

## Amazon Vine™ Program

### What is Amazon Vine™?

Amazon Launchpad startups can enroll in Amazon Vine™ for free. Launching a new product can be tough, especially if there aren't many reviews yet. Amazon Vine™ is a program to address this and helps you gain critical reviews early on. This in turn drives broader awareness of your product earlier and can help you increase conversion faster.

### Am I eligible for Amazon Vine™?

At this time, Amazon Vine is only available for Vendors only.

### How do I enroll in Amazon Vine™?

#### Vendor Central Users

1. Decide how many products you want to submit (no more than 30 - we recommend at least 5).
2. When you submit your A+ worksheet mentioned above be sure to fill out the Vine section. We'll send you a message within your Vendor Central case logs regarding next steps.

### Am I guaranteed a set number of reviews by enrolling in Amazon Vine™?

No. By enrolling in Amazon Vine™, your ASINs are not guaranteed a specified number of reviews. Some reviewers may not select your product for review. Some important things to note about the Vine Voices reviewers:

- If they do write a review, they are not required to write only positive reviews. We welcome honest opinion about the product - positive or negative. Of course Vine reviews must conform to all our [posting guidelines](#).
- Vine Voices are not paid to participate in the program and write reviews. Voices are selected to participate based on their helpfulness of reviews voted on by other Amazon customers.
- Writing a negative review will not impact a Vine Voice's reviewer ranking. A reviewer's ranking is determined by the number of helpful votes from other customers. Customers tend to value substantive, informative, detailed and objective reviews, regardless of whether the review is positive, negative, or neutral.

## How does Amazon Vine™ work?

You enroll in Amazon Vine™, and send your samples to Amazon. Amazon lets our targeted group of highlight ranked reviewers know your product is available to test. Amazon sends your samples to the reviewers who've agreed to test and review your ASIN. These reviewers will try your product and post customer reviews for them. You'll decide when you want reviewers to receive your product (for example, if you want to hold it until your product release date) and how many products you want to send. Then you ship your product to Amazon, and we send it out to relevant Vine reviewers.



1 Enroll your product



2 Ship samples of your product to Amazon



3 Your product will be featured in the Vine monthly newsletter for Vine Voices to select and order



4 Amazon ships sample to Vine Voices who evaluate the product and post their reviews on the Amazon detail page



5 Reviews increase awareness of your product and drive sales and pre-orders

## How long does the process take?

It usually takes about 60 days from start to finish for reviews to appear on your product page.

## How does Amazon select the Vine Voices reviewers that review my product?

The Vine Voices are carefully selected for your product category from the top reviewers on Amazon, and are focused on delivering detailed opinions about products to help their fellow customers make educated purchase decisions. For more information on how Amazon selects the Vine reviewers, refer to the Amazon [Vine help page](#) for reviewers.

## How do I manage the process?

Include your products in the Amazon Vine program in three easy steps: Enroll Products, Target Customers, and Print Labels. Using our targeting algorithm, we will then match your products to our voices to increase the chances of a relevant in-depth review.

Once you have enrolled your product in the program and before we have offered it to our Voices, it will appear on the page, *Current Enrollments Summary* page. You can access this page by clicking the *Scheduled* link below next to *View Enrollments*. On this page you can track if we have received your inventory, make edits to the description Voices will see, review your targeting criteria, and generate your shipment/print the product's labels, if you haven't already.

After your item has been offered to our Voices, it will appear on the *Previous Enrollments Summary* page. You can access this page by clicking the *Completed* link below next to *View Enrollments*. On this page you can track how many units have been ordered, how many Vine reviews have been posted with their ratings, and download the full text of each Vine review for a particular ASIN.

## Additional FAQ's for Vendors

### **How do manufacturers/vendors benefit?**

Vendors will benefit from easier enrollment (enroll anytime without having to meet specific deadlines) and reduced time to see the first reviews on detail pages. Vendors can offer their products to Vine Voices immediately upon the fulfillment center receiving the units or hold the units until a specific date in the future.

### **Are products targeted to Vine Voices?**

Yes. All products will be targeted to Vine Voices for 28 days. If there is remaining inventory after 28 days, it will be moved to "Vine for All" and offered to all Vine Voices.

### **Has the enrollment and shipping process changed?**

No. Vendors will still need to enroll through the Vine application on Vendor Central and ship the units with the labels provided. The only change is there are no monthly deadlines. For information on shipping, please watch our Shipping and Labeling [Video](#)

### **When will the vendor's products be offered to Vine Voices?**

During the enrollment process, the vendor can select a specific date in the future and we will wait until that date to offer the product to the Vine Voices. Alternatively, the vendor can select "As Soon As Possible" and we will offer the product as soon as the fulfillment center receives the units into the system.

### **If the vendor sends 2 or more products at the same time, will they be offered to Vine Voices at the same time?**

If the vendor selects the same specified date for all products, then, the products will be offered at the same time. If the vendor selects a different date for all products, then the product will be offered on their individually selected dates. If the vendor selects "As Soon As Possible", the products could be offered on the same day or on different days depending on the receiving schedule of the fulfillment center.

### **How often is the newsletter being offered to Vine Voices?**

In the new process, there will no longer be a newsletter. The Vine Voices will have a targeted queue and as inventory is available, products will show up in their queue.