

# How to use the Build International Listings (BIL) tool to list selection on **Amazon.com.be**



# 1. How to get started with Build International Listings (BIL)



# Build international listings

**Build International Listings** (BIL) is a hand-off the wheel solution, specifically made to help you expand internationally through **creation and update of offers** from a single source marketplace to one or more target marketplaces.

## Why choose BIL?

- 1) Automatically **synchronize all your offer** prices in target marketplaces
- 2) Amazon **automatically translates** product detail pages in target marketplaces
- 3) Set specific pricing rules to **increase your competitiveness**



# How to get started with BIL: Go to Seller Central > Inventory > Sell Globally > Build International Listings (BIL)

1) Select **source** marketplace

2) Select **target** marketplaces

3) Set your **pricing** rules

4) **Review** your settings

amazon seller central europe

www.amazon.co.uk English Search Messages | Help | Settings

CATALOGUE INVENTORY PRICING ORDERS ADVERTISING STOREFRONT REPORTS PERFORMANCE B2B

Sell Globally | Expand Offers Internationally | **Build International Listings** | Translate Your Products

### Build International Listings

Learn more | Tell us how we are doing

- 1 Marketplaces you want to sell in
- 2 Offer types to connect
- 3 Pricing Rules for target marketplaces
- 4 Review your settings

**Choose your source marketplace:** 1

Tip: Select your marketplace with the most offers, which is likely to increase the number of offers connected in target marketplaces.

Amazon.co.uk

0 total offers (Not all offers will be eligible in all marketplaces)

**Choose your target marketplaces.** 2

Europe

- Amazon.de
- Amazon.fr
- Amazon.es
- Amazon.it

**Opportunities to expand:**

North America [Link an existing account or create a new one](#)

Asia [Link an existing account or create a new one](#)

Save and continue

FEEDBACK x Get support Policies and Agreements English

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# How to get started with BIL

1) Select **source** marketplace

2) Select **target** marketplaces

3) Set your **pricing** rules

4) **Review** your settings

amazon seller central

Build International Listings

Source marketplace: Amazon.co.uk

Marketplaces you want to sell in

Offer types to connect

Pricing Rules for target marketplaces

Review your settings

3

Define marketplace-price rules

Target marketplace price = (source price + price rule amount) x (currency exchange rate)

Example: For a target marketplace, you have a source price of 10, and define the price rule as 5% below the source price. The currency exchange rate is 1.1. 20.  
Target marketplace price = 10 + (-5%) x 10 x 1.20 = 11.40

Region	Target marketplace	Price synchronization	Price rule
Europe	Amazon.de Applied currency exchange rate: 1 GBP = 1.123 EUR	<input checked="" type="radio"/> List Price and Sale price <input type="radio"/> List price only	FBA Same as the source marketplace Self-fulfilled Same as the source marketplace
Europe	Amazon.fr Applied currency exchange rate: 1 GBP = 1.123 EUR	<input checked="" type="radio"/> List Price and Sale price <input type="radio"/> List price only	FBA Same as the source marketplace Self-fulfilled Same as the source marketplace
Europe	Amazon.es Applied currency exchange rate: 1 GBP = 1.123 EUR	<input checked="" type="radio"/> List Price and Sale price <input type="radio"/> List price only	FBA Same as the source marketplace Self-fulfilled Same as the source marketplace
Europe	Amazon.it Applied currency exchange rate: 1 GBP = 1.123 EUR	<input checked="" type="radio"/> List Price and Sale price <input type="radio"/> List price only	FBA Same as the source marketplace Self-fulfilled Same as the source marketplace

\*Please note that we cannot guarantee the accuracy of the currency exchange rate shown here.

Optional SKU price rules

You can set price rules for a group of SKUs within one or more marketplaces. For the SKUs in that group, your SKU price rules will override your marketplace price rules. Learn more

You have no SKU price rules now. Add SKU-price rule

[Example] My top SKUs price rule

Rule summary: Same as source marketplace price rule for "My first SKU-price rule" (30 SKUs) in Amazon.de, Amazon.fr, Amazon.es, Amazon.it

