

Getting Started with Amazon Product Ads

Registration Process

1. The first page of registration requires the merchant to input their email address. If they have an existing Amazon Seller Central account they will need to use a separate email / password combination. Product Ads is not yet part of the unified account system and has a different interface.



The screenshot shows the Amazon.co.uk Sign In page. At the top is the Amazon.co.uk logo. Below it is the heading "Sign In". The first section is "What is your e-mail address?" with a text input field containing "test@test.com". The second section is "Do you have an Amazon.co.uk password?" with two radio button options: "I am a new customer. (you'll create a password later)" (selected) and "I am a returning customer, and my password is:" (with an empty text input field). Below these is a yellow "Sign in using our secure server" button with a play icon. At the bottom are two links: "Forgotten your password?" and "Has your e-mail address changed since your last order?".

2. Section 2 involves inputting the merchant friendly name, email confirmation and password creation.



The screenshot shows the Amazon.co.uk Registration page. At the top is the Amazon.co.uk logo. Below it is the heading "Registration". The first section is "New to Amazon.co.uk? Register Below." with three text input fields: "My name is:", "My e-mail address is: PADs@example.com", and "Type it again:". The second section is "Protect your information with a password" with the subtext "This will be your only Amazon.co.uk password." and two text input fields: "Enter a new password:" and "Type it again:". At the bottom is a yellow "Create account" button.

3. After continuing, the merchant is then located to the first page of the Product Ads registration pipeline. They must include their full legal business name before agreeing to the the Amazon Services Europe Business Solutions Agreement.

The screenshot shows the 'amazon product ads' logo at the top left. Below it is the heading 'Register and Start Advertising Today'. The main form area is titled 'Seller Information'. It contains two sections: 'Legal Name:' with a text input field containing 'PADs Example Company' and a small instructional text below it, and 'Amazon Services Europe Business Solutions Agreement:' with a checkbox and the text 'I have read and accepted the terms and conditions of the [Agreement](#)'. At the bottom of the form is a yellow 'Continue' button and a blue link for 'Privacy Notice'.

4. Section 4 asks the merchant to input their business location and website information including the VAT number. Make sure that when adding the VAT number, you must include the full country VAT number (e.g. GB12345678). If a company is not VAT registered, they should leave the field blank and VAT agreement un-ticked.

The screenshot shows the 'amazon seller central' logo and 'REGISTRATION' header. A yellow welcome message box says 'Welcome John Smith. Just few more steps until your account is set up. We will walk you through setting up your account for the services you are registering for. If you don't have the information available, you can skip a step and come back to it later. Your subscription begins when you finalise this set-up process.' The main section is 'Placement of Establishment and Website Information'. It contains several input fields: 'Display name:' (PADs Example Company), 'Country:' (United Kingdom), 'Address:' (123 Example Street), 'Address line 2:', 'City/Town:' (Example), 'County:' (UK), 'Postcode:' (EC1A 2FD), 'Phone number:' (01234 567891), 'VAT Agreement:' (checkbox), 'VAT Registration Number:' (input field), and 'Your website URL:' (www.example.com). On the right side, there is a progress bar showing 'Your account set up is 20% complete. (1/5)', a 'Service' section for 'Product Ads on Amazon', and an 'FAQs' section with links like 'What is a display name?' and 'Can I change my display name later?'. At the bottom, there are links for 'Go to set-up summary', 'Skip Step', and 'Save and Continue'.

5. Section 5 asks for information about the Seller themselves as a point of contact for Amazon. Section 6 asks for credit card and billing information from the Seller.
6. Finally, the merchant will be asked to complete a phone verification. They will need to enter a phone number including the country code (e.g. +44, +49, +33), to receive an automated call from Amazon. A 4 digit number will flash up on the screen which they will need to input into their phone. Once this has been confirmed the seller can continue to confirm registration and gain access to their Amazon Product Ads account.

Phone Verification

☒ Phone me
☐ Send me a text message

1. Which phone number shall be called to get verified?

Telephone Number [Add an extension](#)

If you are entering an international phone number, please include the full phone number along with the country code. The country code should include a leading "+". For example +44300000.

