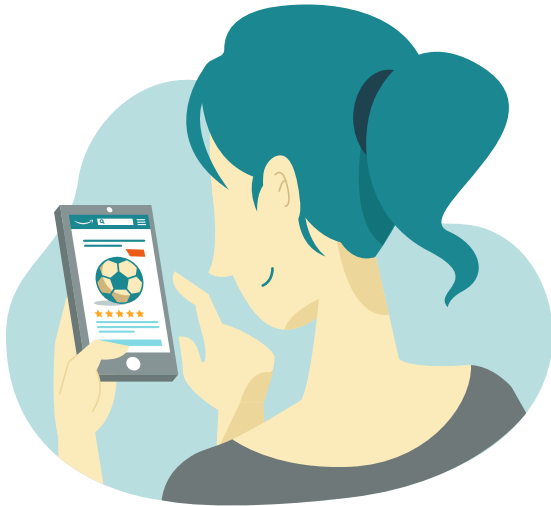
To be eligible to be added to a virtual bundle:

- ASINs need to belong to a brand that you own and that is registered in Brand Registry.
- ASINs need to have active FBA inventory in the 'New' condition.
- The following cannot be included in virtual bundles: gift cards, crafted goods, electronically delivered products (like digital music, video, and books), and renewed/used ASINs.

[Learn more](#)



# Grow Your Audience



Reach high-intent shoppers along their shopping journey with innovative tools that help you drive consideration and build brand awareness on and off-Amazon, meeting customers with the right message, where they shop.

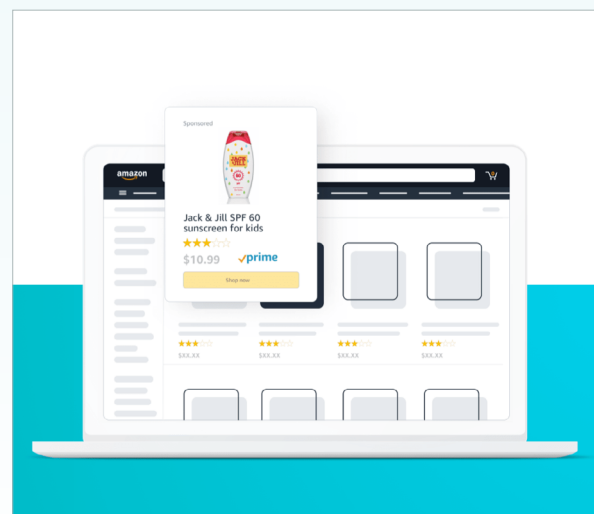
## Sponsored Products

For Brands who want to drive awareness and discovery of their brand and product portfolio within Amazon shopping results.

**Available in Amazon stores globally to registered Professional Seller, vendor, or author.**

ASINs saw an average weekly +40% lift in units ordered and an average weekly +54% lift in glance views within the first year after launching a Sponsored Products campaign. Sponsored Products is a cost-per-click advertising solution that enables you to promote the products you sell with ads that may appear in highly visible placements on Amazon, helping customers find your products with ads that appear in related shopping results and product pages.

With a simple campaign creation process and the ability to go live in minutes, Sponsored Products is the recommended way to get started advertising with Amazon Advertising.



[Get started](#)



# Sponsored Brands

For Brands who want to drive awareness and discovery of their brand and product portfolio within Amazon shopping results.

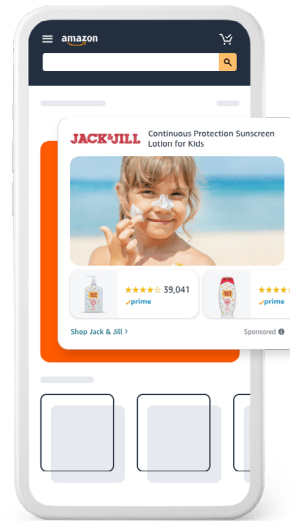
**Available in Amazon stores globally to registered Professional Seller, vendor, or author.**

Build brand awareness, connect shoppers to your products, and control your costs with Sponsored Brands advertising. Ads feature your brand's logo, a custom headline, and up to three products to help generate recognition for your brand and product portfolio. They appear in multiple locations when shopping using a desktop and mobile app including above search results.

