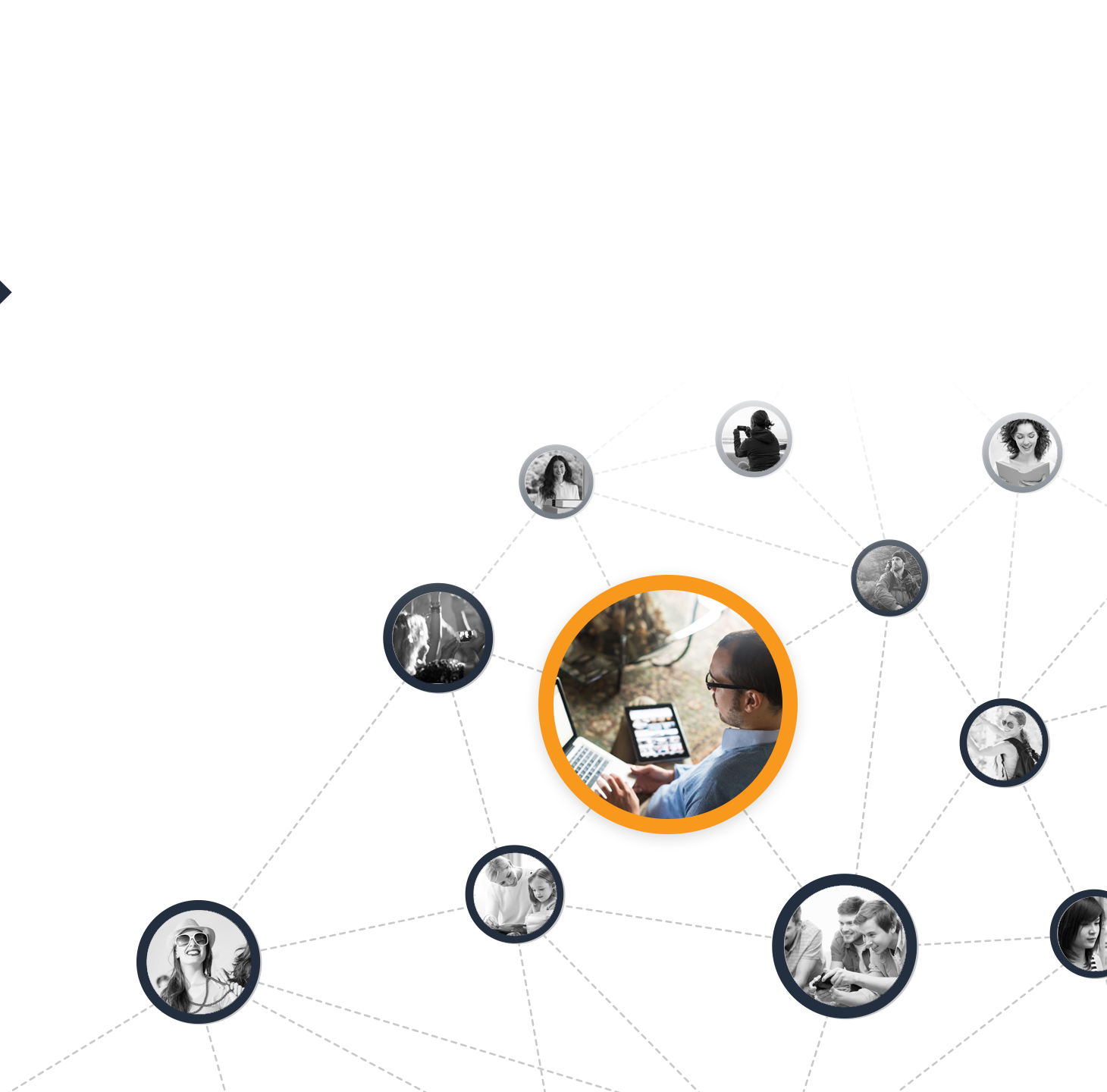


# Amazon Stores

## User Guide

Version: US1.0  
Effective Date: April 1<sup>st</sup> 2017



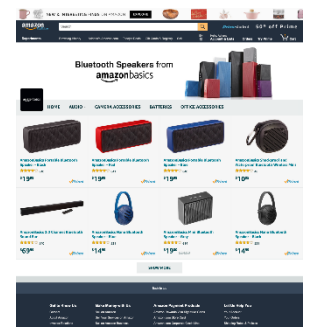
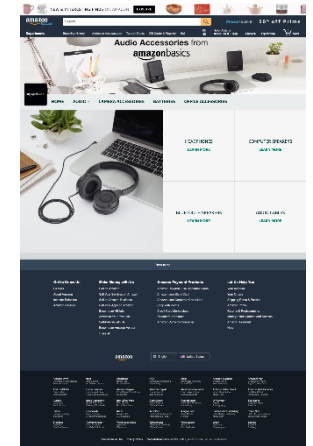
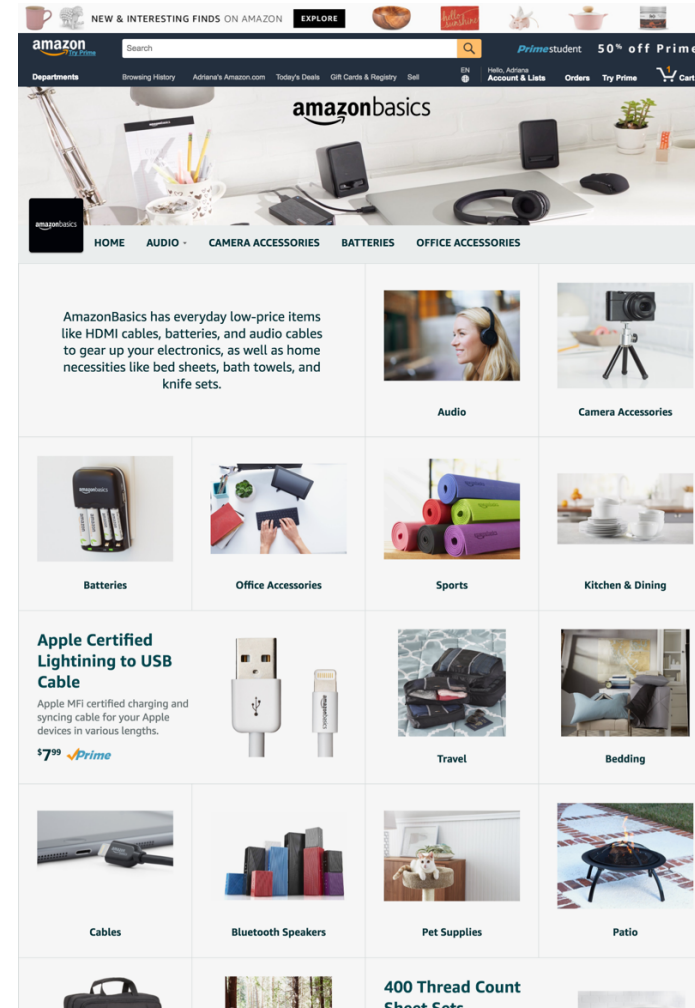
# Introduction

This guide explains what an Amazon Store is and how to plan, build and grow the audience for your brand's Amazon Store.

**Amazon Stores** is a free self-service product that allows brands to create single or multi-page Stores to showcase their brand value and product selection. Amazon Stores is designed for desktop, mobile and tablet.

