



Create with Prime Video

Get your first piece of content live today

Partner Portal
createprimevideo.amazon/uk_uk/home

Create with Prime Video is your partner portal for everything you need to go live: tracking links, approved assets, campaign inspiration, and editorial copy, all in one place. Follow the steps below and you can have content published today.

1 GET ACCESS

- **Log in via Impact:** the portal connects through your Impact partner account. Contact your AP account manager if you need access
- **Go to the portal URL:** navigate to createprimevideo.amazon/uk_uk/home and sign in with your Impact credentials
- **Confirm your market:** The UK is selected by default at this URL. Other market URLs are available from your AP contact
- **Bookmark it:** new titles, assets, and campaigns are added every week

2 FIND YOUR CONTENT

Trending

New In ▾

What to Watch

Sports ▾

- **Trending:** the highest-priority titles right now. Start here if you're not sure what to cover
- **New In:** browse the latest releases by genre or format (series, film, sport)
- **What to Watch:** editorially curated picks; perfect for recommendation and review content
- **Sports:** live events and sports titles with dedicated tracking links

3 GET YOUR TRACKING LINK

- **Select the title** you want to promote and open its page
- **Click "Get Tracking Link":** a unique URL is generated instantly, tied to your Impact partner ID. No extra setup needed
- **Copy and use it:** drop the link straight into your article, newsletter, or social post. Do not modify the URL

Every title page has three actions:

Download All Assets

Watch on Prime Video

Get Tracking Link

4 DOWNLOAD YOUR ASSETS

BANNERS

Standard display sizes (300×250, 728×90, 160×600), updated each campaign window

EDITORIAL COPY

Pre-approved descriptions, taglines, and synopses ready to publish

KEY ART

High-res hero images, show stills, and title logos for editorial use

VIDEO CLIPS

Trailers and short clips where available ideal for social and video placements

- Hit "Download All Assets" on any title page to grab everything in one click

5 WHAT TO WRITE ABOUT

FORMATS THAT CONSISTENTLY CONVERT

Best of streaming roundups

"Best new shows on Prime Video this month" high search volume, refreshes every week

New release reviews

Publish the week a title drops pair your review with key art from the portal for instant credibility

Comparison articles

"Prime Video vs Netflix" Netflix has no affiliate programme, so every comparison works in your favour

Seasonal & moment-led

Bank holidays, awards season, summer breaks "what to watch this weekend" reliably outperforms evergreen

WHAT TO PROMOTE RIGHT NOW

▲ CHECK TRENDING EVERY MONDAY

The **Trending** tab updates weekly with the titles Amazon wants partners to focus on. It's the fastest shortcut to knowing what's driving sign-ups right now.

Use **New In** to stay ahead of upcoming releases, and **What to Watch** for ready-made editorial angles you can adapt straight into your content.

6 BEFORE YOU GO LIVE

24-HR COOKIE WINDOW

Your reader must sign up within **24 hours** of clicking your link for the commission to count

NO VOUCHER CODES

Unique or exclusive promo codes are **not permitted** tracking links only, never modified

NO PAID SEARCH

PPC using Prime Video brand terms is **not permitted** under programme terms

USE APPROVED COPY

Stick to descriptions and taglines from the portal do not use unofficial third-party copy

PORTAL UPDATES WEEKLY

Fresh titles and assets every week. Check **Trending** each Monday to stay current

TRACK YOUR RESULTS

Monitor clicks and conversions in your **Impact** dashboard under Reports > Action Listing

Need help getting set up?

Contact your Acceleration Partners account manager we'll get you live

PARTNER USE ONLY