Help encourage repeat business by using your Sponsored Brands ad to send customers to your Store, providing opportunities for them to find additional products in your catalog that they may be interested in.

We provide a range of tools and reports that help you analyze campaign performance and measure success. New-to-brand metrics allow you to measure how many first-time customers your campaign drove in the last 12 months. Other reports provide campaign and placement performance, ad clicks, sales, and advertising cost of sales (ACOS) which represents your ad spend as a percentage of sales. Once you have launched your campaign, you can view performance through your dashboard or download reports from the reporting page. Use these reports to identify successful tactics and optimize your campaigns.

**Get started**



## Sponsored Products and Sponsored Brands Other Requirements

- Active account in good standing with Amazon
- The ability to ship to the country you're advertising for
- Have products in one or more of the eligible categories
- Valid payment method

See all of the sponsored [advertising guidelines and acceptance policies.](#)

# Sponsored Display

For Brands who want to reach relevant audiences across the shopping journey.

Available in Amazon stores globally (except SE, KSA, and SG) to Professional Sellers enrolled in Amazon Brand Registry, vendors, Kindle Direct Publishing (KDP) authors, and agencies with clients who sell products on Amazon.

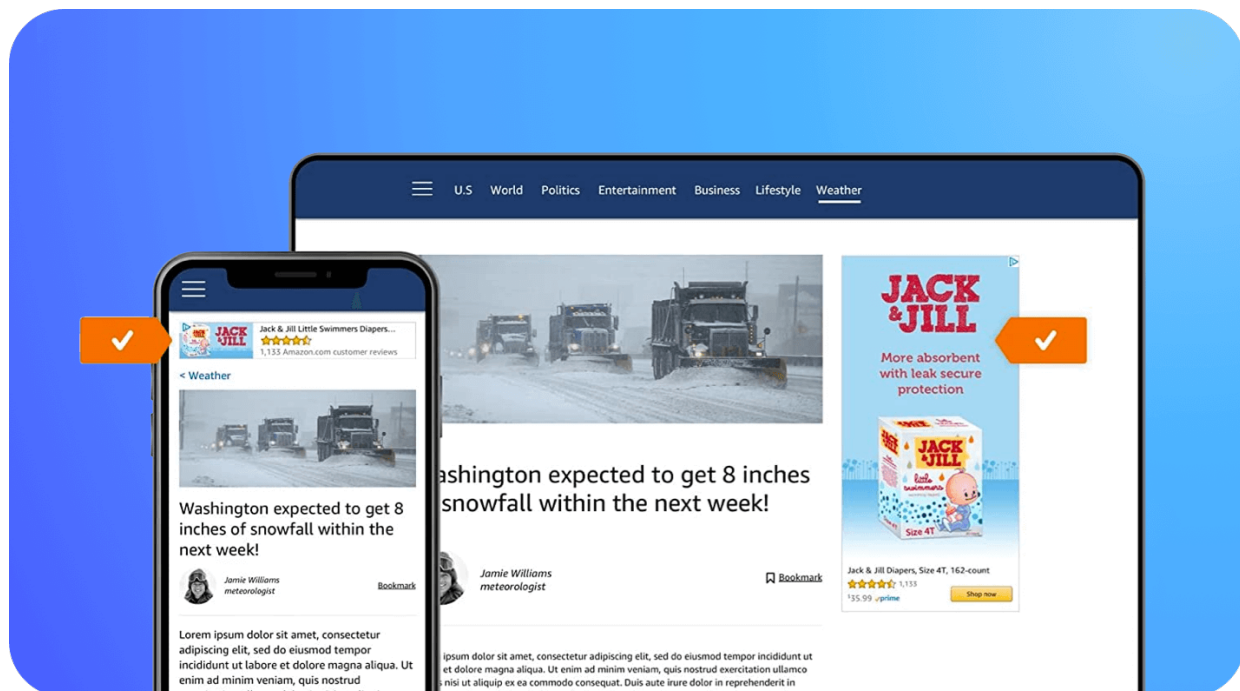
You can see up to 82% of your sales driven by new-to-brand customers when you utilize Sponsored Display. Our new product targeting solution helps drive better consideration with +75% increased click-thru rate and when using our product targeting recommendations you can see 2x higher impressions and 1.5x the number of clicks. This self-service advertising solution gives you the ability to quickly launch display campaigns and reach relevant audiences across the shopping journey, on and off Amazon.