## Contents

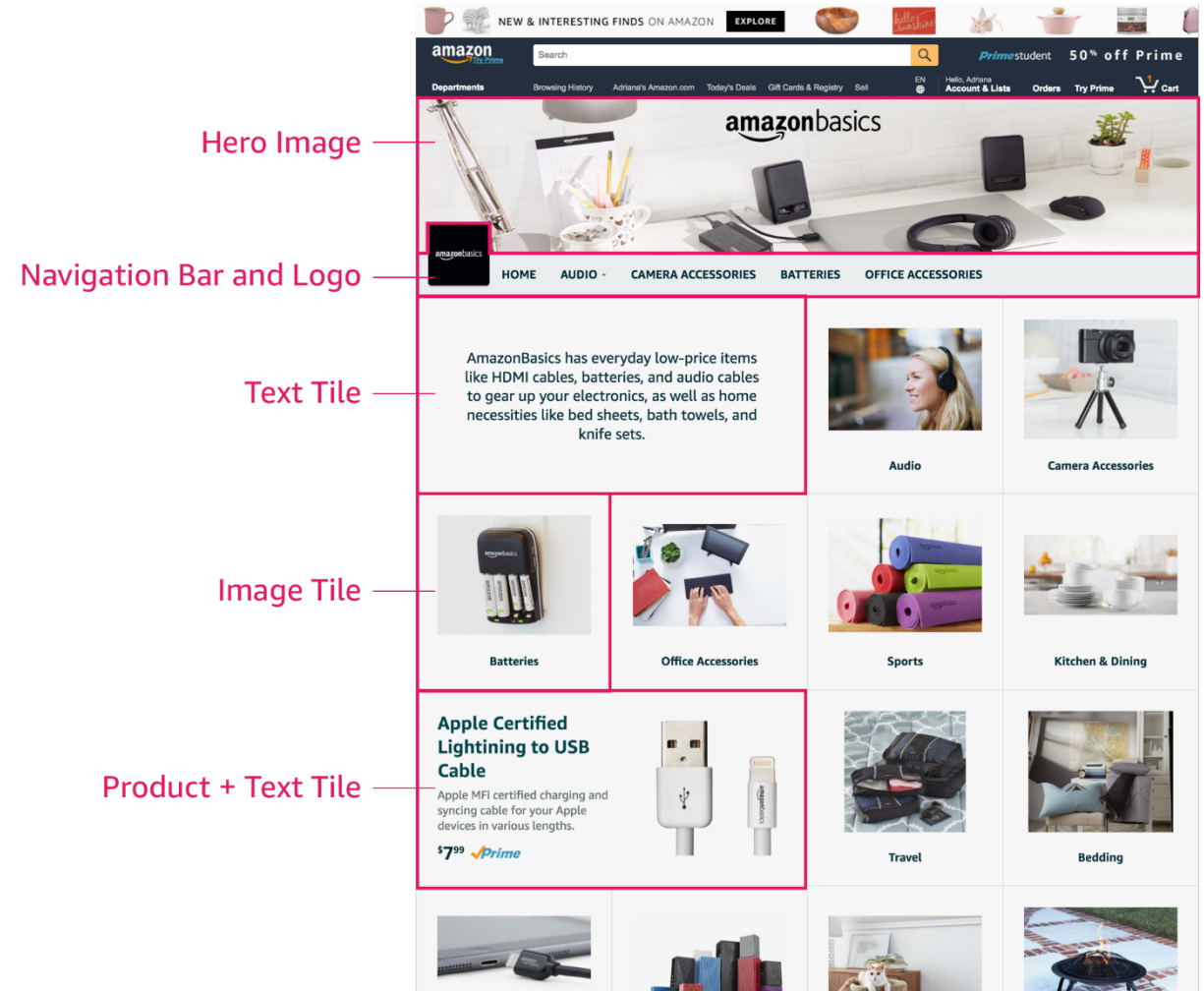
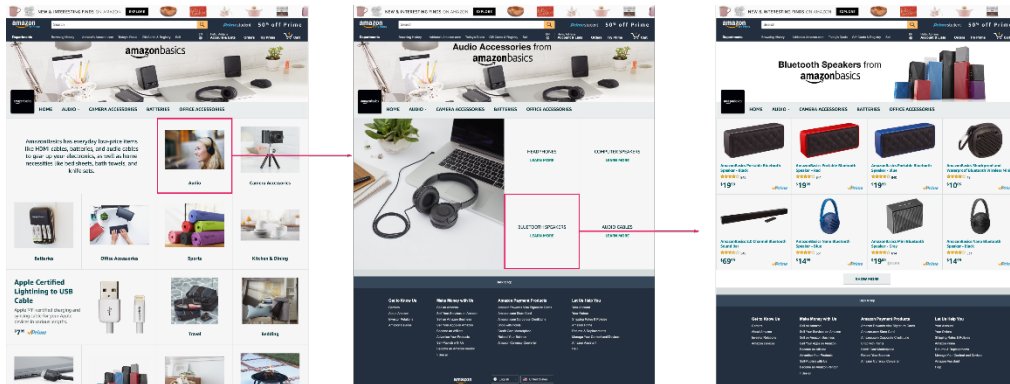
Amazon Store Components	3
Page Templates	4
Content Tiles	5
Amazon Stores Builder	6
Page Manager	7
Page Manager: Add a Page	8
Preview Window	9
Tile Manager	10
Status Bar	11
Review and Publish your Store	12



# Amazon Store Components

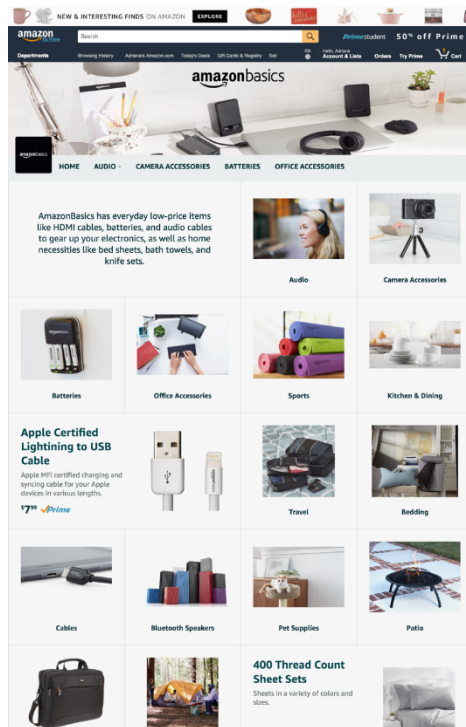
Amazon Stores are comprised of one or more pages. Each page is comprised of a header and footer surrounding a number of content tiles.

Each Amazon Store can have 3 levels with multiple pages at each level.



