



amazon ads

Creator Connections Brand Guide

AMAZON CONFIDENTIAL

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Overview

Creator Connections is Amazon's marketplace service connecting brands on Amazon and Amazon Creators.

Brands offer bonus commissions in exchange for qualifying sales. As the brand, you select the eligible products from your catalog, the commission rate, duration (start and end date), and a maximum budget. Your campaign is then sent to Amazon Creators (influencers and publishers) for them to do what they do best, create engaging content to delight customers and promote sales.

How your brand benefits:

1. Connect with Amazon Creators to help drive sales and increased visibility
2. Support a strong ROAS with a pay-for-performance model where you only pay for qualifying sales
3. Access end-to-end campaign management without service fees from within your existing Amazon Advertising account

How it works

STEP 1

Create a campaign with a set budget, commission rate, and time duration

STEP 2

Creators can opt into your campaign and create content featuring your brand and product(s)

STEP 3

You compensate Creators for the qualifying sales their content drives

STEP 4

Track your performance and measure ROAS



Who are Amazon Creators?

Publishers

These include publisher groups like Hearst, Condé Nast, BuzzFeed and Dotdash Meredith (to name a few).

BRAND VALUE

Broad access to diverse, targeted audiences across multiple channels, using their expertise in topics and formats—like articles and social media—to create impactful, cross-platform connections.

Influencers

Empowers micro and celebrity influencers to showcase curated product recommendations on their social media.

BRAND VALUE

Access influencers' engaged, niche audiences to build trust through authentic relatable content. Their work helps boost engagement and visibility and can be repurposed to amplify campaign reach.

Deal sites & bloggers

Deal sites like Slickdeals and bloggers like The Points Guy; can share the latest launches and sales.

BRAND VALUE

Provide visibility to value-seeking audiences, help drive targeted traffic, boost conversions through trusted reviews, and provide lasting SEO benefits for ongoing brand exposure.

Who are Amazon Creators?

What are the requirements to participate?

Bloggers, publishers, and content creators with a qualifying website or mobile app can participate in the Amazon Influencer Program. Influencers with an established social media following can participate. Learn more [here](#).

Creator Connections eligibility:

To be eligible for Creator Connections, Creators must be in at the Bronze tier or higher in Creator Stars, a [tiered benefits program](#) that takes into account Creator sales and engagement.

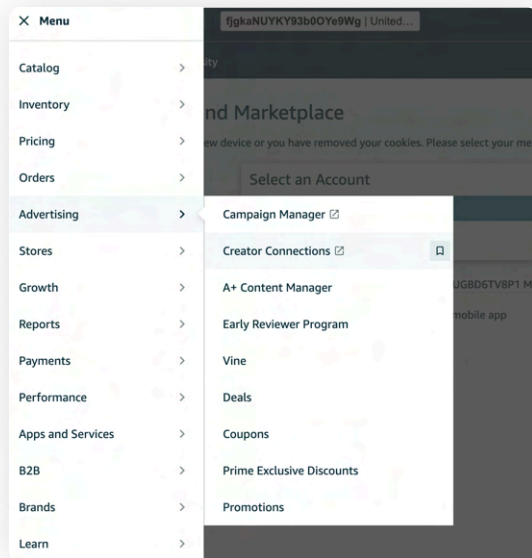


How to get started

Log into your account using a method below and accept the Terms & Conditions to proceed.

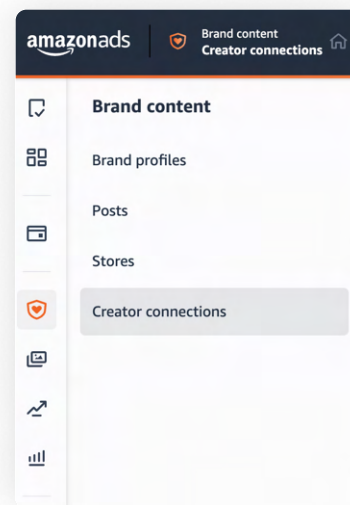
FOR SELLERS

For sellers, log into Seller Central and go to Creator Connections under Advertising in the navigation bar.



FOR VENDORS

For vendors, log into Ads Console with your Brands Store account and access Creator Connections under Brand Content in the left navigation.



Eligibility

Brands with a US advertising account based in the US (United States), CN (China) and HK (Hong Kong), as determined by the Ad Console business address, are eligible. Also, you must be registered in Brand Registry as the brand representative.

