



# New Selection Program

**Launch Prime eligible products and benefit from discounted referral fees**



# New Selection Program offers benefits to help Amazon sellers who bring new Prime eligible ASINs to Amazon Stores

Discounted referral fees of 5% on sales of eligible new-to-Prime parent ASINs\*



Standard-Size Items\*\*:  
Benefits apply to up to 100 units

STANDARD ITEMS



Oversized Items\*\*:  
Benefits apply to up to 50 units

OVERSIZED ITEMS



120 days from your new Prime ASIN's buyable\*\*\* listing date

120 DAYS



\*Parent ASIN is the main product listing that connects all variations, while child ASINs are the actual buyable versions with specific attributes.

\*\*Refer [Product size tiers](#) guide for specifications

\*\*\*An item with available inventory that customers can purchase on Amazon

# Example of Savings with New Selection Program

If you sell an item for 1000 EUR in a category with an **8% referral fee**:



The discount is automatically applied to each sale, and one unit is deducted from your available discount-eligible units.

# Seller and ASIN eligibility

## Seller eligibility

### If you're a new seller:

You'll get enrolled into New Selection Program automatically if you complete one of the following actions:

- a first FBA shipment is received at an Amazon fulfillment center within 90 days of your first buyable offer, OR
- you list a new buyable Prime eligible offer within 90 days of your first buyable offer.

### If you're an existing seller:

- To qualify for the program you must have an IPI score\*  $\geq 300$  anytime in the trailing 6 months. Once you meet the eligibility criteria, you must manually opt in [here](#).
- To check your enrollment status, program eligibility, enrolled ASINs, and program benefits, go to the [New Selection dashboard](#).

\* Check your IPI score on the [New Selection Program dashboard](#)

## ASIN eligibility

- ✓ New to Prime (not Prime-listed in past 12 months)
- ✓ Standard-size and oversize items\*

\*refer [Product size tiers](#) guide for specifications

- ✓ Products with  $\geq 5\%$  standard referral fees
- ✓ Products not used and not in Media Categories
- ✓ Must be buyable (available for purchase)

To learn more, check our [help page](#).



# How to get started?

1

## Access Seller Central

- > Existing sellers: Log in to your account [here](#)
- > New to Amazon? Register as a Professional Seller [here](#)



2

## Check eligibility & Enrolment status

- > Access the [New Selection Program dashboard](#)
- > Go to “New to Prime Discount” section
- > Select “Download List of Enrolled ASINs”



3

## List your products\*

Ensure products meet eligibility criteria as described in the previous slides.



4

## Monitor your success

Track your business performance by monitoring your metrics in the [New Selection Program dashboard](#).



\* List as many new-to-Prime parent ASINs as you want - **each eligible ASIN gets the discount.**



**Thank you**

