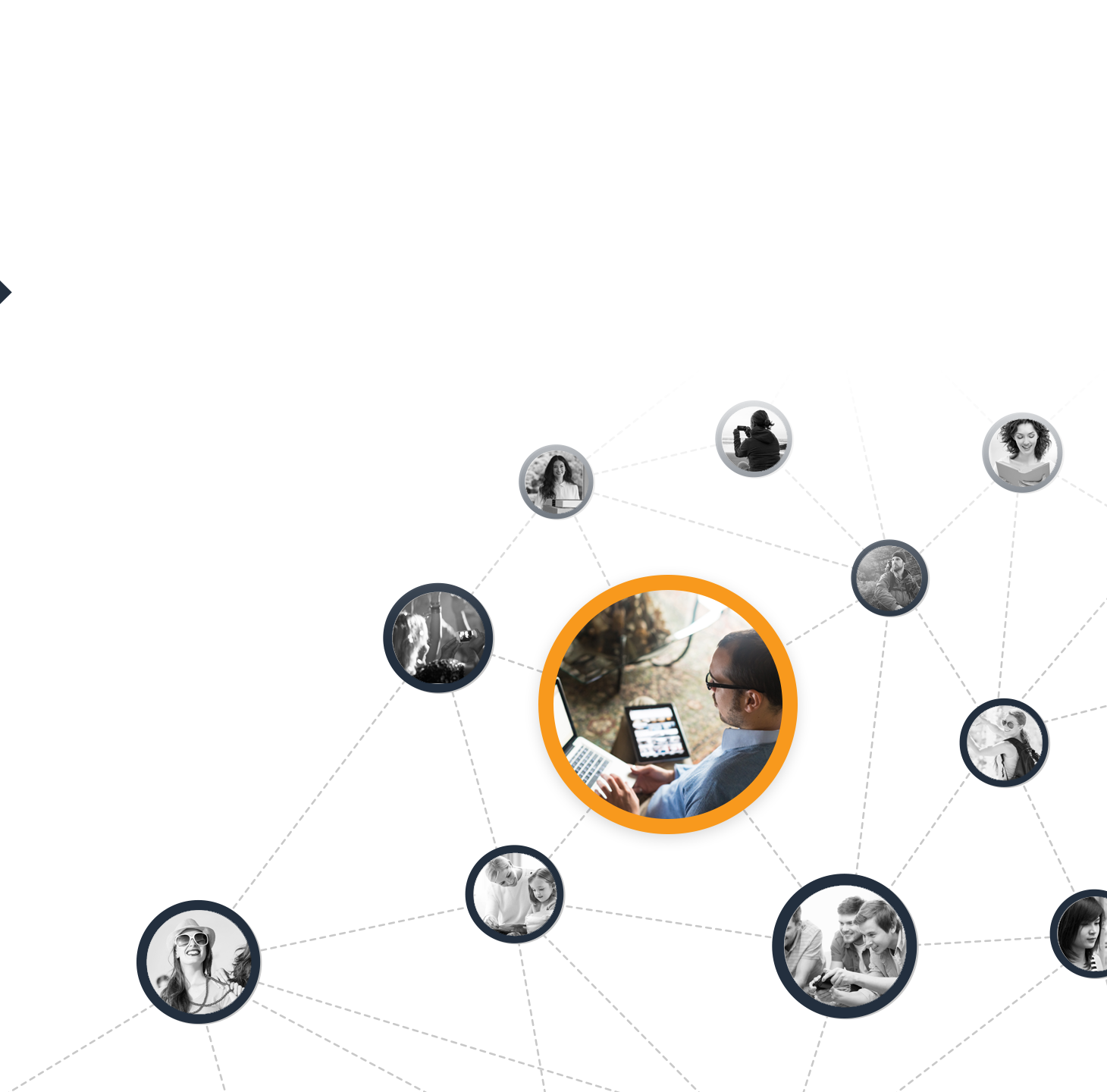


Amazon Stores

User Guide

Version: US1.0
Effective Date: April 1st 2017



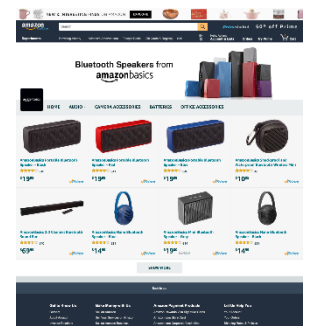
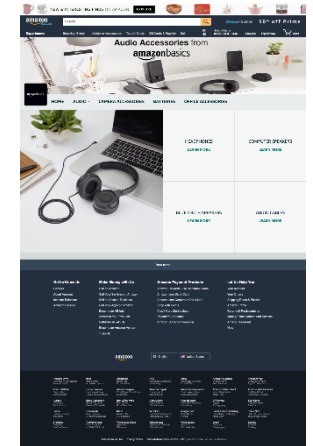
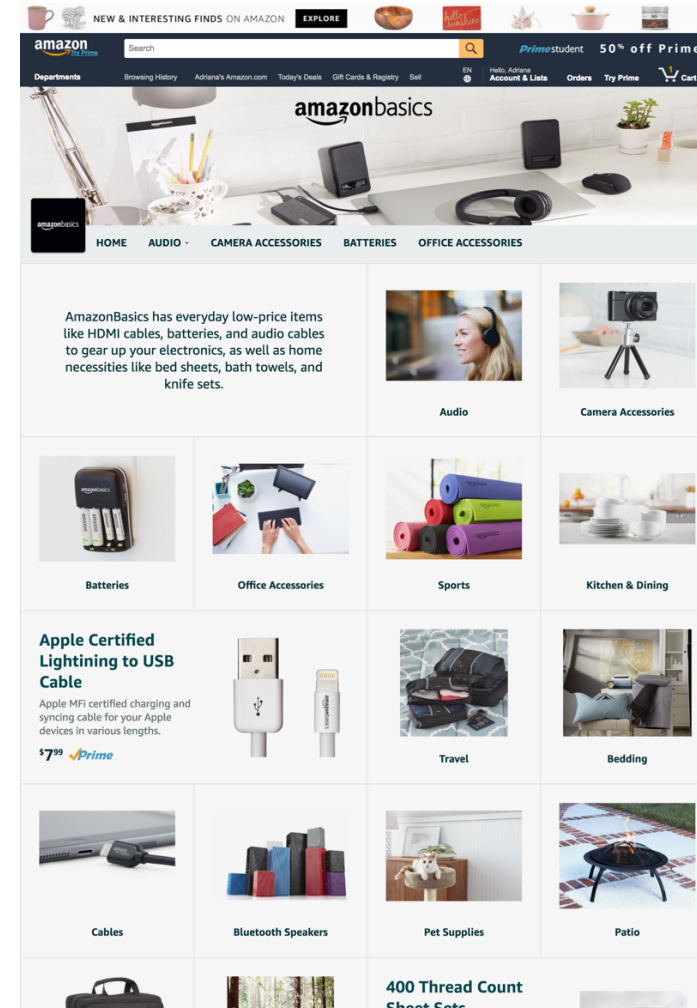
Introduction

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

