

# FBA Subscribe & Save FAQ



## Expectations

We want to encourage you as a seller to enrol offers that you think consumers want to purchase on a regular basis, and then focus on delivering a superior customer experience. This experience includes stable pricing, in-stock inventory, and on-time delivery.

## Product eligibility and enrolment

### Which categories are eligible for FBA Subscribe & Save?

See the table [here](#) (Seller Central Sign in required)

### What is an offer?

An offer is the listing you enrolled into the FBA Subscribe & Save program.

### What is the in-stock requirement for enrolling an offer?

An 85% in-stock rate (i.e. 26 of the past 30 days) is required.

**How do I enrol an offer?** For more information click [here](#) (Seller Central Sign in Required)

**Please note:** You can include 300 SKUs per upload.

### I keep getting an error message when I try to upload my FBA SKU numbers

One of the most common errors is that you are trying to upload a file that contains SKUs which are not eligible. Before uploading make sure you have checked 1) Your ASINs meet the [in-stock](#) criteria 2) Your ASIN is in one of the eligible [categories](#) 3) The [common upload errors](#). If you are trying to upload 5 SKUs to the program and 1 does not meet the criteria, you need to exclude the ineligible SKU to complete the upload.

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## **Not able to see the Subscribe & Save button for your offer?**

Your offer may be under review for pricing or inventory violations. Check your email for additional information about the status of your inventory. If you still have questions contact [Seller Support](#)

## **Inventory and pricing**

### **What is an inventory violation?**

Failure to fill subscription orders on time is an inventory violation. A history of inventory violations may result in suspension from the program.

### **What if I need to create a new SKU for an existing offer?**

Make sure you enable the new SKU as an FBA Subscribe & Save offer. After you create the offer, contact [Seller Support](#) and ask them to transfer your subscriptions to the new offer.

### **What is a pricing violation?**

Failure to maintain stable pricing is a pricing violation. A history of significant pricing fluctuations may result in suspension from the program.

### **I currently have inventory, and I have not raised prices recently. Why did I get a violation?**

Subscription-based orders can take up to one month or longer to complete. Therefore, it can take one month or longer to receive a violation message.

### **What happens if I run a deal on a Subscribe and & Save offer?**

Lightning Deals or Prime Deal of the Day limited time deal prices will not be considered on top of the Subscribe and Save Discount price.

**Note:** Other promotions (e.g. coupons or Deal of the Day) take the SnS price into consideration and may result in a pricing violation.

## **General**

### **How can I find out how many subscriptions there are on one of my offers?**

See the [FBA Subscribe & Save Forecast report](#).

### **How can I see if there has been an increase in sales for my product since enrolling in Subscribe & Save?**

See the [FBA Subscribe & Save Performance report](#).

# FBA Subscribe & Save FAQ

## **Can I control what discount I fund to the customer on FBA Subscribe and Save?**

No. The discount you fund on FBA Subscribe and Save is dictated by the number of subscriptions a customer has in a given month. These are: **5%** discount for customers receiving deliveries for 1-4 product subscriptions on the same delivery day in the same month, and **15%** discount for customers receiving deliveries for 5 or more product subscriptions on the same delivery day in the same month. **Important:** Amazon Family customers receive a flat **20% discount on nappies** regardless of the number of subscriptions.

## **Are customers limited to subscribe to products from Marketplace Sellers or Amazon Retail?**

No. For customers to receive the discount they can subscribe to any offer available in the program and are not just limited to your available inventory. For example a customer could unlock 15% savings by subscribing to 2 of your products and 3 from other Marketplace sellers or Amazon Retail. In the example above you would fund 15% on your 2 product subscriptions for that given month.

## **If a customer subscribes to a product and selects a quantity of 5 would this mean I have to fund a 15% discount on all 5 products?**

No. This example would only count as 1 subscription so you would have to fund a 5% discount. If the customer subscribed to 4 additional products (either from you or another Marketplace Seller/Amazon Retail) you would have to fund 15% providing the product subscriptions are delivered on the same day in the same month.

## **Is there a way to see how many customers cancel Subscribe & Save?**

A comparison of the performance and forecast reports over time can yield any changes in the number of subscriptions that are fulfilled for any particular offer.

## **How can I track new subscriptions?**

Compare active subscribers over time in the [FBA Subscribe & Save Forecasting report](#).

## **What exactly does Amazon tell the customer upon enrolment?**

Amazon provides the information that you can find at this link: [Subscribe & Save program](#).

## **Can Amazon add incentives for sellers to add more ASINs?**

Amazon is committed to delivering a premium experience to the seller as well as a superior customer experience. Amazon continuously monitors the program for ways to improve this.

# FBA Subscribe & Save FAQ

## **I've disabled my Subscribe & Save settings or my Subscribe & Save offers. Why am I still receiving violation emails?**

If you disable product offers or withdraw from the Subscribe & Save program, you are required to continue to fill orders for up to six (6) months after you remove your offer or withdraw from the program. Failure to comply with the six-month commitment may negatively affect your seller performance metrics.

## **I have a product that is no longer going to be manufactured and I will not be able to fulfil my subscription demand going forward. What should I do?**

Please contact [Seller Support](#) immediately to make the team aware of the situation so the Fulfilment by Amazon product team can review. Please remember you are required to continue to fulfil current subscriptions for 6 months after the date on which you or any of your products included in those orders are removed from the Program (see [T&Cs](#)). Based on this you should plan at least 6 months in advance before you remove any offer from the program.

## **How can I promote Subscribe and Save offers?**

To boost sign ups you could use [Sponsored Products](#) to give more visibility to your products in general search.

## **Can I get an offer that is blocked from Subscribe & Save unblocked?**

Contact [Seller Support](#) and the Fulfilment by Amazon team will investigate.