

Press Release and App & Service Solution Review Requests Approvals Process for Software and Service Partners

Amazon must approve all (a) press releases that mention Amazon and its Amazon Seller Central Partner Network and (b) requests for app and service solution reviews. This document outlines process and requirements for software and service partners.

Press Release Approvals Process

To issue a press release, blog post, or other announcement about your participation in the Amazon Seller Central Partner Network, please:

Draft the release – The release will be drafted and issued by you, the software or service partner; it is not a joint release. To minimize edits and decrease review time, please see the writing guidelines, below. Please also include the following descriptor:

The Amazon Seller Central Partner Network is a one-stop-shop where the small and medium-sized businesses that sell in the Amazon store can easily discover quality applications to help them automate, manage and grow their business. Accessible from Seller Central, the Amazon Seller Central Partner Network features applications and service solutions created by Amazon, as well as solutions from external software or service partners, and covers a range of functionalities across the selling lifecycle.

Submit the release for review – You should submit the release as a Word document to marketplace-appstore-pr@amazon.com for review and approval at least two weeks before the desired release date. When submitting your release for review, please:

- Use the following subject line: Amazon Seller Central Partner Network Release for Review: [Insert company name]
- Clearly note your desired release date and your distribution plans. Releases that do not follow the above protocol will not receive a response or be reviewed.

Receive feedback and/or approval – Amazon will review your release and provide feedback via tracked changes.

- If you agree with the edits, please accept changes, mark final (i.e. in the file name), and send back to Amazon with your agreement to the changes stated within the email.
- If you do not agree with the edits, please accept the changes you find acceptable, track additional changes, and respond on the same email chain. This will be your second and final round of edits.

Issue the release – You are responsible for issuing the release and any related fees.

App and Service Solution Review Request Process

The Amazon Seller Central Partner Network allows software and service partners to request reviews of their applications or service solutions at broad scale. We do not allow targeted requests to individual users. The below provides more specific guidance on appropriate behavior and the approvals process.

To request reviews of your application, please:

Draft the communication you wish to send – Whether a newsletter, forum post, or blog post, please draft what you'd like us to review. To minimize edits and decrease review time, please see the writing guidelines and FAQs below.

Submit the communication for review – Please submit the communication as a Word document to marketplace-appstore-pr@amazon.com for review and approval at least two weeks before the desired release date. When submitting your communication for review, please:

- Use the following subject line: Amazon Seller Central Partner Network: [Insert company name].
- Clearly note your desired release date.
- Clearly note your distribution audience and plans.

Requests that do not follow the above protocol will not receive a response or be reviewed.

Receive feedback and/or approval – Amazon will review your communication and provide feedback via tracked changes.

- If you agree with the edits, please accept changes, mark final (i.e. in the file name), and send back to Amazon with your agreement to the changes stated within the email.
- If you do not agree with the edits, please accept the changes you find acceptable, track additional changes, and respond on the same email chain. This will be your second and final round of edits.

Issue the communication – Once approved, you may issue your communication.

FAQs

1. Can I request reviews? Software and Service Partners may announce the launch of ratings and reviews to their users through broadcast channels (e.g. blog posts or press releases), but may not target or solicit reviews from individual users. Please note that violation of this policy may result in the loss of your MWS access keys.

2. Who is eligible to leave a review? Only verified users of a given app or service solution may leave a review.

3. How will ratings be calculated? Amazon calculates an app or service solution's star ratings using a machine-learned model instead of a raw data average. The machine-learned model takes into account multiple factors.

4. What do I do if I think a review is fake? If you believe that reviews or ratings have been submitted in violation of our review Guidelines, you can report possible violations of these Guidelines by clicking the "Report abuse" link near the content and entering the reason you believe it violates these Guidelines. You may also contact the team here for further information: community-help@amazon.com.

Writing Guidelines

To streamline the review and approvals process, please keep in mind the following guidelines:

Dos

- Do refer to sellers on Amazon.com as “businesses that sell on Amazon.”
- Do spell out Amazon Seller Central Partner Network in all instances.

Don'ts

- Do not include a quote from an Amazon executive.
- Do not include sales projections.
- Do not use the Amazon boilerplate or the Amazon stock ticker.
- Do not include statements or metrics that cannot be substantiated. This includes claims such as, “first,” “best,” or “only.”
- Do not overstate your relationship with Amazon. This includes assertions such as “exclusive,” or “alliance.”
- Do not refer to your organization as an “associate” of Amazon.com, as this would be confused with Amazon Associates, our online affiliate program.

###