



# The 2024 Ultimate Brand Guide

The brand-building guide designed to help you Grow Your Brand Awareness, Improve Your Consideration, Increase Your Conversion Rate, Build Your Brand Loyalty, and Protect Your Brand.



# The tools you need to build a brand in the Amazon store

On day 1 with Amazon, you have the potential to access millions of customers, already shopping for products they love. This guide highlights an exclusive set of brand programs designed specifically for selling partners who are brand owners that have registered with Amazon Brand Registry.

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 resources to learn more and get enrolled. We hope you find this guide useful for identifying new opportunities to achieve your business goals!



# Table of Contents

The Build Your Brand Page	4
Case Studies	6
Amazon Brand Registry	8

## Grow Your Brand Awareness 9

Measuring your Branded Search Ratio and New to Brand Customer Ratio	9
A+ Content: Brand Story	10
Sponsored Brands	12
Posts	13
Amazon Brand Analytics: Top Search Terms dashboard and Search Query Performance dashboard	14
Brand Metrics (Beta)	16

## Improve Your Consideration 17

Measuring your Star Rating	17
Vine	18
Customer Reviews	20
Basic A+ Content	22
Brand Stores	23
Brand Tailored Promotions: Potential New Customer and Cart Abandoner audiences	25
Amazon Live	26
Sponsored Display	27
Amazon Brand Analytics: Search Catalog Performance dashboard	28

## Increase Your Conversion Rate 30

Measuring your Conversion Rate	30
Premium A+ Content	31
Sponsored Products	33
Manage Your Experiments	34
Amazon Attribution	37

Brand Referral Bonus	37
Amazon Brand Analytics: Market Basket Analysis dashboard and Demographics dashboard	38
Virtual Bundles	40
Video Shopping – Product Videos	41

## Build Your Brand Loyalty 43

Measuring your Repeat Customer Ratio and Percent Sales From Repeat Customers	43
Brand Tailored Promotions and Brand Tailored Coupons Overview	44
Amazon Brand Analytics: Customer Loyalty Analytics dashboard and Repeat Purchase Behavior dashboard	47
Subscribe & Save	49
Buy With Prime	50
Multi-Channel Fulfillment	51
Product Lifecycle Support	52

## Protect Your Brand 53

IP Accelerator	53
Project Zero	54
Transparency	55
Counterfeit Crimes Unit	56

## Strategic Account Services 57

## Fulfillment by Amazon 58

## Global Selling 60

Program functionality, features, and benefits are subject to availability in your region and seller country differences may apply.

# The Build Your Brand Page

The Build Your Brand (BYB) page is your first step in the brand-building journey. You can access it through Seller Central under the “Brands” tab. The page makes it easy to refer to your specific area of focus and even provides educational resources for programs under these 5 pillars.



## Grow Your Brand Awareness

Having a strong brand presence is essential to stand out and attract the attention of millions of customers visiting the Amazon store each day.



## Improve Your Consideration

Drive customer consideration by showcasing your products in their best light with engaging, high-quality content.



## Increase Your Conversion Rate

Optimize your return on every investment by maximizing your ability to convert deliberating customers into customers.



## Build Your Brand Loyalty

Loyal customers bring steady revenue and often become brand advocates, spreading the brand message through positive word-of-mouth marketing and amplifying your efforts to increase visibility.



## Protect Your Brand

Amazon Brand Registry helps you protect your intellectual property (IP), manage your listings, and grow your business, regardless of whether you sell in our store – for free.

## Build Your Brand

[View registered brands](#)

### Brand Announcements



As a brand owner, you can stay up-to-date on brand-relevant updates through the Brand Announcements section. If you're not yet a brand owner, visit the page to learn about the benefits of launching a brand in the Amazon store.

Don't forget to bookmark the page and check back often for the latest brand-specific announcements and updates.

[Get Started](#)

# Track your brand-building performance

Measuring the impact of your brand-building efforts in the Amazon store over time is a key part of the process and helps you identify your objectives, where you're at, and where you can plan to go from there. The Brand Building Metrics on the Build Your Brand page enable you to track and measure these efforts, with six key metrics to measure your brand's performance available at your fingertips.



## Branded Search Ratio

Gauge the strength of your brand recognition and determine how your marketing efforts are driving customers to search for your brand by name.



## Star Rating

Better understand the overall customer perception of your brand's products and quality.



## Brand Conversion Rate

Get insights into how well your brand and product listings convert customers from considering your product to purchasing it.



## Repeat Customer Ratio

View a measurable reference for the trust and quality your brand has built, resulting in loyal customers who keep coming back.



## New to Brand Customer Ratio

Percentage of total customers that have not purchased from the brand in the last year.



## Percent Sales From Repeat Customers

Percentage of brand sales generated from repeat customers (i.e. 2 or more brand purchases within TTM) at a total brand level within the reporting time-frame.

You'll also see recommendations for actions you can take to improve your brand-building performance.

[Get Started](#)

# Case Studies

Numerous brands of different sizes and across varied product categories have found success by adopting the brand programs and resources available to them. Read their stories to get inspired and find new ideas to build and grow your own brand.



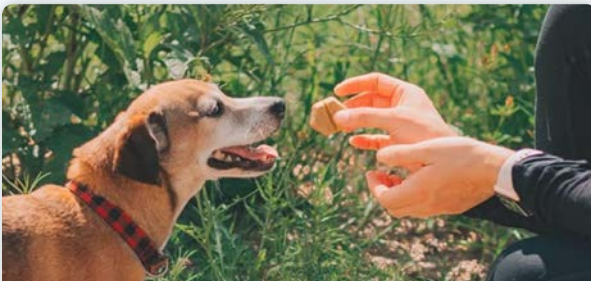
## Onkata [➤](#)

Manage Your Experiments helped Onkata revamp content and boost sales by 5x! Read the case study to see how they achieved these results.



## Spigen [➤](#)

Spigen immediately saw the value of earning an average 10% bonus on the sales that resulted from off-Amazon traffic. The team realized it was a more convenient way for customers to buy, so conversion rates were higher; and the Brand Referral Bonus also helped boost their revenue. Read the case study to learn more.



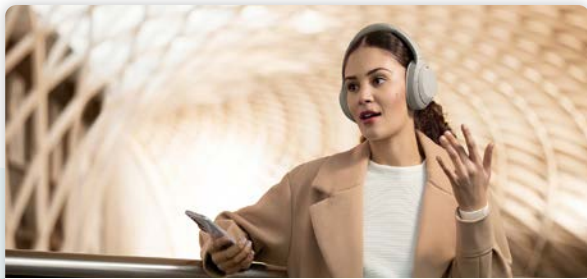
## Honest Paws [➤](#)

By adopting a single program, Honest Paws saw a 4x jump in conversion rates, increased cart sizes, and 97% of sales coming from new customers. Read their story to make the strategy work for you.



## thefitguy [➤](#)

Quarterly sales jumped over 40% for thefitguy after using critical business insights delivered by Amazon Brand Analytics, which helped them learn what their customers want and how to better help them find it.



## Sony [➔](#)

Sony relies on Premium A+ Content to share their rich history with customers and to spotlight their continued success as tech innovators. Get tips from these content super-users!



## HexClad [➔](#)

In 2022, their first full year as a registered brand, HexClad sold \$36 million worth of products in Amazon's store. In 2023, they're on track to sell over \$85 million. Read the case study to see what it takes to jump start sales and sustain growth in the Amazon store.



## Lumineux [➔](#)

With the analytical insights from Amazon Attribution and the bonus earned through Brand Referral Bonus, Lumineux earned \$100,000 back from Amazon in addition to their standard revenue. The team saw four times the click-through rate when their CTA mentioned Amazon, versus their website. They also saw conversion rates grow four to five times over what they were seeing on their own website. Read the case study to inform your own strategy.



## soundcore by Anker [➔](#)

soundcore enrolled in Brand Registry as soon as the program was introduced, and they proactively utilize all new brand benefit programs as they become available. They are avid users of the Brand Referral Bonus (BRB) program, which lowers their referral fees by an average of 50% for qualified sales from external ads linked to their listings in Amazon's store. Learn about how this audio company cranked up sales and boosted its bottom line with a focus on high-traffic events and Amazon's brand-building programs.

## Getting Started with 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 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, Belgium, and Sweden.

### View eligibility requirements [↗](#)

Countless brands worldwide are enrolled in Brand Registry to gain access to the benefits of being a brand in the Amazon store. We continuously innovate and expand to new countries and regions to better serve our brands.

Amazon Brand Registry helps you protect your intellectual property (IP), create a trusted experience for customers, and grow your business – for free.

Simply enroll in Brand Registry and share information about your brand. From day one, we will give you peace of mind by activating proactive protections that scan 8 billion product detail pages daily to help stop bad listings and bad actors. We give you access to protection tools right

away, such as the Report a Violation tool to search for and report suspected IP infringements against your brand. These reports also further strengthen our automated protections.

Additionally, enrolling in Brand Registry is the first step toward becoming eligible for many programs for brand owners to help you improve conversion, drive discoverability, and protect your brand and customers.

### How to get started

- Brands must have a pending or registered and active text-based or image-based trademark. If you don't have a trademark, Amazon IP Accelerator can help you get started.
- Sign in to Brand Registry with your Seller Central account credentials and apply (applications must be submitted by the trademark owner).

### Download Brand Protection Report [↓](#)



# Grow Your Brand Awareness

## Measuring your Branded Search Ratio and New to Brand Customer Ratio

Having a strong brand presence is essential to stand out and attract the attention of millions of customers visiting the Amazon store each day. By measuring your ratio of branded queries to total queries, you can gauge the strength of your brand recognition and determine how your top-of-funnel marketing efforts are driving customers to look for your brand by name. This metric is available to you in the Build Your Brand page, along with recommended actions to help improve your standing.

The following programs are designed to help support this core objective for your brand.



