

# Brand Registry Services on Amazon

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## Introduction

Goat Consulting is a third-party Amazon account management and marketing agency that offers marketing services to brands and manufacturers selling on the Amazon.com marketplace. One of the key benefits of bringing on a partner like Goat Consulting is that it gives brands and manufacturers the opportunity to work with experts who devote their entire focus to the Amazon Marketplace.

Whether you engage with us or not, we want to ensure that Amazon customers receive the best shopping experience possible and we feel the best way to do that is to inform Amazon sellers on the best methods for selling. We have shared Amazon selling best practices through our other [white papers](#) including Marketplace Strategy, Merchandising on Amazon, Advertising on Amazon, and Managerial Reporting. We are proud to present to you here our next best practice white paper: Brand Registry on Amazon

This white paper is an introduction to Amazon's Brand Services available to professional sellers. Amazon provides a multitude of brand services that are useful to small growing brands and large established brands alike. Knowing what brand services Amazon provides and how to properly use them is critical for any brand's success on the Amazon Marketplace.

We hope that by the end of reading this you have a better understanding of:

- What brand registry is and how to apply for it
- Product listing merchandising benefits from Brand Registry
- Analytics tools for brand registered sellers
- Additional services offered to brands selling on Amazon

If you have any questions regarding this white paper or anything Amazon related, please reach out to us at <https://www.goatconsulting.com/contact-us>.



## Brand Registry Services on Amazon

Customer Obsession is one of the [leadership principles at Amazon](#)<sup>1</sup> – the foundation of how Amazon discusses new ideas or deciding the best approach to solving a problem. This obsession over customers has created customer loyalty and is a cornerstone in considering the Amazon Marketplace. At the heart of customer loyalty is trust. Trust that when an Amazon customer purchases a product, they are receiving authentic, non-fraudulent, non-counterfeit products. Trust is giving brand owners the tools and programs that allow brands to connect with Amazon customers.

Amazon has built a suite of tools, focused on the Amazon Brand Registry program, to help sellers and vendors protect their brand on Amazon through intellectual property infringement reporting, growing sales through merchandising and advertising brand benefits, and analytics tools to understand how customers interact with brands on Amazon. Whether a seller has no intellectual property registered, has issues or not with fraudulent sellers and offers; enrolling in Brand Registry is important to successfully sell on Amazon.

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<sup>1</sup> [Amazon Leadership Principles](#)



## Brand Registry

[Brand Registry](#) is a service that Amazon offers to professional sellers that allows sellers to let Amazon know they are the owner of a brand's intellectual property for selling on Amazon. Once enrolled, a brand owner retains more control over the Amazon product pages that use your brand name, can find & report violations, and gain access to a suite of brand merchandising tools.

Whether you sell directly to Amazon as a Vendor, operate on Seller Central directly, or your products are sold by your distributors; it is in your best interest to register your brand with Amazon to protect and merchandise your products to their full potential. Utilizing all of the Brand Registry programs can help increase sales through increased search traffic and conversion rate of purchases.

As Amazon takes product listing content contributions from every seller that sells a product, sellers can get priority or have greater contribution control over the content when enrolled in Brand Registry as sellers are telling Amazon they are the brand owner. Enrolling in Brand Registry does not guarantee that other third party sellers will not make offers on registered seller's listings.

Enrolling in Amazon Brand Registry should be one of the first steps sellers and vendors should take when selling on Amazon.



## How to Register for Brand Registry

Enrolling the brand by sharing the intellectual property ownership information with Amazon is the first step to utilizing the tools available to sellers.

### Review Brand Registry Eligibility

In order to be eligible for registering a brand, the correct active registered trademark must be owned for each country where the seller would wish to enroll. Each country has specific eligibility requirements, but the United States requires the following:

- Trademark Organization: [United States Patent and Trademark Office \(USPTO\)](#)<sup>2</sup>
- Statutes: the status of the Trademark must have a LIVE registration issued and ACTIVE in the principal register
- Text Based Marks: Typeset Word(s)/ Letter(s)/ Number(s); 4 - Standard Character Mark
- Image-based marks: 3 - An Illustration Drawing which includes Word(s)/Letter(s)/ Number(s); 5 - Words, Letters, or Numbers in a Stylized Form

Text-based mark (word mark)

AMAZON

Image-based mark with words, letters, or numbers

amazon

Amazon [Text-based and Image-based example](#)

The trademark text must be an exact match (capitalization and spacing sensitive) with the brand name on the application, and the trademark must also appear on your products or packaging to be eligible. If you are submitting an image-based mark, upload a copy of the image exactly as it appears on the trademark record. When eligibility is confirmed, the next step is enrolling the brand.

### Enroll Brands

When enrolling the brand, the enrollment application must be submitted by the trademark owners. It is important to enroll in brand registry with the same login credentials that are used with Vendor or Seller Central. This will ensure that the seller and vendor accounts will be linked and have access to all of the features. Once you have all applicable information, answer the questions in the Brand Registry enrollment form and submit. After submission, Amazon will email the Rights Owner of the trademark that is listed on the agency directory of the trademark. This person will receive a verification code which will need to be sent back to Amazon which ensures that the owner of the Trademark is actually the one registering for the trademark. Once verified, the seller will have access to all of the Brand Registry benefits and features.

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<sup>2</sup> [US Patent & Trademark Office Website](#)



## Product Listing Benefits

Once the brand is registered, take advantage of the product listing opportunities that will help stand out from the competition. Generally, new programs are available to Brand Registered sellers first and then get rolled out to all Amazon sellers. These Brand Registry required product listing benefit programs include: A+ content, Videos, Amazon Vine, Virtual Bundles, Subscribe and Save, and A/B Test Experiments.

### A+ Content

The A+ Content feature allows brand owners to add a unique and customizable product description to product detail pages.

From the manufacturer

Example of [A+ content](#) for an essential oil diffuser

Using this merchandising tool, sellers can add different modules or templates that allow for a unique way to tell the brand story, add enhanced images, additional text placement, and comparison charts to better help customers understand the product and brand they are purchasing. By adding A+ content, product detail pages can result in increased sales through increased traffic and higher conversion rates when used effectively. As mobile shopping becomes more prevalent, A+ is more important as it is featured higher on the mobile product listing page than other copy areas such as bullet points and product description. Using customized images and text provides a clean professional look and creates opportunities for





brand storytelling. Sellers can create images and text that match their brand's colors and text font to further create an all around better branded page.

## Videos

Brand owners of products have the ability to upload a video on the product detail page on Amazon. This is a great opportunity to explain the value proposition, product details, and brand information. If you have a product that is interactive, videos can show the product in action which helps potential Amazon customers see how it works. The video is placed where the images are shown on the left side bar of the product listing.

Electronics > Camera & Photo > Digital Cameras > Point & Shoot Digital Cameras



Visit the Canon Store  
★★★★☆ 770 ratings | 453 answered questions

List Price ~~\$629.00~~  
With Deal: **\$499.00** & **FREE Shipping**. Details & **FREE Returns**  
You Save: \$130.00 (21%)

**Pay \$83.17/month for 6 months** (plus S&H, tax) with 0% interest equal monthly payments when you're approved for an Amazon Store Card.