## Ad Requirements:

The Interactive Advertising Bureau (IAB) sets the standard for [display ad sizes](#). The most common display ad sizes are:

- Medium rectangle: 300 x 250 px
- Leaderboard: 728 x 90 px
- Wide skyscraper: 160 x 600 px
- Large rectangle: 300 x 600 px
- Mobile leaderboard: 320 x 50–640 x 100 pixels @2X (required)

Get started



# Global Selling

For Brands who want to reach millions of new customers from around the world.

**Available to Professional Sellers, registered Brand Owners, and resellers.**

With Amazon Global Selling, you can reach over 150 million paid Prime members globally and over 300 million active customer accounts worldwide, leveraging Amazon's global scale using state-of-the-art international logistics capabilities. You can list and sell your products in Amazon stores around the world.

[Learn more](#)

## Where to expand

### Europe

- Germany, UK, France, Italy, Spain, and the Netherlands
- With just one account, you can reach customers across 28 different countries shopping in Amazon's European stores.
- [Learn about expanding to Europe](#)

### Asia-Pacific

- India, Japan, and Australia
- Be part of the world's third-largest economy by selling in Japan, or benefit from a growing customer base by selling in Australia.
- [Learn about expanding to India](#)
- [Learn about expanding to Japan](#)
- [Learn about expanding to Australia](#)

### Emerging

- Middle East, Turkey, Singapore, and Brazil
- Be among the first to expand to our emerging stores like the Middle East, Singapore, Turkey, and Brazil.
- [Learn about expanding to the Middle East](#)
- [Learn about expanding to Singapore](#)



## 4 steps to succeed at selling globally

### 1. Decide where and what to sell

Understand the opportunity that selling internationally on Amazon offers your business. Learn where you can sell through Amazon, what is required—including taxes and regulations—and strategic considerations for entering a new store.

### 2. Register and list your products

Leverage Amazon tools to manage seller accounts globally and manage your listings across Amazon stores. Translate your listings if necessary. Your products are now available for sale.

### 3. Ship and fulfill

Amazon fulfillment services help you get products to customers promptly worldwide. Understand what's involved in shipping and fulfilling in different countries, including costs, times, and requirements. Learn about Fulfillment by Amazon (FBA) international solutions, or handle it yourself.

### 4. Manage your business

Provide customer support and local country returns, either yourself or through Amazon. Get paid in your preferred currency. Use Amazon's tools and recommendations to grow your international sales and scale your business globally.

**Note:** The FBA Export program enables international customers to order FBA products on Amazon and have them shipped to their international address.

# Inform Your Strategy



Make informed decisions about your product portfolio and marketing activities with insightful tools that deliver actionable data including customer purchase behavior, competitive analysis, and search optimization.

## Amazon Brand Analytics

For Brands who want to leverage data to make strategic decisions to achieve their business goals.