## A+ Content: Brand Story

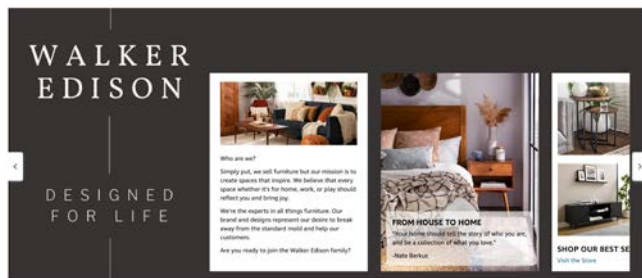
For brands that want to showcase their unique story and highlight aspects like the mission and values that customers can connect with.

Available in Amazon stores globally to brand owners registered in Brand Registry.

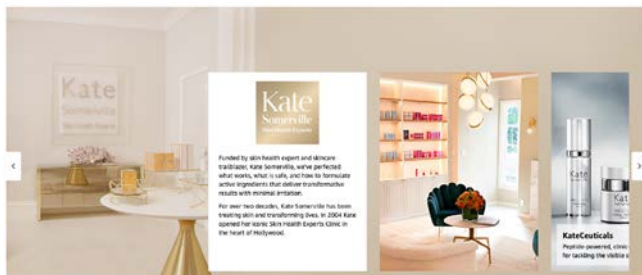
You can use the Brand Story module to highlight key elements of your brand without needing to repurpose any of your existing A+ modules. The Brand Story feature creates a section separate from your product features in a dedicated space on the detail page titled "From the brand."

You may use this space to share your brand messaging, but you can also highlight upcoming new product launches, seasonal promotions, link to your Brand Store, and cross-sell opportunities. Brand Story can be easily applied to your catalogue with the bulk upload feature for up to 500,000 ASINs at once.

### Showcase brand values



### Showcase expanded Store offerings



## How to add A+ Content:

1. In Seller Central, navigate to the "Advertising" tab and click on "[A+ Content Manager](#)".
2. **Start creating A+ Content:** You can either search for an ASIN or product name or start creating A+ Content to initiate the A+ Content workflow.
3. **Select the type of A+ Content:** In this case, the "Brand Story" feature.
4. **Add images and text to the "Brand Carousel Background":**
  - Add modules (minimum of 1 is required, maximum of 19).
  - Apply Brand Store ID (this links to your Amazon store).
5. **Apply your ASINs:** Associate one or more of your ASINs with the newly created content.
6. **Submit your changes:** Once you submit your changes, your A+ Content will go through an approval process and be published. You can always go back and edit your content in the A+ Content Manager tool.

A+ Content is meant to be used by brand owners. To add ASINs to your A+ Content, you must be a professional Seller and registered as the brand owner of that ASIN through the [Amazon Brand Registry Process](#). If you have registered your brand but still do not have access to A+ Content, contact [Brand Registry](#). We do not charge any fee for adding the Basic A+ and A+ Brand Story content features.

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



#### RESOURCES

- Before creating A+ Content, [read the guidelines here.](#)
- [Brand Story Quick Start Guide.](#)
- Get an overview of A+ Content and [recommended best practices.](#)
- [Read about Sony's approach to A+ Content](#)

Get Started

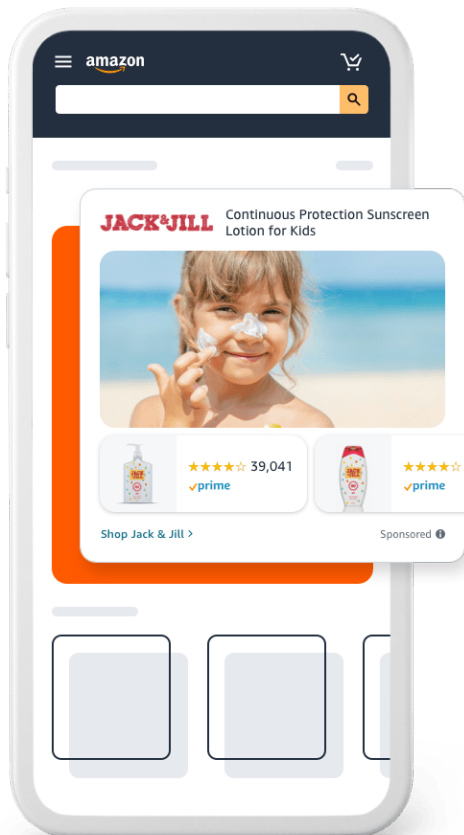
Watch the overview video

## Sponsored Brands

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

**Sponsored Brands ads are available in Amazon stores globally to registered Professional Sellers, vendors, or authors.**

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 through the desktop and mobile app, including above the 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 also 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.

### Sponsored Brands 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.](#)

**Get Started**

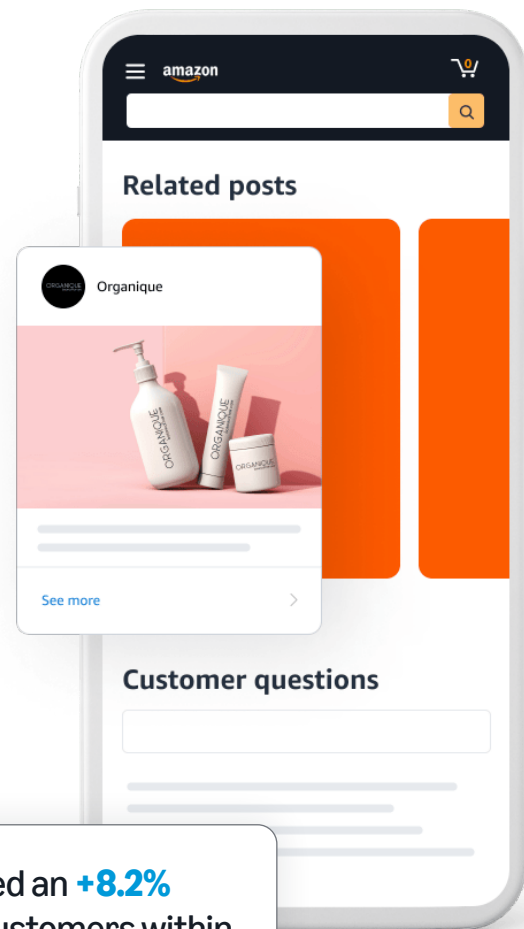
## Posts

For brands that want to build an emotional connection with shoppers, while putting products in the spotlight, growing their follower base, and extending the life of high-quality visual assets.

**Available in the U.S. 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 in the Amazon store. Show your products in action and help shoppers visualize your products in realistic settings and lifestyle scenarios. Your posts may be discovered in carousels on product detail pages, in content feeds for related products and categories, or in a dedicated 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.

There is no cost to create posts, and you do not need to advertise in the Amazon store. 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.



Brands with a Store have received an **+8.2%** improvement in new-to-brand customers within the 30 days after launching on Posts.

[Get Started](#)

[Learn More](#) ➔

## Amazon Brand Analytics: Top Search Terms dashboard and Search Query Performance dashboard

For brands that 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. Features and dashboard availability may differ based on eligibility and regional availability.

### Other Requirements

- Access to and use of the Amazon Brand Analytics (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.
- Data is generally available in Brand Analytics within 72 hours of the close of a given period.
- Please review the Amazon Brand Analytics Terms and Conditions to ensure compliance.



### Search Query Performance Dashboard

The Search Query Performance dashboard provides visibility into the performance of the top search terms associated with your brand, based on customer search behavior. The dashboard surfaces query volume, impressions, clicks, add-to-cart, and purchases at the brand and ASIN level.

### Search Query Details Dashboard

For the selected search query, you can also view the performance of the top 10 ASINs and compare them to your selected ASIN from the Search Query Performance dashboard. Select the "ASIN View" tab in the Search Query Performance dashboard to access the Search Query Details dashboard.



Search Query Performance dashboard video. 

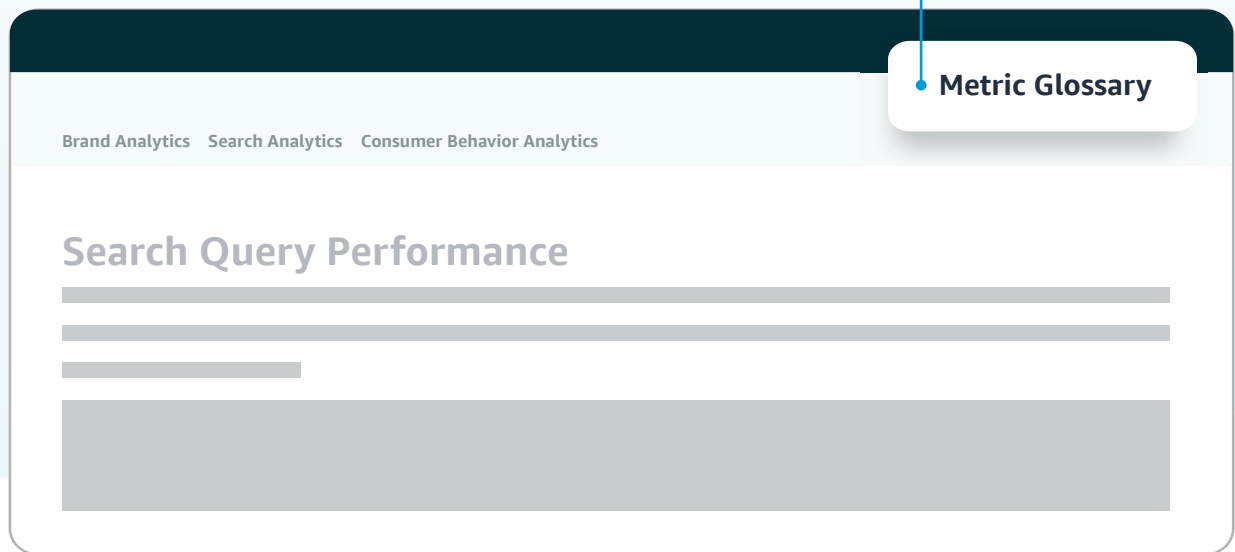
### Downloads

Download your Search Catalog Performance and Search Query Performance dashboards data.