Style: **Camera Only**

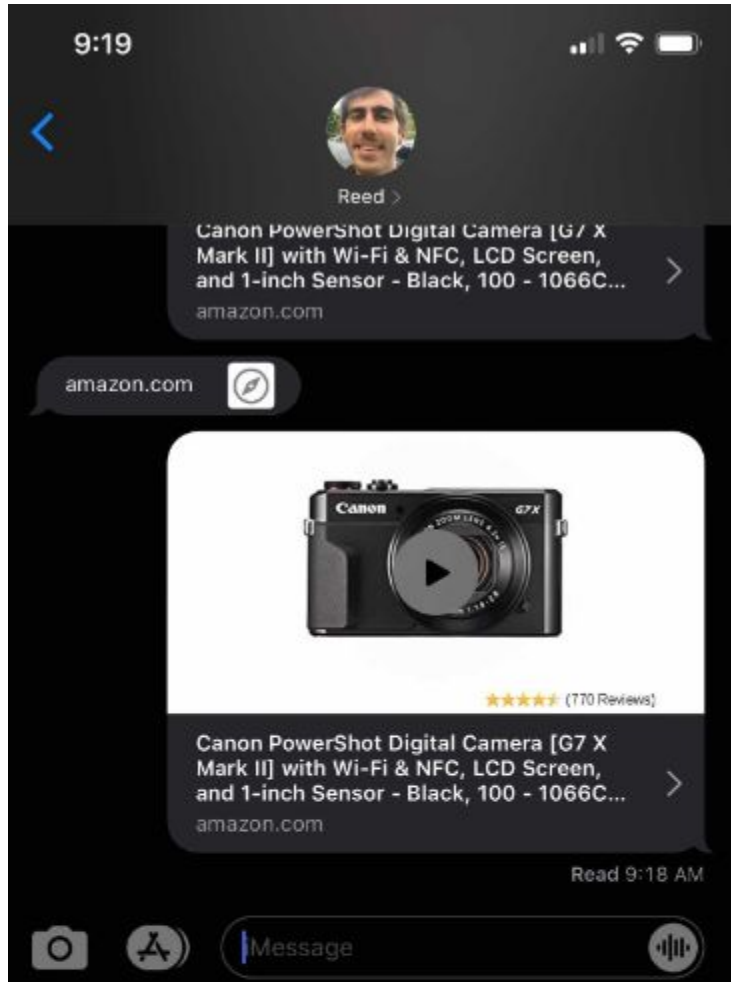
<b>Camera Only</b> \$499.00	Memory Card Bundle \$508.99	Video Creator Kit \$679.99
w/ Canon Battery Pack --	w/ Premium Handmade Secure Camera Strap \$568.99	

Configuration: **Race**

### Example [Video](#) on a Product Listing

It is interesting to note that on mobile devices - iOS for example, displays the video in an image rich format in messages. So when a potential customer shares a link to a detail page with video, they can immediately play the video. Product videos can also be added to the Storefront, which will be discussed in further detail below.





Example of Video display on a URL link on messages in Apple iOS

Before moving forward with video, consider the [Video Content Policy](#)<sup>3</sup> to ensure you are compliant with Amazon's rules and guidelines that govern video creation. These policies cover claims of the product, competitor comparisons, prices and promotions, product guarantees and warranties, customer reviews, category restriction rules, conduct, content, children, and other terms and conditions.

## Amazon Vine

[Amazon Vine](#)<sup>4</sup> is a program that helps Amazon sellers get verified trusted reviews from legitimate product review customers. Amazon customers that have consistently provided meaningful, quality, helpful reviews (judged by others through the "Is this review helpful" question on a review) can be invited to the Amazon Vine program as "Amazon Voices".

<sup>3</sup> [Amazon Video Content Policy](#)

<sup>4</sup> [Amazon Vine](#)





### Example of [Vine Voice Review](#)

The Amazon Vine program allows Brand Registered sellers and vendors to enroll products into the program where the products are provided for free to these reviewers in exchange for the honest review. There is no guarantee that reviews will be positive, but the benefit of this program is that these reviewers have been selected for their high quality in-depth review so Amazon customers can make an informed decision. Reviewers are still expected to abide by the [review posting community guidelines](#)<sup>5</sup>. The program is free to enroll (just the cost of providing the product for free to customers). The following [product criteria](#)<sup>6</sup> must be met:

- Be brand registered in Amazon Brand Registry.
- 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.
- Cannot require bundling of multiple products
- Cannot require reviewers to separately order another product in order to conduct a review (example - do not enroll a printer cartridge that requires a specific printer

Once a reviewer receives the product, it takes about 15 days for the review to be published. This is a great program if you have a great product but are having difficulty generating any reviews, or a very technical product that would help with an in depth review to help Amazon customers understand the product better. As a positive review is not guaranteed, make sure that product quality and product descriptions are to best practice prior to enrolling.

## Virtual Bundles

[Virtual Bundles](#)<sup>7</sup> allow brand registered sellers to create a new merchandised product listing that takes 2-5 existing products to make a new product bundle of items that are not packaged together but are sold together. These new product bundles are typically discounted to Amazon customers opposed to buying each product separately, but this is beneficial to Sellers as it can increase basket sizes. Each product that is part of the bundle will display, on a desktop, in a new widget that states "Make it a bundle" that displays the different bundles associated with it.

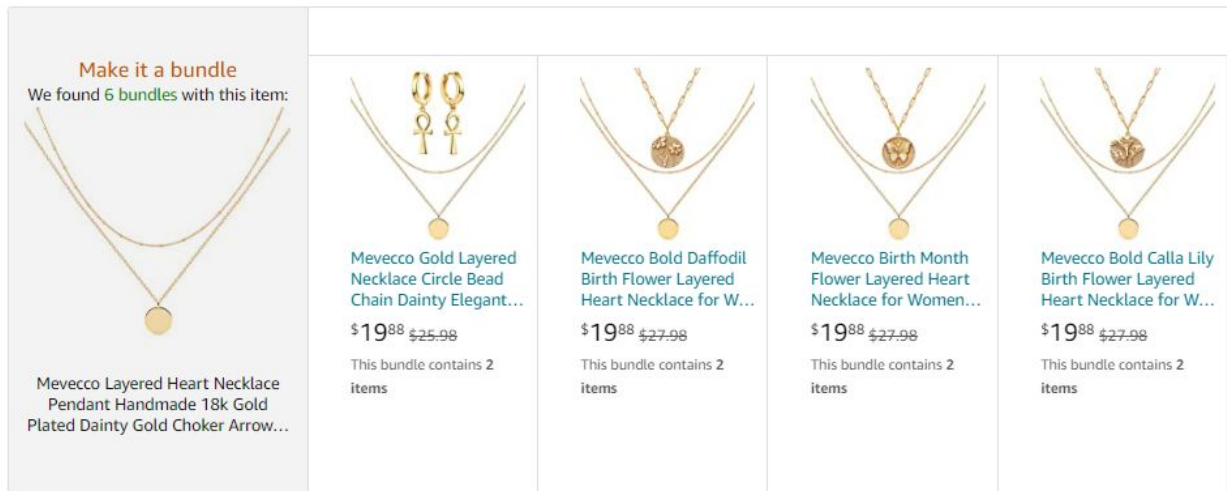
<sup>5</sup> [Amazon Review Community Guidelines](#)

<sup>6</sup> [Amazon Vine Voice Product Criteria](#)

<sup>7</sup> [Amazon Virtual Bundles](#)



Operationally, this helps sellers as they do not need to package their products into different packing bundles at their own facility prior to sending in to FBA or forecast bundle demand.



