

Manager account user guide

Designed for agencies, this guide will help you get started with manager account.



Manager account user guide

This guide walks you through what you need to know to successfully set up manager account.



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Introduction to manager account

Manager account can help vendors, sellers, and agencies manage multiple advertising accounts with a single sign-on. Through a manager account, you have the ability to link different account types and regions, and manage team access to your advertiser accounts.

Multi-brand advertising

For agencies who manage multiple brands with Amazon, manager account is a tool to consolidate your advertising in a single dashboard.

Unified view for seller and vendor accounts

As an agency managing both seller and vendor advertising accounts, you can use manager account for a consolidated view of your metrics, billing summary, and user management across all advertisers within your region(s) of choice and across account types.

Multiple locales

For agencies operating in multiple locations, you can link multiple country-specific accounts into a single regional manager account. You can create an European manager account for the United Kingdom, France, Germany, Italy, and Spain, and a North American manager account for the United States, Canada, and Mexico. In addition, manager account is also available for the individual marketplaces Australia, China, Japan, and the United Arab Emirates.

Across advertising products

Manager account allows links to both sponsored ads and Amazon DSP advertising in a single dashboard, so that you can measure total aggregate spend and return on advertising spend (ROAS) on Amazon Advertising.

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Comprehensive view of account performance and alerts

In manager account, you can view metrics—such as sales, spend, orders, click-through rate, impressions, new-to-brand, clicks, and cost per click—for all your linked accounts in a single dashboard. You can also export these metrics as a CSV file to help you understand campaign performance for your linked accounts. This allows you to quickly identify whether an account is pacing as expected and easily determine account and/or campaign prioritization by sorting and filtering based on your goals.

Billing and payment summary

A manager account offers consolidated list of billing actions on the billing and payments page. Using the billing dashboard, you can review payment status or amount due in the dashboard, and view and export all unpaid invoice details (by locale, account name, company name, invoice due date, amount outstanding, and more) in a CSV file across all accounts and locales. To complete a payment or take a corrective action, you can navigate to the individual account directly from the billing and payments page.

Centralized user management

With manager account, you can easily manage all users in a single dashboard. As new team members join, you can invite them to your manager account, so they can get started working with your brands right away.

View spend and ROAS across sponsored ads and Amazon DSP

As a feature released in late 2020, Amazon Advertising will soon allow the addition of Amazon DSP to your existing manager account. After a one time setup, you can use manager account to navigate to your sponsored ads or Amazon DSP campaigns. Start your day with monitoring your overall performance and click on the account that needs your attention. All features such as overview, billing, reporting and user management will be available for both sponsored ads and Amazon DSP.

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Agency manager account

An advertiser account can be linked to multiple manager accounts. This gives you the opportunity to set up the team and advertiser-specific manager accounts in addition to your agency manager account.

- **Agency manager account**
Link your full, current client portfolio in one overarching agency manager account
- **Team or advertiser-specific manager accounts**
You can also create manager accounts for a specific set of advertisers or for your agency team servicing these accounts. This will provide a comprehensive overview of account performance alerts for these account subsets.

Regional manager accounts

You're able to link multiple country-specific accounts into a single regional manager account. The following regions are included:

- Australia
- Europe (France, Germany, Italy, Spain, United Kingdom)
- Japan
- North America (Canada, Mexico, United States)
- United Arab Emirates

To set up manager account, create and maintain a single agency manager account for the region representing the majority of your client portfolio. (For example: if you are an agency based in Germany with the majority of your advertising activity within Europe, establish a regional European agency manager account first.)



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Managing users and user access

As you add users to your manager account, it is important to know that any user within your manager account can view and make changes to all accounts. This allows for easy access to advertising accounts across a team or when you have a new team member joining. However, if you want to manage account access for different sets of advertisers or teams, consider using advertiser or team-specific manager accounts with a subset of users, in addition to your agency manager account, which can represent your complete client portfolio.

Using manager account with an Amazon Advertising API integration

To use manager accounts within your Amazon Advertising API, add the email address registered to your Amazon Advertising API account to your manager account.