Choose from four download options for your customized parameters, such as **Simple View**, **Comprehensive View**, **Amazon's Choice Badge Data**, and **Search Funnel Outliers Data**.

### TIP

Need help with new terms or unfamiliar metrics in the Amazon Brand Analytics dashboards? The "[Metric Glossary](#)" tab on the top right-hand side of the page can help.



## Top Search Terms Dashboard

The Top Search Terms dashboard shows the most popular search terms in the Amazon store during a given time period, along with each term's search frequency rank and the top three products that aggregate customers clicked on, after searching that term.

### RESOURCES

- [Read about the available dashboards and best practices.](#)

**Get Started**

## Brand Metrics (Beta)

Optimize your marketing and advertising efforts in the Amazon store to engage more shoppers and build your brand.

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

Brand Metrics provides brands and agency partners with a holistic view of how customers engage with their brands in the Amazon store. Using organic and ad attribution data, brands can measure how they are performing at each stage of the purchase funnel and how the value of customers increases as they move closer to purchase.

Brand Metrics provides a new measurement solution that quantifies opportunities for your brand at each stage of the customer journey in the Amazon store. This can help you understand the value of different shopping engagements that impact stages of that journey.

- Understand your brand performance.
- Measure the impact of your upper- and mid-funnel tactics and see how they contribute to customers moving through the purchase journey.
- Evaluate engagement metrics to understand the value of your branded intent, and how brand purchasers go on to generate additional sales in the 12 months following a purchase.
- Monitor your performance relative to your category and peers at each stage of the purchase journey and over time.



[Get Started](#)

# Improve Your Consideration

## Measuring your Star Rating

Star ratings offer an immediate indicator of a product's merit, giving potential buyers a snapshot of its quality. Higher ratings not only build trust but also streamline decision-making for customers. This metric is available to you in the Build Your Brand page, along with recommended actions to help improve your standing.

The following programs are designed to help support this core objective for your brand.



## Vine

Boost sales by up to 30%\*, improve discoverability, and gain valuable product insights.

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

Vine drives awareness and trust with customers while boosting sales by up to 30%\* by providing high-quality reviews to your products. Enrolling in Vine allows you to provide your products to an exclusive network of experienced reviewers who post reviews.

Amazon Vine invites reviewers who have demonstrated high standards in writing trustworthy reviews, and who are unbiased and share their true opinion about the product to help fellow customers make informed purchase decisions. These reviewers, called Vine Voices, are selected based on the insightfulness of the reviews they have published for their Amazon purchases.

### RESOURCES

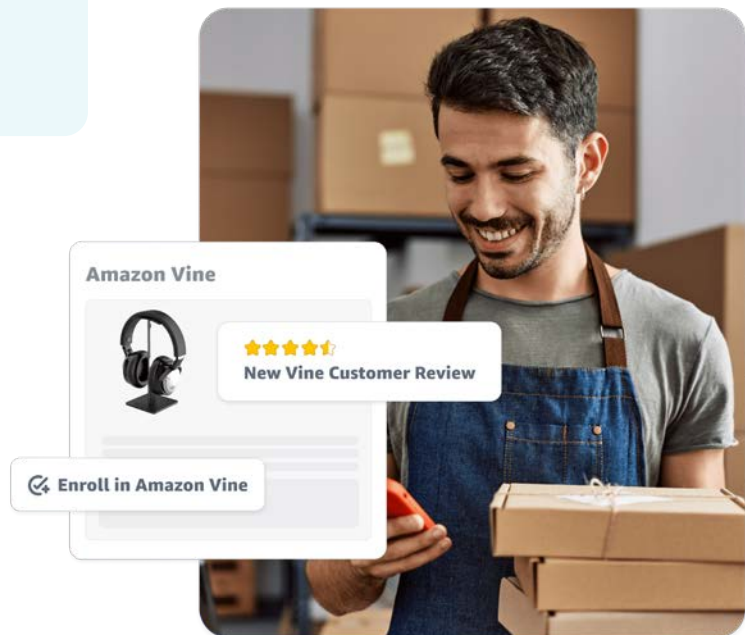
- [Watch the overview video.](#)
- [Read the program guide.](#)

### Other Requirements

Product needs to be enrolled in FBA.

**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.



\*Amazon has conducted studies to measure the current performance for products that have Vine reviews. The results of these studies found that, on average, there is a 30% sales lift from Vine reviews. This study of Vine is based on internal research conducted by Amazon and is not a guarantee of future sales.

Enroll today to help drive customer trust and satisfaction with honest and accurate reviews from experienced reviewers with Vine.

You can provide free units of your product(s) for Vine Voices to review. Participating in Vine helps build awareness of your product, boosts the sales of your new products, and helps customers make informed decisions about new products you offer. For products enrolled in \$200 tier, the average time it takes to receive the 1st Vine review globally is 9 days after the ASIN is enrolled in Vine and average number of reviews is 19.\*

**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.

Enrollment Options	\$0 Tier	\$75 Tier	\$200 Tier
Enrollment fee	\$0	\$75 <sup>1</sup>	\$200 <sup>1</sup>
Number of units per parent ASIN	Up to 2	3-10	11-30

Get Started

<sup>1</sup> Enrollment fee US: \$75 | CA: 100CAD | UK: 60GBP | EU: 70EUR | JP: 10000JPY.  
Enrollment fee US: \$200 USD | CA: 240CAD | UK: 140GBP | EU: 170EUR | JP: 22000 JPY  
\*Data based on 2023 Amazon.com internal study.

## Customer Reviews

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

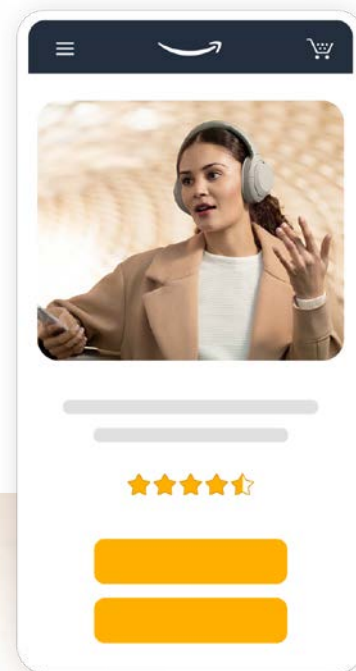
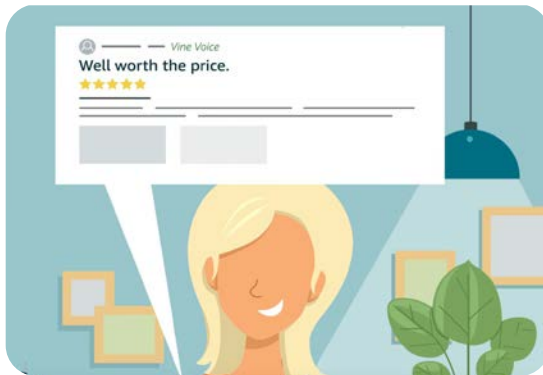
**Available in Amazon stores globally to brand owners registered in Brand Registry, vendors, and agencies.**

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Monitoring customer sentiment can be important when identifying and correcting product or listing defects, detecting and reporting abuse, or resolving critical customer reviews. Millions of Amazon customers share

their experiences and opinions with 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 to 3-star ratings). You can differentiate your response to customers via template-based emails that allow you to communicate via the Buyer-Seller Messaging Service.

You can choose to either offer a full refund or request additional information on the order to help resolve the issue.

### Resolve critical reviews [➔](#)

### Offer courtesy refunds to customers who opted out of communication with Customer Reviews

Follow these steps to begin the process:

1. Navigate to Seller Central and select "Customer Reviews" from the Brands tab.
2. Filter customer reviews by "Star rating," "Brand," or "Time Period" using the navigation bar on the left.
3. If you are the seller of record on a transaction with a critical review, you will see the option to "Offer Courtesy Refund" on the top right of the critical review. After clicking on it, you will have the option to offer a full refund. In lieu of a courtesy refund, you can also request additional information from your customers to understand why they left the critical review. Your customers can provide insightful commentary that can help improve the product experience.

Note: Customers who opted out of communication can only be contacted via the "Offer Courtesy Refund" option.

4. An automated email will be generated offering a full refund to the customer. Click "Send" to complete the courtesy refund process.



## 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

Get Started

## Basic A+ Content

For brands that want to highlight their products, educate customers about unique features, encourage repeat purchases, and help increase sales through rich content.

Available in Amazon stores globally to brand owners registered in Brand Registry.

With A+ Content, you can customize a section of the product detail page to optimize your brand's presence. The A+ Content Manager makes it easy to set up and manage your content with a variety of preformatted module layouts, data-driven content recommendations, a media library to quickly upload and access images, and content duplication to add languages and product variations.

Basic A+ Content lets you add rich images, text, and comparison modules to visually communicate your product details and build brand awareness, and can increase sales by up to 8%\*.

Basic or Premium modules populate the "Product Description" section of the detail page (for sellers) or the "From the Manufacturer" section of the detail page (for retail vendors).

### RESOURCES

- Before creating A+ Content, [read the guidelines here](#).
- Get an overview of A+ Content and [recommended best practices](#).
- [Read about Sony's approach to A+ Content](#).

### How to add A+ Content:

1. In Seller Central, navigate to the "Advertising" tab and click on "[A+ Content Manager](#)."
2. **Start creating A+ Content:** You can either search for an ASIN or product name or start creating A+ Content to initiate the A+ Content workflow.
3. **Select the type of A+ Content:** Choose "Create Basic A+ Content".
4. **Add Modules:** Select one or more modules to create the style of your choice.
5. **Apply your ASINs:** Associate one or more of your ASINs with the newly created content.
6. **Submit your changes:** Once you submit your changes, your A+ Content will go through an approval process and be published. You can always go back and edit your content in the A+ Content Manager tool.