### Example of [Necklace Bundle](#)

These virtual bundles work best when the two to five bundled products work well together. For example, bundling a printer, with the corresponding ink cartridge or matching bracelet and necklace. When creating this new product bundle, sellers can add new images (images showing both products together), a new title, bullet points and product description to call out the value proposition of how the products could work better together, and an updated retail price of the product. The bundle price should be equal to or less than the combined price of the individual products. The product listing page will call out each item in the bundle and show how much money is saved by purchasing the bundle.

Inventory levels are determined by taking the smallest available quantity for an individual item of the bundle. For example, if there is a bundle with 10 units in stock of a printer and 20 units in stock of the ink cartridge SKU, then the bundle of these two products would show 10 units of the bundle available. Therefore, sellers can replenish their inventory the same as they would normally. The bundle order is considered an individual order of each line item, so if a customer wants, they can return an individual piece of the bundle.

## Subscribe & Save

The Amazon FBA Subscribe & Save program allows Amazon customers to purchase products on a scheduled, recurring delivery for products that are reused frequently. Subscribe & Save is a great program for sellers that have products that are single use or where customers need to continue to purchase the product. Some examples include, computer paper and other office supplies; coffee and grocery items; toothpaste and other toiletry products. Sellers are able to gain consistent repeatable sales and encourage customer loyalty by removing the friction of needing to purchase each time.



← Back to results

Diapers Size 4, 150 Count - Pampers Swaddlers Disposable Baby Diapers, ONE MONTH SUPPLY

Visit the Pampers Store  
 4.5 stars (41,934 ratings) | 153 answered questions  
 #1 Best Seller in Baby

List Price: \$49.99  
 Price: **\$47.70** (\$0.32 / Count)  
 You Save: \$2.29 (5%)

Coupon Save an extra \$1.50 on your first Subscribe & Save order. Details

Get \$50 off instantly; Pay \$0.00 upon approval for the Amazon Rewards Visa Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

Size: **Size 4 (150 Count)**

Size 1 (198 Count) \$43.29 (\$0.22 / Count)	Size 2 (186 Count) \$49.94 (\$0.27 / Count)
Size 3 (168 Count) \$49.40 (\$0.29 / Count)	<b>Size 4 (150 Count) \$47.70 (\$0.32 / Count)</b>
Size 5 (132 Count) \$49.94 (\$0.38 / Count)	Size 6 (108 Count) \$49.28 (\$0.46 / Count)
Size N (120 Count) \$31.10 (\$0.26 / Count)	

• Trusted protection, Pampers is the #1 U.S. Pediatrician Recommended Brand

**One-time purchase:**  
 \$47.70  
 FREE delivery: Tuesday, Nov 3  
 Ships from: Amazon.com  
 Sold by: Amazon.com

**Subscribe & Save:**  
 5% 15%  
 \$45.32 (\$0.30 / Count)  
 Join Prime and save up to 20% Learn more

Save 5% now and up to 15% on repeat deliveries.  
 • No fees  
 • Cancel anytime  
 Learn more  
**Get it Wednesday, Nov 4**

**In Stock.**  
 Qty: 1  
 Deliver every:  
 1 month (Most common)  
 Set Up Now

Ships from and sold by Amazon.com

Add to List

Example of a [Subscribe & Save](#) offer for Diapers

To participate in the Amazon Subscribe & Save program as a seller, you must have a good standing FBA account. Amazon uses the following criteria to determine individual product eligibility: fulfillment history and in-stock rate, sales performance, product category, and average selling price. Amazon will then automatically enroll products into the program that meet their criteria for being eligible. Currently, Amazon will automatically fund the first 5% discount to customers for the products they deem eligible when Amazon customers have subscribed to 5 or more subscriptions. Sellers can choose to increase the discount funding for subscribers up to 5%, 10% or 15% off. Amazon states that an increased discount can drive up to a [1.8x increase in conversion](#)<sup>8</sup> based on an internal Amazon study comparing ASIN enrollment at the 10%/15% discount vs. a 0%/5% discount, though an increase in conversion is not guaranteed.

## A/B Tests & Experiments

Brand Registered sellers and vendors with eligible ASINs have the opportunity to run A/B tests or split tests on A+ content pages and titles. This allows sellers to make two versions of the A+ page or title, and Amazon displays these to Amazon customers to see which version performs better. During the experiment, visitors to the detail page are randomly split into two groups. One group sees Version A of content, while the other sees Version B, for the entire experiment. This means that experiments are not rotating content over time. Instead, both versions of content are always showing during the experiment, but to different groups of customers. The experiment counts the number of sales on each version to see if there is a clear winner. Sometimes small changes to an A+ content or title can have a drastic impact on conversion. As an example, if the prior conversion rate is 2% and the new split test version converts at 4%, given the same traffic, the new page will result in double the sales. To be eligible for the A/B tests and experiments,

<sup>8</sup> [Potential Increase in Conversion](#)



sellers must own the brand with brand registry and the [ASIN must be eligible](#)<sup>9</sup> by having an adequate amount of traffic in the past week.

Running these experiments provides objective data behind often subjective questions such as - what image is better or what product feature should be highlighted. When running an experiment, make sure that the content changed is significant enough so that results clearly show there is a significant winner in the test. Here are some recommended experiments to run:

- Testing a new module such as a comparison chart on the A+ content
- Changing product images to more lifestyle images
- Highlighting a different feature or value proposition of the product
- Adjusting your company's branding and imaging

Once the experiment concludes you are able to analyze the results based on units per unique visitor, conversion, units sold, units sold from search, sales, sales from search, and sample size. Sellers should take the learnings from the experiment and apply it to another experiment or to another ASIN in the catalog to continually improve the optimization of product listing merchandising.

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<sup>9</sup> [A/B Tests and Experiments ASIN Eligibility](#)



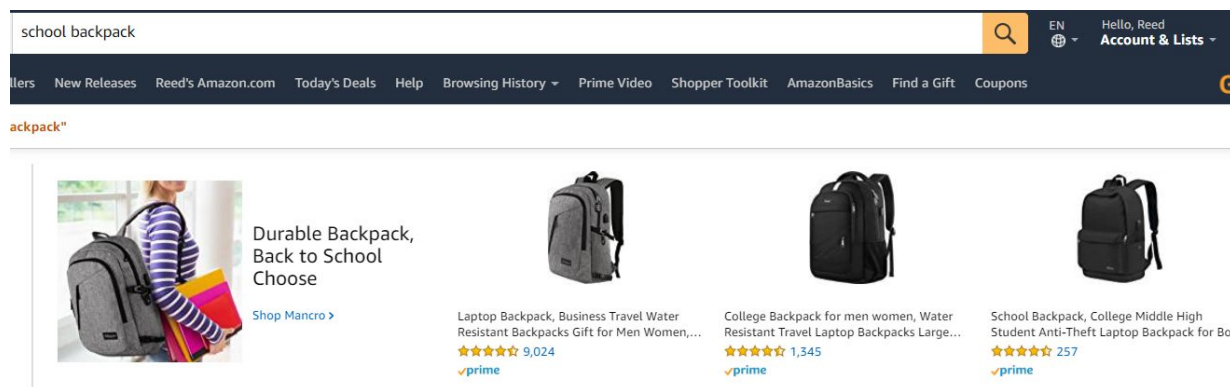
## Advertising and Traffic Benefits

Sellers with registered brands are able to take advantage of additional advertising and traffic benefits. Driving impressions through these additional advertising and traffic programs, exposes Amazon customers to seller's brands and products. The additional advertising and traffic programs include Sponsored Brand Ads, Sponsored Display, Storefront, Amazon Posts, and Amazon Live.