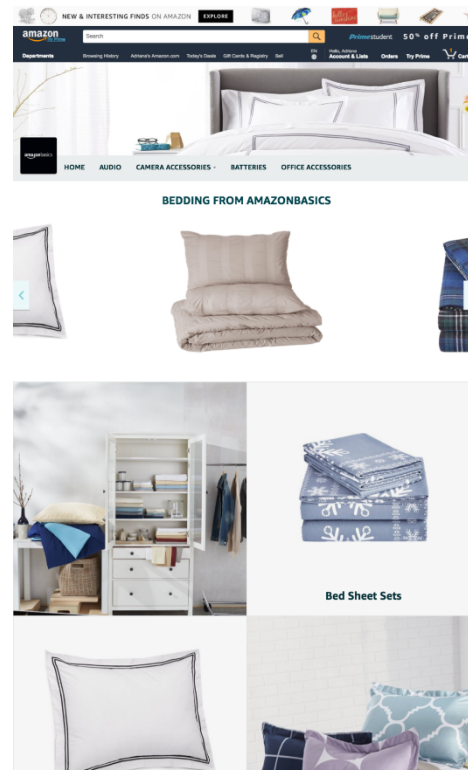
# Page Templates

Amazon Stores includes three templates to allow you to quickly setup a page with default tiles:



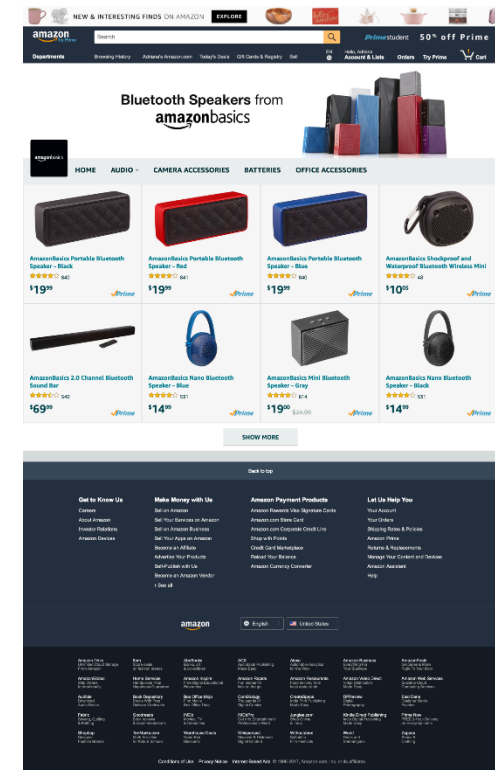
## Marquee

Designed to act as a brand or sub-brand gateway page



## Highlight

Showcase products and related content



## Product Grid

Display large number of products



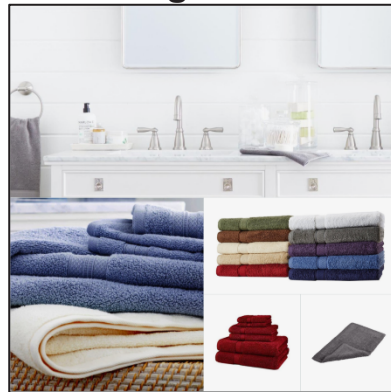
# Content Tiles

Examples of the content tiles available on Amazon Stores:

## Header Tile



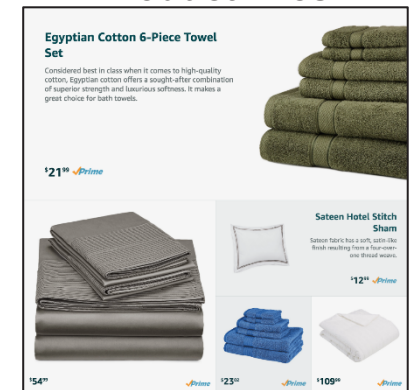
## Image Tiles



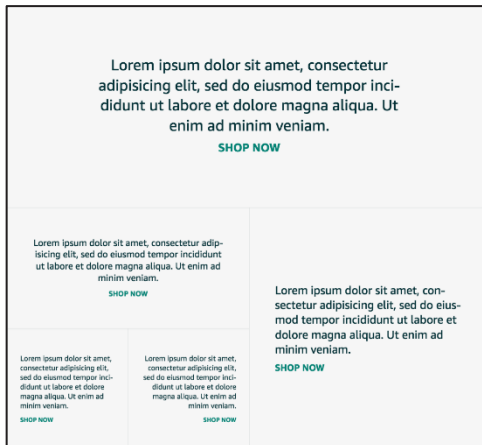
## Video Tiles



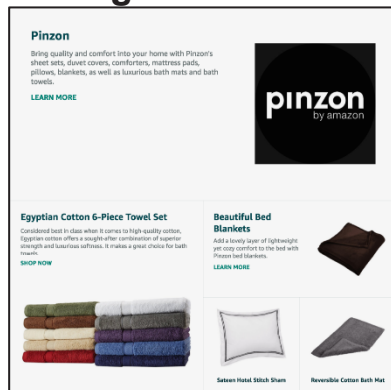
## Product Tiles



## Text Tiles



## Image + Text Tiles



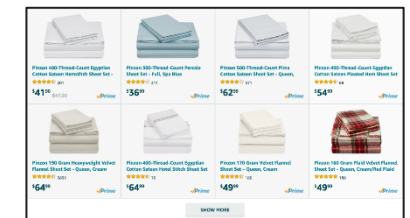
## Gallery



## Recommended Products



## Product Grid



## Best Sellers



# Amazon Store Builder

The Amazon Store builder has four sections:

1. The **Page Manager** is used to create, select, move and delete pages from the Amazon Store.
2. The **Preview Window** provides a live view of the current page. It can also be used to select a tile to edit in the Tile Manager.
3. The **Tile Manager** is used to add, edit, move and delete tiles from the Amazon Store.
4. The **Status Bar** provides the current moderation status of the Amazon Store and displays any error messages.

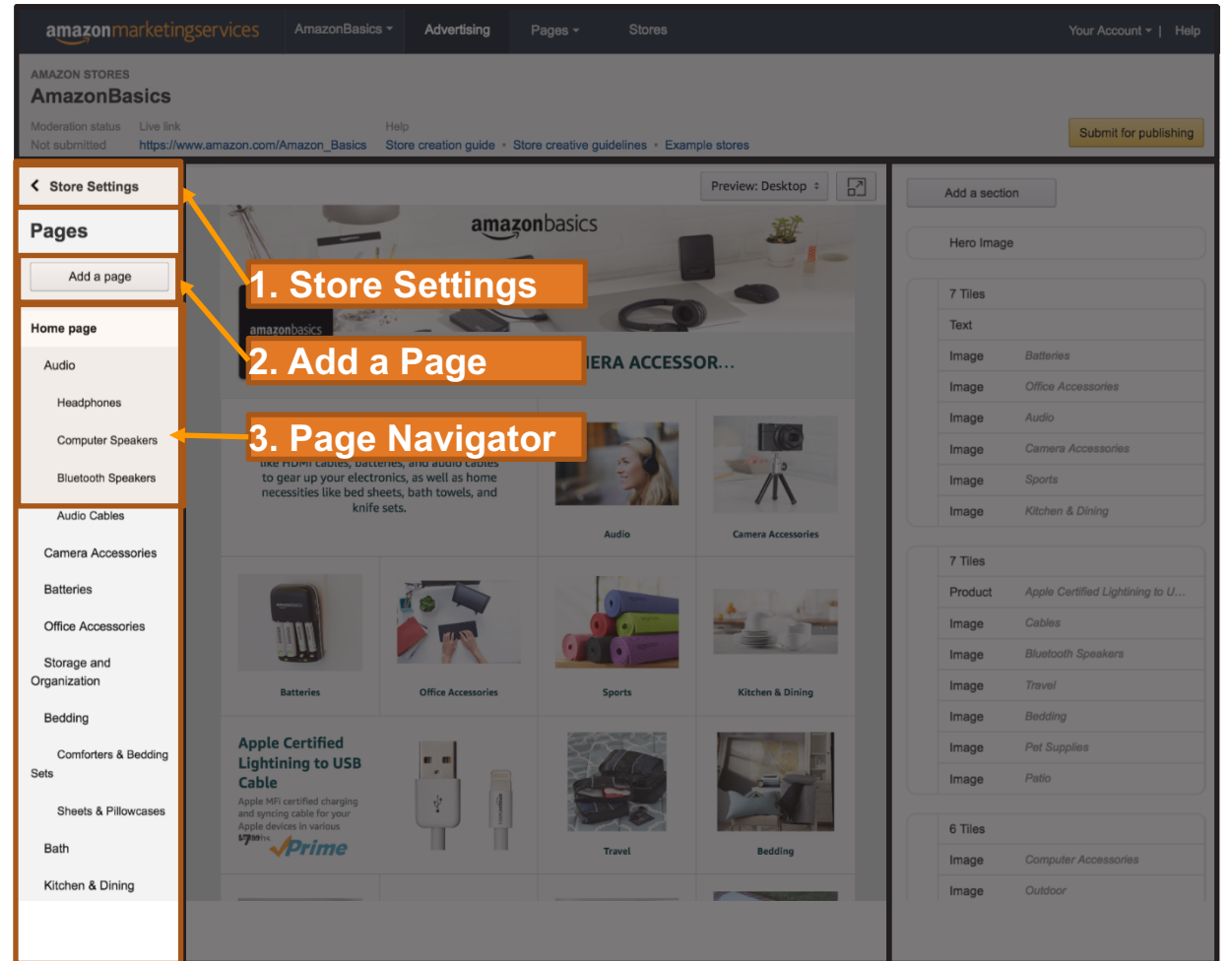
The screenshot shows the Amazon Store Builder interface. At the top, there is a navigation bar with 'amazonmarketingservices', 'AmazonBasics', and 'Advertising'. Below this, the 'AMAZON STORES' section is visible, including 'AmazonBasics' and 'Moderation status: Not submitted'. A 'Submit for publishing' button is located in the top right corner. The main interface is divided into four sections:

- 1. Page Manager:** Located on the left side, it shows a list of pages under 'Store Settings' and 'Pages'. The 'Home page' is selected, and a list of categories like 'Audio', 'Headphones', 'Bluetooth Speakers', etc., is visible.
- 2. Preview Window:** The central area shows a live preview of the AmazonBasics store page. It features a header with the AmazonBasics logo and navigation tabs for 'HOME', 'AUDIO', and 'CAMERA ACCESSOR...'. Below the header, there are several product tiles, including 'Audio', 'Camera Accessories', 'Batteries', 'Office Accessories', 'Kitchen & Dining', 'Travel', and 'Bedding'. A 'Preview: Desktop' button is visible in the top right of the preview area.
- 3. Tile Manager:** Located on the right side, it shows a list of tiles that can be added to the store. The tiles are organized into sections: 'Hero Image', '7 Tiles' (Text, Image, Image, Image, Image, Image, Image), and another '7 Tiles' section (Product, Image, Image, Image, Image, Image, Image). The 'Image' tiles are labeled with categories like 'Batteries', 'Office Accessories', 'Audio', 'Camera Accessories', 'Sports', 'Kitchen & Dining', 'Bedding', 'Pet Supplies', and 'Patio'.
- 4. Status Bar:** Located at the top right of the interface, it displays the current moderation status and provides a 'Submit for publishing' button.

# Page Manager

The Page Manager allows the Amazon Store creator to add, edit, move and delete pages from their Amazon Store.

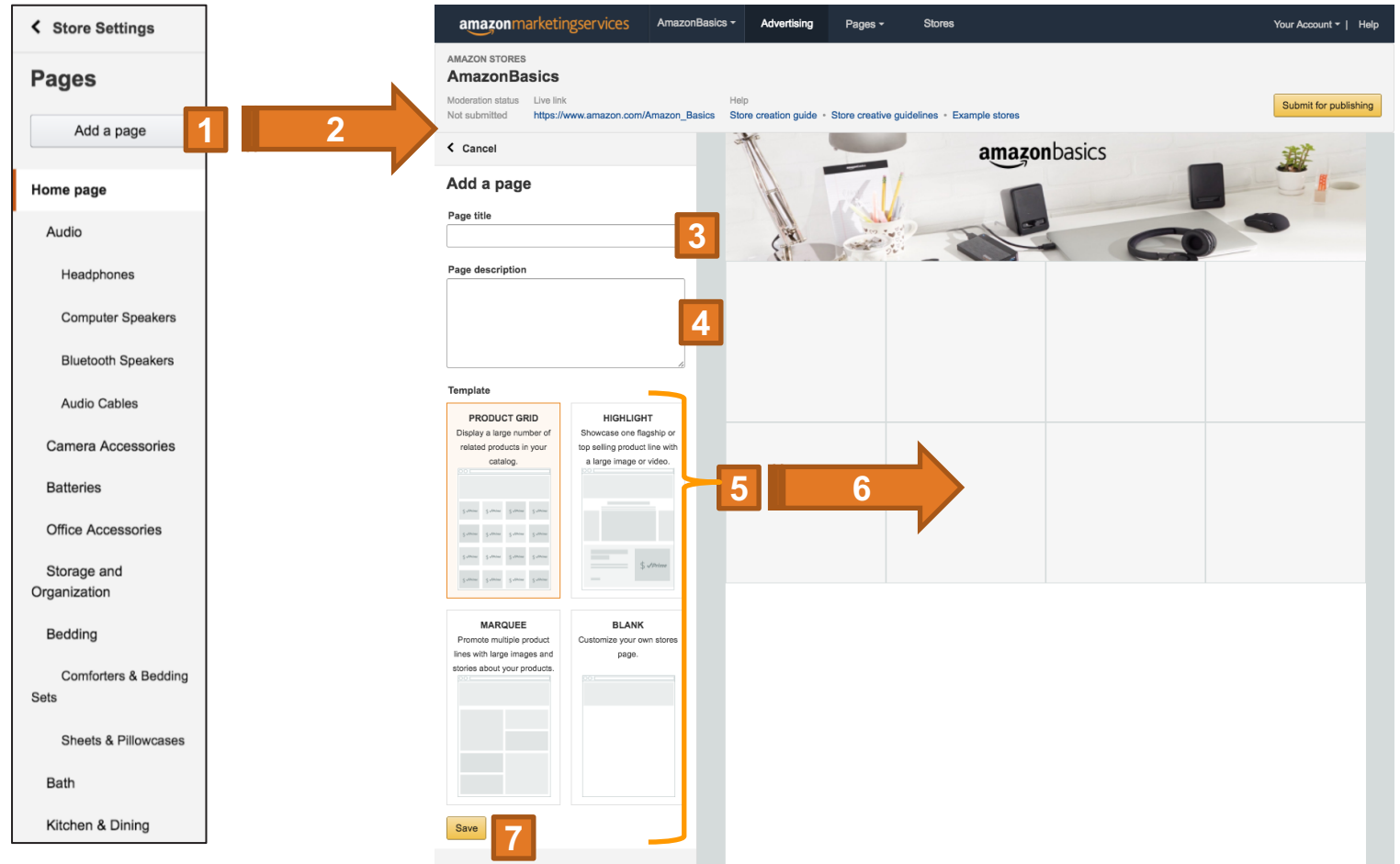
- 1. Store Settings:** Opens the Store settings panel where you can change your Store logo or color.
- 2. Add a Page:** Creates a new page.
- 3. Page Navigator:** Displays the hierarchy of pages in your Amazon Store. Clicking on a page will open it for editing.



