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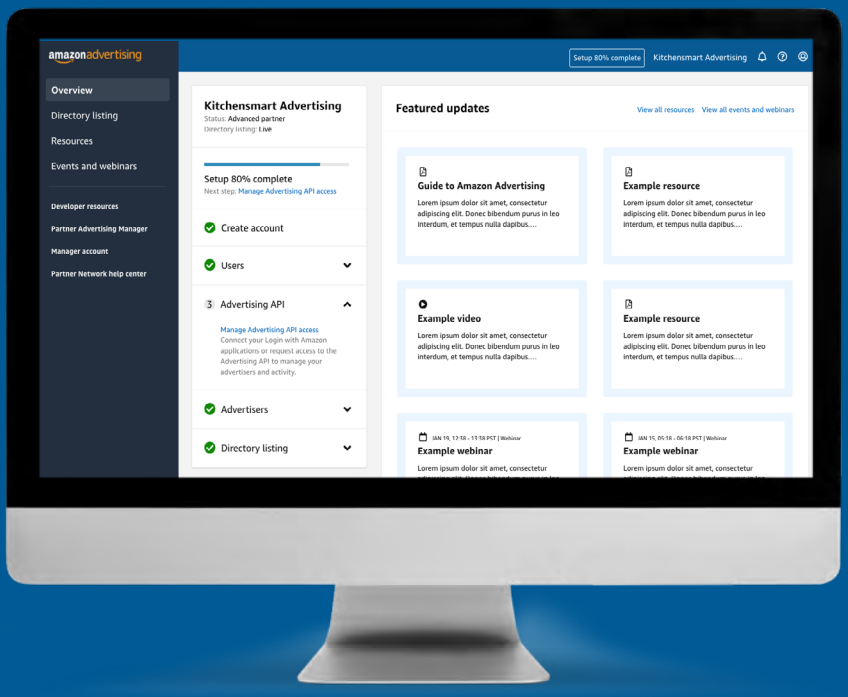
Amazon Advertising Partner Network user guide

Designed for agencies, consultancies, and tool providers, this guide will help you navigate the Amazon Advertising Partner Network



Amazon Advertising Partner Network

The Amazon Advertising Partner Network (also referred to as the Partner Network) is a self-service hub for agencies and tool providers to manage business relationships with Amazon Advertising. You can register with the Partner Network to access marketing and learning resources and showcase your capabilities to advertisers on the Amazon Advertising partner directory.



Key areas of the Partner Network

Partner status
Earn advanced partner status by demonstrating expertise, engaging with Amazon Advertising products, and delivering results for advertisers

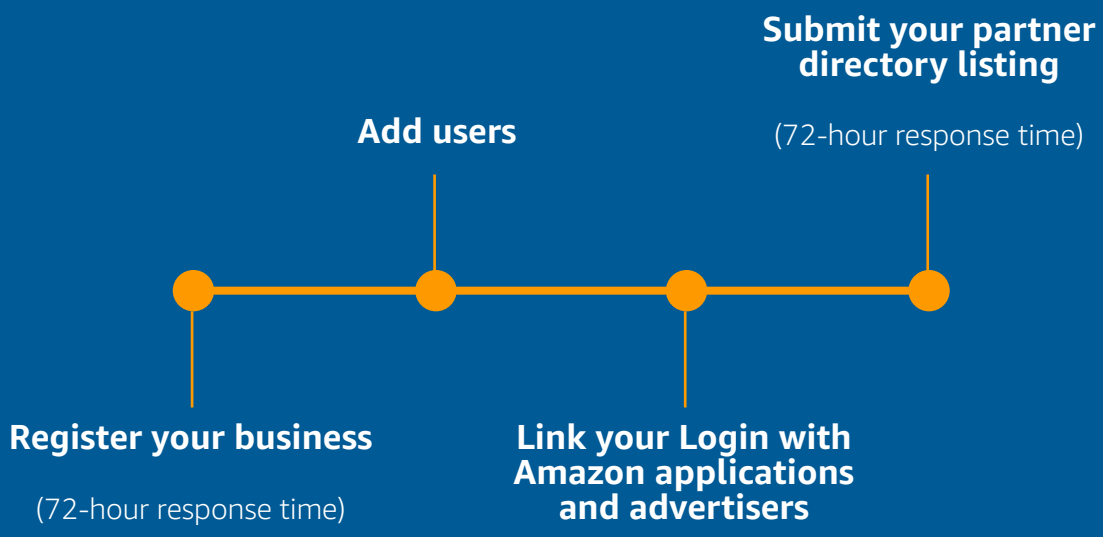
Resources, events, and webinars
Build your knowledge through Amazon Advertising resources, events, and webinars