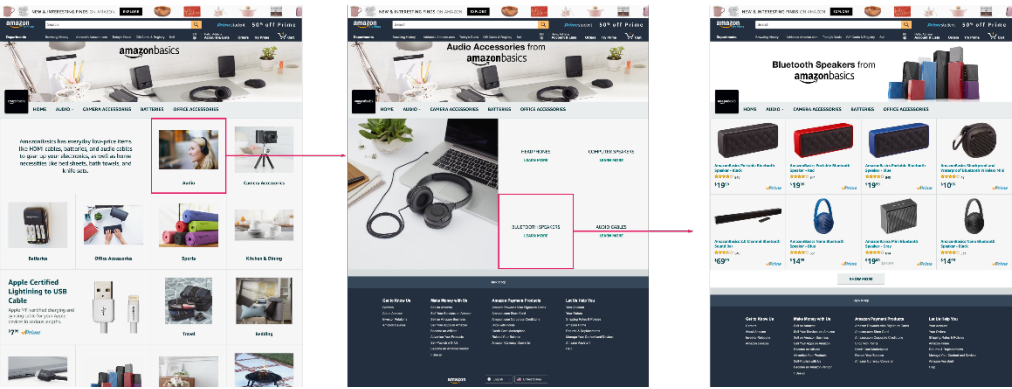
Amazon Store Components	3
Page Templates	4
Content Tiles	5
Amazon Stores Builder	6
Page Manager	7
Page Manager: Add a Page	8
Preview Window	9
Tile Manager	10
Status Bar	11
Review and Publish your Store	12



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.