If your brand is having access issues, check user permissions. Admins can grant access to secondary users in Seller Central and going to the Settings Icon > User Permissions > Target User > Creator Connections.

CAMPAIGN MANAGEMENT:

The basics

A great campaign will engage Amazon Creators to help drive sales of your brand's product(s). Here's what you need to set up a campaign in just a few minutes.



SoundUp
Adaptive active noise-cancelling earbuds...

Commission rate: +25%

Remaining budge: \$50,000.00

Dates: Apr 6, 2025 - Jun 6, 2025

[Accept](#)

[Not interested](#)

[View details](#)

CAMPAIGN NAME

The title should excite Creators and encourage them to accept your campaign. Limited to 80 characters maximum.

COMMISSION RATE

Set the Creator's commission rate for qualifying sales. The minimum commission rate is 10%.

CAMPAIGN BUDGET

This is the maximum amount of money you want to pay to Creators during the campaign. The minimum spend is \$5,000.

START/END DATE

Select a start and end date for your campaign. The minimum length is 30 days and the maximum is 365 days. Creators have until the last day of your campaign to accept and can post content any time between the start and end date. If a campaign budget is exhausted before the end date, the campaign will automatically end and Creators will no longer be able to accept the campaign.

CAMPAIGN MANAGEMENT:

Messaging details

Message to Creators:

The message section helps Creators decide whether or not to accept your campaign. It should include (a) your Brand and product information, (b) Guidelines (dos and don'ts), and (c) any other, specific requirements. The section has a 5,000 character limit.

Disclosure requirements:

Our policies require Amazon Creators to use unavoidable disclosures. Amazon Creator's content must clearly message that they receive compensation from the brand for publishing the content. For example, the Creator can include the statement "Sponsored", "Advertisement", or "Ad". For additional detail, see The Federal Trade Commission's guidance. Brands may provide more specific or additional disclosure requirements within the request.

Campaign best practices



Include your brand & what makes it special



Share key talking points about your products



Provide content do's and don'ts



Build a relationship with Creators



Showcase your brand personality

CAMPAIGN MANAGEMENT:

Product selection

Product Select tool

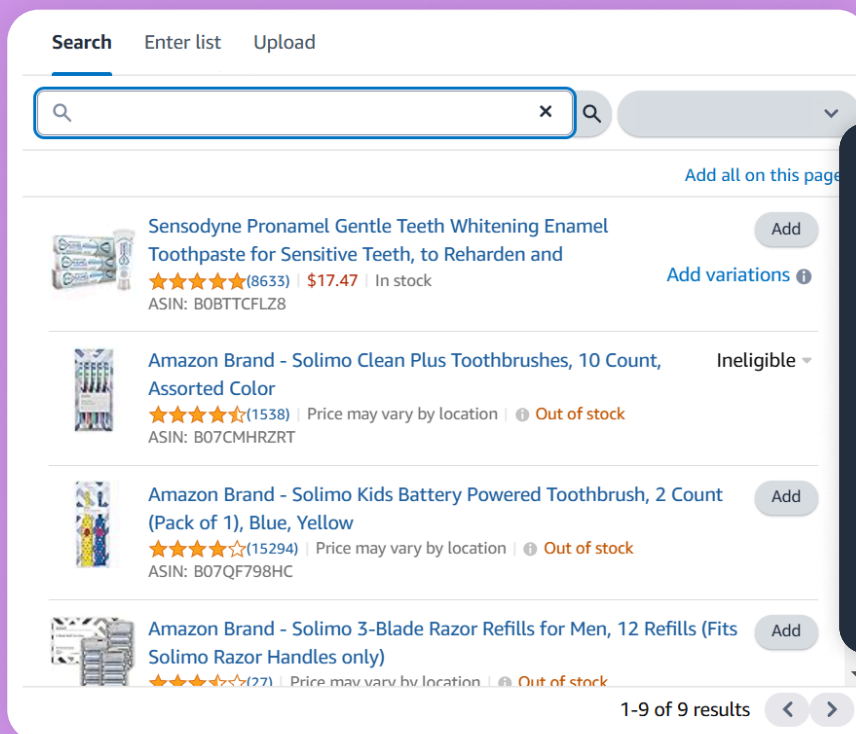
Use the Product Selector to add your products to your campaign. Amazon Creators can select from the products added to the campaign and can include one or more products in their content. The program will alert you if you're low or out of stock, but it will not block you from continuing to create your campaign.