Partner directory
Showcase your expertise through a listing in the partner directory

View certifications
Access Amazon Advertising learning certifications completed by your organization's employees

Developer resources
Access technical documentation and latest release information

Process to join the Partner Network



Registration

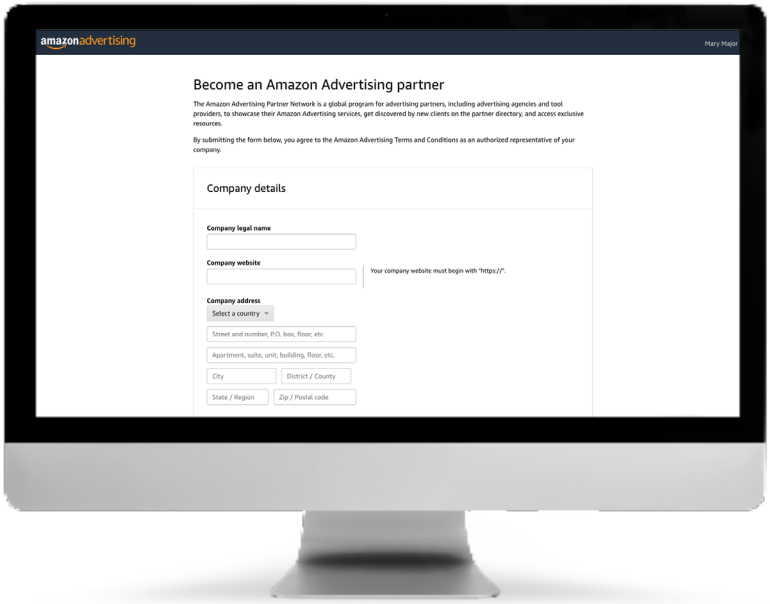
Register your business on the Partner Network and complete the account set up by adding users and advertisers and by submitting your directory listing, which will be reflected in the partner directory. Setting up your account is a prerequisite in our evaluation of designating advanced partner status. Please ensure you are the representative of your organization authorized to accept the Amazon Advertising Terms and Conditions on behalf of your business, and to create and operate your organization's Partner Network account. You will be able to add additional users with other access levels in the account setup process.

Access and sign-in

- Access the registration page through the **Amazon Advertising website**
- Sign in with the existing Amazon account credentials you use to support advertisers. If you do not have an Amazon account, we recommend you create a new one using your company email address
- If you have an existing **manager account**, we recommend to use it to register on the Partner Network. Using your existing manager account will allow you to easily link users and advertisers from your manager account to your Partner Network account. You must be the account admin on the manager account to use it to register for the Partner Network.
- If you have multiple manager accounts, we recommend selecting the manager account which best represents your business that will be evaluated for advanced partner designation

Manager account allows you to link multiple seller and vendor accounts, across regions, all with a single sign-on. You can use manager account for a comprehensive view of account performance and alerts, billing and payment summaries, centralized user management, and view spending and ROAS across sponsored ads and Amazon DSP in a single dashboard.

You have the option to register your organization to a single Partner Network account that can include offices across multiple regions. If you want your Partner Network accounts represented individually, you can also create multiple Partner Network accounts for your organization based on regions and distinct legal entities. Each Partner Network account will require a distinct business registration number and will be evaluated independently for assessment to designate advanced partner status.