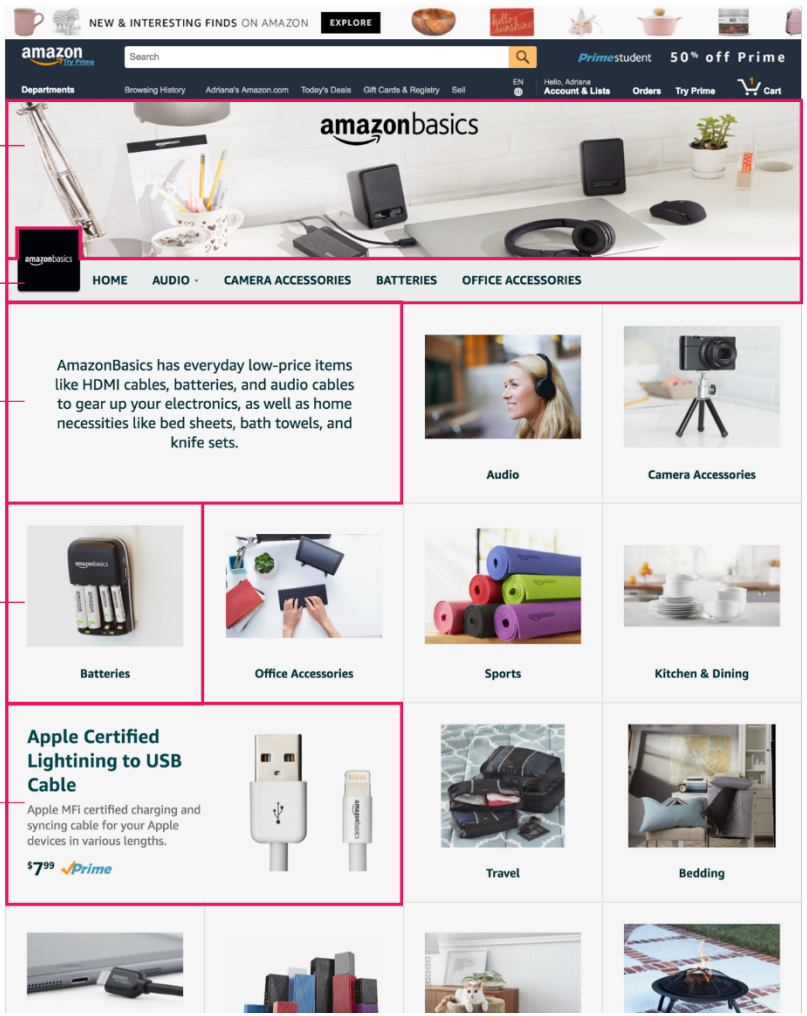
Hero Image

Navigation Bar and Logo

Text Tile

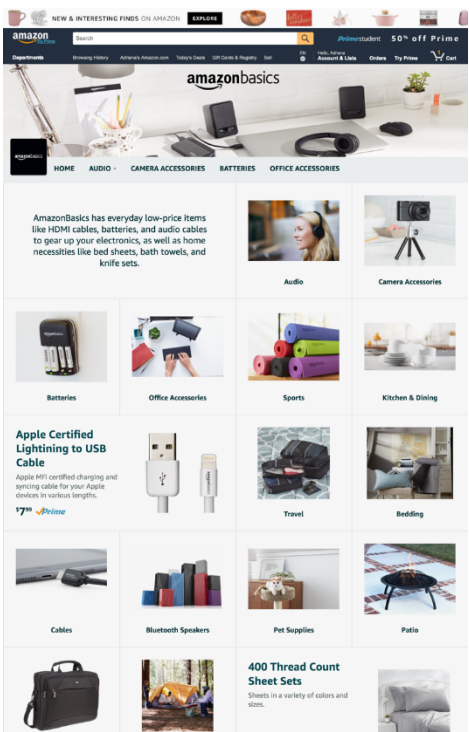
Image Tile

Product + Text Tile

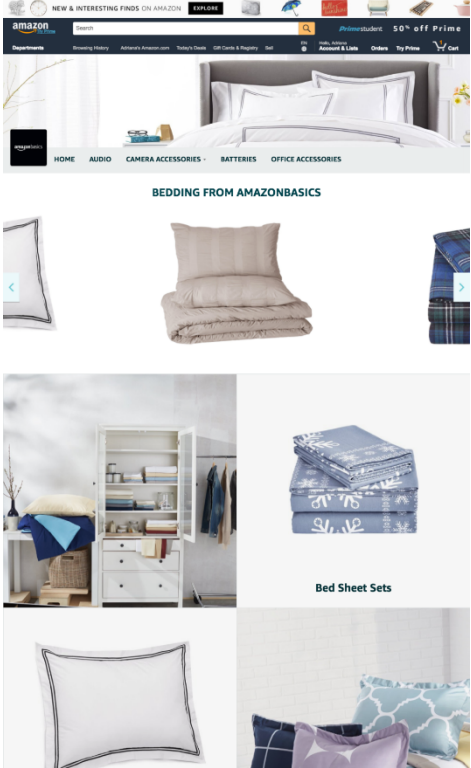


Page Templates

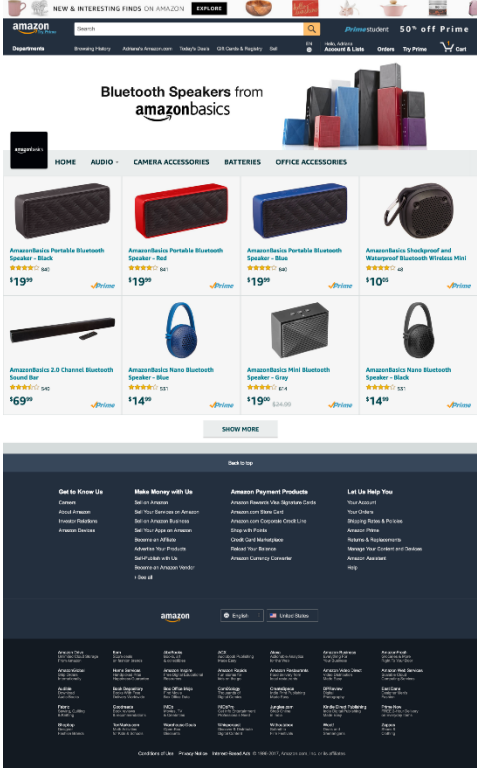