### Sponsored Brands Ads (formerly Headline Search Ads)

Sponsored Brands is an advertising campaign type available to Brand Registered sellers that allows advertisers to display a banner advertisement. These types of Ads most frequently appear at the top of the search results page, but can also be displayed alongside or within shopping results. . These ads are more customizable than Sponsored Products as traffic can be routed towards a seller's Amazon Storefront page or a curated selection of product listing pages and includes the brand's logo with a custom headline. Due to the customization option of this type of advertising, these campaigns must be approved by an Amazon moderation team. These ads are pay-per-click so an advertisers' budget is only spent when a customer clicks on the ad.

Sponsored Brands is a great advertising option for advertisers that have a goal of building brand awareness. The different ad formats for Sponsored Brands include Product Collection, Store Spotlight, and Video.



Example of a [Sponsored Brand ad](#)

### Product Collection

The Product Collection ad format for Sponsored Brands, promotes multiple products from a landing page specifically designated by the advertiser. The landing page can be either a seller's Amazon Store, a set of 3 product listings, or a custom Amazon URL (this Amazon URL option is only for those who have an Amazon Advertising Console, generally Amazon Vendor's).



### *Amazon Store*

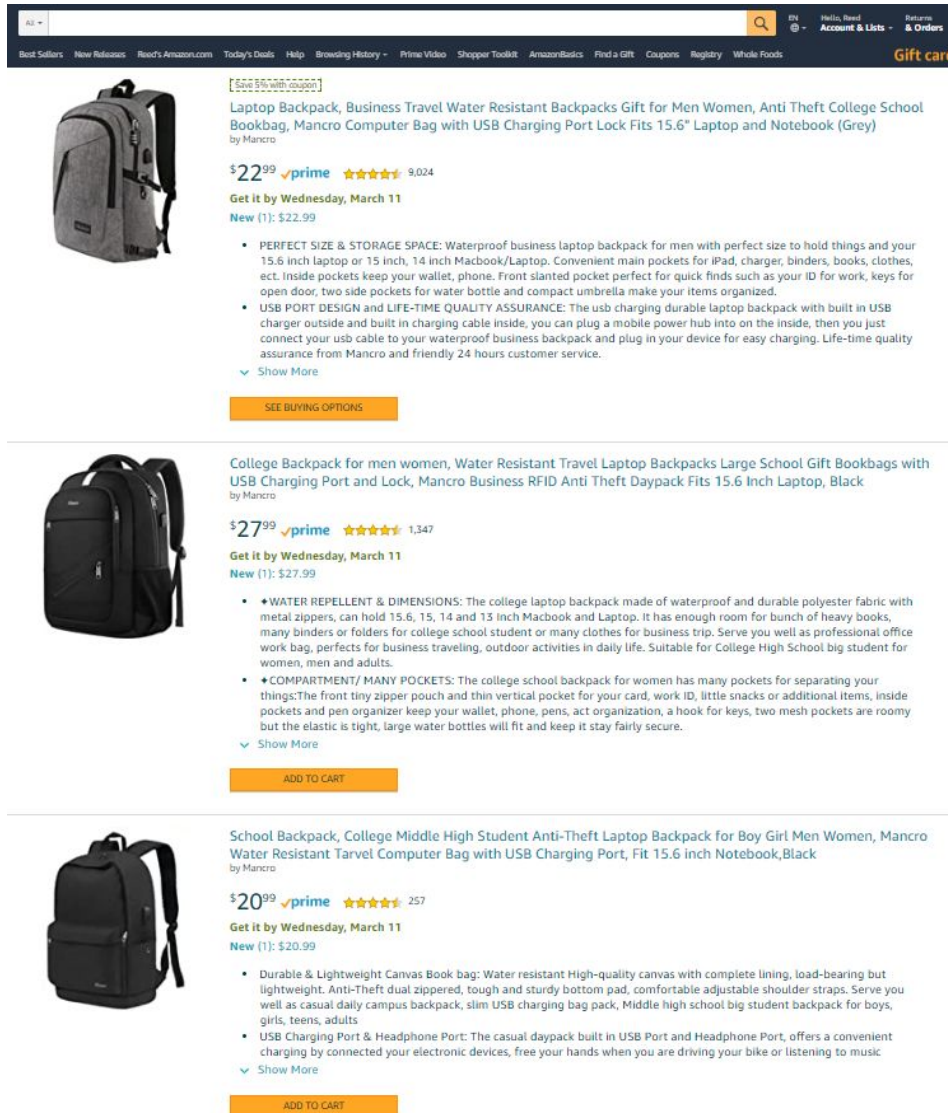
Sponsored Brand campaigns with the ad format Product Collection with the landing page of an Amazon Store will display an ad showing the Brand's logo, a custom headline, a call to action suggesting the customer to 'Shop now' and display three products that the advertiser can choose. Clicking the logo or the show now option will bring the potential customer to the homepage of the Amazon Store. This type of ad targeting builds brand awareness around the catalog of the brand or manufacturer. These Sponsored Brand ads can target both Keywords (the search terms customers put into the search bar) and Products which will display towards categories, brands and specific products.

### *Product List Page*

Sponsored Brand campaign with the ad format Product Collection, drives traffic to a Product List Page, which is a curated list of product listings. The format of this advertisement is the same as the Amazon Store, with the only difference being that clicking on the brand image will bring the potential customer to the curated product listing list. This listing page displays the main image, title, price, reviews, first two bullet points, and buying options/buy box. Here is an example of a landing page for a set of 3 school backpacks from a Sponsored Brand Product Collection Product List Page product collection:







The screenshot shows three product listings from the brand Mancro on the Amazon website. Each listing includes a product image, a title, a price, a Prime badge, a star rating, and a 'Get it by' date. The first listing is a grey laptop backpack for \$22.99 with a 4.5-star rating and 9,024 reviews. The second is a black college backpack for \$27.99 with a 4.5-star rating and 1,347 reviews. The third is a black school backpack for \$20.99 with a 4.5-star rating and 257 reviews. Each listing also features a 'Show More' link and an 'ADD TO CART' button.

**Product 1: Laptop Backpack, Business Travel Water Resistant Backpacks Gift for Men Women, Anti Theft College School Bookbag, Mancro Computer Bag with USB Charging Port Lock Fits 15.6" Laptop and Notebook (Grey)**  
 by Mancro  
 \$22<sup>99</sup> ✓prime ★★★★★ 9,024  
 Get it by Wednesday, March 11  
 New (1): \$22.99

- PERFECT SIZE & STORAGE SPACE: Waterproof business laptop backpack for men with perfect size to hold things and your 15.6 inch laptop or 15 inch, 14 inch Macbook/Laptop. Convenient main pockets for iPad, charger, binders, books, clothes, ect. Inside pockets keep your wallet, phone. Front slanted pocket perfect for quick finds such as your ID for work, keys for open door, two side pockets for water bottle and compact umbrella make your items organized.
- USB PORT DESIGN and LIFE-TIME QUALITY ASSURANCE: The usb charging durable laptop backpack with built in USB charger outside and built in charging cable inside, you can plug a mobile power hub into on the inside, then you just connect your usb cable to your waterproof business backpack and plug in your device for easy charging. Life-time quality assurance from Mancro and friendly 24 hours customer service.