Benefits of using manager account through the Amazon Advertising API

Easier Amazon Advertising API access management

A single user invitation enables Amazon Advertising API access to all accounts within the manager account. When new accounts are added or removed from your manager account, the accounts will automatically be returned to your Amazon Advertising API (/profile and /manage account APIs). This allows both the developer and client-facing teams to be in sync on the advertising accounts they manage on Amazon.

Add accounts automatically

With one click, you can add all accounts, and have admin access to the new manager account.



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Adding accounts to your manager account

To link accounts to your manager account, the email used to register your manager account needs to be an admin user on your advertising accounts.

For accounts where this is not the case, there are a few options to still link these accounts to your manager account:

1. Adding additional users with advertiser account admin rights

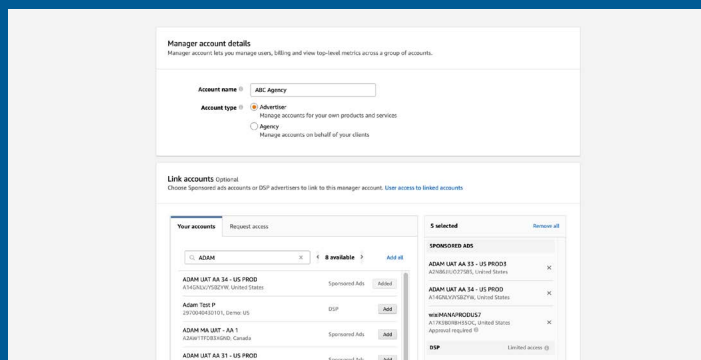
If someone on your team or within your agency is an admin on an account, add the individual(s) to the manager account as an admin user. They will be able to link your accounts to your manager account.

2. Add manager account email address to advertising accounts

Add the email address registered to the manager account as an admin user on all advertising accounts, which can be done by an existing admin user on your advertising accounts.

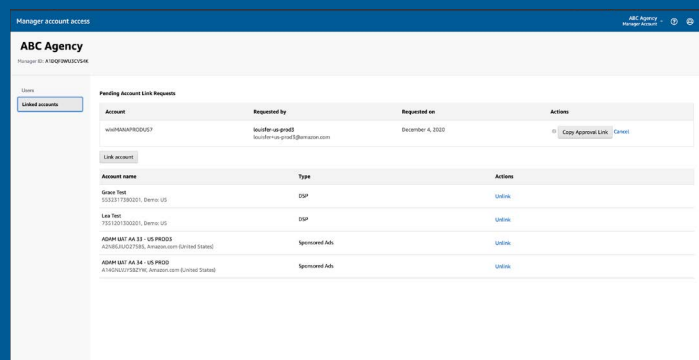
3. Send approval request to admin user

If your agency does not have admin access to an account, or you don't wish to add additional users, you need to send an approval request to an existing admin user on your account which can either be from a user from the advertiser or someone on your team with admin access.



Step 1

Under "Link accounts", navigate to "Request access" and add the Entity ID for the account you want to add. Then click, "Link account".



Step 2

Click "Copy link" and send the link via email to an admin user on the account for your approval.

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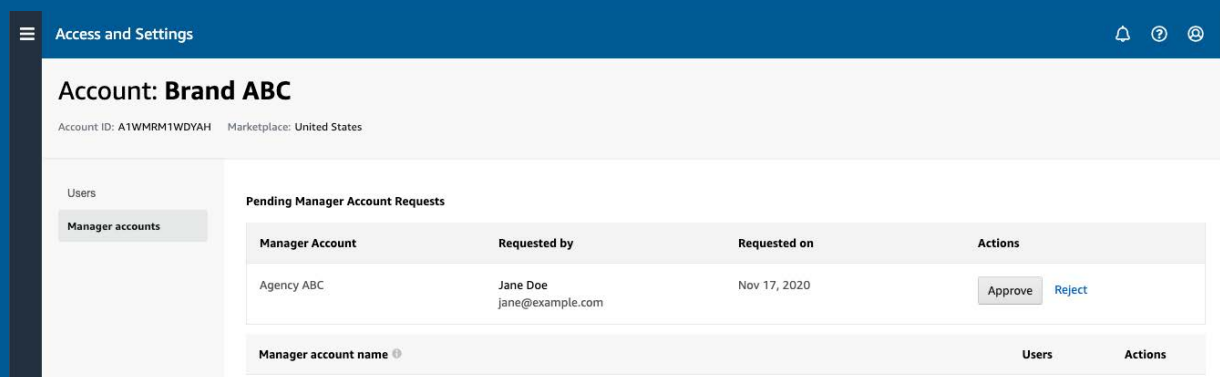


