

# FBA Subscribe & Save

## ~~What is~~ FBA Subscribe & Save?

~~Subscribe & Save allows lets~~ Amazon customers ~~to~~ sign up for ~~regular~~recurring, scheduled deliveries of products that they use frequently. Subscribers ~~receive up to 15% off their~~ ~~Subscribe & Save orders, as well as free shipping.~~ As an FBA seller, you can apply to include your eligible ~~FBA offers in Amazon's~~ Subscribe & Save programme.

~~When~~get a customer chooses to subscribe to a product delivery, they choose the product, how many they want delivered and how often. They receive a 5% discount per subscription until they have five subscriptions delivered each month, after which they will receive a 15% base discount on their ~~entire order.~~

~~For~~deliveries, which is funded by you as the seller. Customers who receive five or more ~~information~~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 ~~the customer~~ programme, ~~see~~ benefits, check out [Subscribe & Save](#).

The discount is applied to the selling price that you set for the products you offer as subscriptions and is deducted from your revenue. Amazon FBA then picks, packs and ships your ~~Subscribe & Save order.~~

**Important:** FBA sellers ~~who want to participate~~participating in Subscribe & Save must meet certain eligibility requirements outlined later in this article. ~~All participating sellers are subject to the FBA Subscribe & Save Seller Terms and Conditions.~~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.

## ~~What does the FBA Subscribe & Save detail page look like?~~

- ~~—~~ The Buy Box will default to Subscribe & Save and display to the customer how many ~~more deliveries they need to meet a higher discount threshold.~~
- ~~—~~ If customers require your products straight away, they can select “One-time Purchase” in the Buy Box.
- ~~—~~ In order for your Subscribe & Save offer to appear on the detail page you need to be winning the Buy Box. For more information see How the Buy Box works

## ~~Why should I use Subscribe & Save as a seller?~~

- ~~1. Subscribe & Save's subscription model is particularly useful in marketing brands because it facilitates repeat purchases of the same product, which in turn may lead to increased loyalty.~~
- ~~2. FBA Subscribe & Save sellers have access to a forecasting report which looks at 8-week unit demand from subscriptions. This can ultimately help your business improve inventory planning.~~
- ~~3. Your products are automatically added to the Subscribe & Save Storefront so that there is the possibility of increased visibility when customers browse specifically for Subscribe & Save-enabled ASINs.~~

## Eligibility requirements

~~If you are eligible, you can participate in Subscribe & Save by enabling the programme in your account settings. Eligibility criteria include your sales history and seller performance metrics, among other factors. To participate in the programme, you must, at a minimum, have an FBA account that:~~

- ~~• Is in good standing~~

~~Has a feedback rating. Effective June 15, 2020, enrolment of 4.7 or higher new products is limited to brand owners. Any product enrolled before June 15, 2020 remains eligible for Subscribe & Save. For information on registering brands, visit Amazon Brand Registry.~~

- ~~• Has been selling in FBA for three months or longer~~

~~If the option to enable Subscribe & Save is/does not available/appear in your account settings, and you are not/believe that you have eligible for the programme. The option will be automatically added to your account settings after you meet the replenishable items, contact Seller Support.~~

~~Amazon uses the following criteria to determine product eligibility criteria for the programme.:~~

~~To enable Subscribe & Save in your account settings:~~

- ~~1. In your seller account, in your Fulfilment by Amazon settings, locate **Subscription Settings** and click **Enable Subscribe & Save**.~~
- ~~2. After reviewing the FBA Subscribe & Save programme information, go to Subscribe & Save to add products to the programme.~~

~~Alternatively, eligible sellers can enrol in FBA Subscribe & Save from the [Programmes Portal](#).~~

- ~~• **Eligible product categories and** [Fulfillment 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 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 don't 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:

<b>Product category</b>	<b>Discount for customers receiving deliveries for 1–4 product subscriptions on the same delivery day in the same month*</b>	<b>Discount for customers receiving deliveries for 5 or more product subscriptions on the same delivery day in the same month*</b>
Beauty	5%	15%
Grocery	5%	15%
Baby	5%	15%
Pet Supplies	5%	15%
<u>Health &amp; Personal Care</u>	<u>5%</u>	<u>15%</u>
Consumer Electronics	5%	15%