A+ Content is meant to be used by brand owners. To add ASINs to your A+ Content, you must be a professional Seller and registered as the brand owner of that ASIN through the [Amazon Brand Registry Process](#). If you have registered your brand but still do not have access to A+ Content, [contact Brand Registry](#). We do not charge any fee for adding the Basic A+ and A+ Brand Story content features.

[Get Started](#)

Watch A+ Content Video 

\*Based on internal research conducted by Amazon and is not a guarantee of future sales.

## Brand Stores

For brands that want to create an immersive home in the Amazon store, introduce audiences to their brand's story, mission, and products—no matter the size of the brand.

**Available in the U.S. Amazon store to brand owners registered in Brand Registry, as well as vendors and agencies. There is no cost to create a brand Store and you do not need to advertise on Amazon.**

- Professional seller or vendor.
- Sellers must be enrolled in the Brand Registry. To successfully create your Store, the brand must be properly registered and it must have the correct selling roles assigned. To complete Brand Registry enrollment, visit [Brand Registry](#).
- Active account in good standing with Amazon.

Brand Stores are a place for customers to explore, interact, and shop from your brand from 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 writing a line of code.

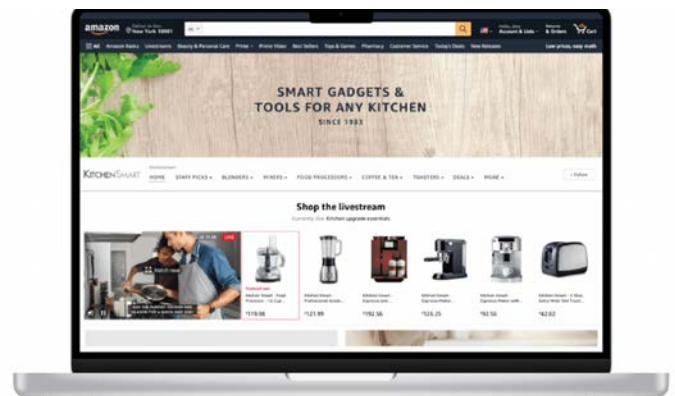
**Learn how to create a Store** ➔

### NOTE

For Amazon sellers, if your Brand Registry status is Approved, but you're seeing an error when creating your Store, use the [Contact us](#) link for support.

In addition to the account and asset requirements, your Store must meet the [Stores Content Guidelines and Acceptance Policies](#) requirements to pass the moderation review and go live. The moderation review process is usually completed within 24 hours, but it may take up to 3 business days.

[Learn more about Stores moderation.](#)



**Create your Brand Store**

**Learn More** ➔



Brand Stores with three or more 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.

## Brand Follow Feature

Within your brand Brand Store, Brand Follow allows shoppers to engage with your brand by “following” it, and enables you to reward and grow a loyal shopper base in the Amazon store.

There are already over 20 million customer-brand “Follow” relationships in the Amazon store, and customers who follow a brand have a spend frequency that’s 2.3x higher than non-followers. They also purchase 1.8x more frequently than non-followers.

By allowing customers to explicitly express their affinity for brands, Brand Follow offers customers a way to personalize their shopping experience in the Amazon store, as products and content from brands they follow get elevated placements. In addition, by

following their favorite brands, customers are able to stay in touch with them and 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.

Learn more about [Stores, insights, and optimization](#).

**Visit brand Store insights** ➔

## Brand Tailored Promotions: Potential New Customer and Cart Abandoner audiences

For brands that want to help boost consideration with exclusive discounts.

**Eligibility:**

- Brand Tailored Promotions are available to brand owners registered in Brand Registry in Seller Central.
- You will be eligible to create tailored promotions only for audiences with a size of 1000 or more.

Brand Tailored Promotions unlocks a new way for you to build and maintain customer loyalty by truly personalizing promotions based on a customer’s purchase history in the Amazon store. At the same time, this more focused approach can help you maintain or even reduce your overall marketing spend.

There is no fee to offer a Brand Tailored promotion.

Promotional discounts can be offered ranging from 10% to 50% off, and can be offered on all ASINs within your brand, or you can exclude up to 100 parent-ASINs from the promotion. However, each eligible customer can redeem the promotion on a single purchase (limit 1 unit redemption per customer).



**RESOURCES**

- [Read the overview guide.](#)
- [Watch the program video.](#)

Potential new customers	Customers who have clicked on your brand, Brand Store, products, or added products to their carts in the last 90 days, but have not purchased from your brand in the last year.
Cart abandoners	Customers who have added one or more of your products in their cart but haven’t purchased in the last 90 days, excluding customers who added products in the last 3 days.

Get Started

Learn More ↗

## Amazon Live

For brands that want to engage with customers in real time through livestreams.

Available in the U.S. Amazon store to brand owners registered in Brand Registry who have a Brand Stores page.

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

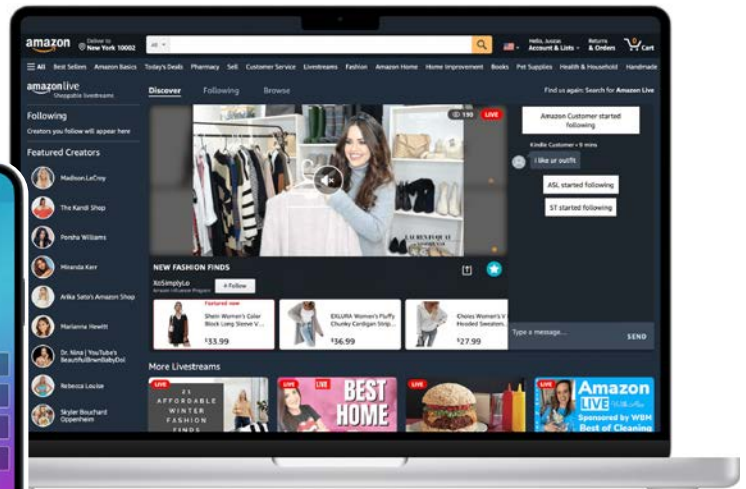
### 3 ways brands can engage audiences with Amazon Live:

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 start livestreaming on Amazon using the Amazon Live Creator App. The Amazon Live Creator App helps create, capture, and manage livestreams.

**Download app** ➔



**Get Started**

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

## Sponsored Display

For brands that 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 in the Amazon store.

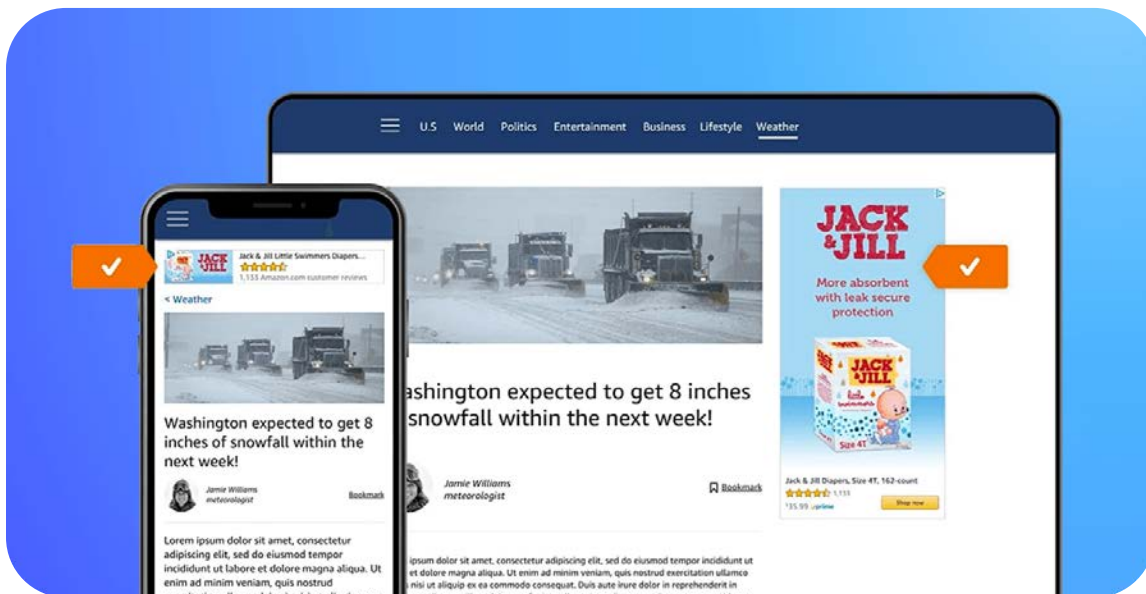
You can see up to 82% of your sales driven by new-to-brand customers when you utilize Sponsored Display advertising. Our new product targeting solution helps drive greater consideration with +75% increased **Click through rate**, and when using our product targeting recommendations you can see 2x higher 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

## Amazon Brand Analytics: Search Catalog Performance dashboard

For brands that 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. Features and dashboard availability may differ based on eligibility and regional availability.