Can a campaign include multiple variations of a product?

Yes, to add all variations of a product select "Add variations." To add some but not all variations, first add all variations and then remove any you would like to exclude by clicking the "x" next to that variation. We recommend you add variations to a product if your product offers different sizes (i.e., shoes), or offers different colors/shades (i.e., makeup). You can add up to 1,200 ASINs to a campaign. If you would like to add more, feel free to create another campaign.

Why does an ASIN (SKU) show AS ineligible ?

Ensure the ASIN meets product advertising guidelines linked [here](#).



TIP

Provide Amazon Creators with multiple options if it aligns with your brand's marketing goals.

To maximize conversion, we recommend selecting products that have sufficient inventory for the duration of the campaign. Another great use case for Creator Connections is to move through heavily stocked inventory.

CAMPAIGN MANAGEMENT:

And we're live!

Once you create a campaign, you'll have 24 hours to edit or cancel it before it's sent to Amazon Creators. After the 24-hour period, your campaign will be live. You can still edit the message to the Creators once it's live. You can also extend the budget and end date.

Next step: The Creators create

Now that your campaign is live, Amazon Creators will see it in the Creator Connections portal. Interested Creators can opt into your campaign if it aligns with them and their audience.

Can I control the Creator's messaging?

No, Amazon Creators maintain their editorial freedom when promoting and reviewing products. However, you can provide brand guidance on specific disclosures, hashtags, and/or social media handles to include.

Can I choose specific Creators for my campaign?

You cannot choose specific Amazon Creators for your campaigns, but you will have visibility into who joins. With our pay for performance model, you will only pay for qualified sales.

Will a preview of the content be available before it goes live?

No, Amazon Creators are not required to share a preview of the content before it is published. Many Creators will share the content after, but it is not mandatory.

How is attribution tracked if no content is submitted?

Content submission is not mandatory, as many Creators participate in numerous campaigns, making it challenging for them to manually add content links. Some Creators may submit links while others do not, but they may still be posting and driving sales for you. Sales are attributed not by content link submission, but by customer purchases within 24 hours of clicking the creator's unique attribution link. If a Creator didn't submit a content link and you're curious about what they posted to drive sales, you can click on their name to view their profile, including links to their social channels, where you can browse for your product.

Is there brand protection?

If the content created and submitted by the Amazon Creator is inappropriate, offensive, or is non-compliant with disclosure and/or campaign brief instructions, you may report the content to Creator Connections. Report by selecting the "Report" button next to the content link and a reporting reason. We will work with you and the Creator on mediating and resolving the issue. We do not offer any indemnity against liability.

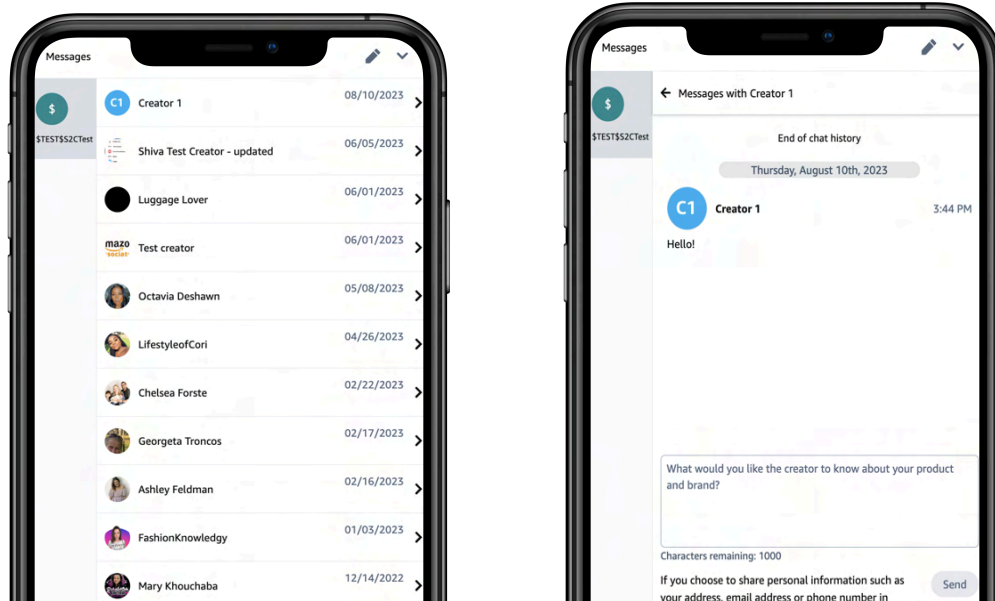
CAMPAIGN MANAGEMENT:

Direct messaging

Direct messaging

You can send and receive direct messages from Amazon Creators in Creator Connections. This makes it easier to direct message with Creators, share additional campaign details, and answer questions. You may directly message Creators who have accepted your campaign.

