

FBA Subscribe & Save

FBA Subscribe & Save lets Amazon customers sign up for recurring, scheduled deliveries of products that they use frequently.

Subscribers get a **base discount** on their deliveries, which is funded by you as the seller. Customers who receive five or more subscriptions in a delivery reach **tiered status**, unlocking additional savings on all products in their delivery. (See **How base discounts and tiered status work** below.)

To learn more about programme benefits, check out [Subscribe & Save](#).

Important: FBA sellers participating in Subscribe & Save must meet certain eligibility requirements outlined later in this article. By participating in Subscribe & Save, you agree to the programme's [terms and conditions](#). Amazon reserves the right to change the conditions of the Subscribe & Save programme, including eligibility requirements and discounts.

Eligibility requirements

To participate in the programme, you must have an FBA account in good standing.

~~Effective June 15, 2020, enrolment of new products is limited to brand owners. Any product enrolled before June 15 remains eligible for Subscribe & Save. For information on registering brands, visit [Amazon Brand Registry](#).~~

~~If the option to enable Subscribe & Save does not appear in your settings and you believe that you have eligible, replenishable items, contact [Seller Support](#).~~

Amazon uses the following criteria to determine product eligibility:

- Fulfilment history and in-stock rate
- Sales performance
- Product category
- Average selling price

Seller-funding requirements

You can choose from three base funding options: 0%, 5% or 10%. Subscribers who receive five or more subscriptions in a delivery reach tiered status, and Amazon will, for a limited

time, fund an additional 5% discount. You can update funding and manage your selection on the [Manage Products](#) page.

The new funding structure applies to all of your Subscribe & Save items, including those already enrolled and new selections. All subscriptions created before June 15, 2020, will continue to be funded per the previous category-specific fee structure.

Note: Starting on June 15, 2020, eligible, replenishable items will be automatically enrolled at a 0% base discount and Amazon will fund the 5% tier discount. With this change, there is no cost to you and you will no longer have to manually enrol products in Subscribe & Save to benefit from the programme. If you do not want to take advantage of automatic enrolment, you can opt out at any time by clicking on 'Opt out of automatic enrolment' on the [Manage Products page](#).

How base discounts and tiered status work

The base discount and funding information below applies to all subscriptions created after June 15, 2020. Five or more subscriptions in a delivery unlocks tiered status, meaning additional savings for customers.

Seller funded at 0%

Four subscriptions on the same delivery date earns customers no discount. Five or more subscriptions on the same delivery date earns a 5% discount (funded by Amazon).

Seller funded at 5%

Four subscriptions on the same delivery date earns customers a 5% discount. Five or more subscriptions on the same delivery date earns a 5% discount (funded by you), plus an additional 5% discount (funded by Amazon) – unlocking customer savings of 10%.

Seller funded at 10%

Four subscriptions on the same delivery date earns customers a 10% discount. Five or more subscriptions on the same delivery date earns a 10% discount (funded by you), plus an additional 5% discount (funded by Amazon) – unlocking customer savings of 15%.

For all subscriptions created before June 15, 2020, the following product category fee structure applies:

Product category	Discount for customers receiving deliveries for 1–4 product subscriptions on the same delivery day in the same month*	Discount for customers receiving deliveries for 5 or more product subscriptions on the same delivery day in the same month*
Beauty	5%	15%
Grocery	5%	15%
Baby	5%	15%
Pet Supplies	5%	15%
Health & Personal Care	5%	15%
Consumer Electronics	5%	15%
Home Improvement	5%	15%
Kitchen	5%	15%
Lawn & Garden	5%	15%
PC	5%	15%
Sport	5%	15%
Home	5%	15%
Office Products	5%	15%

Product category	Discount for customers receiving deliveries for 1–4 product subscriptions on the same delivery day in the same month*	Discount for customers receiving deliveries for 5 or more product subscriptions on the same delivery day in the same month*
Car & Motorbike	5%	15%
Musical Instruments & DJ	5%	15%
BISS	5%	15%
Camera	5%	15%
Toys & Games	5%	15%

* For customers to receive the discount, they can subscribe to any offer available in the programme and are not just limited to your available inventory.

Seller coupons and promotional discounts are added to Subscribe & Save discounts. For example, if you run a [Lightning Deal](#) on a product in Subscribe & Save, you must provide the programme discount in addition to the deal price.

Subscribe & Save orders

There are two types of Subscribe & Save orders: sign-up orders and replenishment orders.

- **A Sign-up order** is a customer's initial order when subscribing to a product in the Subscribe & Save programme. In order for your Subscribe & Save offer to appear for a product, your offer must be the Buy Box offer. For more information, see [How the Buy Box Works](#).
- **A Replenishment order** is automatically created according to the frequency set by the customer. Subscribe & Save customers can set deliveries at monthly intervals, from one to six months.

You can view your Subscribe & Save orders in the [Transaction View](#) of the **Payments** report page.

Seller performance metrics

Seller performance reviews are ongoing in order to ensure a positive Amazon customer experience. When evaluating performance, we consider such things as your ability to maintain inventory levels sufficient to meet customer demand, customer feedback and Subscribe & Save order cancellations. Poor performance metrics may affect your ability to participate in the programme.

You can go to [Subscribe & Save Manage products](#) to access your performance dashboard and review the following metrics for weekly, monthly, quarterly and yearly time frames:

- **Shipped units:** The number of units for shipped subscription orders over a given time period.
- **Shipped revenue:** The sum of your revenue from shipped subscription orders over a given time period.
- **Subscriptions count:** The number of active subscriptions at the end of a given time period.
- **Not delivered due to OOS:** The percentage of your units that were not delivered because the ASINs were out of stock.
- **Average revenue per customer:** A comparison of your average revenue from subscribers versus non-subscribers.
- **Planned revenue:** The sum of your revenue from orders expected to ship for your active subscriptions in the upcoming 30, 60 or 90 days.
- **Planned units:** The number of units for orders expected to ship for your active subscriptions in the upcoming 30, 60 or 90 days.

Note: Planned revenue and planned units are estimated projections, not a guarantee of future sales.

You can also get these performance metrics at the ASIN level by using the search option on the dashboard. You can search up to 20 ASINs at a time.

For tips on managing your Subscribe & Save offers, see [Add or remove Subscribe & Save products Manage Subscribe & Save products](#).

Additional resources

- [Subscribe & Save dashboard](#)
- [Manage Subscribe & Save](#)
- [Performance report](#)
- [Forecasting report](#)

FBA Subscribe & Save

- ~~[Add or remove Subscribe & Save products](#)~~
- [Manage Subscribe & Save products](#)
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