### Search Catalog Performance Dashboard

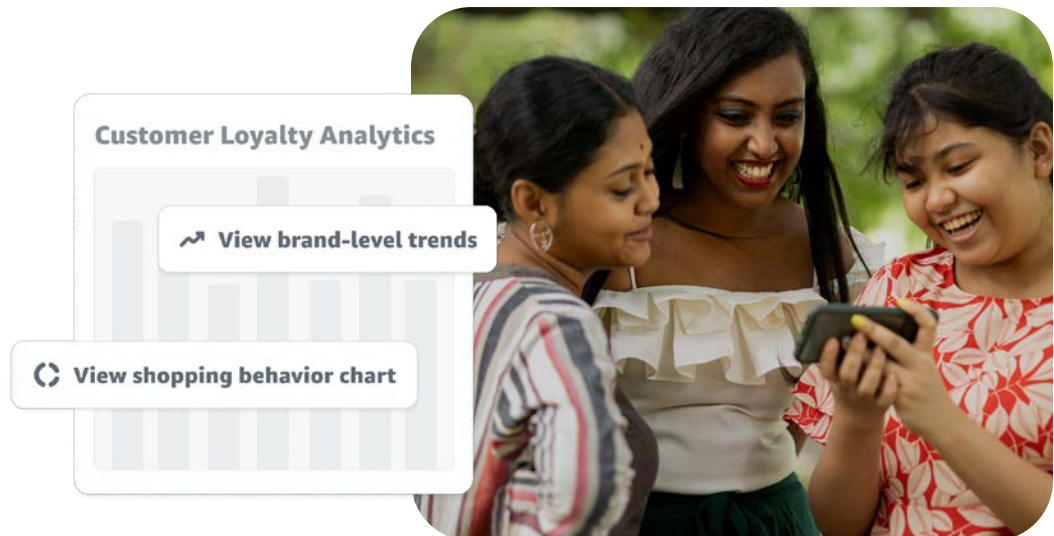
The Search Catalog Performance dashboard displays metrics on how customers interact with your products through the search shopping journey. These metrics include search impressions, clicks, add-to-cart, and purchases.

#### RESOURCES

- [Read about the available dashboards and best practices.](#)

#### Other Requirements:

- Access to and use of the Amazon Brand Analytics (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.
- Data is generally available in Brand Analytics within 72 hours of the close of a given period.
- Please review the Amazon Brand Analytics Terms and Conditions to ensure compliance.



Search Catalog Performance dashboard video. 

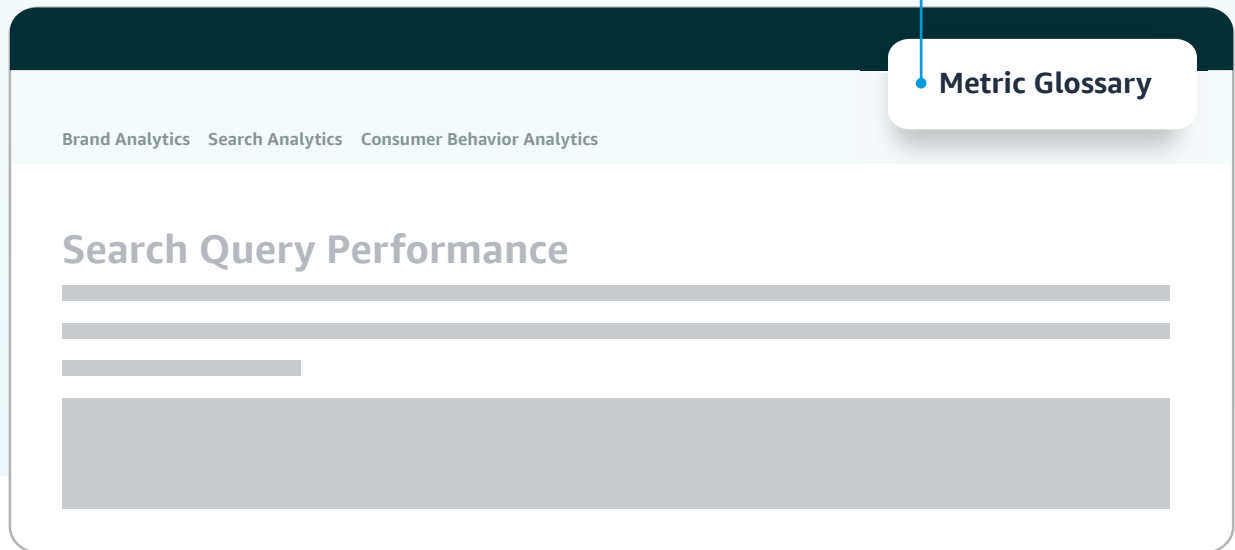
### Downloads

Download your Search Catalog Performance and Search Query Performance dashboards data.

Choose from four download options for your customized parameters, such as **Simple View**, **Comprehensive View**, **Amazon's Choice Badge Data**, and **Search Funnel Outliers Data**.

### TIP

Need help with new terms or unfamiliar metrics in the Amazon Brand Analytics dashboards? The "[Metric Glossary](#)" tab on the top right-hand side of the page can help.



Get Started

# Increase Your Conversion Rate

## Measuring your Conversion Rate

Optimize your return on every investment by maximizing your ability to convert deliberating shoppers into customers. Tracking your conversion rate will help you fine-tune your approach, ensuring that your products and brand strategy resonate deeply with new and existing customers. This metric is available to you in the Build Your Brand page, along with recommended actions to help improve your standing.

The following programs are designed to help support this core objective for your brand.



## Premium A+ Content

For brands that want to provide customers with the best-in-class detail page experience available to tell their story and showcase their products.

**Available in Amazon stores globally to brand owners registered in Brand Registry.**

Premium A+ Content provides the best-in-class detail page experience available for supplemental marketing information, enabling you to use differentiated content such as video, interactive hotspot modules, image carousels, and enhanced comparative tables to tell your brand story and showcase product information faster and more effectively. Using Premium A+ Content may result in higher conversion rates, by up to 20%\*, compared to using Basic A+ Content.

The A+ Content Manager makes it easy to set up and manage your content with variety of preformatted module layouts, data-driven content recommendations, a media library to quickly upload and access images, and content duplication to add languages and product variations.

Basic or Premium modules populate the “Product Description” section of the detail page (for sellers) or the “From the Manufacturer” section of the detail page (for retail vendors).

### To access Premium A+ Content:

- You must have already published A+ Brand Story to all ASINs within your catalog that you have Brand Registry rights to. 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.

- You have had at least 5 approved 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.
- If you gained eligibility in one country, you are now eligible to publish Premium contents across all countries you sell in.



\*Based on internal research conducted by Amazon and is not a guarantee of future sales.

### How to add A+ Content:

1. In Seller Central, navigate to the “Advertising” tab and click on [“A+ Content Manager.”](#)
2. **Start creating A+ Content:** You can either search for an ASIN or product name or start creating A+ Content to initiate the A+ Content workflow.
3. **Select “Create Premium A+.”**
4. **Add Modules:** Select one or more modules to create the style of your choice.
5. **Apply your ASINs:** Associate one or more of your ASINs with the newly created content.
6. **Submit your changes:** Once you submit your changes, your A+ Content will go through an approval process and be published. You can always go back and edit your content in the A+ Content Manager tool.

A+ Content is meant to be used by brand owners. To add ASINs to your A+ Content, you must be a professional Seller and registered as the brand owner of that ASIN through the [Amazon Brand Registry Process](#). If you have registered your brand but still do not have access to A+ Content, [contact Brand Registry](#). We do not charge any fee for adding the Basic A+ and A+ Brand Story content features.

#### RESOURCES

- Before creating A+ Content, [read the guidelines here](#).
- Read the [Premium A+ Content guide](#).
- Get an overview of A+ Content and [recommended best practices](#).
- Find all the Premium A+ module specifications [in this guide](#).
- [Read about Sony's approach to A+ Content](#).



[Get Started](#)

**Watch A+ Content Video** 

## Sponsored Products

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

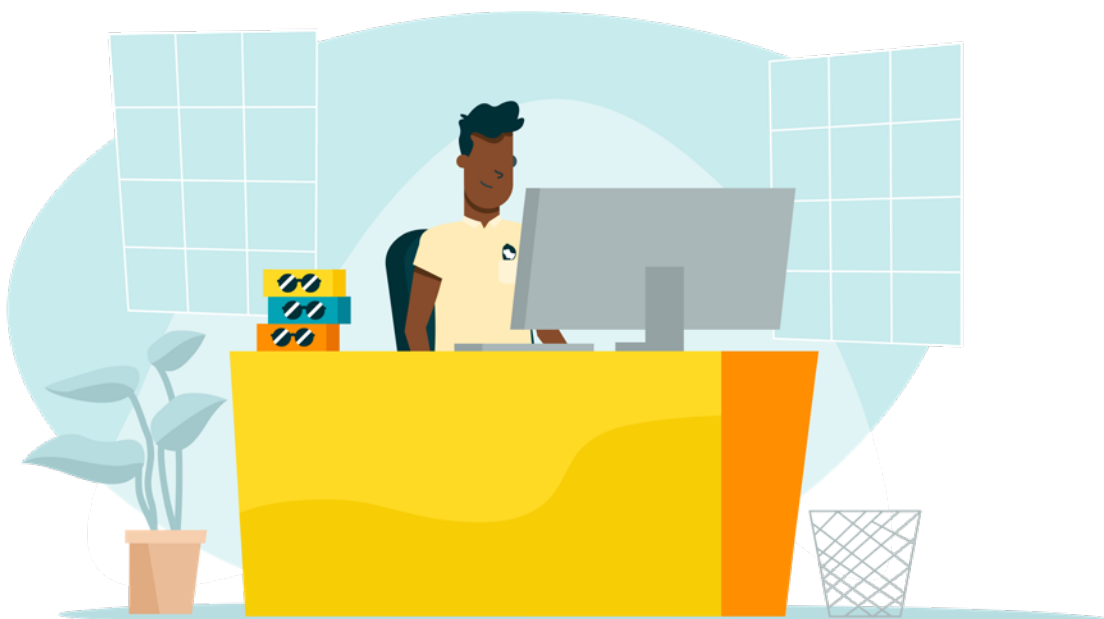
**Available in Amazon stores globally to registered Professional Sellers, vendors, or authors.**

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. This helps 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 with Amazon Advertising.



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.



[Get Started](#)

## Manage Your Experiments

For brands that want to optimize their listings by running A/B tests 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.

Manage Your Experiments lets you test different versions of your product images, titles, bullet points, descriptions, and A+ Content—including Brand Story—to see what

resonates with customers and drives the most sales. At the end of an experiment, you can use these data-backed insights to optimize your product detail page and help convert potential customers into buyers.

By running experiments, you can learn to build better content that appeals to your customers and can help boost sales by up to 20%.