**Available in Amazon stores globally to Brand Owners registered in Brand Registry.**

### Other Requirements

Access to and use of the ABA Site and ABA Information is for Authorized Users. "Authorized User" means your employee or agent who has a need to access the ABA Site and know ABA Information for a Permitted Business

strategic decisions about their product portfolio and marketing/advertising activities. Brand Analytics provides aggregated customer search and purchase behavior data to help brands improve their business. You can find the Brand Analytics dashboard under the Brands tab in Seller Central. The reports listed below are available to you, click on each link to learn more about the data provided in each report. Data is generally available in Brand Analytics within 72 hours of the close of a given period.

Be sure to review and comply with the [Amazon Brand Analytics Terms and Conditions](#).

Brand Analytics is a feature that contains valuable insights to empower Brand Owners to make informed,

[Get started](#)

These are the reports currently available to registered brands:

**Search Catalog Performance Dashboard Report NEW**

Understand your sales funnel at the product level to quickly identify conversion issues or drop-off points where you lose customer attention.

**Search Query Performance Dashboard Report NEW**

Understand the performance of the top queries relevant to your brand with Brand and ASIN level performance for each query.

**Amazon Search Terms Report (original version)**

See how customers (in aggregate) find you and your competitors' products in the Amazon store.

**Repeat Purchase Behavior Report**

Helps you strategize and assess your marketing campaigns to drive repeat purchases and acquire new customers.

**Market Basket Report**

Identify bundling and cross-marketing opportunities by seeing which products Amazon customers (in aggregate) most frequently purchased at the same time they purchased your other products.



# Amazon Attribution

For Brands who want to analyze the sales impact and earn a bonus from sales driven by their off-Amazon advertising and marketing efforts.

**Available in the following Amazon stores: United States, Canada, Germany, France, Italy, Spain, Mexico, Netherlands, and United Kingdom, to Brand Owners registered in Brand Registry.**

Research shows that advertisers who engage consumers across 3 or more channels experience 250% higher engagement and purchase rates than those using single-channel campaigns. Amazon Attribution gives you the tools to analyze sales impact of your advertising across off Amazon media channels, maximizing your return on investment (ROI) and growing your product sales. For the first time, you can measure the impact of search, social, email, display, and video media channels based on how consumers discover, research, and buy your products on Amazon. Amazon Attribution's unique conversion metrics—including Amazon detail page views, purchases, and sales—give brands a comprehensive view into how each of their marketing tactics contribute to shopping activity on Amazon.

[Learn more](#)

[View your dashboard](#)



**We earned \$100,000 back from Amazon in addition to our standard revenue.**

**Justin Maddahi**  
Chief Marketing  
Officer, Lumineux

[View Case study](#) ↗

## Brand Referral Bonus Feature

**Available in the United States Amazon store to Brand Owners registered in Brand Registry.**

Delight customers while improving marketing efficiency and earning a bonus.

Now, you can earn a bonus averaging 10% of product sales driven by your non-Amazon marketing efforts. The more traffic you bring, the more opportunities you have to earn a bonus. The bonus is provided as a credit on your referral fees.

### How does it work?

- 1. Enroll in the Brand Referral Bonus Program** - You can enroll with one click. Once enrolled, you will be prompted to fill out a tax form that is required to receive your bonus.
- 2. Generate an Amazon Attribution Tag** - Create referral tags to measure your non-Amazon marketing efforts.
- 3. Add the Tag to a Campaign** - Implement your referral tag within your publisher or campaign manager.
- 4. Receive a Bonus** - The Bonus will be credited to your account two months after qualifying sales to accommodate order cancellation and customer returns. Your weekly bonus report is updated every Friday with the estimated bonus amount earned up to the previous Friday.

[Start earning a bonus today](#)



# Manage Your Experiments

For Brands who want to optimize their listings by running experiments to learn what content appeals to their customers, and helps drive more sales.

**Available in the following Amazon stores: United States, Canada, Mexico, Germany, France, Italy, Spain, United Kingdom, Turkey, Netherlands, Sweden, India, and Japan, to Brand Owners registered in Brand Registry.**

## Other Requirements

- At least one eligible ASIN based on traffic (see next section).

