

"Introduction to the brand flagship store"

The brand flagship store is a free self-service product that allows brands to create single-page or multi-page brand flagship stores to showcase their brand concepts and merchandise. The brand flagship store is suitable for PCs, mobiles and tablets.



Shoppers can access the brand flagship store through the product listing page or the brand name link on the brand promotion, bringing more natural traffic and exposure to the seller's products.



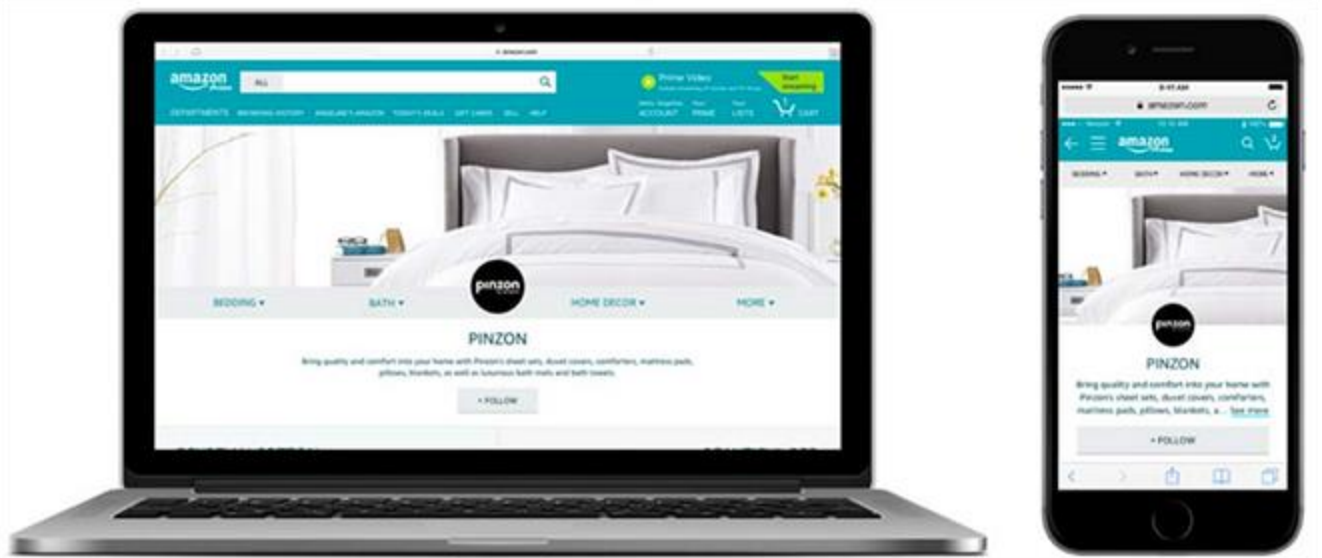
The seller can create a unique Amazon URL containing the brand name for the brand's flagship store.



With a social sharing button leading to the brand's flagship store, sellers can promote their brand through ads, blogs, social media or other marketing campaigns outside of the Amazon site to get more traffic.



Consumers can view traffic and retired sales reports through the Brand Flagship Store Perspective. With source tags, sellers can view traffic and sales for a specific campaign, creative content, or campaign.



| Why use a brand flagship store? |



Flagship store shopping experience

Create a high-quality Amazon shopping experience centered on the seller's brand, product and value proposition



Support for multiple platforms

Just build once for all devices (desktop, mobile, tablet)



Continuous operation

Meet repeat customers in their own brand's exclusive space, increase product exposure



Easy to operate

Sellers can quickly generate multi-page brand flagship stores with a variety of templates without the need for professional design skills.