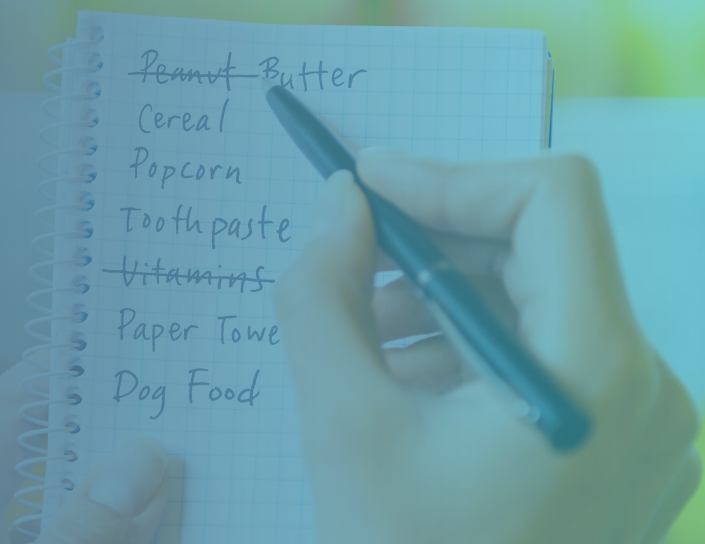


FBA Subscribe & Save FAQ



Expectations

We want to encourage you as a seller to enable 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 enrollment

Which categories are eligible for FBA Subscribe & Save?

- Beauty
- Grocery
- Health & Baby Care
- Automotive Parts & Tools
- Electronics
- Home Tools & Home Improvement
- Industrial Supplies
- Kitchen
- Lawn & Garden
- Musical Instruments
- Office Supplies
- Outdoors
- Pet supplies
- Sports
- Toys

What is an Subscribe & Save enabled offer?

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

What is the in-stock requirement for enabling an offer?

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

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.

FBA Subscribe & Save FAQ

How do I enable an offer?

For more information, see <https://sellercentral.amazon.co.uk/gp/help/201958650>.

Please note: You can include 300 SKUs per upload.

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, email eu-fba-sns-feedback@amazon.com 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.

Can I create a deal on my FBA Subscribe & Save offer?

Use Lightning Deals or Coupons to make promotional offers on products enrolled in Subscribe & Save.

Note: Other promotions 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

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 enrollment?

Amazon provides the information available on the consumer [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 the experience for both customers and sellers.

I've disabled my Subscribe & Save settings or my Subscribe & Save offers. Why am I still receiving violation email messages?

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.

Can I get an Offer that is blocked from Subscribe & Save unblocked?

Contact eu-fba-sns-feedback@amazon.com and the Fulfillment by Amazon team will investigate.