▼ Show More

SEE BUYING OPTIONS

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**Product 2: College Backpack for men women, Water Resistant Travel Laptop Backpacks Large School Gift Bookbags with USB Charging Port and Lock, Mancro Business RFID Anti Theft Daypack Fits 15.6 Inch Laptop, Black**  
 by Mancro  
 \$27<sup>99</sup> ✓prime ★★★★★ 1,347  
 Get it by Wednesday, March 11  
 New (1): \$27.99

- WATER REPELLENT & DIMENSIONS: The college laptop backpack made of waterproof and durable polyester fabric with metal zippers, can hold 15.6, 15, 14 and 13 Inch Macbook and Laptop. It has enough room for bunch of heavy books, many binders or folders for college school student or many clothes for business trip. Serve you well as professional office work bag, perfects for business traveling, outdoor activities in daily life. Suitable for College High School big student for women, men and adults.
- COMPARTMENT/ MANY POCKETS: The college school backpack for women has many pockets for separating your things: The front tiny zipper pouch and thin vertical pocket for your card, work ID, little snacks or additional items, inside pockets and pen organizer keep your wallet, phone, pens, act organization, a hook for keys, two mesh pockets are roomy but the elastic is tight, large water bottles will fit and keep it stay fairly secure.

▼ Show More

ADD TO CART

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**Product 3: School Backpack, College Middle High Student Anti-Theft Laptop Backpack for Boy Girl Men Women, Mancro Water Resistant Tarvel Computer Bag with USB Charging Port, Fit 15.6 inch Notebook, Black**  
 by Mancro  
 \$20<sup>99</sup> ✓prime ★★★★★ 257  
 Get it by Wednesday, March 11  
 New (1): \$20.99

- Durable & Lightweight Canvas Book bag: Water resistant High-quality canvas with complete lining, load-bearing but lightweight. Anti-Theft dual zippered, tough and sturdy bottom pad, comfortable adjustable shoulder straps. Serve you well as casual daily campus backpack, slim USB charging bag pack, Middle high school big student backpack for boys, girls, teens, adults
- USB Charging Port & Headphone Port: The casual daypack built in USB Port and Headphone Port, offers a convenient charging by connected your electronic devices, free your hands when you are driving your bike or listening to music

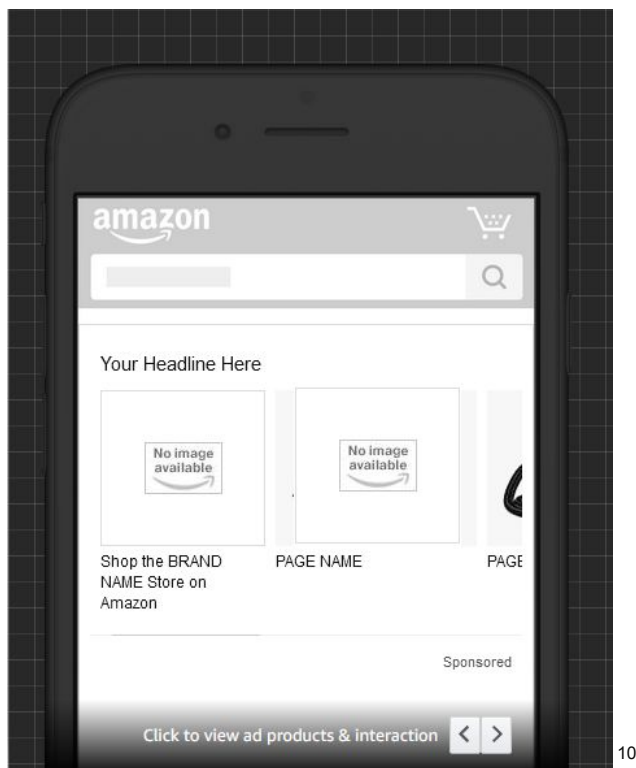
▼ Show More

ADD TO CART

## Store Spotlight

Sponsored Brand Store Spotlight allows advertisers to drive mobile traffic to a brand's Amazon storefront. The headline advertisement includes the brand's logo, which sends traffic to the homepage of the Amazon store, and three sub pages with advertiser defined display name text and images. This ad format is great for brand awareness for customers that shop on mobile as this advertisement is served exclusively to mobile shoppers and storefront content interaction is user-friendly on smart devices. Here is an example of a preview for a store spotlight advertisement:





## Video

Brands have the ability to create a Sponsored Brand ad in video format. Video advertising plays a video uploaded by the advertiser within the in line of a search results page. When a customer inputs a search term and as they are scrolling down the search results, this type of video advertisement automatically plays without the need to press a play button. It is important to have a highly engaging ad, especially in the first two seconds, as viewers can have a very short attention span. Guidelines on creating a video can be found on the Amazon Ad Policy 3.11<sup>11</sup> Guidelines including duration of 6 to 45 seconds, aspect ratio of 16:9, less than 500mb and file format of MP4 or MOV among other requirements.

## Sponsored Display

Registered Brands can drive traffic both on and off of Amazon with the advertising campaign type Sponsored Display. This is an exciting advertising option as it is the first campaign type within Amazon Advertising for Seller Central brands that utilizes Amazon's reach from advertising networks across the internet to drive traffic from non-Amazon sites to your product detail page. The two types of targeting available within Sponsored Display are audiences and product targeting. This advertisement can be shown on product detail pages, buying options page, and different placements around various websites and Amazon brand devices across the internet.

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<sup>10</sup> [Amazon Advertising](#)

<sup>11</sup> [Sponsored Ads Policies](#)



Here are a few examples of what this ad type can look like with the dimensions automatically generated by Amazon, given details from the product detail page.

The image displays five examples of Amazon Sponsored Display ads for a blue school backpack. The ads are arranged in a grid-like fashion. One ad in the center features a list of dimensions: 245 x 250, 650 x 130, 300 x 250, 980 x 55, and 414 x 125. Red lines connect these dimensions to the corresponding parts of the other ads. The ads show various layouts: some with product images, some with 'No image available' placeholders, and some with 'Add to Cart' buttons. All ads include a headline, price (\$29.99), and Prime eligibility.

The two types of targeting available for Sponsored Display include Views remarketing and Product targeting.

### Views Remarketing

Running advertisements based on views remarketing targeting serves ads to shoppers that have viewed the seller's product or designated similar products. This type of advertising is often called 'retargeting'. This ad placement is served both on and off Amazon, meaning potential customers could see this ad on pages on Amazon.com, Amazon owned devices such as a Kindle, or on other websites such as ESPN.com, Instagram, or Facebook, or any other site that Amazon has purchased advertisement real estate. Custom audiences allow the advertiser to advertise just to customers that have viewed the advertised product listing page in the last 30 days, viewed similar advertised products, or drilled down category specific; or any combination of these in a campaign. Advertisers can elect to have Amazon make the ad or this can be customized adding a specific logo and headline.

