

EBOOK

# Checklist : for Automating your Product Information on Amazon Vendor

The customer is always expecting **quality product content**. And with Amazon Vendor, your customer is Amazon itself.

Amazon needs your product information for validation. You have two choices here: you can add all your product information by hand, or automate the task with Sales Layer's PIM solution.



# How to integrate the Sales Layer Amazon Vendor API connector

## **Import your products to the Sales Layer PIM system.**

The first step is for all your product information to be stored and centralized in the PIM software so that it can be sent to whatever channels you want, with Amazon Vendor being one of those channels.

## **Check to see if you have a Vendor Code available for your country/language.**

Here, you have to be sure that the necessary Schema exists for you to configure your language and product type. Authorize Sales Layer as a CSP from your Vendor Central account and you'll be able to see if there is a Vendor Code available in your country.

If you don't find your Vendor Code, contact your Amazon Vendor Manager or us to find out when it will be available.

## **Configure the Amazon Vendor API connector.**

You can now select the Amazon Vendor API in the Sales Layer channel store.

With Sales Layer, it will be much easier for you to manage all the product content that you have to send to Amazon:

- Information that you are going to send to Amazon Vendor.
- Data field assignment. There are two types of fields: those in red are mandatory and those in yellow are recommended.
- Product category.
- Product variants. **BE CAREFUL!** On Amazon, product variants are treated like unique products with their own EAN and ASIN.
- Images: 1 main image and up to 8 additional ones.
  - ✓ JPG, PNG, TIFF, or GIF (we recommend JPG).
  - ✓ RGB or CMYK color code (we recommend RGB).
  - ✓ Minimum resolution of 72 dpi.
  - ✓ Ideal size of 1000 pixels.
  - ✓ **IMPORTANT NOTE!** Amazon validates images from providers and can take up to 5 days to approve them.
- Send content to Amazon as a test or as a full or partial update.

## **Monitor the state of your product information on Amazon.**

- Activity log (the information sent from Sales Layer).
- Amazon reports (response reports from Amazon).
- Detection of errors that you can correct or that Amazon will have to correct.

# Advantages of the Sales Layer Amazon Vendor API connector

Our exclusive connector uses catalog sources (AFS) to publish catalog content on Amazon automatically.

All the advantages of the Sales Layer Amazon Vendor API connector:

- Configure your Amazon templates just one time.
- Update product data automatically.
- Improve product information quality.
- 0% error rate and no information redundancy.
- Product validation system with information on corrections.

**NOTE:** At present, the connector is only available for certain Schemas and countries as Amazon rolls them out. Find out more [here](#).

To handle any synchronization problems with Amazon Vendor, Sales Layer includes support to assist you and guide you in successfully creating your Amazon product catalog.

Are you ready to take full advantage of your position in Amazon Vendor? Reserve a [custom session](#) with a Sales Layer specialist to find out more and analyze the connector alongside your business's needs.

**Make your catalog stand out on the marketplace with Sales Layer, one of the first official Amazon Vendor API integrators of Europe!**

