

Amazon Launchpad Program Requirements

Why the requirements?

After account setup, startups are required to meet quality standards before they can receive Launch Marketing benefits. The quality standards criteria ensure the best customer experience for shoppers at Amazon Launchpad. More importantly, they are meant to help startups best position themselves for success and maximize the Amazon Launchpad marketing benefits. The three program criteria are:

Maintaining a 3 star rating

Having 10+ reviews

Use of EMC A+ on detail pages

1. All ASINs must have at least a 3.0 star rating

Every Amazon customer can rate products on Amazon.com regardless of purchase history. Reviews can be based on product quality and features or detail page accuracy. To provide the best possible customer experience on Amazon Launchpad's storefront, we require all our products to meet a minimum average review rating of 3.0 stars in order to be displayed on the storefront.

Amazon is protective of customer voice and our community support teams go to great lengths to keep reviews up on the site, even if they are critical. This is essential to maintain trust in the authenticity of our reviews as a whole. If you would like to respond to a negative review, we recommend the following:

- Thank the reviewer for his/her feedback
- Clarify information for the reviewer and future shoppers
- Answer a specific question of the reviewer
- Apologize for poor experiences a reviewer had and offer to make it right (refund, replacement, etc.)

2. All ASINs must have at least 10 product reviews

According to Amazon internal data, review count is the most important driver for search relevancy ranking on Amazon.com. 90% of consumers report that they read product reviews and that reviews influence their buying decision¹. Reviews impact inclusion in automated storefront placements across Amazon.com and ASINs with more reviews are more likely to be prominently featured. As a result, the Amazon Launchpad team is requiring at least 10 product reviews before being featured on the Amazon Launchpad storefront. An ASIN can have any of three types of reviews.

¹ Amazon Internal Data

General Customer Reviews

These types of reviews are open for *any* customer to write. Startups can benefit from this policy by asking existing backers and customers to write a review on their Amazon product detail page. We recommend soliciting general reviews as soon as a startup product catalog is live on Amazon.

Verified Purchase Reviews

These reviews are from customer product purchase that originated on Amazon.com. Since verified purchase reviews need to be ordered, delivered, and then reviewed, the lifecycle for a startup to attribute verified reviews is usually longer than general reviews.



Amazon Vine

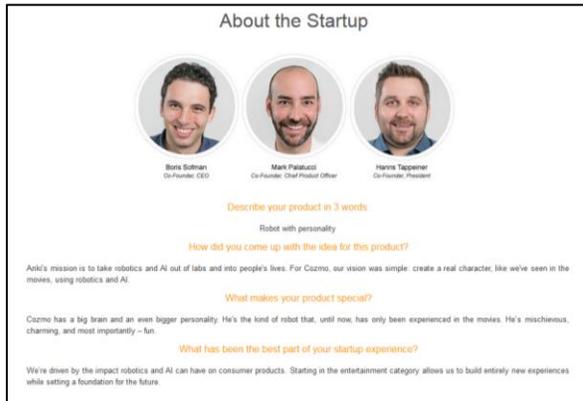
This program is a way to gain highly reputable reviews. The program’s entry cost of \$2,500 per parent ASIN is waived as part of the Amazon Launchpad benefits package². The only cost to startups is to provide samples to potential Vine reviewers for review (sample cost, shipping cost). Startups have the option to send up to 30 samples as part of the Amazon Launchpad benefit. Vine reviewers are not obligated to select your product to review, but if they do, they are asked to write a review within 60 days of receiving the sample. To learn more and enroll, click [here](#):



² Exact program benefits vary based on administrative portal used to manage your Amazon business. Program benefits are subject to change at any time

3. All ASINs must have Enhanced Marketing Content (aka A+ Content)

Amazon suppliers usually have to pay for Enhanced Marketing, but this is free for Amazon Launchpad startups³. This content lives on product detail pages and helps better tell a brand story with modules like video and “About the Startup” Q&A. A+ EMC pages can increase product sales 3-10%⁴.



The Amazon Launchpad team highly encourages that vendors spend time to create a concise, compelling product video, at least seven lifestyle photography images, copy that communicates product value benefits to customers, and headshot photographs of your team.

³ Exact program benefits vary based on administrative portal used to manage your Amazon business. Program benefits are subject to change at any time
⁴ Impact depends on quality of content and additional factors such as product price and category