Save and go back Save and continue



## **2. How to list and edit selection with Build International Listings (BIL)**



# 1) Click on Amazon.com.be

## Build International Listings [Learn more](#)

Source Marketplaces

Amazon.co.uk ▼

Target marketplace

Amazon.de

Amazon.fr

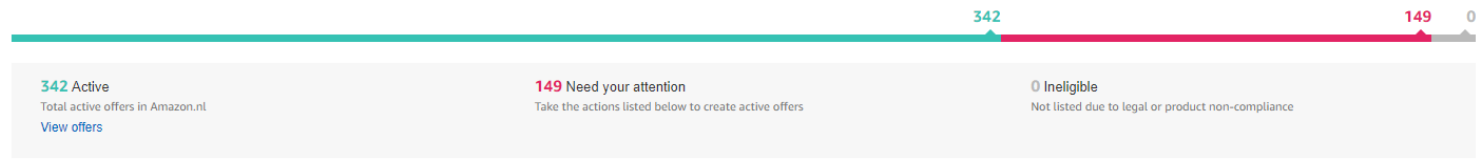
Amazon.it

Amazon.es

Amazon.nl

### Offer status in Amazon.nl

Search by ASIN, SKU Search



### Take action

[Generate a report for a complete list of issues and actions](#)

#### Restock inventory in Amazon.nl

7 FBA offers are out-of-stock

Send inventory (7)

2 self-fulfilled offers are out-of-stock

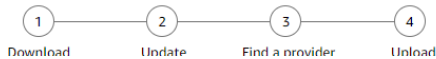
Add inventory (2)

Impacts 6 marketplaces - Making offers active in Amazon.nl also makes them active in Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.it & Amazon.es

#### Create ASIN detail pages in the Amazon.nl catalogue <sup>i</sup>

30 ASIN detail pages do not currently exist in the Amazon.nl catalogue

Work with a translation provider or create the ASIN detail page manually. Follow the steps below to get started.



### Status report

To see details on the status of all your offers, generate and download a report

[Generate rep...](#)

### Connection settings

#### Offer selection

Offers selected All offers

#### Pricing rules [Edit](#)

Price synchronisation List Price and Sale price  
Price FBA listings 0.83 Percentage (%) above the source marketplace  
Price self-fulfilled listings Same as the source marketplace  
Applied currency rate 1 GBP = 1.196 EUR  
*calculated on 2/20*

#### Exclusions [Edit](#)

[Edit connection](#) | [Remove Connection](#)



# 2) Click on Edit Exclusions

## Build International Listings [Learn more](#)

Source Marketplaces

Amazon.co.uk ▾

Target marketplace

Amazon.de

Amazon.fr

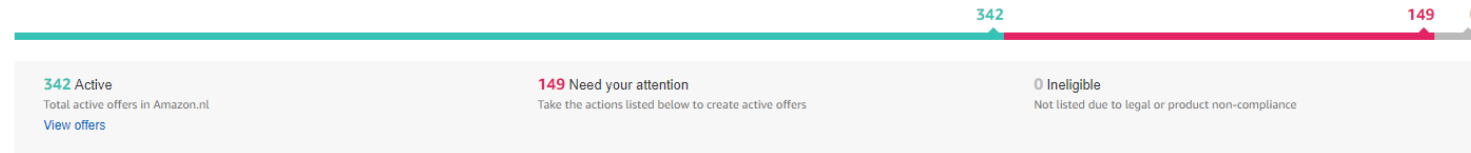
Amazon.it

Amazon.es

Amazon.nl

### Offer status in Amazon.nl

Search by ASIN, SKU Search



### Take action

[Generate a report for a complete list of issues and actions](#)

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Applied currency rate 1 GBP = 1.196 EUR  
Calculated on 2/20

#### Exclusions [Edit](#)

[Edit connection](#) | [Remove Connection](#)





# 3) Important: ASINs on this exclusion list will not be synchronized. Remove all ASINs that you want to synchronize to Amazon.com.be.

## Build International Listings [Learn more](#)

Source Marketplaces

Amazon.co.uk

Target marketplace

Amazon.de

Amazon.fr

Amazon.it

Amazon.es

Amazon.nl

[< Back](#)

### Manage Exclusions

Exclude offers in the selected target marketplace:

Exclude sku

Exclude offers

1000 SKUs left

### Reconnect Offers

Actions on selected

Q Search SKU

Search

<input type="checkbox"/>	SKU	ASIN	Product name	Fulfilment Method	Exclusion method
<input type="checkbox"/>	24183	B004OCSUY8	London Clock Tell The time red Wall Clock John Lewis Christmas ad, 25.5 x 25.5 x 4cm	FBA	OVERWRITE
<input type="checkbox"/>	24321	B00K6JP44W	London Clock Limelight Wall Clock, Lime, 50 x 50 x 6.5cm	Self-Fulfilled	OVERWRITE
<input type="checkbox"/>	4253	B072XXNPNX	London Clock Finn Grey Alarm Clock, 11 x 17.5 x 4.5cm	FBA	OVERWRITE
<input type="checkbox"/>	70085	B00CQ06ZIS	Stackers Soft Pink Classic Medium Jewellery Box Lid	FBA	OVERWRITE
<input type="checkbox"/>	70086	B00CBGFO9I	Stackers Soft Pink Classic Medium Jewellery Box Watch/Accessories Layer	FBA	OVERWRITE
<input type="checkbox"/>	70087	B00CBGFMX6	Stackers Soft Pink Classic Medium Jewellery Box Ring/Bracelets Layer	FBA	OVERWRITE
<input type="checkbox"/>	70088	B00CBGFNEO	Stackers Soft Pink Classic Medium Jewellery Box Trinkets Layer	FBA	OVERWRITE
<input type="checkbox"/>	70089	B00CBGFOUC	Stackers Soft Pink Classic Medium Jewellery Box Chunky Jewellery Layer	FBA	OVERWRITE
<input type="checkbox"/>	70284	B001FB5J7M	Dulwich Designs 'Park Lane' Classic Genuine Leather 15 section Cufflink Box, Executive Black with Purple Grosgrain Lining	FBA	OVERWRITE
<input type="checkbox"/>	70485	B00393HY0Y	Stackers Chocolate Brown Classic Medium Jewellery Box Lid	FBA	OVERWRITE

Show 10 results per page

Previous Next



# 4) Click Edit connection

Sell Globally | Build International Listings | Find a Provider

## Build International Listings [Learn more](#)

Source Marketplaces: Amazon.co.uk

Target marketplace:

- Amazon.de
- Amazon.fr
- Amazon.it
- Amazon.es
- Amazon.nl**

### Offer status in Amazon.nl

342 Active | 149 Need your attention | 0 Ineligible

342 Total active offers in Amazon.nl [View offers](#)

149 Need your attention: Take the actions listed below to create active offers

0 Ineligible: Not listed due to legal or product non-compliance

Search by ASIN, SKU

#### Take action

Generate a report for a complete list of issues and actions

##### Restock inventory in Amazon.nl

7 FBA offers are out-of-stock [Send inventory \(7\)](#)

2 self-fulfilled offers are out-of-stock [Add inventory \(2\)](#)

Impacts 6 marketplaces - Making offers active in Amazon.nl also makes them active in Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.it & Amazon.es

##### Create ASIN detail pages in the Amazon.nl catalogue

30 ASIN detail pages do not currently exist in the Amazon.nl catalogue

Work with a translation provider or create the ASIN detail page manually. Follow the steps below to get started.

- Download
- Update
- Find a provider
- Upload

#### Status report

To see details on the status of all your offers, generate and download a report

[Generate rep...](#)

#### Connection settings

Offer selection: All offers

Pricing rules [Edit](#)

Price synchronisation: List Price and Sale price

Price FBA listings: 0.83 Percentage (%) above the source marketplace

Price self-fulfilled listings: Same as the source marketplace

Applied currency rate: 1 GBP = 1.196 EUR Calculated on 2/20

Exclusions [Edit](#)

[Edit connection](#) | [Remove Connection](#)



# 5) Select Amazon.com.be and click Save and continue

## Build International Listings [Learn more](#)

1

Marketplaces  
you want to sell in

2

Offer types  
to connect

3

Pricing Rules  
for target marketplaces

4

Review  
your settings

### Manage your source marketplace:

Tip: Select your marketplace with the most offers, which is likely to increase the number of offers connected in target marketplaces.


 Amazon.co.uk


1118 total offers


[\(Not all offers will be eligible in all marketplaces\)](#)


### Manage your target marketplaces:


Europe

 Amazon.de

 Amazon.fr

 Amazon.it

 Amazon.es

 Amazon.nl

### Opportunities to expand:

Japan

[Start selling or link accounts](#)

United Arab Emirates

[Start selling or link accounts](#)

Singapore

[Start selling or link accounts](#)

India

[Start selling or link accounts](#)

Saudi Arabia

[Start selling or link accounts](#)

Australia

[Start selling or link accounts](#)

Cancel

Save and continue




# 6) Click Save and continue

## Build International Listings

[Learn more](#)