# Page Manager: Add a Page

To add a page to your Amazon Store:

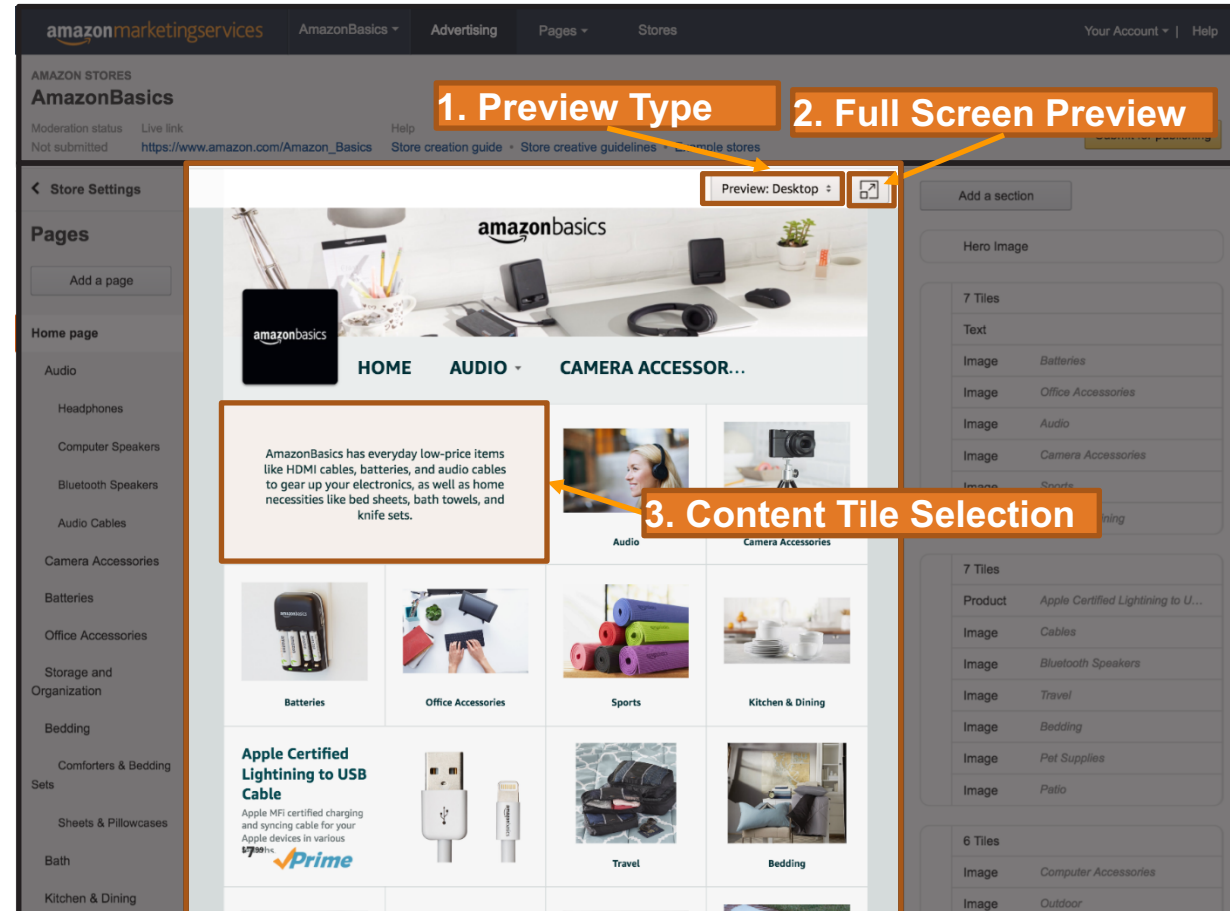
1. Click the Add a page button in the page manager.
2. The “Add a page” form will be shown.
3. Enter the page name.
4. Enter the page description.
5. Select a template for your new page.
6. Click “Add page” to add a page using the selected template.



