

Getting started with a manager account

Available in the advertising console

Manager account is a centralized account management solution that aims to improve productivity for advertisers, agencies, and tool providers that manage a large number of sponsored ads advertising accounts.

[Create a manager account »](#)

Why use a manager account?

With all your advertising accounts linked in a single dashboard, you'll access a few key benefits.



Effective prioritization

Easily determine which accounts and/or campaigns to prioritize by sorting and filtering based on your goals.



Improved insights

Get a comprehensive view of performance across accounts when you export performance metrics (sales, spend, orders, clicks, impressions, CPC, etc.) into a single CSV file.



Efficient billing monitoring

Invite your accounts payable team to download invoices and monitor your linked accounts and get notifications for overdue invoices and/or account suspensions.

The Amazon manager (account) function allowed my team a large overview of all our advertising accounts without having to switch from account to account every time. The most important campaign KPI's such as impressions, revenue, clicks, ROAS etc. are displayed for each account, and the time periods can also be selected. This enables my team to see directly how each unit is performing. Especially useful is the export function, which allows me to export all data directly into an Excel file and create reports. Another special feature is the warning about overdue invoices, which appears directly as a warning triangle under the affected unit. All in all, I found the manager (account) function is very well done and especially helpful if you want to see the overall account performance at a glance.

— E-commerce manager

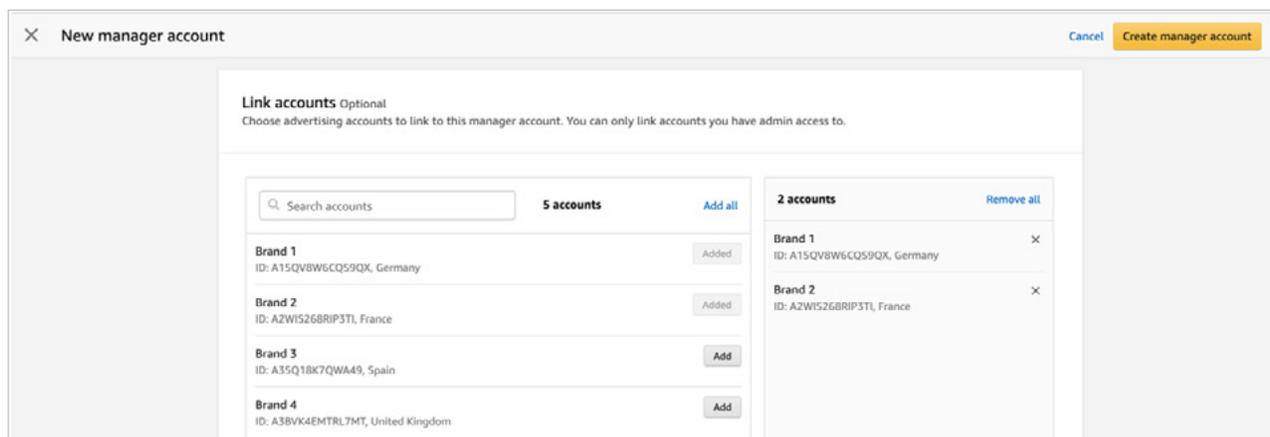
Using a manager account

Manager accounts are currently available to advertisers and agencies using the advertising console. We recommend that you create a single manager account to represent the entirety of your business. To get started, log into the advertising console with the credentials you typically use to manage accounts.

Follow the steps below to create and begin using your manager account today.

Step 1: create your manager account

Once you've logged into the advertising console using your existing credentials, click "Manage your accounts" in the account switcher, and click the "Create manager account" tab. Follow the onscreen prompts to begin linking your accounts. (Note: you can only link accounts for which you have admin access.) You can link accounts from across US, CA, MX, FR, DE, IT, and ES. After, visit the account overview dashboard by clicking "Overview" in the left navigation.