### Product Targeting

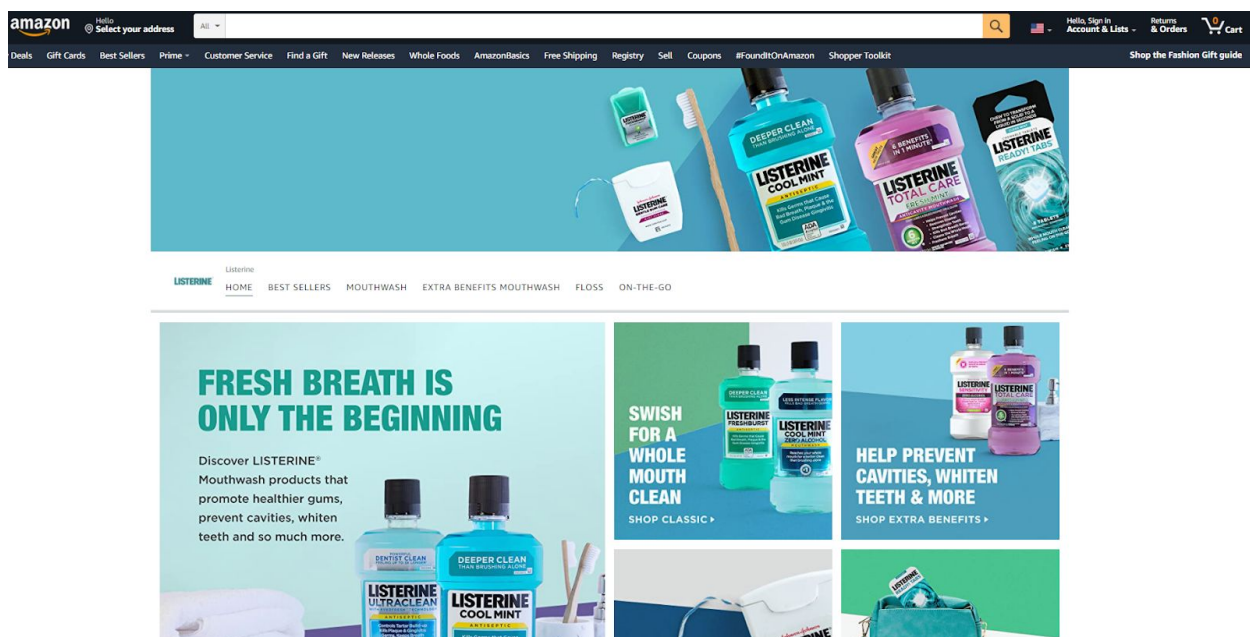
Brand owners can drive traffic to specific advertised listings by targeting these display ads on other listings on Amazon specified by the advertiser. Advertisers can identify competitor product listings to show the ad, which could result in a potential customer purchasing the advertisers product vs the targeted product.



## Stores

[Stores](#)<sup>12</sup> is a free program that allows sellers and vendors with a registered brand to curate their own webstore on Amazon by adding pages and collections of products for customers. Stores can be accessed by customers by clicking on the “brand” name under the title of the product listing page. Amazon provides a short URL: [amazon.com/BRANDNAME](#) that is easy to remember for customers and can be used for Amazon or non-amazon advertising activities. Stores are built using a self-service module style user interface where sellers create pages to share specific collections, help with new product discovery, and educate about the brand. Every Store features a Home Page that can be customized accordingly. Sellers are also able to add and customize additional subpages on their store that may be dedicated to a certain product or product line. Performance of the store can be viewed by analyzing the insights that share the performance of traffic, sales, specific pages, and sources of traffic.

Amazon provides many examples of sellers that utilize Stores to the fullest. Here is an example of [Listerine's Store](#):



Here are some of the ways that Listerine is using the Stores page:

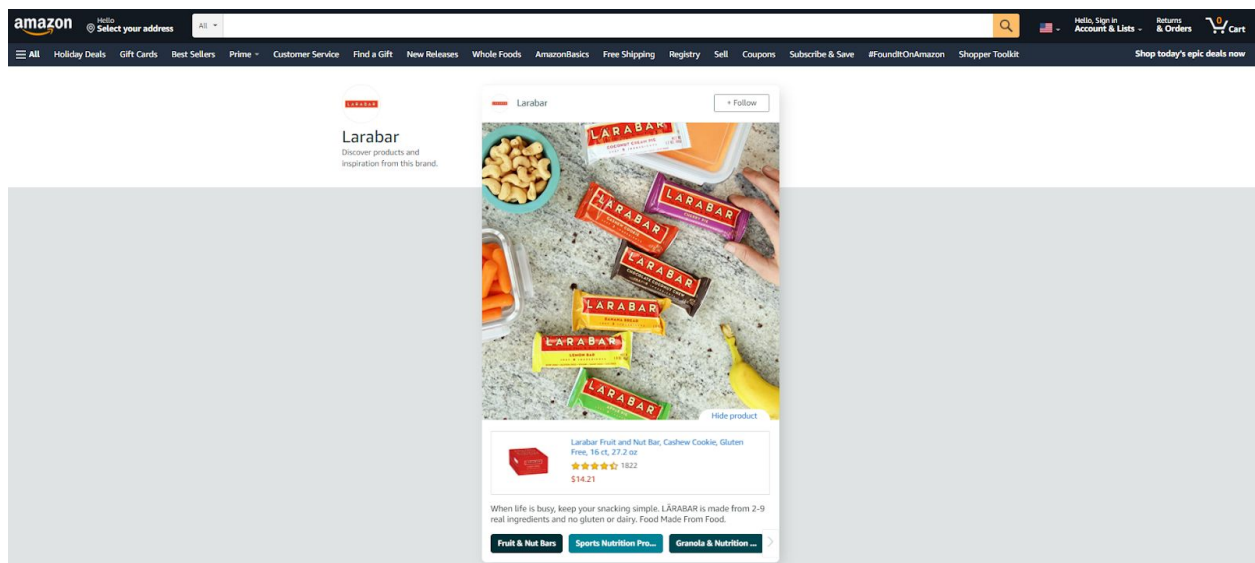
- Beautiful product images
- Color coordinated images
- Several pages calling out different categories including mouthwash, floss, and travel sizes
- Several different modules to merchandise the products in a unique way
- Sponsored Brand ads driving traffic to the Amazon store
- Specific page of best sellers to show customers the products that are most popular

<sup>12</sup> [Amazon Stores](#)



## Amazon Posts

Amazon Posts is a beta program that helps brand registered sellers create an image feed (similar to Instagram) that helps drive brand and product education and discovery. Sellers add lifestyle images and a short text description (caption) to stay connected with customers. Sellers can link up to 10 product ASINs on a post, which will display in order of relevance. These posts appear on product detail pages, brand feeds, category feeds, and other related feeds all throughout an Amazon customer's shopping experience. This is another free way for Brands to generate more viewable impressions and exposure. Amazon recommends to use images of your product in a realistic setting or visually attractive backdrop, rather than the white background images that display on your product listing page. Single, clear images are more effective for Amazon Posts rather than collaged, text heavy, infographic or busy images



Example [Brand Feed](#) for Larabar

Sellers can review performance of their Posts to see which connect well with audiences. Currently reporting is available with the following data points:

- Viewable Impressions - number of times the post was shown on the screen for 1 second
- Engagement - number of times a potential customer clicked on the post
- Engagement Rate - engagement divided by the number of impressions

The Posts program is still in beta, meaning that Amazon may update the program or change where or how it is displayed on Amazon, but it is a great free way to drive traffic to product listings and connect with sellers.