Note: you cannot message any Creator; only those who accept your campaign. To get started, you can either select the message icon in the top right corner (next to Help) or open the messaging drawer located in the bottom right corner of Creator Connections. Select the pencil icon to browse creators available to message. Select a Creator and send a message.



Sending samples

Samples are not currently provided as incentives through Creator Connections. However, you may choose to offer samples on a case-by-case basis. Use the Direct Message feature to request shipping information from Amazon Creators and share tracking details. Providing samples is at your discretion and own risk.

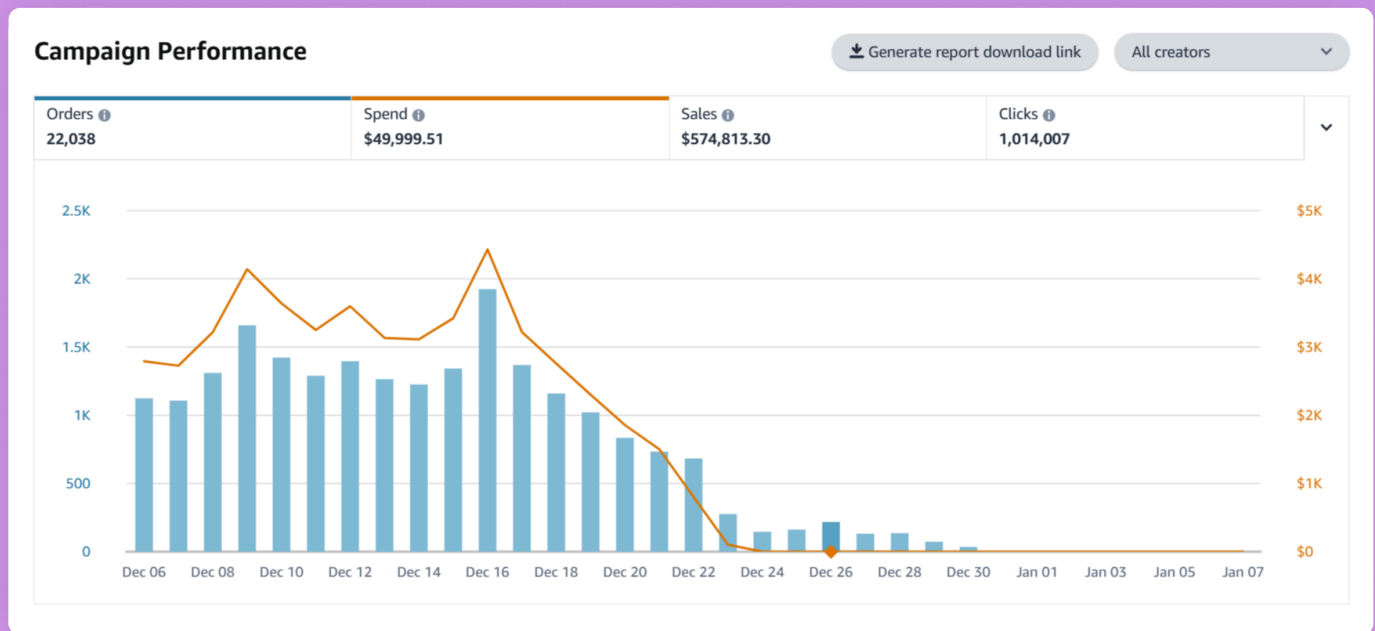
How do I report a message?

If you would like to report a message not automatically hidden by moderation, you can hover over the message and click on the 'Report' link to submit a report to the Creator Connections team to investigate. Reported messages will be hidden from your view.

CAMPAIGN MANAGEMENT:

Track performance

Congratulations! Your campaign has ended. It's time to track your results.



Creator Connections provides performance reporting with the following metrics:

1. **Spend:** The total charges incurred for a campaign
2. **Sales:** The total value of products sold to shoppers within 24 hours after they clicked on a creator's link. Sales amounts are finalized within 7 days after the campaign ends, based on whether the products were shipped to customers. Sales totals are adjusted to exclude orders that are canceled within 72 hours or fail payment.
3. **Orders:** The number of Amazon orders placed by shoppers within 24 hours after clicking on a product link.
4. **Clicks:** The number of clicks on creator links to your products during the campaign.