Amazon Stores includes three templates to allow you to quickly setup a page with default tiles:



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



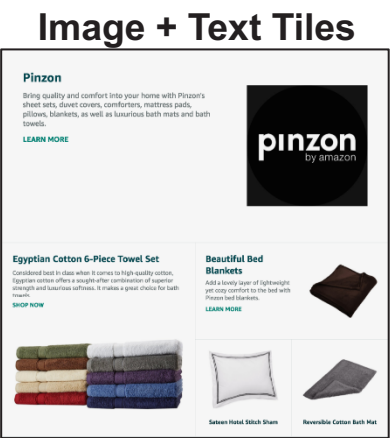
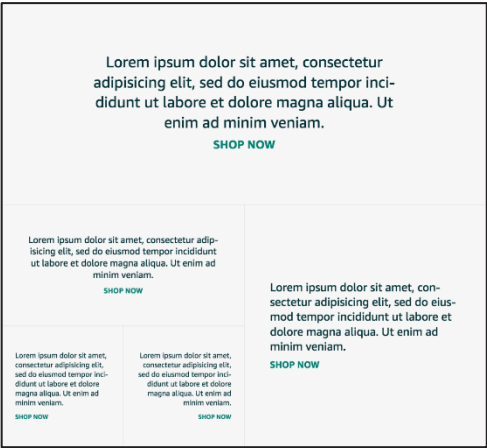
Highlight
Showcase products and related content