[Show instructions for dial-up connections](#)

[Call Me Now](#)

2. Call in progress

3. Phone verification complete

[Go to set-up summary](#) [Skip Step](#)

Add Product via Feed Upload

Products are uploaded to an account using the 'Add Product via Feed Upload' tool. This is a bulk upload option which enables merchant upload multiple products from a tab-delimited file containing their product information.

When uploading, you will need to choose which upload method you would like to use. Under Upload Inventory File, you will need to choose one of the options corresponding to the right upload file. There are several types of file upload which can be both on a manual and automated (SFTP) basis.

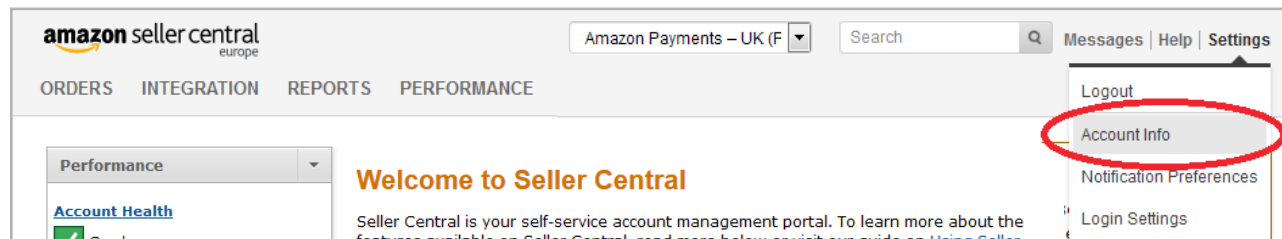
Important: You need to choose whether you wish to purge and replace your inventory by checking or unchecking the Purge and Replace box. If you choose to purge and replace, all the information from your previous upload will be overwritten.

Linking Your Amazon Payments Account to Your Product Ads Account

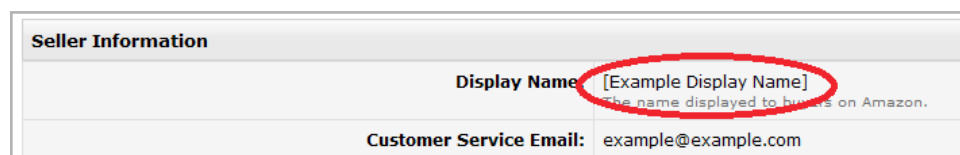
In order to link your Amazon Payments and Product Ads accounts, you'll need to use the same Business Display Name and Merchant Token for both. Here's how:

Retrieve your Amazon Payments Business Display Name and Merchant Token

1. Log in to Seller Central using your Amazon Payments e-mail and password combination.
2. From the Settings tab of your Amazon Payments account, click Account Info.

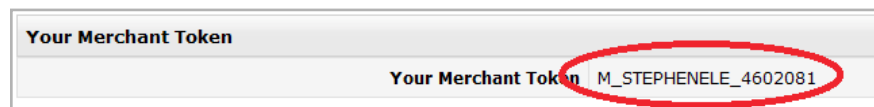


3. Copy your Business Display Name and Merchant Token from this page and paste them into a separate file for future reference.



Business Display Name

This can be found in the "Seller Information" section.



Merchant Token

This can be found in the "Your Merchant Token" section.

4. When you're finished, log out of your Amazon Payments account.

Enter your Business Display Name and Merchant Token into your Amazon Product Ads account

1. Log in to Seller Central using your Amazon Product Ads e-mail and password combination.
2. From the Settings tab of your Product Ads account, click Account Info and then click the Edit button in the "Your Amazon Payments Merchant Token" section.
3. On the "Your Amazon Payments Merchant Token" edit page, enter your Merchant Token and Business Display Name copied from your Amazon Payments account and click "Submit".

We will check to ensure that the Business Display Name and Merchant Token provided for your Amazon Payments account match. If they don't, an error message will be displayed. If they do, you're all set!

Benefits of Linking Your Accounts

- Less than 24 hours after you link your Amazon Payments account to your Product Ads account, an Amazon Payments badge will be included in your ads.
- Letting Amazon customers know you accept Amazon Payments can boost the performance of your ads.