### Source marketplace

 Amazon.co.uk



**Marketplaces**  
you want to sell in

2

**Offer types**  
to connect

3

**Pricing Rules**  
for target marketplaces

### Select offers to replicate in the target marketplaces.

Offers can only be created when an ASIN already exists in the target marketplaces. [Learn more about offer eligibility](#)

Region	Target marketplace	Offers selected	
Europe	 Amazon.nl	All offers	You can change the offers that you want to replicate in the target marketplaces by setting rules or selecting specific SKUs. <a href="#">Change offers</a>

Save and go back

Save and continue



# 7) Set your Price rule and click Save and continue

## Build International Listings [Learn more](#)

Source marketplace  
Amazon.co.uk

Marketplaces  
you want to sell in

Offer types  
to connect

Pricing Rules  
for target marketplaces

Review  
your settings

### Define marketplace-price rules [How to price globally?](#)

**Target marketplace price = (source price + price rule amount) x (currency exchange rate)**

**Example:** For a target marketplace, you have a source price of 10, and define the price rule as 5% below the source price.  
The currency exchange rate is 1 = 1.20  
Target marketplace price = (10 + (-5% x 10)) x (1.20) = 11.40

Apply same rules by region

Region	Target marketplace	Price synchronisation	Price rule
Europe	Amazon.nl Applied currency exchange rate* 1 GBP = 1.176 EUR	<input checked="" type="radio"/> List Price and Sale price <input type="radio"/> List price only	<b>FBA</b> Percentage (%) above the source marketplace <b>Same as the source marketplace</b> Percentage (%) above the source marketplace Percentage (%) below the source marketplace Fixed amount above the source marketplace <b>Self-fulfilled</b> Same as the source marketplace

\*Please note that we cannot guarantee the accuracy of the currency exchange rate shown here.

Add SKU-price rule

### Optional SKU price rules

You can set price rules for a group of SKUs within one or more marketplaces. For the SKUs in that group, your SKU price rules will override your marketplace price rules. [Learn more](#)

You have no SKU price rules now [Add SKU-price rule](#)

#### [Example] My top SKUs price rule

**Rule summary** Same as source marketplace price rule for "My First SKU-price rule" (30 SKUs) in  
 Amazon.nl

Save and go back

Save and continue



# 8) Review your offers and click Save and continue

## Build International Listings [Learn more](#)

Source marketplace  
Amazon.co.uk

- ✓ Marketplaces you want to sell in
- ✓ Offer types to connect
- ✓ Pricing Rules for target marketplaces
- 4 Review your settings

### Review your settings:

Europe

 Amazon.nl

Offers selected

Price synchronisation  
Price FBA listings  
Price self-fulfilled listings  
Applied currency exchange rate\*

All offers

FBA offers will be active  
Self-fulfilled will be active

List Price and Sale price  
0.83% above the source marketplace  
Same as the source marketplace  
1 GBP = 1.176 EUR

\*Please note that we cannot guarantee the accuracy of the currency exchange rate shown here.

Edit

Save and continue



# 9) Click Agree and create offers. Your offers will be created on Amazon.com.be.

The screenshot shows the Amazon Seller Central interface for 'Build International Listings'. The page is in the 'Review your settings' stage for the 'Europe' marketplace (Amazon.nl). A modal dialog titled 'Agree and create offers' is displayed in the center. The dialog contains the following text:

**The processing and creation can take up to 4 hours from the time you initiate the connection.**  
You will receive an e-mail with instructions when this is complete.

Please remember that your products and offers must comply with all laws and regulations and with Amazon policies (including your seller agreement and the category, product and content restrictions). In particular, if you are new to selling internationally, please take a minute to review the following policies and reference materials, as there are important product compliance and regulatory differences between regions.

- [Important information for international sellers](#)
- [Listing restrictions](#)
- [Importing and exporting inventory](#)
- [Tax and regulatory considerations](#)
- [External providers for compliance solutions and other services](#)

Click "Agree and create offers" below to confirm that you fully understand the statements above.

Buttons: Cancel, Agree and create offers

The background page shows a progress bar with four steps: Marketplaces (checked), Offer types (checked), Pricing Rules (checked), and Review (checked). The 'Review your settings' section includes a warning about currency accuracy and a list of offers selected for the target marketplace.