## ASIN Eligibility:

- An ASIN is eligible if it belongs to your brand and has received enough traffic in recent weeks to be eligible for experimentation.
- When selecting an ASIN to experiment on, Manage Your Experiments will show the eligibility status of most candidate ASINs, but note that ASINs with very low traffic may not appear at all. If an ASIN isn't eligible because it isn't high-traffic, consider driving more traffic to it using advertising or other means. A+ experiments must have published A+ content to be eligible. Only one experiment can be run on any particular ASIN at a time.

Knowing which content drives conversion and implementing changes to your listings based upon optimized content can increase sales up to 25%. Manage Your Experiments allows you to run randomized A/B tests on listing titles, product images, product description, bullet points, and A+ content to learn which content is more likely to convert into sales.

Manage Your Experiments lets you run A/B tests (also known as split tests) on your brand's listing content. Experiments let you compare two versions of content against each other so you can see which performs better.

Version A - main image currently in use



Version B - main image for testing



The Title and Image notifications feature informs you when content you want to test is too similar to your current content and may not deliver conclusive results. Conclusive results help ensure you have productive content, and can increase your likelihood of getting better test results. At the end of an experiment, you can review which version performed the best and then publish the winning content.

There are a few ways to publish your winning content, manual and Auto-publish content is available for title and image experiments. You can choose to auto-publish the winning content so that once a test is complete, you don't have to go back into your product listing to update the content, because we would have automatically done it for you. Amazon will only publish the winning content version if it is at-least 66% better than the other content version.

By running experiments, you can learn how to build better content that appeals to your customers and helps to drive more sales.

[Learn more](#)

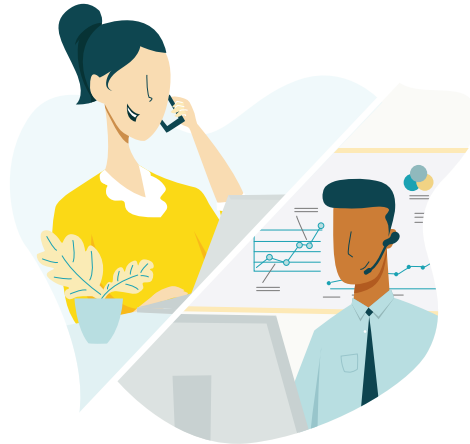
# Strategic Account Services

For Brands who need dedicated help building their business on Amazon.

Available in the US Amazon store to Professional Sellers, registered Brand Owners, and resellers.

## Other Requirements

- You must have an active Professional Selling Account in good standing on Amazon.com.
- Sellers who want to apply for multiple Selling Accounts must complete the application form with an email address and Merchant Token unique to each Selling Account.
- Fees and minimum terms for participating SAS are [outlined here](#). No refunds will be issued for any prior SPPS fees assessed. Your SAS subscription will auto-renew until you cancel.



Strategic Account Services (SAS) gives you access to a designated account manager, a trusted advisor inside Amazon who can help you scale your business, reach new customers, and increase sales.

### Personalized insights and recommendations:

Identify opportunities in key areas—like fulfillment, account health, conversion growth, merchandising, and global expansion—and develop tailored strategies for your business.

### Operational support:

Get tactical support with time-consuming tasks—such as listing creation, catalog optimization, and A+ content recommendations—to help you scale and grow.

### Programs, deals, and early access:

Stay current on the latest seller offerings—from beta and pilot programs, to deal opportunities—and get tailored guidance on which opportunities are best for you.

### Issue assistance:

Get insight on how to efficiently manage issues to help avoid business interruption, with access to a dedicated team of specialists who can advise on next steps.



I can tell you that having a person we can call on the inside has been incredibly valuable.

**Matt Nasca**  
Core Products

[View Case study](#) ↗

[Learn more](#)