<b>Product category</b>	<b>Discount for customers receiving deliveries for 1–4 product subscriptions on the same delivery day in the same month*</b>	<b>Discount for customers receiving deliveries for 5 or more product subscriptions on the same delivery day in the same month*</b>
Home Improvement	5%	15%
Kitchen	5%	15%
Lawn & Garden	5%	15%
PC	5%	15%
Sport	5%	15%
Home	5%	15%
Office Products	5%	15%
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.

~~Case Example 1: If a customer subscribes to 3 of your products and 2 products from other sellers/Amazon, they will reach the 15% discount providing that they arrive on the same delivery day in the same month~~

~~Case Example 2: If a customer subscribes to one of your offers selecting a quantity of 5, this only counts as 1 Subscription.~~

~~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](#) ~~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~~ [Transaction View](#) of the ~~Payments~~ [Payments report](#) page.

## ~~Subscribe & Save programme requirements~~

~~Products must be offered via FBA, and you must maintain an in-stock percentage of at least 85%. To check your in-stock percentage, see your [Inventory In Stock](#) page in Seller Central.~~

~~For eligible offers, the Subscribe & Save discount is applied to your price for the product on the day that the order is placed. The discount amount is up to 15%, depending on the total number of products the buyer has subscribed to and the product category of the offer. The discount applies to the selling price that you set for the products you offer as subscriptions and is deducted from your revenue. FBA picks, packs and ships your Subscribe & Save order.~~

~~**Important:** Amazon Family customers receive a flat 20% discount on nappies regardless of the number of subscriptions.~~

## ~~Coupons and promotions~~

~~Any vouchers or promotions that you offer also apply to your Subscribe & Save products. For example, if you run a promotion offering a 20% discount on a product that is also available through Subscribe & Save, that discount will be added to existing subscriptions and will result in a total discount greater than 20% for subscriptions.~~

## Seller performance metrics

~~In tandem with normal seller Seller performance checks on your account, we monitor the following for SnS performance reviews are ongoing in order to protect the ensure a positive Amazon customer experience:~~

- ~~1. Cancellations on replenishment orders due. When evaluating performance, we consider such things as your ability to out-of-stock~~
- ~~2. Price increase on replenishment orders~~
- ~~3. Good standing as a seller~~

~~If your performance on FBA maintain inventory levels sufficient to meet customer demand, customer feedback, and Subscribe & Save falls below expectations order cancellations. Poor performance metrics may result in relation to the points above, we will send performance notification emails (please ensure your notification preferences in Seller Central are updated). Failure to resolve these issues can lead to (1) the suspension of new subscriptions (the SnS buybox will disappear automatically on the detail page), (2) Cancellations of existing subscriptions, your Subscribe & Save offers or (3) removal your suspension from the program Subscribe & Save programme.~~

~~For tips on managing your Subscribe & Save offers, visit [Manage products](#).~~

## Additional resources

- ~~• [Add or remove Subscribe & Save products in the Programmes Portal](#)~~
- ~~• [See the Subscribe & Save performance report and forecasting report.](#)~~

## ~~FBA Subscribe & Save~~

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

- Subscribe & Save dashboard
- Manage Subscribe & Save
- Performance report
- Forecasting report.

# FBA Subscribe & Save Terms and Conditions

The English version of these terms and conditions is the definitive legal version. Translations into other languages are available for your ease of reference only.

These terms and conditions supplement the Amazon Services Europe Business Solutions Agreement, including the Amazon Services Business Solutions Agreement Fulfillment by Amazon Service Terms, and govern your participation in the FBA Subscribe & Save programme (the "Programme"). By participating in the Programme, you agree to these terms and conditions.

## 1. Seller eligibility

You must meet the eligibility requirements described in the Programme Help page- Programme Help page to participate in the Programme.