Product Grid
Display large number of products

Content Tiles

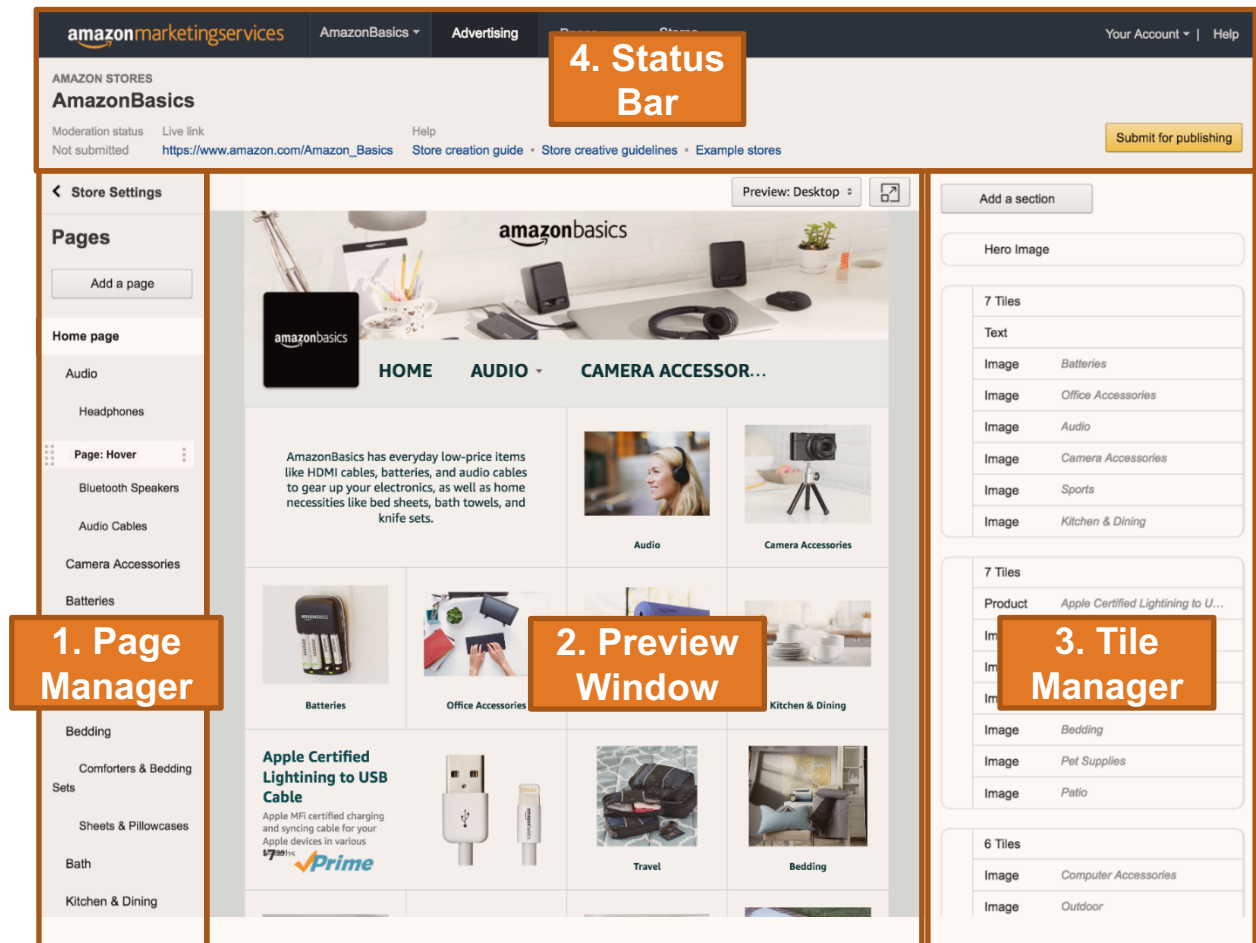
Examples of the content tiles available on Amazon Stores:



Amazon Store Builder

The Amazon Store builder has four sections:

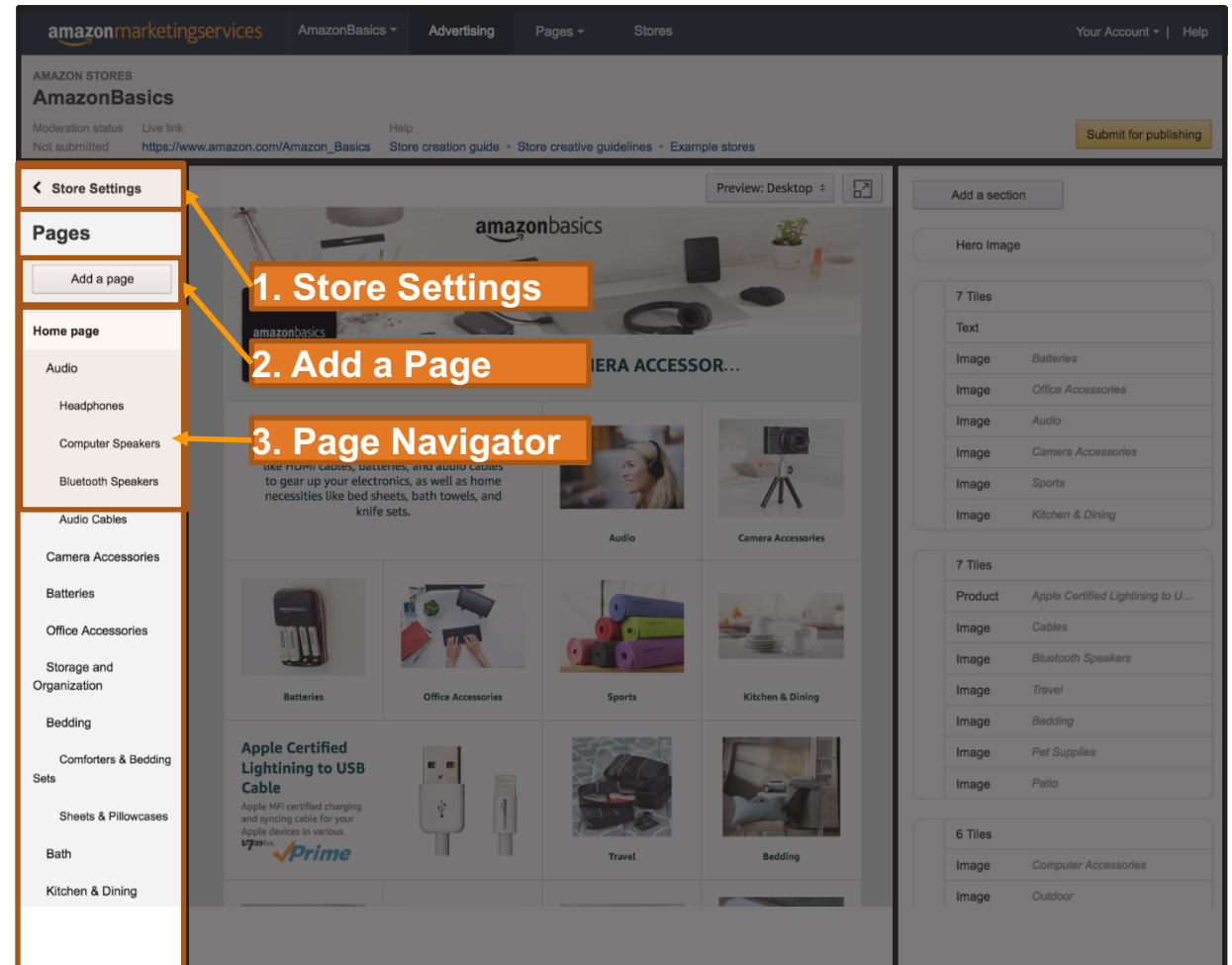
1. The **Page Manager** is used to create, select, move and delete pages from the Amazon Store.
2. The **Preview Window** provides a live view of the current page. It can also be used to select a tile to edit in the Tile Manager.
3. The **Tile Manager** is used to add, edit, move and delete tiles from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



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:

