



30-day roadmap to new product success



Go from new product to best-seller with tools to optimize your listing, inventory, and marketing in the first 30 days.



When used with fast, free shipping, A+ Content, Vine, coupons, and Sponsored Products can help **increase the likelihood of early sales by up to 85%!¹**



Pre-launch

- Optimize product title
- Optimize list price
- Include 4+ high-quality images
- Include 3+ bullets with product details
- Leverage A+ Content
- Enable keywords
- Enroll in Fulfillment by Amazon
- Get the Prime badge on eligible products
- Enroll in Brand Registry
- Enroll in Vine



Day 1

- Ensure listing is eligible and active
- Ensure 5+ units in stock
- Launch a Sponsored Products ad campaign
- Create coupons

PRO TIP

Complete all pre-launch and day one actions to qualify for complimentary marketing placements across Amazon channels.



Day 30

- Monitor reviews for valuable product insights
- Enhance listing content based on customer reviews
- Adjust inventory planning based on early demand signals
- Implement key learnings into future Sponsored Products campaigns

Tap GenAI for content that converts

Showcase your brand story and new products by leveraging GenAI and A+ Content modules, such as videos and comparison charts, to create engaging content for new listings. You can create compelling headlines, descriptions, and images using just your ASIN.

Create [A+ Content](#)



Basic and Premium A+ Content can help **increase sales by up to 8% and 20%, respectively.²**

Lower launch costs: Qualify for fee rebates, exemptions, Vine enrollment discounts, and more through FBA New Selection Program. [Learn more](#)

Increase sales with reviews live at launch

Enroll in Vine as soon as you have an FBA listing to collect up to 30 reviews before launch. Having reviews live on day one can help you improve discoverability, boost sales up to 30%³, and gain early product insights.

Enroll in [Vine today](#)

Convert early shoppers with discounts

Incentivize conversions with coupons that shoppers can discover at different points during their shopping journey, from search results all the way to their carts.

Create [coupon promotions](#)

Turn browsers into buyers with sponsored ads

Run a Sponsored Products campaign that drives shoppers directly to your Amazon product pages, making it simple for customers to learn more. You can create a campaign in minutes—even if you’ve never advertised before.

Launch a [campaign](#)



Sellers that use Sponsored Products for newly launched products see an average **increase of 248% in glance views, 122% in units ordered, and 123% in sales.**

Program functionality, features, and benefits are subject to brand-owner access and Brand Registry account status. Eligibility and availability differences in your region or seller country may apply.

¹ Amazon internal study of new items offering fast, free delivery in the first 90 days after launch between 1/1/24 and 9/30/24. This study is not a guarantee of future sales.

² Amazon has conducted studies to measure the current performance for products that have A+ Content vs no A+ Content. Results of A+ Content on the Detail Page may vary based on numerous factors including content quality, product price, and product category and is not a guarantee of future sales.

³ Amazon has conducted studies to measure the current performance for products that have Vine reviews. The results of these studies found that, on average, there is a 30% sales lift from Vine reviews. This study of Vine is based on internal research conducted by Amazon and is not a guarantee of future sales.