**Learn More** [↗](#)

### Experiment Types

#### All Images

The image gallery is the first thing customers will see when they view your product among their search results. Testing your images can help you understand which visuals look best and are most likely to entice customers to purchase your products.

#### Title

A high quality title is a key factor to ensuring a positive customer experience on Amazon. Your product title is one of the first aspects of your product that a customer sees when they are searching for the items they want to purchase. Testing alternate titles helps you have the confidence that your title is catching the eye of customers.

#### Bullet Points

Bullet Points are an important component of your listing, they sit above the fold on the detail page. Customers look to the bullet points to provide them key pieces of information about the product that they are looking to buy. Being able to test alternate bullet points, the order of bullet points, and the key word inclusion in your bullet points gives you vital information that can help increase sales and learn what resonates with your customers for future listings.



#### Product Description

Product description is a key part of the product detail page that can be used to help customers understand your product, its dimensions, key attributes and unique properties. Testing different versions of your product description helps you understand what is compelling customers to purchase your product.



#### A+ Content (including Brand Story)

With A+ Content, you can share your story, visually stand out against the competition and help customers make the best shopping decision. Testing different versions of A+ Content helps you gain insights into what is gaining the attention of customers and impacting their purchase decision.



### Save experiments as drafts

Start building your planned experiment, save it as a draft, and return to it to add missing details or final touches at a later date. Your drafts are available for up to 2 weeks, offering you an opportunity to conceptualize well-planned experiments without the rush.



### Simple Start

Get your tests started with the optimal preselected settings! Spend less time setting an experiment up and more time brainstorming new content experiment ideas to create click-winning content.

Enter the other versions of your content and hit “Schedule Experiment.” The following settings have been selected by default:

- Duration: Experiment to Significance (Experiment will automatically conclude when there is enough data to declare a winner, so you don't have to wait for an entire fixed duration.)
- Publication: Auto-publish (Once a test is complete, you don't have to go back into your product listing to update it because we would have automatically done it for you.)
- Start: As soon as validation is complete.



### Multi-Attribute Experiments

This experimentation option can save you a whole lot of time by letting you test various experiment types (title, images, bullet points, A+ Content) under one experiment!

Test multiple attributes without running separate tests, for example, test the effect of adding your brand name through a Title experiment, while also adding your brand logo in an image, and making changes to your A+ Content.



### Cross-region experiments

Run separate experiments on a single ASIN across multiple countries as long as it meets the traffic eligibility requirement. Run general market research to get your results faster and see how each region's customer responds to the same content, or gain location-specific insights by using content tailored for a region or topical event.

## RESOURCES

The Manage Your Experiments program may seem like a daunting one to get started with, but it simply requires some patience and preparation to make the most of it and gain some truly invaluable insights. We've put together these resources to help you unlock its full potential:

- Read the [program overview guide](#).
- [Check out these comprehensive best practices](#).

Program and feature-specific overview videos:

- [Manage Your Experiments](#)
- [Experiment to Significance](#)
- [Auto-Publish winning content](#)



## Brand Eligibility

- To run experiments, you must be a registered brand owner. That means that you are internal to the brand and responsible for selling the brand in the Amazon store. Additionally, in order to experiment, you must have at least one eligible ASIN based on traffic (refer to next bullet point).

## ASIN Eligibility

- An ASIN is eligible if it belongs to your brand and has received enough traffic in the last 30 days to be eligible for experimentation. We only let you experiment with high-traffic ASINs to increase the likelihood that you can confidently determine a winner at the end of the experiment. When selecting an ASIN to experiment on, MYE will show the eligibility status of candidate ASINs.
- If an ASIN isn't eligible because it doesn't meet the traffic requirement, consider driving more traffic to it using advertising or other means. A+ Content experiments must have published A+ Content to be eligible.
- ASIN is eligible to run separate experiments simultaneously in different countries, if they both meet the traffic requirement.

[Read the Onkata case study](#) featuring Manage Your Experiments to get inspired.

Plus, [watch the Manage Your Experiments case study video](#) featuring Onkata.

Get Started

## Amazon Attribution

For brands that want to analyze their 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.**

We designed Amazon Attribution to empower brands with the insights they need to understand how off-Amazon marketing campaigns - that drive customers to Amazon product pages and Stores - are creating value for their brand in the Amazon store.

Learn how your efforts are impacting customers' Amazon shopping activities, with insights throughout the shopping journey.

You can access your Amazon Attribution data with a multi-dimensional, visual reporting dashboard in the advertising console, where you can customize the metrics displayed and toggle between campaign and ad-group data.

### Eligibility

Amazon Attribution is currently available for professional sellers enrolled in Amazon Brand Registry, vendors, and agencies with clients who sell products in the Amazon store.

[View your dashboard](#)

[Learn More](#) ↗

## Brand Referral Bonus

For brands that want to improve their marketing efficiency while earning a bonus.

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

You can earn a bonus averaging 10% of sales from non-Amazon marketing traffic you drive to Amazon. 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](#)

[Learn More](#) ↗

## Amazon Brand Analytics: Market Basket Analysis dashboard and Demographics dashboard

For brands that 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. Features and dashboard availability may differ based on eligibility and regional availability.**

### Market Basket Analysis dashboard

The Market Basket Analysis dashboard shows you the top 3 products Amazon customers frequently purchased at the same time they purchased your products and the percentage of time each of those top 3 products was purchased in combination with your ASIN, during the reporting range you select.

You can search for a specific product or set of products by using the ASIN search, which allows searching for up to 100 ASINs at a time with either a space or comma separating each ASIN. In addition, the “Products Displayed” filter allows you to view the combinations among your products only, or exclude your products from the combinations. These views make it easier to identify bundling opportunities and examine complementary or competing products.

#### Other Requirements:

- Access to and use of the Amazon Brand Analytics (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.
- Data is generally available in Brand Analytics within 72 hours of the close of a given period.
- Please review the Amazon Brand Analytics Terms and Conditions to ensure compliance.

#### RESOURCES

- [Read about the available dashboards and best practices.](#)



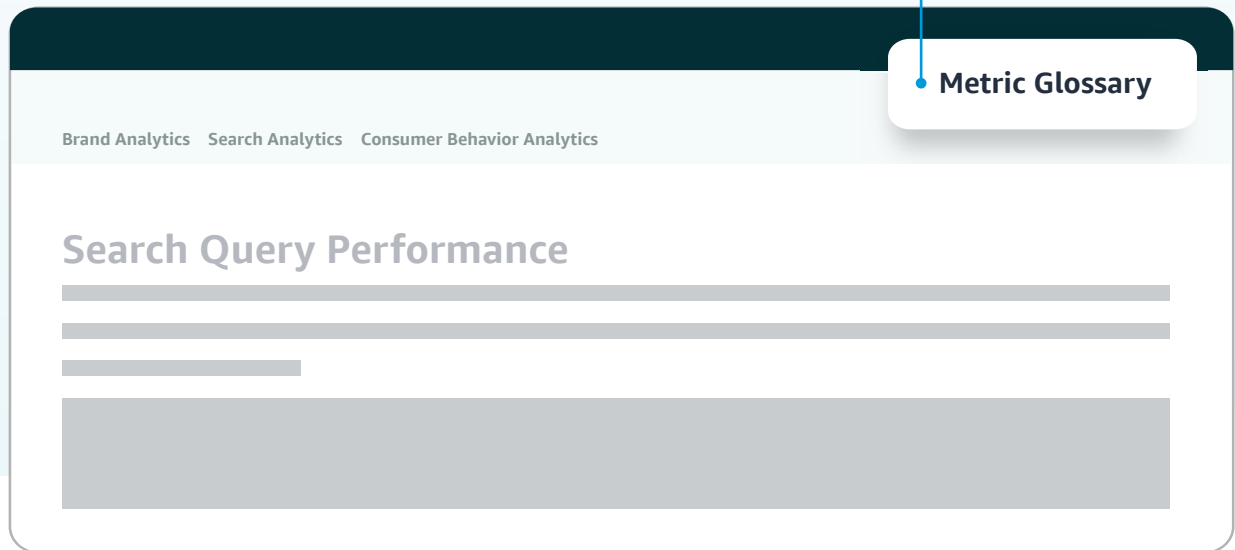
### Downloads

Download your Search Catalog Performance and Search Query Performance dashboards data.

Choose from four download options for your customized parameters, such as **Simple View**, **Comprehensive View**, **Amazon's Choice Badge Data**, and **Search Funnel Outliers Data**.

### TIP

Need help with new terms or unfamiliar metrics in the Amazon Brand Analytics dashboards? The "[Metric Glossary](#)" tab on the top right-hand side of the page can help.



### Demographics dashboard

The Demographics dashboard shows you the breakdown of your Amazon customers in aggregate by age, household income, education, gender, and marital status. Brands, Categories, or ASINs need to have 100 or more unique customers in the selected time range to be included in the analysis. (This report is only available in the United States.)



[Get Started](#)

## Virtual Bundles

For brands that want to offer product bundles to drive better shopping experiences, making it easier for customers to discover and buy more from your brand's catalog.

**Available in the U.S. Amazon store to brand owners registered in Brand Registry. 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.

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.



[Get Started](#)

[Learn More](#) 

## Video Shopping – Product Videos

For brands that want to use video to showcase their products and help customers make informed purchasing decisions.

Available in Amazon stores globally to brand owners.

Customers want a wide range of videos that aid them with pre-purchase decision making, post-purchase product use, and everything in between. Focus on creating informative, demonstrative, and authentic content. Leverage any existing video content from your social media platforms, brand websites, and content library to enhance the Amazon shopping experience.

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.



By adding product detail page (PDP) videos, sales can increase up to **9.7%\***.

Moreover, customers that watch videos are **5x\*** more likely to convert than non-viewing customers.



\*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 U.S. data).

## What kind of content should you feature?

Here are some general recommendations:



Storytelling



Troubleshooting



Social Media Lifestyle



How-to / Try-ons



Unboxing



Product Setup



Product Review



Product Demonstration

### Video ideas 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 values.
- Focus on how-to content and product demonstrations in your videos.