The screenshot shows the 'Overview' dashboard for an Advertising Manager Account. The top navigation bar includes 'Overview' and 'Advertising Manager Account'. Below the navigation bar is a search bar labeled 'Find account name or ID' and a 'Date range - This month' filter. The main content is a table with the following columns: Accounts, Impressions, Clicks, Spend, Orders, Sales, and ACOS. The table contains five rows of data for different brands. An alert box is visible at the bottom left of the table.

Accounts	Impressions	Clicks	Spend	Orders	Sales	ACOS
Brand A ID: A3LKJX89E00WY, United States 1 alert	691,655	7,857	\$11,011.08	2,217	\$53,915.92	52.47%
Brand B ID: A1AXZ2WIHDITKF, Canada 1 alert	993,210	6,921	CA \$7,105.83	2,666	CA \$44,310.78	16.04%
Brand C ID: A21DA2981TVPN, United States	977,818	5,395	\$5,768.14	1,336	\$27,615.24	20.89%
Brand D ID: A3G3CN1OTJ2KS, Mexico 1 alert	226,264	3,202	MX \$3,126.89	821	MX \$12,346.57	25.33%
ALERT You have 1 overdue invoice. View details	378,808	2,673	\$2,777.57	932	\$17,259.77	16.09%

Step 2: invite additional team members

To invite additional users to the account, select “Manager account access” on the left navigation of the advertising console. The access page will feature the list of users that have access to the manager account. Here you can update existing user roles or remove users from the manager account. When you remove a user from the manager account, that person will lose access to all linked accounts.

Both **admins and contributors** can view performance metrics and run and edit campaigns for all linked accounts. Only admins can link or unlink accounts, invite users, and manage user access. Each admin can link additional accounts to have all your advertising in a single place.

Manager account access

Account: **Manager account**

Manager ID: A1830TY0AY69FB

Users

Invite user

Linked Accounts

User name	Role	Actions
admin user - you admin@amazon.com	Admin	Leave account
test user test@amazon.com	Contributor	Remove user

test user
test@amazon.com

Invite has not been accepted [Resend](#)

Step 3: start using your manager account

Log into the advertising console to get started. For more information on setting up and using your manager account, visit the [support center](#).

Manager account

Link multiple advertising accounts, manage user access, and view account-level alerts, insights, and performance metrics in a single dashboard.

Overview

View and export all performance metrics as a CSV file for all your linked accounts.

Billing and payments

View unpaid invoice details for all accounts and export as a CSV file.

Account access

Easily invite new users to all of your linked accounts.

amazonadvertising

Overview

Billing and payments

Manager account access

Support center



Step 4: monitor billing and payments

Now you can view a consolidated list of billing actions on the billing and payments page. Using the billing dashboard, you can view payment status, amount due, and unpaid invoices for all accounts. Your finance team can view and export all unpaid invoice details (marketplace, account name, company name, invoice due date, amount outstanding etc.) in a CSV file for all accounts. Click to the billing and payments page of individual accounts to complete the payment, or take corrective action.

Billing and payments Organique Manager Account Jane Doe ?

[Export CSV of all unpaid invoices](#)

▼ Nutrition Co.
ID: 1234567890, United States
Payment status: **Payment failure** ⓘ **Amount due: \$309,308.64**
2 unpaid invoices

▲ Accent Athletics
ID: 1234567890, United States
Payment status: **Unpaid** ⓘ **Amount due: \$296,542.22**
2 unpaid invoices

Unpaid charges [View billing](#)

Invoice date	Invoice #	Status	Amount billed	Payment method	Due date
11/03/2017	TRYTWD1TM-123 ⓘ	Issued Details ▼	\$196,542.00	Invoice	4/01/2020
11/03/2017	TRYTWD1TM-123 ⓘ	Issued Details ▼	\$100,000.00	Invoice	3/01/2020

Default payment method [Manage payment settings](#)

Invoice
Invoice will be sent to **Organique**
You will receive an invoice at the end of the month

BILL TO
Company name: Organique
Account identifier: Accent Athletics