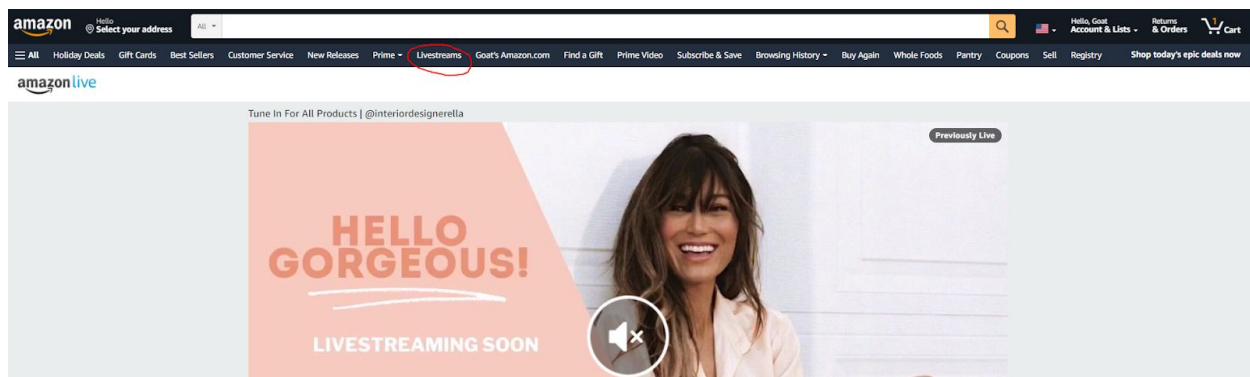


## Amazon Live

Brand registered sellers have access to Amazon Live, which is an interactive live streaming platform that allows sellers to engage with Amazon customers in real-time. Running an Amazon Live stream is as easy as downloading the [Amazon Live Creator app](#) and hitting start. This is a great tool for sellers that offer products that can be interacted with to show the product rather than just tell about it on a product listing page. Here are some products that would fit great with the Amazon Live program:

- Food - cooking during a live stream with links to the Amazon product detail page used in the recipe
- Beauty - putting on beauty products and showing the makeup live on someone
- Electronics - unboxing and technical review of new electronic products

Amazon Live is currently featured on the top bar of the Amazon home page which brings traffic to the page. It is easy to drive sales with the live stream hosted directly on the Amazon shopping platform so customers can add products to their cart as they are shown on screen. While streaming, viewers can ask questions in the chat bar allowing the presenter to address any thoughts or concerns and promote a call to action for customers to purchase.



### [Amazon Live](#)

It is important to review the [Amazon Live Community Policy](#) to ensure you are fully compliant with the content in the stream. Amazon recognizes Amazon Sellers utilize the Amazon Live platform with a [Level System](#)<sup>13</sup>. Here is an overview of the Amazon Live level system:

- Level 1, Rising Star. Default level all Amazon Live accounts start at
- Level 2, Insider. Application required to upgrade. Longer streams and greater overall content provides these users the eligibility to appear at the Amazon Live homepage
- Level 3, A-List. Application is required with a consistent streaming schedule, consistent use of all streaming tools, and high customer chat engagement. Amazon provides better support and marketing of these streams

<sup>13</sup> [Amazon Live Level System](#)



Amazon reserves the right to downgrade the level of any of these streams if performance falls below the requirements.

## Analytic Benefits

Brand registered sellers have access to reporting and data analytic tools not available to unregistered sellers. Utilizing these tools can provide additional insight into customer search habits, feedback from customers, and tracking conversion from traffic outside of Amazon. These analytic benefits are available through the Brand Dashboard, Brand Analytics, and Amazon Attribution.

## Brand Dashboard

Amazon Brand Dashboard provides a set of tools for brand registered sellers to help optimize different areas of the sales account. Amazon provides analytics across product pricing, indexing of keywords within product listings, and customer product reviews. As Amazon continues to help brand owners provide an amazing customer experience, expect the analytic tools and features to grow. Currently, the different sections of the brand dashboard and include: brand health, search terms optimizer, brand benefits and customer reviews.

### Brand Health

The brand health section within the brand dashboard provides insights on opportunities where sellers can meet Amazon customer expectations of products available for purchase, at competitive prices and Prime shipping availability. Reporting and actionable insights can be found on the subsections including: competitive price, prime eligibility, and in-stock rate.

Brand Health [Rate this page](#)

[Competitive price](#) [Prime eligibility](#) [In-stock rate](#)

**i** Visit the Brand Health page in Inventory to view live pricing issues.

Showing 35 ASINs

Product Name ASIN, SKU Brand, Category	30 DAYS (10/11/2020-11/6/2020)		AS OF RIGHT NOW		Actions
	Page Views Page View % Conversion	Uncompetitive Page Views Page Views With Competitive Match	Price Competitiveness	Your Price (+ shipping) Competitive Price	

### Seller Central Brand Analytics Brand Health Page

#### *Competitive Price*

The competitive price tool displays the number of times a customer visits the product listing page when there is uncompetitive pricing offered. This report displays the previous 30 days as well as a current snapshot. If the brand registered seller sells to distributors outside of Amazon, this can display if you are losing the buy box due to a competitive pricing issue. Pricing actions can be taken right from this page with automated pricing rules or by manually updating pricing.



### *Prime Eligibility*

The prime eligibility tab in Brand Health provides the previous 30 days and a current snapshot of the prime eligibility status of a brand registered seller's catalog. Prime designated products are the gold standard as Amazon Prime customers pay the annual fee for the benefits of prime including free two-day shipping. As a seller using the brand health prime eligibility tool is an easy way to audit that products are prime designated.

### *In-stock rate.*

Sellers cannot generate sales if the product is not in stock. The In-stock rate section of brand health shows the in stock percentage based on page views. Sellers can take action directly on this page to send in additional inventory to Amazon fulfillment centers.

## **Search Terms Optimizer**

The search term optimizer within the brand health dashboard shows how sellers can improve the indexing of the search terms customers might search to find and purchase the product. Including relevant search terms in the product listing will help the Amazon search algorithm match up what customers are looking for, to what is being offered. This tool analyzes the back end search term list and suggests improvements. They display "low value" search terms that can be replaced such as words that are repeated in the product's title, bullet points, or description that are already indexed or superfluous words such as "best", "new", "and". Utilizing relevant search terms that fit within the byte limit will help more customers find the products they are looking for more easily and increase sales for sellers.

## **Brand Benefits**

The Brand Benefits section of the Brand Dashboard list the current programs available to brand registered sellers. Sellers are able to sort the programs that will help on different dimensions including: conversion, discoverability, and customer loyalty. Currently the list includes: Brand Dashboard, A+ content, Manage your Experiments, Upload and Manage Videos, Sponsored Brands, Sponsored Display, Stores, Brand Analytics, Amazon Attribution, Amazon live, Customer Reviews, Vine, Subscribe and Save, and Product Bundles (all programs discussed in this white paper!).