### Videos 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.

**Upload and manage your videos**

# Build Your Brand Loyalty

## Measuring your Repeat Customer Ratio and Percent Sales From Repeat Customers

Loyal customers bring steady revenue and often become brand advocates, spreading the brand message through positive word-of-mouth marketing and amplifying your efforts to increase visibility. Your repeat customer rate is a direct measurement of the trust and quality your brand has built among loyal customers. This metric is available to you in the Build Your Brand page, along with recommended actions to help improve your standing.

The following programs are designed to help support this core objective for your brand.



## Brand Tailored Promotions and Brand Tailored Coupons Overview

### Brand Tailored Promotions

For brands that want to improve customer retention.

#### Eligibility:

- Brand Tailored Promotions are available to registered brands owners on Seller Central.
- You will be eligible to create tailored promotions only for audiences with a size of 1000 or more.

Brand Tailored Promotions allows you to create promotional codes for past and prospective customers (Tailored Audiences). The promotional discount offered can range from 10% to 50% off and can be offered on all products within your brand, or you can exclude up to 100 parent-ASINs from the promotion. Eligible customers can redeem the promotion on a single purchase (1 redemption per order placed). Your customers can find the promotion on the Search, Product Detail page, and Brand Store.

There is no fee to offer a Brand Tailored promotion.

### Brand Tailored Coupons

For brands that want to improve customer retention.

Brand Tailored Coupons allows you to engage past and prospective customers (Tailored Audiences). You can create a Standard coupon offering percentage-off or money-off on specific products. Standard coupon fees apply. Eligible customers can find the coupon on Search, Product Detail page, Coupons page and in cart.

**ASIN Exclusion** enables you to exclude up to 100 parent ASINs from your catalog-wide promotions.

Here's how to get started:

1. Select the Brand featured in this promotion and the audience you want to engage.
2. On product selection, you can either choose all products from your brand catalog or select the checkbox "Exclude specific products" to exclude up to 100 ASINs. When entering a parent ASIN, it will exclude all child ASINs from the promotion. If you want to exclude only a few child ASINs please exclude them individually to enable the rest of the child ASINs from being added to the promotion.
3. Review the excluded ASINs and proceed to enter promotion details like budget, discount, start and end dates before submitting the promotion.

Note: ASINs cannot be updated once the Brand Tailored Promotion is submitted.

[Start a Brand Tailored Promotion](#)

[Create Brand Tailored Coupons](#)

## Key differences between Brand Tailored Promotions and Brand Tailored Coupons

Determine which discount type is best for your brand: a promotion or coupon.

	Brand Tailored Promotions	Brand Tailored Coupons
Discount location in Amazon store	Search, Product Detail page, and Brand Store	Search, Product Detail page, Coupons page, in cart
Product applicability	Entire brand catalog except if ASINS are excluded (up to 100)	ASIN-level
Stackable with other discounts	Yes	Yes, stacks with BTP
Minimum audience size requirements	1,000+	1,000+
Fees	No fees	Standard coupon fees apply
Discount value	10% - 50%	Money off or 5% - 50%
Redemptions	Limit of 1 unit redemption per order	Sellers can choose the limit



## Know your Brand Tailored Audiences

Audience	Definition
<b>Brand followers</b>	Customers who have clicked to follow your brand on Amazon.
<b>Potential new customers</b>	Customers who have clicked on your brand, Brand Store, and products, or added products to their cart in the last 90 days, but have not purchased from your brand in the last year.
<b>Repeat customers</b>	Customers who have ordered your brand's products more than once in the last 12 months.
<b>High spend customers</b>	The highest spending 5% of your brand's customers in the last 12 months.
<b>Recent customers</b>	The most recent 5% of customers who have purchased from your brand in the last 12 months.
<b>Cart abandoners</b>	Customers who have added one or more of your products in their cart but haven't purchased in the last 90 days, excluding customers who added products in the last 3 days.
<b>At risk customers</b>	Customers who haven't purchased recently or frequently from your brand, with varied spend.
<b>Promising customers</b>	Customers who purchased recently from your brand, buy occasionally, and spend above average on your brand.
<b>Top-tier customers</b>	Customers who purchased recently from your brand and spend the most on your brand. Most of these customers buy frequently.
<b>Declining Top-tier customers</b>	Customers from your brand's Top-Tier audience who are predicted to spend less with your brand in the next year.
<b>Declining Promising customers</b>	Customers from your brand's Promising audience who are predicted to spend less with your brand in the next year.

### RESOURCES

- [Read the overview guide.](#)
- [Watch the program video.](#)

Audience availability may vary based on region.

## Amazon Brand Analytics: Customer Loyalty Analytics dashboard and Repeat Purchase Behavior dashboard

For brands that 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. Features and dashboard availability may differ based on eligibility and regional availability. Customer Loyalty Analytics dashboard is available to all 3P registered brands in the U.S.

### Other Requirements:

- Access to and use of the Amazon Brand Analytics (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.
- Data is generally available in Brand Analytics within 72 hours of the close of a given period.
- Please review the Amazon Brand Analytics Terms and Conditions to ensure compliance.

### Customer Loyalty Analytics dashboard

The Customer Loyalty Analytics dashboard enables you to segment customers based on loyalty, analyze segment purchase patterns, and perform targeted engagement to increase your overall customer lifetime value. It can help you unlock valuable insights into your customer's shopping behavior alongside historical trends, giving you visibility into your brand's performance over time.

The dashboard also provides specific recommendations that integrate with programs like Brand Tailored Promotions, enabling you to quickly and easily send customizable promotional codes to your high-intent Amazon customers known as Brand Tailored Audiences.

### Repeat Purchase Behavior dashboard

The Repeat Purchase Behavior dashboard analyzes customer retention and repeat purchase by Brand and by ASIN. For the selected time frame, it shows metrics across the overall number of orders, repeat ordered product sales, repeat ordered units, customer count, and repeat customer share.

A repeat order is defined as a given customer placing more than one order within the selected time period. The number of orders may include multiple quantities of the product and may differ from ordered units.

### RESOURCES

- [Read about the available dashboards and best practices.](#)
- Watch the [Customer Loyalty Analytics dashboard overview video.](#)
- Download the [Customer Loyalty Analytics dashboard guide.](#)



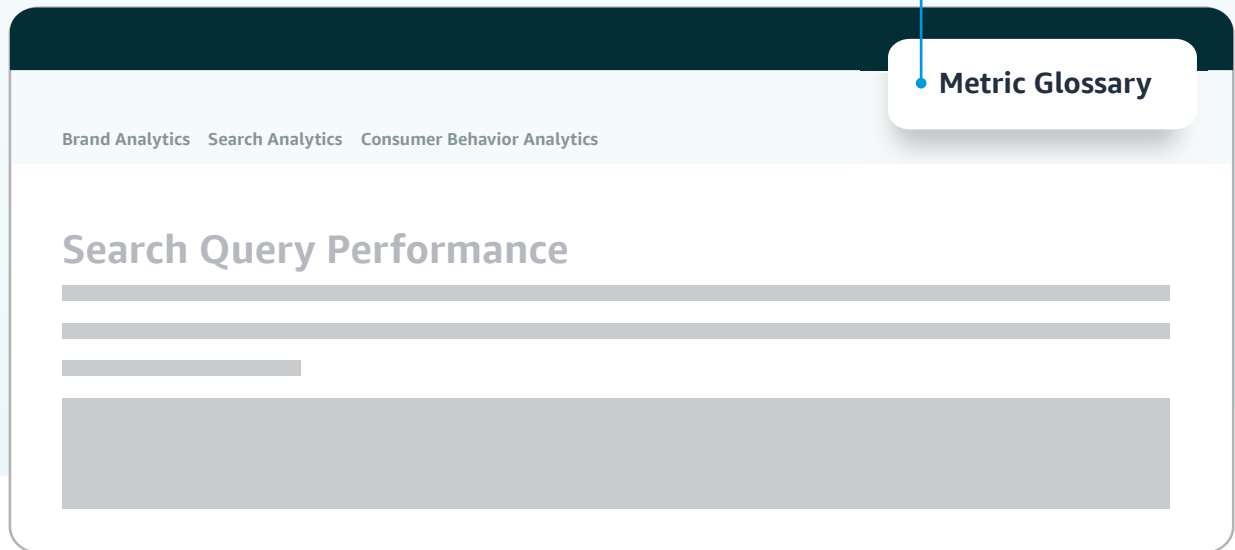
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### TIP

Need help with new terms or unfamiliar metrics in the Amazon Brand Analytics dashboards? The "[Metric Glossary](#)" tab on the top right-hand side of the page can help.



Get Started

## Subscribe & Save

For brands that 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](#).

On average, Subscribe & Save products at 10%-15% discount can drive up to an 1.8X increase in conversion, driving repeat purchases while promoting brand loyalty and growth. When customers make repeat purchases from the same brand, they may become more familiar with it, 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



**Enroll your products**

**Learn More** [↗](#)

## Buy With Prime

Grow your business by offering customers the promise of Prime and the assurance of fast, free delivery.

**Available to sellers who also sell on their direct-to-consumer website and are a United States-based entity (business is registered in the US).**

Build customer trust and help increase conversion rates by displaying the "Buy with Prime" badge on your website

to indicate you offer a familiar shopping experience, with 1- to 2-day shipping and transparent delivery times. You can also use order information, including email addresses, to provide exceptional customer service and build direct, long-lasting relationships. Moreover, offer authentic reviews from Amazon for products on your website that offer Buy with Prime.

The image shows a mockup of a website interface for 'YOURStore'. On the left, a blue circular 'Buy with prime' badge is displayed above the text 'Fast, free delivery with Buy with Prime'. To the right is a large image of a lit candle in a glass jar. A white callout box on the right side of the website mockup contains a blue 'Buy with prime' button and the text 'FREE Delivery as soon as Tomorrow, Oct 4' with an information icon. Below the website mockup, a separate white box features a target icon with an arrow and the text: 'Increase customer conversion by an average of **25%** on your direct-to-consumer website.'