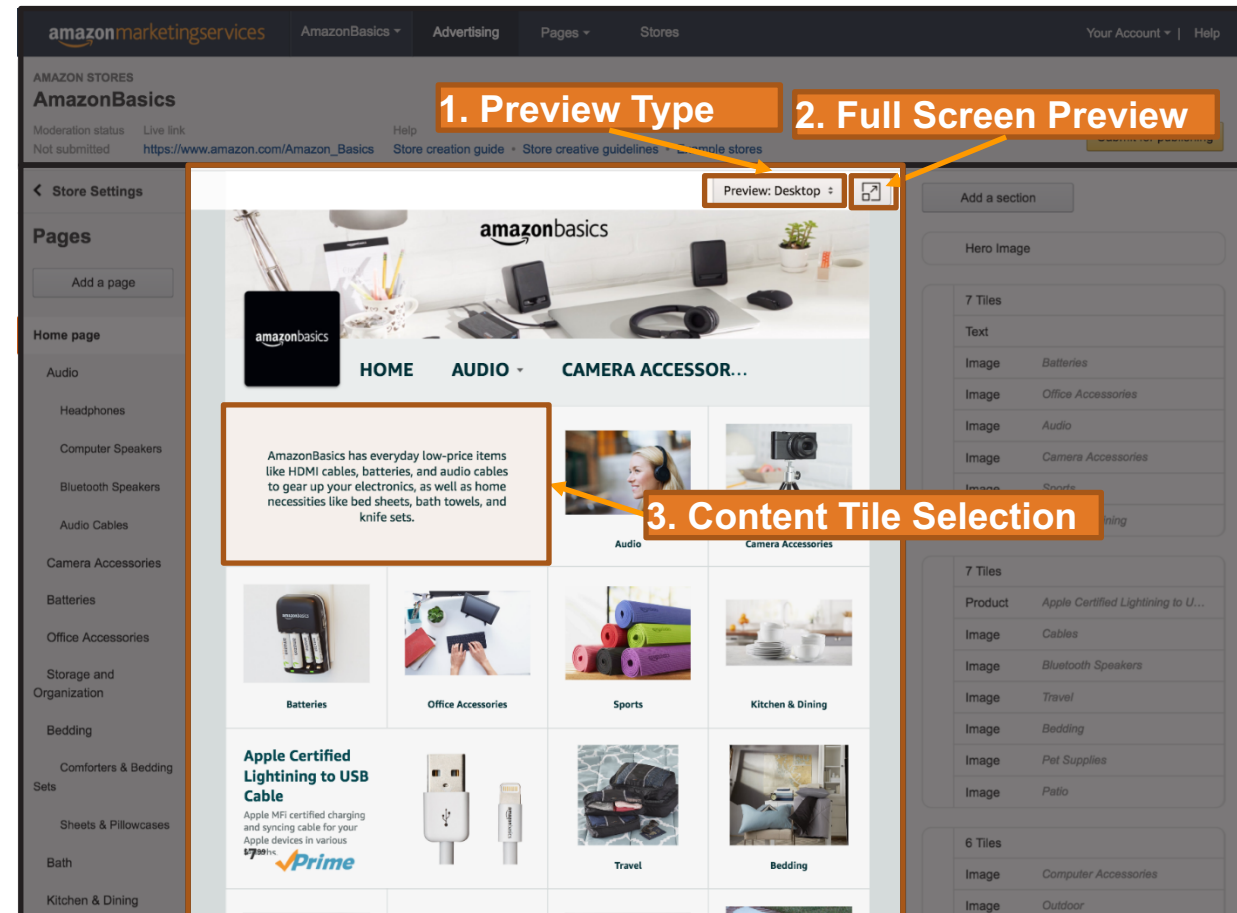
1. Click the Add a page button in the page manager.
2. The “Add a page” form will be shown.
3. Enter the page name.
4. Enter the page description.
5. Select a template for your new page.
6. Click “Add page” to add a page using the selected template.

The screenshot illustrates the process of adding a new page to an Amazon Store. On the left, the 'Store Settings' sidebar shows the 'Pages' section with an 'Add a page' button (1). An arrow (2) points to the 'Add a page' form on the right. The form includes a 'Page title' field (3), a 'Page description' field (4), and a 'Template' section with four options: 'PRODUCT GRID', 'HIGHLIGHT', 'MARQUEE', and 'BLANK'. An arrow (5) points to the 'HIGHLIGHT' template, and another arrow (6) points to the 'Add page' button at the bottom (7). The background shows a preview of an Amazon Basics store page.

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 'AMAZON STORES' header is followed by 'AmazonBasics'. The main content area is divided into three sections: 'Store Settings', 'Pages', and 'Home page'. The 'Store Settings' section on the left lists various categories like 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 'Pages' section has an 'Add a page' button. The 'Home page' section displays a grid of content tiles, including 'HOME', 'AUDIO', 'Camera Accessories', 'Batteries', 'Office Accessories', 'Sports', 'Kitchen & Dining', 'Travel', and 'Bedding'. A 'Preview: Desktop' button is located at the top right of the main content area. On the right side, there is a 'Submit for publishing' button. Three orange callout boxes with arrows point to specific elements: '1. Content Tile List' points to the 'Home page' section, '2. Add a Section' points to the 'Add a section' button, and '3. Section Settings' points to the 'Section Settings' button.

1. Content Tile List

2. Add a Section

3. Section Settings

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.

1. Moderation Status

amazonmarketingservices

Advertising

Stores NEW

Pinzon's Account | Help

AMS > Amazon Stores > Pinzon: Edit Store

AMAZON STORES

Pinzon

Moderation status

Approved

Live link

http://amazon.com/pinzon

Help

Store creative guidelines • Store creation guide • Example stores

2. Draft Status

✓ Draft saved 2 minutes ago

Submit for publishing

3. Submit for Publishing

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).