# Preview Window

The page preview provides a live view of the selected page.

1. **Preview Type:** switch between desktop and mobile previews.
2. **Full Screen Preview:** opens selected page in full screen.
3. **Content Tile Selection:** clicking on a tile will select it for editing in the Tile Manager.





# Tile Manager

The Tile Manager allows the Store creator to add, edit, move and delete tiles from the current page.

- 1. Content Tile List:** A listing of all of the content tiles on the current page. Clicking on a tile will open it for editing.
- 2. Add a Section:** Allows you to add a new section filled with tiles.
- 3. Section Settings:** Click on the section group to open the section settings and be able to delete the group

The screenshot shows the Amazon Stores Tile Manager interface. The top navigation bar includes 'amazonmarketingservices', 'AmazonBasics', 'Advertising', 'Pages', 'Stores', 'Your Account', and 'Help'. Below this, the 'AmazonBasics' store page is displayed with a 'Submit for publishing' button. The main content area is divided into a left sidebar and a central preview area. The sidebar contains 'Store Settings' and a 'Pages' section with an 'Add a page' button. Below this is a 'Home page' section with a list of categories: Audio, Headphones, Computer Speakers, Page: Hover, Audio Cables, Camera Accessories, Batteries, Office Accessories, Storage and Organization, Bedding, Comforters & Bedding Sets, Sheets & Pillowcases, Bath, and Kitchen & Dining. The central preview area shows a desktop view of the store page with a grid of content tiles. Three callouts are present: '1. Content Tile List' points to a grid of tiles in the preview area; '2. Add a Section' points to an 'Add a section' button in the right-hand settings panel; '3. Section Settings' points to a list of tiles in the right-hand settings panel. The settings panel on the right shows three sections: a 'Hero Image' section, a '7 Tiles' section with a list of image tiles (Batteries, Office Accessories, Audio, Camera Accessories, Sports, Kitchen & Dining), and another '7 Tiles' section with a list of image tiles (Apple Certified Lightning to U..., Cables, Bluetooth Speakers, Travel, Bedding, Pet Supplies, Patio). A final '6 Tiles' section shows two image tiles (Computer Accessories, Outdoor).

# Status Bar

The Status Bar provides feedback about both the live Amazon Store and the current draft:

- 1. Moderation Status:** Displays the current moderation status of the Amazon Store.
- 2. Draft Status:** Displays the last time the draft was saved to the server.
- 3. Submit:** Submits the current draft Amazon Store for publishing. Prior to publishing, the draft will be moderated by Amazon.

Moderation status	Definition
Not Submitted	The current draft Amazon Store is not submitted or there is no live Amazon Store.
In Progress	The current draft is under review by moderation.
Approved	The previous draft was approved and published on Amazon.com.
Failed	The previous draft failed moderation. An email explaining the cause will be sent to you.

The screenshot shows the Amazon Marketing Services (AMS) interface for a Pinzon store. The status bar at the top of the page displays the following information:

- Moderation status:** Approved
- Live link:** <http://amazon.com/pinzon>
- Help:** Store creative guidelines • Store creation guide • Example stores
- Draft Status:** ✓ Draft saved 2 minutes ago
- Submit for Publishing:** Submit for publishing

Callouts in the image identify these elements:

- 1. Moderation Status:** Points to the 'Approved' status.
- 2. Draft Status:** Points to the 'Draft saved 2 minutes ago' message.
- 3. Submit for Publishing:** Points to the 'Submit for publishing' button.

# Review and Publish

Once you have finished building your Amazon Store, you can submit it by clicking the “Submit for publishing” button. Your Amazon Store will be submitted for moderation. You can’t make changes to your draft while it is being moderated.

The moderation process can take several days. Please review our Creative Guideline (available in the Amazon Store builder) to avoid rejections during moderation.

Before you publish your Amazon Store, you should check for the following:

- Spelling or punctuation errors.
- All changes are included in the draft version.
- Use the mobile preview to make sure that your Amazon Store is optimized for mobile experience.
- Check your images and videos to make sure that any text in them can be easily viewed (including on mobile).