## **Customer Reviews**

The Customer Reviews section on the Amazon Brand Dashboard displays the previous 30 days product reviews. Product reviews are an important part of the decision making process for a customer. Reviews provide first hand experience with the product by other customers. Sellers can use the Customer Reviews section of the Brand Dashboard to directly post a comment to customer reviews or take the feedback from customers for continuous product improvement.

## **Brand Analytics**

Brand Analytics is a suite of data and analytic tools provided to Amazon brand registered sellers to help make better strategic decisions about product offerings and marketing positioning. The





current reports available for sellers include: Amazon Search Terms, Repeat Purchase Behavior, Market Basket Analysis, Item Comparison and Alternate Purchase Behavior and Demographics.

### **Amazon Search Terms**

The Amazon Search Terms report within Brand Analytics allows sellers to see the relative search frequency and top 3 clicked products based on a given search term. Sellers can input a search term they are trying to rank for to see what products are clicking on. This can help see if they are targeting accurate, relevant search terms or compare top listings to see how their product offering stacks up against the competition. Continuously monitor this report to identify customer search trends.

### **Repeat Purchase Behavior**

Sellers can view which products are driving repeat purchases from the Repeat Purchase Behavior within Brand Analytics. Brand registered sellers can compare products within their product offerings to see which products customers continue to come back to. This can help with insights into which products should be more or less advertised towards with Amazon Advertising campaigns. This can be a great tool to assess the effectiveness of the Subscribe & Save tool to see how conversion or repeat purchases change when products become enrolled in the program or different discounts are provided.

### **Market Basket Analysis**

The Market Basket Analysis report shows what Amazon customers purchase in the same basket. Seller's can use this to identify opportunities for cross selling products. For example, if an office supplies seller sees that Amazon customer's often purchase pens when they buy paper, they could cross sell promote with Amazon Advertising or create a Virtual Bundle of the frequently purchased together products. If a competitor's product is purchased with the seller's product, this may be an opportunity to offer an owned branded product.

### **Item Comparison and Alternate Purchase Behavior**

This tool shows two different reports, the item comparison report which shows the different items Amazon customers view when shopping for the seller's product; and the alternate purchase report which shows the product that is actually finally purchased after an Amazon customer clicks on the seller's product listing. These reports can be used to identify competitor products which allows sellers to make product adjustments based on how customers browse and purchase.

### **Demographics**

The demographics report of Brand Analytics gives an overview of the age, household income, education, gender, and marital status of Amazon Customers. This information helps Amazon brand registered sellers understand who their customer is which can help with product customization and targeted marketing efforts. This data can be viewed holistically of the entire catalog or can be viewed in an individual ASIN level.



## Amazon Attribution

[Amazon Attribution](#)<sup>14</sup> is a beta reporting tool that tracks traffic and sales from social media and advertising channels off of Amazon that are linked to Amazon product listing pages by generating a trackable URL tag. This tool is great for Amazon sellers that have a presence outside of Amazon that are driving traffic to Amazon detail pages. Sellers can measure data from search ads, social media, email, and video media channels to see how Amazon customers find and purchase their product. Data is shared from different aspects of the sales journey from awareness (clicks on a given campaign), consideration (add to cart) and final sale (purchase). Analyzing the data allows sellers to identify the marketing channels that drive the greatest return on investment. This can include effectiveness of influencer marketing through URL tracking or links to the Amazon store on sellers' own website. These insights can be used to plan better future marketing campaigns.

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<sup>14</sup> [Amazon Attribution](#)



## Additional Brand Services

We have covered up to this point the most standard Amazon brand services. There are additional brand services provided to sellers that can help for particular situations. These additional brand services include Amazon IP Accelerator, Transparency, and Project Zero.

### Amazon IP Accelerator

[Amazon IP Accelerator](#)<sup>15</sup> is a service that helps businesses obtain intellectual property rights and brand protection. When a seller enrolls in Amazon IP Accelerator, they are connected with a law firm that has been curated by Amazon that is trusted to properly and quickly file a trademark on behalf of the seller. The program is free to enroll, but sellers must still pay service fees to the law firm but Amazon has pre-negotiated competitive rates to help sellers save money. Costs can vary depending on the level of service and number of trademarks sought but the current [maximum fees](#)<sup>16</sup> are \$500 for a high-level brand search, \$1,800 for a comprehensive search, and \$600 for filing the trademark. For sellers that do not have the intellectual property registered, the Amazon IP Accelerator is a great service to connect with vetted law firms trusted by Amazon to expedite the service at a pre-negotiated fixed maximum cost to sellers.

### Transparency

[Amazon Transparency](#)<sup>17</sup> is a product serialization service that identifies each individual unit the seller offers to proactively prevent counterfeit offers on Amazon and builds trust with customers by showing unit-level product information. Sellers opt into this program and tell Amazon the products they want to be enrolled. Amazon provides individual unique, alphanumeric non-sequential code labels that sellers must use on each product. Amazon scans the Transparency code label prior to sending it to Amazon customers to ensure that the code matches with the database on record. This program works for both FBA and merchant fulfilled orders. If a bad actor tries to offer a fraudulent product on the seller's listing, a customer will never receive the fraudulent product. Amazon customers can download the iOS or Android Transparency app to scan the code to see unit-level product information including manufacture date, location, and enhanced product information. There is a cost per product/label if sellers choose to enroll, but the more units enrolled, the more discount per unit is provided. This program builds trust with Amazon customers to ensure they get an authentic product when they purchase it.

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<sup>15</sup> [Amazon IP Accelerator](#)

<sup>16</sup> [Amazon IP Accelerator FAQ](#)

<sup>17</sup> [Amazon Transparency](#)



## Project Zero

Project Zero is a service that gives additional automated protections and self-service counterfeit removal features above and beyond what is offered through traditional Brand Registry services. When enrolled, sellers receive the benefits of Amazon's machine learning that scans Amazon listings and proactively removes suspected counterfeit listings and offers. This program provides a great deal of power to brand registered sellers as they have the self-service capabilities to remove product listings and offers from Amazon. To ensure that there is no misuse with offering this program to sellers, Amazon requires sellers to have submitted infringement reports in the last 6 months with an approval rate of at least 90% prior to being eligible for the program. Once enrolled, specialized training is required and a 99% accuracy of infringement reports must be maintained in order to retain the Project Zero privileges. Sellers that have a history of successfully reporting intellectual property infringements through Brand Registry should pursue the additional brand benefits provided by [Project Zero](#)<sup>18</sup>.

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<sup>18</sup> [Amazon Project Zero](#)



## Conclusion

As Customer Obsession continues to be a leading principle at Amazon, they will continue to innovate, create and improve various tools, programs and opportunities for Brands to provide the best experience for customer shopping on Amazon.com. Trust is a major aspect of why Amazon is the largest online marketplace. Amazon will continue to invest in tools aimed at preventing fraudulent offers and programs that enable brands to connect with Amazon customers.

We hope that by the end of reading this you have a better understanding of:

- What brand registry is and how to apply for it
- Product listing merchandising benefits from Brand Registry
- Analytics tools for brand registered sellers
- Additional services offered to brands selling on Amazon

If you have any questions regarding this white paper or anything Amazon related, please reach out to us at <https://www.goatconsulting.com/contact-us>



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## Notes

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