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Manager account approval process for advertisers

Advertisers must grant approval for the agency to link the advertiser to their manager account. To grant access, advertisers should:

1. Log into the advertising console with their credentials
2. Navigate to “Access and settings” in the left menu drop down and select “Manager account”
3. Click “Approve” for the pending request from the agency requesting



Approving agency manager account access: benefits for advertisers

- Instead of having to approve multiple individual requests for an advertising account, with manager account the advertiser needs to grant access once for their agency. All necessary team members on the agency side will then be able to access the advertiser’s account through manager account.
- If the agency-advertiser relationship should change, the advertiser only needs to add or remove the agency’s manager account once to give or revoke access for all agency users.
- The advertiser fully owns their own account to retain control.

Note: at current, you can add a maximum of 500 advertiser entities (e.g. Entity IDs) to your manager account.

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How to set up manager account

For agencies, create a single manager account to represent the entirety of your business. To get started, log in to the advertising console with the credentials you typically use to manage your Amazon Advertising accounts.

In the advertising console:

1. Click your account drop-down in the header bar and select “Manage your accounts”
2. Click on the “Manager account “ tab
3. Click “Create a manager account” on the landing page
4. Enter your manager account information
5. Follow the on-screen prompts to link your accounts

Manager Account details

Manager Account lets you manage users, billing and view top-level metrics across a group of accounts.

Account name ⓘ ABC Agency

Account type ⓘ

☐ Advertiser

Manage accounts for your own products and services

☒ Agency

Manage accounts on behalf of your clients

Link accounts Optional

Choose advertising accounts to link to this manager account.

Your accounts	Request access	1 account	Remove all
Search accounts 11 accounts Add all			
Brand A ID: A1VH2DRCFCYIL, United States Add		Brand A ID: A1VH2DRCFCYIL, United States X	

Invite additional team members

To manage access to your manager accounts, select “Manage account access” from the navigation menu. You’ll have the option to invite a user as an admin or contributor.

An admin can view an overview of performance metrics, link accounts, invite users, manage user access, run ads, and edit campaigns for all linked accounts.

When you remove a user from your manager account, the user will lose access to all linked accounts.

User information

Name

Email address

Manager account role ☒ Contributor

User access and make changes to all linked sponsored ads accounts. For DSP advertisers, they can access high-level performance metrics on the Manager account Overview, but aren't able to access these advertisers in the DSP.

[Learn more](#)

☐ Admin

User has the same access as Contributors, plus the ability to manage the users and accounts linked to this manager account.

Link or unlink accounts

Manager account admins can unlink accounts at any time. To unlink accounts, click “Manager account access” > “Linked accounts” > “Unlink”.

To remove a manager account from your advertising account, sign in to your advertising account and select “Account access” > “Manager accounts” > “Remove access”. This will remove all inherited users from the manager account. Individual users cannot be removed from a manager account at the individual advertising account level.

Post creation, you can navigate to manager account from the left navigation bar under “Access and settings.”

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Billing and payments dashboard

The billing and payments dashboard for manager account helps you identify which accounts require immediate attention, showing a list of unpaid invoices, total amount due, and payment status in a single page. You can view and export the billing information of multiple accounts with the “Export CSV of all unpaid invoices” option. By clicking on the individual cards, admins and contributors can see the expanded view and visit the billing page. Admins can access the payment setting page of their associated advertising accounts to take action. To access the dashboard, click the “Overview” option in the left navigation panel and select “Billing and payments.”

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
Bill to address: PO Box 1600, Enfield, CT, United States, 06083-1600
Email: johndoe@organique.com

▼ Viva
ID: 1234567890, United States
Payment status: **Paid** ⓘ **Amount due: \$0.00**

Get started with manager account