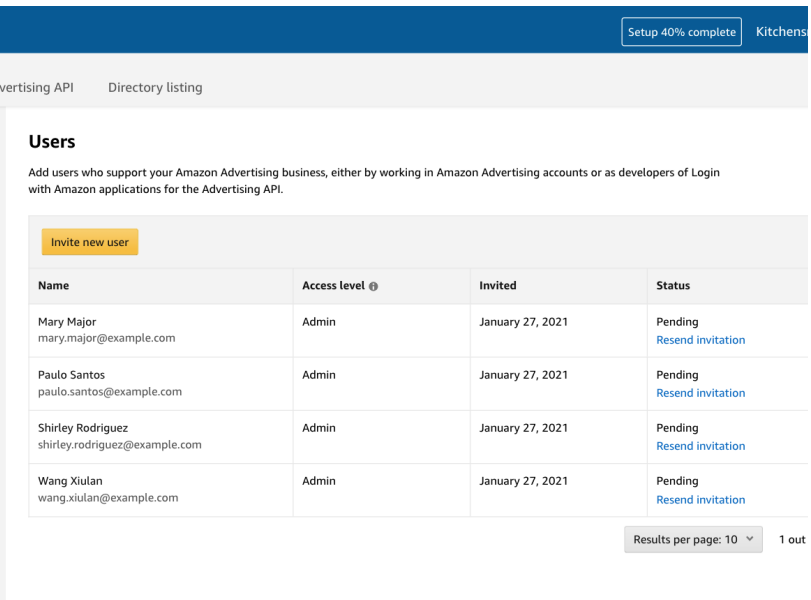
Registration page

You can register on the Partner Network by providing information required to identify your business.

- To register on the Partner Network you will need to submit the following details: company legal name, company website, country of incorporation, official business address, and business registration number
- We will validate the details provided and confirm adherence to the Amazon Advertising marketing guidelines for agencies and tool providers, and notify you via email if your application has been accepted or declined
- If declined, we will provide the reasons for the rejection and you can edit your registration details and submit again
- If accepted, we will notify you with an email which will have the link in which you can click to access the Partner Network as a partner admin user

Adding users

- As a next step to completing your Partner Network account set up, we recommend adding users who work on Amazon Advertising accounts or manage your Login with Amazon applications for your organization
- If you have registered through an existing manager account, you will see the linked users in the Partner Network and will be able to manage them through your Partner Network account
- To add new users you can send email invites by clicking “Connect users” on the homepage and then “invite new user” on the users page based on the access levels you want to grant for each user role
- Please ensure the email address on the invite is the email account used by your associates to manage Amazon Advertising campaigns and access Amazon Advertising learning console for certifications
- Learning console certification can be viewed in the Partner Network for all users and is used to validate the “Products supported” details in the partner directory in our review process
- Once the invites are accepted, you will be able to view the users linked to the Partner Network through the users page





User roles and access levels

You can assign one of three levels of access to invited employees: associate, developer, or admin

All associate users can:

- View their own learning console details
- View total number of linked users
- View resources, events, and webinars
- Access contact us and help content
- Unlink themselves from Partner Network account

Developer users can:

Access all associate user rights, plus:

- Access the developer page on Partner Network
- View all Login with Amazon applications
- Map or remove one of their own applications to a partner
- Access and submit Amazon Advertising API registration form

Admin users can:

Access all associate user and developer user rights, plus:

- Ability to update registration information
- Create, edit, view, and delete the business profile on Partner Network
- Invite users, modify user roles, view all linked users, unlink any user from account, view all users learning console certifications
- Invite advertisers, and unlink any advertiser from account

Adding advertisers

- From the homepage, click on “Users” then click “Manage advertisers” to link advertisers to your Partner Network account
- If you have registered for the Partner Network through an existing manager account, you will see the linked advertisers from your manager account in your Partner Network account. If your organization manages an Amazon DSP account, ensure your Amazon DSP admin users are also admins in your manager account to add advertisers to your Partner Network account.
- If you have advertisers that have authorized one of the Login with Amazon applications linked to your Partner Network account, you will see the linked advertisers in your Partner Network account
- The Partner Network admins can invite advertisers by clicking “Link advertisers” to send an email invite to an account admin for the advertiser account being managed by the partner
- The account admin will receive the email with the link to approve the access request sent by the partner
- Once approved by the account admin, the advertiser account will reflect as linked advertiser on the “Advertiser page”. Partner admins can also view the pending invites that have not been approved by the advertiser and have the option to resend the invite.