## 2. Product enrolment, availability, and withdrawal

~~(a) You will~~ Amazon may, but is not obligated to, enrol in the Programme only products included in the Eligible product categories and discounts section of the Programme Help page. Your Products in the Programme if they are eligible. Either You or Amazon may cancel the enrolment of Your Products in the Programme at any time. Any cancellation of Your Products' enrolment in the Programme may take up to 14 days to process.

(b) Only products that meet the eligibility requirements in the Programme Help page may be enrolled in the Programme. Amazon determines a product's eligibility for any reason the Programme based on criteria set forth in the Programme Help page.

~~(c)~~ (c) You will fulfil all orders for Your Products through the Programme using the Fulfilment by Amazon Service.

~~(d)~~ (ed) If you offer a product through the Programme, you will also offer that product on Amazon to customers who do not use Subscribe & Save.

~~(d) You may withdraw Your Products from the Programme at any time. To help ensure a great Subscribe & Save customer experience, Amazon may continue to fulfil Subscribe & Save orders with Your Products for up to six months after the date on which any of Your Products included in those orders are withdrawn from the Programme.~~

### 3. Customer discounts and pricing

~~(a) You authorize Amazon agree to fund any discount each for customer subscriptions on products offered in the Programme by the amounts indicated in the seller-funding requirements section of the Programme Help page, as applicable. Amazon may choose to offer customers an additional discount on any product you offer offered through the Programme by the amount in the Eligible product categories section in the Programme Help page. The discount corresponds to: (1) the product category that Your Product belongs to and (2) the aggregate number of Subscribe & Save subscriptions (including Subscribe & Save subscriptions for products sold by other sellers) that are active for that customer in a given month. Each time a customer submits a Subscribe & Save order for one of Your Products, Amazon. These discounts will apply this discount be applied to the price of Your Product at the time of the order.~~

(b) You may combine discounts associated with other Amazon programmes (for example, Amazon Family) and promotional discounts you offer on Your Products. These discounts will be added to the applicable Programme discount for each of Your Products.

### 4. Order fulfilment and cancellation

Customer orders for Subscribe & Save products may be allocated at Amazon's discretion to one or more sellers. Your participation in the Programme does not guarantee that any Subscribe & Save order will be placed with you. Customers may cancel Subscribe & Save subscriptions at any time.

Last updated ~~July 30, 2018~~ June 15, 2020

## [New help page](#)

[\[Help / Getting started with Fulfillment by Amazon \(FBA\) / FBA features, services, and fees / FBA Subscribe & Save / Manage Subscribe & Save products\]](#)

### **Manage Subscribe & Save products**

Use the Manage products page to see your Subscribe & Save products, set your discount-funding and automatic-enrolment preferences, see every subscription for enrolled products, and send and replenish inventory.

For more information about the programme, visit [FBA Subscribe & Save](#).

### **Product enrolment**

As of June 15, 2020, products from eligible FBA sellers are automatically enrolled in the programme. Eligible, replenishable items will be automatically enrolled at a 0% base discount, at no cost to you. Amazon will fund an additional 5% tiered discount when customers receive five or more items in one delivery.

To enrol new products that have not been automatically enrolled, email [eu-fba-sns-feedback@amazon.com](mailto:eu-fba-sns-feedback@amazon.com). To opt in to automatic enrolment, visit the [Manage Products page](#).

### **Transfer subscription requests**

To request a transfer of subscriptions for a Subscribe & Save offer that requires a new SKU, contact your Amazon account manager or email [eu-fba-sns-feedback@amazon.com](mailto:eu-fba-sns-feedback@amazon.com) with the following information:

- [ASIN](#)
- [Existing SKU](#)
- [New SKU](#)

### **Forecasting and performance reporting**

Use the forecasting report to decide how many units will be required to fulfill subscriptions for any Subscribe & Save offer up to eight weeks in advance. Use the performance report to see information such as how many programme items have shipped and the percentage of orders that were missed due to a lack of inventory.

For more information, see [Subscribe & Save Performance Report and Subscribe & Save Forecasting Report.](#)