You can view this information for every Creator and product within a campaign. You can also download a CSV of your information at any time.

Top 8 tips for managing campaigns



Trust the process

Amazon Creators have an authentic connection with your target audience and know how to create compelling content. Let the Creators do what they do best and create.



Make the Creator's job easy.

Provide enough information in your campaign message section about your brand and product without overwhelming Creators, so they can produce great content.



Feature products people love.

Include popular products and give enough variety to allow Creators to create the best content.



Incentivize Creators to promote.

Provide a high commission rate to entice Creators.



Amplify what's already performing well.

Extend the deadline of a campaign that's driving sales and increase the budget.



Avoid duplicate campaigns with the same products.

Alternatively, increase your budget when a campaign is performing well.



Run multiple campaigns at once to increase engagement.

Promote all of your products with multiple campaigns. Group together similar products.



Take advantage of holidays and special promotions.

In addition to evergreen campaigns, make sure to take advantage of seasonal opportunities with special campaigns (i.e. Black Friday, Prime Day, and Big Spring Sale).

FAQs

Creators

Do Creators earn the Amazon Associates/Influencer commission on top of their bonus commission?

Yes, Creators will continue to receive standard Amazon Associates & Influencer Program commission on top of the Creator Connections bonus commission. This is paid only when an Amazon customer referred by a Creator to Amazon makes a qualifying purchase.

How long will the Creator's content be live?

The content created during the campaign will remain live at the Creator's discretion. The Creator will stop receiving your additional commission on the requested end date (or earlier if campaign budget is exhausted), but will continue to receive standard Amazon Associate/Influencer Program commissions.

Can I remove a Creator?

Creators cannot be removed once they join a Creator Connections campaign. Campaigns are available on a first-come, first-served basis for eligible Creators (up to 800 Creators per campaign).

How can advertisers reject Creators and/or content?

Advertisers cannot reject a Creator. Creators in Creator Connection are vetted by Amazon's Influencer Program and additional eligibility requirements. They will not earn in your campaign unless they drive sales.

A Creator wrote a negative review about my product. Can I have them remove it?

No. While this rarely occurs, this is a risk you accept when you submit a request to a Creator.

Will I be able to re-use content the Creator's generates?

The Creator owns the rights to their content. You can repost the content on your social channels, but you cannot use it in any paid marketing.

How are commissions paid out to Creators?

All the payments are managed through Creator Connections. It will appear on the Creator's monthly commission statement that they get from Amazon. For brands and sellers, it will be a separate line item that will be billed every 30 days managed through the Amazon Advertising Console.

FAQs

Your Campaign

If the campaign has ended, why are my spend and sales numbers still changing?

While the orders did occur during the campaign window, the final spend and sales amounts are calculated after the campaign ended, based on whether the products shipped to customers.

How will I be invoiced?

You will be invoiced through the advertising console tied to your Brand Stores account. You can view and edit your payment method preferences by navigating to Billing & Payments on the left. On an invoice, charges will appear as the title of the campaign and in the same line “Sponsored Ads.”

What happens if my budget isn't fully used?

As a pay-for-performance platform, you only pay for qualified sales. As such, if your budget isn't fully used, you will not be invoiced for it. This also applies to the minimum \$5,000 spend. If all \$5,000 is not spent, you will only be invoiced for the qualified sales.

How to cancel or edit a campaign?

After you create a campaign, you have 24 hours to edit or cancel it. After that time, an invite is sent to Creators. You cannot cancel or edit your campaign after 24 hours except for extending the campaign date and increasing the budget.

What happens if a Creator accepts multiple campaigns featuring the same ASIN?

If a Creator accepts multiple campaigns that feature the same ASIN, the Creator only earns commissions from one campaign. If the campaigns have different commission rates, the Creator will earn the higher commission rate. If one campaign reaches its maximum budget, then the other campaign will begin funding the Creator's commissions.

Accessing Creator Connections

Why can't I see my brand under Creator Connections?

In order to use Creator Connections, you must be a brand with a US advertising account based in the US (United States), CN (China) and HK (Hong Kong), as determined by the Ad Console business address. Additionally, you must be registered in Brand Registry as the brand representative. To register your brand, click [here](#).