

FBA SUBSCRIBE & SAVE FOR BRAND OWNERS

What you'll learn

Subscribe & Save is a program that allows customers to make repeated purchases of eligible items on a subscription basis while receiving a discount and enables FBA sellers to sell these items repeatedly to the subscribing customers. In this chapter you will learn:

- Who is eligible for FBA Subscribe & Save
- FBA Subscribe & Save program requirements
- FBA Subscribe & Save product requirements
- FBA Subscribe & Save best practices

What is Subscribe & Save?

Subscribe & Save is a program that allows customers to get regular deliveries of products they purchase repeatedly using a subscription model.

Subscribe & Save Example



The screenshot shows the Amazon product page for 'Supreme Bully Sticks by Best Bully Sticks - All Natural Dog Treats'. The product is sold by Best Bully Sticks and has a 4.5-star rating from 2,420 reviews. The price is \$99.99, with a sale price of \$72.99 (Prime). The 'Subscribe & Save' option is highlighted with a red circle, showing a 5% discount, resulting in a price of \$69.34. The page also shows a 'One-time purchase' option for \$72.99. The 'Subscribe & Save' option is selected, and the 'Subscribe now' button is visible. The page also shows a 'Deliver every' dropdown set to '2 months (Most common)' and an 'Add to List' button.

[Subscribe & Save](#) is a program that allows customers to get regular deliveries of products they purchase repeatedly using a subscription model. [FBA Subscribe & Save](#) makes it possible for eligible FBA sellers to offer self-funded discounts on their products for repeat customers. Subscribe & Save is a great option for products that need regular replenishing,

such as shampoo and supplements, but also other popular items such as household items, office supplies, and health and personal care items. For more information on eligible products and seller-funded discounts, see the Eligible product categories section of [FBA Subscribe & Save overview](#).

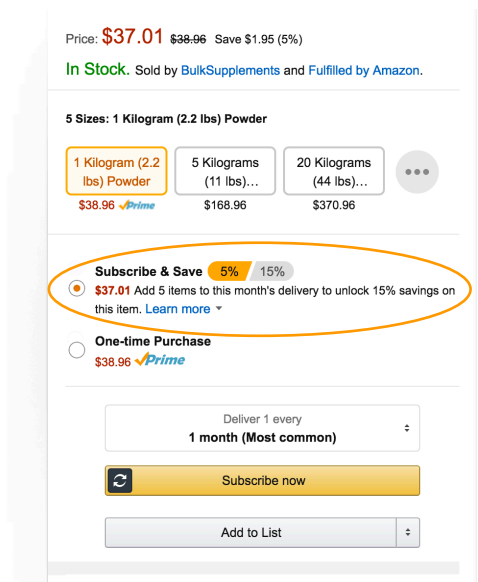
Why should I use Subscribe & Save?

Subscribe & Save's subscription model is particularly useful in marketing brands because it facilitates a customer's repeat purchases of the same product of the same brand.

Subscribe & Save example 2

Bulksupplements Pure Grass-Fed Whey Protein Isolate Powder (1 Kilogram) by [BulkSupplements](#)

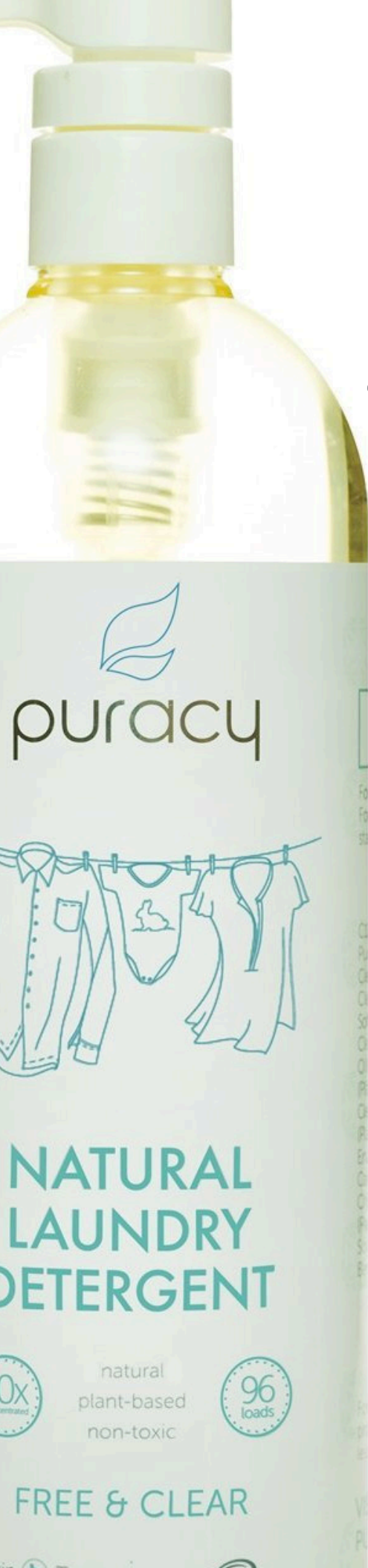
★★★★☆ 323 customer reviews | 10 answered questions



Subscribe & Save's subscription model is particularly useful in marketing brands because it facilitates a customer's repeat purchases of the same product of the same brand. When customers make repeat purchases of the same brand, they may become more familiar with that brand, which in turn may lead to new purchases from that brand and general brand loyalty.