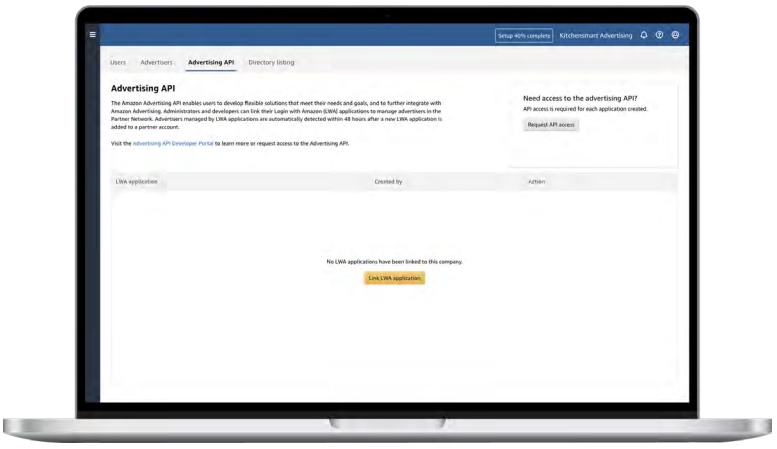


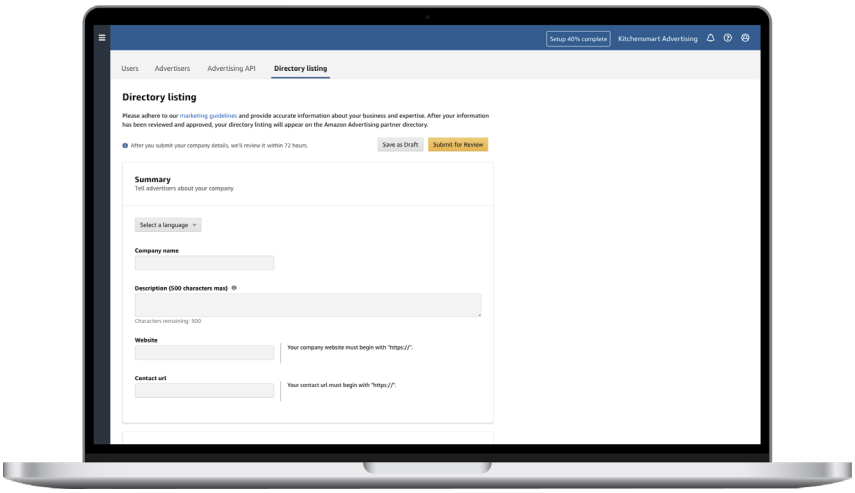
Managing Amazon Advertising API

Click on “Managing API access” to:

- Request Amazon Advertising API access
- Link your Login with Amazon applications to the Partner Network account
  - Users will be able to view applications that are connected to the Amazon Advertising API and can select the ones they would like to link to the Partner Network account. A Login with Amazon application can only be linked to one Partner Network account at a time.
  - For Partner Network-linked applications, applications given advertiser permission will display in the Partner Network account.

Request Amazon Advertising API access in the Partner Network »



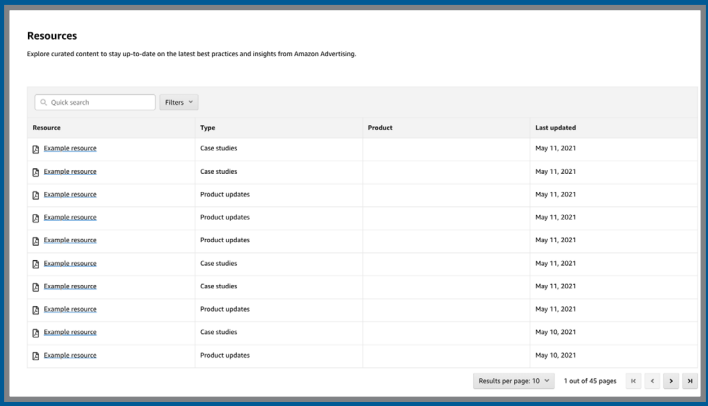


Submit directory listing

Showcase your capabilities on the partner directory to help advertisers find the right partner for their needs. The Partner Network admin users can click on “Publish directory profile” to submit the partner directory listing details that will be listed on the Amazon Advertising partner directory.

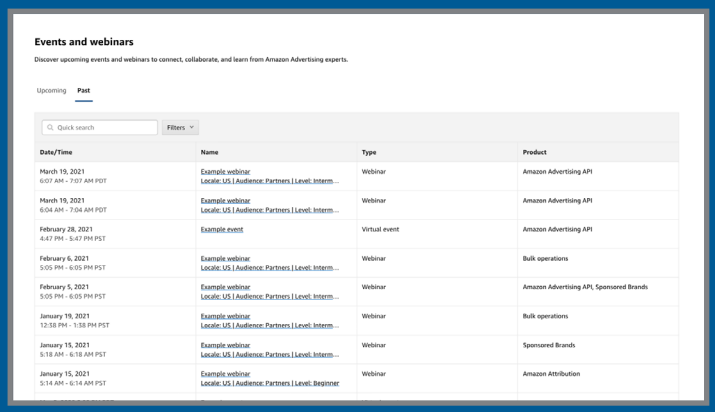
- Provide the information required about your business and expertise. This information will be surfaced in the partner directory after a review and approval process by Amazon Advertising.
- Details required include:
  - company name
  - description
  - website
  - contact URL
  - minimum monthly budget
  - marketplaces supported
  - logo
  - services offered
  - products supported
  - languages supported
  - offices
- You can submit your partner directory listing in multiple languages by clicking on “translations”. Please note all copy must be pre-translated in the language you want to include before submitting. The language of the profile surfaced on the partner directory profile will depend on the partner directory user’s language settings
- Once submitted and reviewed by us, we will notify you by email if the profile has been accepted or rejected
- If declined, we will notify you of the reason and you have the option to resubmit with updated details
- If accepted, we will surface the listing on the Amazon Advertising partner directory
- You can edit a live profile with updated details which will follow the same review process