[Get Started](#)

## Multi-Channel Fulfillment

Use your brand's Fulfillment by Amazon (FBA) inventory to deliver your customers' orders, across all channels, with the speed and reliability that Amazon Prime is known for.

**Available to all sellers in United States, Canada, Mexico, United Kingdom, Germany, Spain, Italy, France, Japan, and Australia.**

Offer Prime-like delivery for all your channels and deliver your brands' products as quickly as one business day after shipping date, with deliveries being made seven days a week. Benefit from low fulfillment costs with up to 50% discount on multi-unit orders, one fee for pack, ship, and pay, and pay only for fulfillment and storage. With Multi-

Channel Fulfillment you can make use of consolidated inventories, with one inventory pool for FBA and MCF orders covering all channels, including Buy with Prime orders. You also have the option to ship your orders in unbranded packaging at no additional cost to you.

Additionally, take advantage of automated order placements, seamlessly connect Multi-Channel Fulfillment with your ecommerce solution providers and back-end systems using over 100 apps, APIs, and third-party integrations to save time on fulfillment while you focus on growing your brand!



Over **15%** improvement in out-of-stock reduction was seen in brands using Multi-Channel Fulfillment and Fulfillment by Amazon.



Over **24%** improvement in inventory turns was seen in brands using Multi-Channel Fulfillment and Fulfillment by Amazon.



[Get Started](#)

## Product Lifecycle Support

For brands that want to help prevent customer returns, enhance brand loyalty, and potentially extend the lifetime of products they bought from the Amazon store.

Available to all sellers in United States, Canada, Brazil, Mexico, United Kingdom, Germany, Spain, Italy, France, Australia, Belgium, Netherlands, Poland, Sweden, and Turkey.

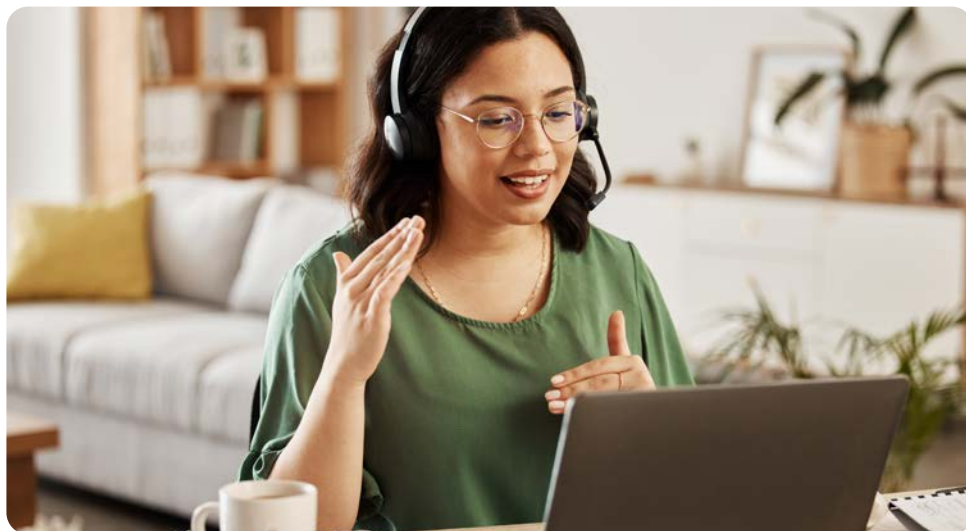
Enroll product support information via the Product Lifecycle Support (PLS) enrollment portal to empower your customers to make the most of their products, reduce return volume, and increase brand loyalty.

Easily add or update product support information via our self-service portal into the following programs:

- **Video:** Surface troubleshooting videos that provide customers directions for the set-up and use of their product.
- **OEM Program:** Surface the manufacturer's product support website or product support phone number so customers can contact the manufacturer directly for product-related support.

- **Workflow:** Offer text based step-by-step instructions to allow customers to troubleshoot their product issues themselves.
- **Repair:** Give customers the ability to remedy defective products by leveraging the manufacturer's warranty program.
- **Replacement Parts:** Give customers the ability to receive replacement parts, free of charge, to replace damaged or missing parts.

Help customers make informed purchase decisions by solving product issues with resources such as help guides, how-to videos, and support-contact information. You can also help customers answer their product-related questions with relevant and accurate post-purchase content to increase customer satisfaction.



Get Started

# Protect Your Brand

## IP Accelerator

For brands that want to establish their intellectual property.

**Available in Amazon stores to help establish a trademark and get faster access to Brand Registry.**

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### Save time and money

Connect with vetted IP service providers who offer competitive rates and can guide you through each step for securing your trademark.

### Protect your brand

Get expert help establishing your IP in other countries so you can confidently expand your brand's footprint in and beyond the Amazon store.

### Jumpstart Amazon brand benefits

Use a pending trademark obtained through IP Accelerator to enroll in Brand Registry, unlocking a range of protection tools and seller benefits faster.

We have connected over 16,000 small and medium- sized businesses with a curated network of trusted IP law firms which provide high-quality trademark registration services at competitive rates.

Available in United States, Canada, Mexico, United Arab Emirates, Germany, France, Italy, Spain, United Kingdom, Poland, Sweden, Netherlands, Belgium, Australia, India, Brazil, Singapore, Egypt, Saudi Arabia, Turkey, and Japan.

#### BRAND PARTNER STORIES



As a multi-brand enterprise, our ability to build and protect our brands is critical. With IP Accelerator, we are able to quickly enroll in Brand Registry and take advantage of the brand protection tools Amazon offers.

Robinson Cheng  
General Counsel



[Talk to a law firm today](#)

[View FAQ](#)

## Project Zero

For brands that 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.

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** [↗](#)

A history of using Brand Registry and the Report a Violation tool in accordance with Amazon's policies.

**Learn more** [↗](#)

With Project Zero, you can combine Amazon's advanced anti-counterfeiting technology with the experience you have protecting your intellectual property through Brand Registry.

### Remove counterfeits—immediately

Use Project Zero's self-service tool to search for counterfeit listings and immediately remove them from the Amazon store.

### Enhance automated protections

Each time you remove a counterfeit, you strengthen Brand Registry's automated protections, which proactively block counterfeits before they impact your brand and customers.

### Prevent counterfeits proactively

Combine instant counterfeit removal with serialization powered by Transparency, a program that uses unique, scannable codes to prevent counterfeit units from ever being listed or sold to customers.



[Learn more](#)

## Transparency

For brands that want to proactively protect against product variation and authenticity issues, enhance the customer experience, and identify supply chain defects.

Available in the following Amazon stores: United States, Canada, Germany, France, Italy, Spain, India, Australia, and Japan.

### Requirements

- Enrollment in Amazon Brand Registry.
- A government-registered trademark.
- A Global Trade Item Number (GTIN) for your product, such as a UPC, ISBN, or EAN.



Transparency uses secure, unique codes that identify individual units. Whether fulfilled by Amazon or shipped directly by selling partners, products cannot be listed in the Amazon store or shipped to customers without valid Transparency codes.

Brands can highlight their eligible product enrollments in the program prior to a customer's purchase with a Transparency badge on the Amazon product detail page.

Customers can also confirm the authenticity of their product by scanning the Transparency code on the product's packaging using the Amazon Shopping app or the Transparency app, no matter where they shop. Once scanned, customers can also review detailed product information, offers, and promotional content that can then be shared on social media. On the back end, Transparency also provides data-based insights to quantify program effectiveness and returns data to help brands identify supply chain issues.

### The Transparency App

An app for customers that allows them to:

- Scan Transparency codes
- Confirm product authenticity
- View unit-level information

[Apple Store](#)  [Google Play](#) 

Brands have now serialized more than **900 million** product units with unique Transparency codes.

[Learn more](#) 

[Contact Transparency](#)

## Counterfeit Crimes Unit

For brands that want to ensure 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 the Amazon store.

Amazon strictly prohibits infringing and counterfeit products in its stores, and we have invested more than \$1.2 billion and employed over 15,000 people to proactively protect these stores from fraud, counterfeits, 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.

Amazon Counterfeit Crimes Unit (CCU) works with brands, law enforcement, and customers across the globe to stop bad actors and hold them accountable. We want to stop counterfeiters, no matter where they are - both online and offline. We created the CCU to pursue these criminals and defend the rights of brand owners and protect customers and consumers from counterfeit products.

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.



[Learn more](#)

# Strategic Account Services

For brands that need dedicated help building their business in the Amazon store.

Available in the U.S. 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.



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

**Matt Nasca**  
Core Products

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 personalized 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 provide advice on next steps.

[Learn more](#)

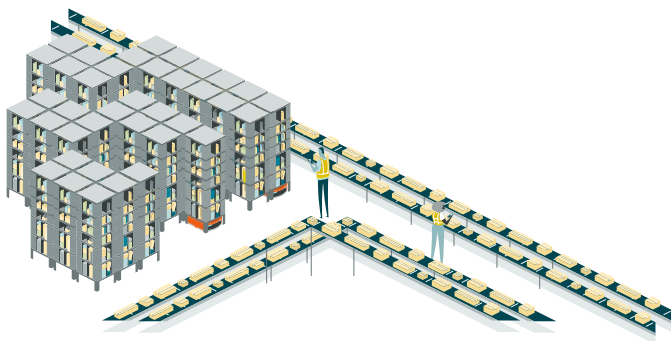
# Fulfillment by Amazon

For brands that 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.

**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 U.S. FBA inventory.

## Get started with FBA in 6 steps

Follow these steps to begin the process:

1. Register as an Amazon seller
2. Create a product listing
3. Prepare products to send to Amazon fulfillment centers
4. Assign inventory to FBA
5. Create a shipment to our fulfillment centers
6. Send and track your shipment



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** [↗](#)

**View full FBA guide**



# 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.

## 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.

[Learn more](#)