“ We're pretty impressed with number of subscribers over this short period of time. **Subscribe & Save helps maintain the customers that come in.** ”

👤 Seller: Optimal Health Nutrition, October 2016
Health Household & Baby Care



“Subscribe & Save is a much larger piece of our business now....It's a nice piece of business you can count on. It's helped us out a lot.”

📍 Seller: Puracy LLC, November, 2016, Home and Kitchen Health Household & Baby Care

How

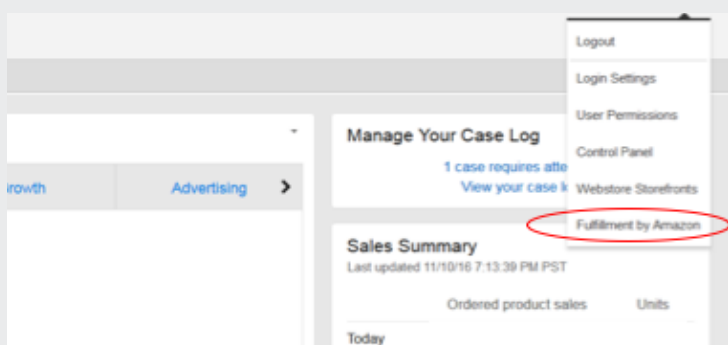
do I sign up for Subscribe & Save?

To help ensure the best experience for Subscribe & Save customers, sellers must have a positive sales history, seller performance metrics, and a FBA account that:

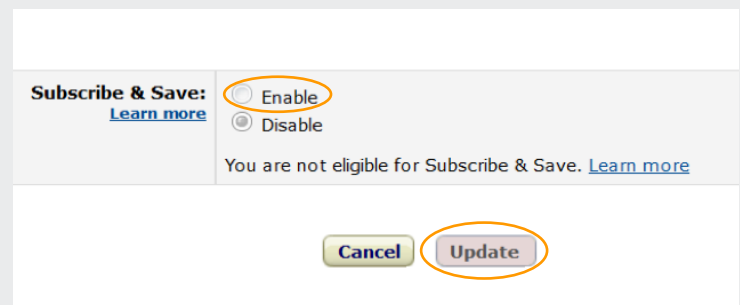
- Is in good standing
- Has a feedback rating of 4.7 or higher
- Has been active for 3 months or longer

If you meet these criteria, getting started with FBA Subscribe & Save is easy:

- 1 In Seller Central, in your Fulfillment by Amazon settings, locate Subscription Settings, and then click Edit.



- 2 If you are eligible, you have the option to click **Enable**, and then click **Update**.



- 3 After you have enabled this setting in your account, you can add and remove products from the program. For more information, see [Add or Remove Subscribe & Save Products](#).

Tip

For product eligibility, only SKUs that have had an FBA listing for at least a month are eligible, and that product must have an [in-stock ratio](#) of at least 85% for the trailing 30 days.

Subscribe & Save

Subscribe & Save is a long-term customer commitment. Make sure they have a consistent and positive experience to help you maintain good performance metrics in the program.

Tip 1

Choose the right products

Identify products that are ideal for subscription and regular replenishing.

Tip 2

Manage your inventory carefully

Make sure your Subscribe & Save products are regularly in stock to meet the order demand on a steady basis. Avoid cancellations of replenishment orders due to inventory being out of stock.

Tip 3

Maintain steady prices

Keep your pricing stable to maintain and strengthen customer trust.

Tip

If your performance falls below expectations, we have a monitoring system in place which may send you performance notification emails. Failure to resolve these issues can lead to suspension of new subscriptions, cancellations of existing subscriptions, or removal from the program – so keep an eye out to make sure your account stays in good standing.

Tip 4

Use Subscribe & Save reports to help you maintain strong performance levels

Subscribe & Save Performance report

You can use the performance report to review and monitor sales, discount, out of stock order cancellation rates, and price increase information on past sales.

Subscribe & Save Forecasting report

The forecasting looks at historical data to project future performance to help you plan inventory needs and make sure you meet order demand. The forecasting report provides an estimate of active subscriptions and forecasted Subscribe & Save discount and subscription sales forecast.

The screenshot shows the Amazon Seller Central interface. At the top, navigation tabs include INVENTORY, PRICING, ADVERTISING, STOREFRONT, **REPORTS** (circled in orange), and PERFORMANCE. Below this is the 'HealthWorks (Switch)' header. The left sidebar lists various report categories: 'Welcome to Reports', 'Inventory', and 'Sales'. Under 'Inventory', 'Subscribe & Save Forecasting' is circled in orange. Under 'Sales', 'Subscribe & Save Performance' is circled in orange. The main content area is titled 'Amazon Fulfillment Reports' and includes a 'Learn more' link. A yellow warning box states: 'You can now view information about inventory that is subject to the Long-Term Storage Fee (six to 12 and Recommended Removal Report)'. Below this, a message says: 'Welcome to the fulfillment reports page. All fulfillment reports can be found in the left-hand column. Read below for informative tips and help on getting the most out of your reports.' Further down, there is a section for 'Replenishing Inventory' with a 'Learn more' link and a 'Reports suggested' list including 'Inventory Health Report' and 'Manage FBA Inventory'.

For more information

[Subscribe & Save Overview](#)

[Add or Remove Subscribe & Save Products](#)