We will provide a check mark next to each “product supported” where we are able to validate the accuracy of the claim. We have established the criteria to be at least two associates with relevant product certification through learning console and recent campaign management activity (campaign creation or Amazon Advertising API call).



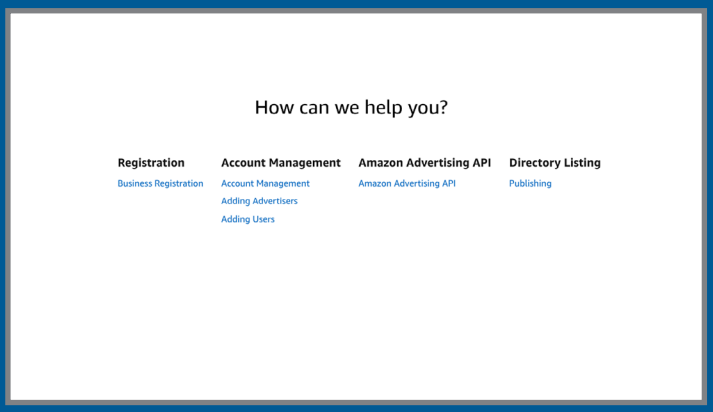
Resources

- You can access “Resources” on the Partner Network homepage
- Resources will include product user guides, case studies, recent product release information, and best practice and insight guides for Amazon Advertising



Events and webinars

- You can access “Events and webinars” on the Partner Network homepage
- Discover upcoming events and webinars to connect, collaborate, and learn from Amazon Advertising experts



Partner Network help center

- You can access “Partner Network help center” on the Partner Network homepage to access FAQs related to the Partner Network
- Click “Contact us” if you have any questions

Amazon Advertising marketing guidelines for agencies and tool providers

As a company registered on the Partner Network, your participation in the program is governed by the Amazon Advertising Terms & Conditions, as well as any applicable policies, guidelines, specifications or information made available on the Partner Network or an Amazon Advertising website, including the marketing guidelines.

To access the guidelines, please reference the Amazon Advertising Terms & Conditions. Admin users can also download the guidelines from the Partner Network homepage.



Do

- Discuss how you support Amazon Advertising services with current brand names and accurate product descriptions. Use Amazon Advertising website for reference.
- Provide your clients with the information available from Amazon about their Amazon Advertising campaigns and sales attributed to advertising.
- Use email, websites, social media, collateral (e.g. one-pagers, whitepapers, etc.), webinars, blog posts, bylines, and events to promote your support of Amazon Advertising.
- Speak accurately about Amazon's audience or measurement solutions by using public content from the Amazon Advertising website.
- Ensure any third-party research featuring Amazon is properly cited with the name of the study, study owner, and year published.
- Use Amazon press releases, the Amazon Day One blog, and shareholder letters for Amazon executive quotes.
- Link to the partner directory from your website, discuss it in meetings, and mention it in emails if your company is listed.
- Mention the number of employees that are Amazon Advertising certified with the approved language in section 4.2.
- Refer to your company as an "Amazon Advertising partner" if your company is registered on the Amazon Advertising Partner Network.
- Refer to your company as an "Amazon Advertising advanced partner" if your company is registered on the Amazon Advertising Partner Network and has been granted this status.
- Promote your support of Amazon Advertising with the use of the Amazon Advertising logo and/or advanced partner badge if your company is registered on the Partner Network, and if your company has agreed to the terms of the Trademark Usage Guidelines. Please see section 5.0 for more details on approved logo and badge use.