## **3. How to opt out from selling on Amazon.com.be**





# 1) Click on Amazon.com.be

## Build International Listings [Learn more](#)

Source Marketplaces

Amazon.co.uk ▼

Target marketplace

Amazon.de

Amazon.fr

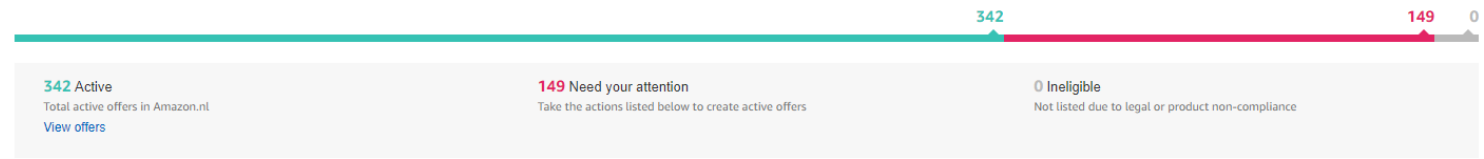
Amazon.it

Amazon.es

Amazon.nl

### Offer status in Amazon.nl

Search by ASIN, SKU



### Take action

[Generate a report for a complete list of issues and actions](#)

#### Restock inventory in Amazon.nl

- 7 FBA offers are out-of-stock
- 2 self-fulfilled offers are out-of-stock

Impacts 6 marketplaces - Making offers active in Amazon.nl also makes them active in Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.it & Amazon.es

#### Create ASIN detail pages in the Amazon.nl catalogue <sup>i</sup>

30 ASIN detail pages do not currently exist in the Amazon.nl catalogue  
Work with a translation provider or create the ASIN detail page manually. Follow the steps below to get started.



### Status report

To see details on the status of all your offers, generate and download a report

### Connection settings

Offer selection  
Offers selected: All offers

Pricing rules [Edit](#)

Price synchronisation: List Price and Sale price  
Price FBA listings: 0.83 Percentage (%) above the source marketplace  
Price self-fulfilled listings: Same as the source marketplace  
Applied currency rate: 1 GBP = 1.196 EUR  
calculated on 2/20

Exclusions [Edit](#)

[Edit connection](#) | [Remove Connection](#)



## 2) Click on "Remove Connection"

Sell Globally | Build International Listings | Find a Provider

### Build International Listings [Learn more](#)

Source Marketplaces: Amazon.co.uk

Target marketplace:

- Amazon.de
- Amazon.fr
- Amazon.it
- Amazon.es
- Amazon.nl**

#### Offer status in Amazon.nl

Search by ASIN, SKU Search

342 149 0

**342 Active**  
Total active offers in Amazon.nl  
[View offers](#)

**149 Need your attention**  
Take the actions listed below to create active offers

**0 Ineligible**  
Not listed due to legal or product non-compliance

#### Take action

Generate a report for a complete list of issues and actions

##### Restock inventory in Amazon.nl

7 FBA offers are out-of-stock [Send inventory \(7\)](#)

2 self-fulfilled offers are out-of-stock [Add inventory \(2\)](#)

Impacts 6 marketplaces - Making offers active in Amazon.nl also makes them active in Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.it & Amazon.es

##### Create ASIN detail pages in the Amazon.nl catalogue <sup>i</sup>

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Work with a translation provider or create the ASIN detail page manually. Follow the steps below to get started.

- 1 Download
- 2 Update
- 3 Find a provider
- 4 Upload

#### Status report

To see details on the status of all your offers, generate and download a report

[Generate rep...](#)

#### Connection settings

Offer selection: All offers

Pricing rules [Edit](#)

Price synchronisation: List Price and Sale price

Price FBA listings: 0.83 Percentage (%) above the source marketplace

Price self-fulfilled listings: Same as the source marketplace

Applied currency rate: 1 GBP = 1.196 EUR  
Calculated on 2/20

[Exclusions Edit](#)

[Edit connection](#) | [Remove Connection](#)



### 3) Confirm to “Remove Connection”

**Remove Connection** ×

**Are you sure you want to remove this connection?**  
If you remove a connection or change fulfillment options you may lose:

- Synchronization of listings between your source and target marketplaces.
- Price updates in your target marketplace based on the pricing rule

**What would you like to do with the existing listings in this target marketplace?**

Keep the listings in the target marketplace

Delete listings in the target marketplace that match listings in the source marketplace





**Once your ASINs are synchronized on Amazon.com.be, you will receive a confirmation e-mail.**

**Do you have any questions?**

**Learn more on the [Seller Central help page](#).**

**You can reach our Selling Partner Support here:  
<https://sellercentral-europe.amazon.com/gp/contact-us/contact-amazon-form.html>**