Don't

- Use company names, solution names, or domain names that incorporate the term Amazon or Amazon Trademarks (e.g. amazonagency.com, amazonadvertisingagency.com, Prime Advertising LLC, asin-advertising.com).
- Publicly share any of your clients' campaign and sales information without express, written approval from your client.
- Write Amazon Advertising press releases without express, written approval from Amazon.
- Create and share metrics that are not already published by Amazon (e.g. share of voice, search volume increases) without a proper citation of the source of the data.
- Refer to yourself as a "partner" unless your company is registered on the Partner Network.
- Refer to your company as an "advanced partner" if it has not been granted this status.
- Indicate any special relationship with Amazon (e.g. trusted, special, certified, strategic partner, or the best/only/ #1 agency).
- Make any unverifiable claims or performance guarantees to any third party on behalf of Amazon or Amazon Advertising (e.g. "We guarantee a 10 to 1 return on Amazon Advertising").
- Use the Amazon logo, Amazon Trademarks, and/or its variations (e.g., Amazon Prime boxes, Amazon Smile, Prime logo).
- Use Amazon logos or Trademarks on any third-party advertising services (e.g., paid search advertising).

Press release guidelines

Please reference to the **Amazon Advertising marketing guidelines for agencies and tool providers** for pre-approved use cases, which include posting a blog post on your own website. Refer to the section 4.1 in the marketing guidelines for how to speak about your company being an Amazon Advertising partner and to the below guidance about the Amazon Advertising Partner Network.

If you are interested in writing a press release about the Amazon Advertising Partner Network, Amazon will need to review it first, as outlined in our Amazon Advertising marketing guidelines (section 4.8). Please follow the below guidance for developing your press release and our review process.

Developing the press release:

Drafting and issuing the press release is your organization's responsibility; it is not a joint announcement. Please use the following examples of statements/descriptions in your press release:

- We are excited to share the [company name] has been accepted to the Amazon Advertising Partner Network.
- As an Amazon Advertising partner, [company name], is dedicated…
- [Company name] is/becomes a partner on the Amazon Advertising Partner Network…
- The Amazon Advertising Partner Network is a global community of agencies and tool providers that can help advertisers achieve their business goals through Amazon Advertising products.

Please use the following examples of statements/descriptions in your press release if you've achieved advanced partner status.

- We are excited to share the [company name] achieved advanced partner status from Amazon Advertising.
- As an Amazon Advertising advanced partner, [company name] is dedicated…
- [Company name] is/becomes an advanced partner on the Amazon Advertising Partner Network…
- Advanced partner status is given based on demonstrated expertise, engagement with Amazon Advertising, and delivered growth for advertisers.

The press release should not:

- Use the terms "partnership" or "alliance" to describe the relationship. We prefer language such as "agreement," "worked with," "collaborate," or "relationship."
- Include a quote from an Amazon Advertising executive.
- Include any forward-looking business statements
- Disclose proprietary information about Amazon Advertising or our business relationship.
- Refer to our stock ticker symbol.
- Use the Amazon Advertising boilerplate.

Approval process & beyond:

Please submit your press release to Amazon for approval a minimum two (2) weeks prior to the distribution date.

Please reach out to your Amazon Advertising representative or email **advertisingmarketing-guidelines@amazon.com** to start the review process. All drafts must be submitted in English.

We will track our changes and send the press release back to you.

We'll also need a final, clean copy of the approved press release for our files prior to distribution. Please share it with your Amazon Advertising representative or email **advertisingmarketing-guidelines@amazon.com.**

amazonadvertising
Advanced partner

Amazon Advertising advanced partner status

We grant the Amazon Advertising advanced partner status to partners who have demonstrated expertise, engagement with Amazon Advertising, and delivered growth for advertisers. Partners qualifying for advanced partner status can access the following additional benefits:

- The ability to add the advanced partner badge to the display on your partner directory listing and other marketing materials
- Opportunities for advanced partner mentions in Amazon Advertising marketing materials
- Invitation to participate in product feedback and roundtable sessions
- Training on product releases
- Consideration for beta participation
- Dedicated partner manager support
- Business reviews

Amazon Advertising logo usage

If your company is registered on the Partner Network, the admin for your account will have the ability to download the Amazon Advertising logo.



Welcome to the Partner Network

Once you've joined the Partner Network, you can begin to explore, connect, and grow. The Partner Network will serve as your source to stay up to date on the latest Amazon Advertising information. Here are resources we recommend accessing regularly:

- *Homepage*
- *Resources library*
- *Events and webinar library*
- *Partner directory listing*
- *Help and feedback*

