

Build International Listings

The [Build International Listings](#) tool helps you create and update offers from a single source marketplace to one or more target marketplaces. You save time and effort by managing offers in one marketplace. From that source marketplace, the tool will update eligible offers and prices in the target marketplaces based on settings that you specify and the currency exchange rates.

Build International Listings works within a region where there are multiple marketplaces, such as Europe or North America, and across regions when you have connected them by [linking accounts](#).

Build International Listings performs the following automated tasks:

- Creates offers from a source marketplace to a target marketplace where the same ASINs already exist in both marketplaces.
- Attempts to translate and create product detail pages in a target marketplace.
- Synchronises the offer prices in target marketplaces based on the price you set in the source marketplace and your price rules.
- Adjusts prices periodically to reflect currency conversion fluctuations in the target marketplaces' currencies. The frequency of these updates may vary from daily to weekly. These updates will not show changes of less than 1%.
- Adds or deletes offers in the target marketplaces when you make changes to eligible ASINs in the source marketplace.

Build International Listings does not:

- Guarantee the creation of new product detail pages.
- Synchronise offers for used products when there is a condition note.
- Synchronise inventory in the following cases:
 - FBA offers of connections between North American marketplaces — for example, the United States and Canada
 - FBA and seller-fulfilled offers of connections between marketplaces in different regions — for example, North America and Japan
 - FBA offers of connections between the UK and the European Union
- Remove offers in the target marketplace when the offer becomes inactive in the source marketplace.
- Check that your products comply with applicable laws and regulations across all marketplaces.

Note: The easiest way to see if Amazon is translating a product detail page is to visit the [Build International Listings](#) dashboard. For more information, see [Global Offer Manager](#).

Create and update offers

1. Verify that you meet the seller requirements:

- Professional selling account
- One of the following:
 - European Unified Account if using Build International Listings in Europe
 - North America Unified Account if using Build International Listings in North America
 - Linked accounts between regions if using Build International Listings across regions
- Accounts in good standing in the marketplaces to be connected

Note: The easiest way to tell whether you have a Unified Account or [linked accounts](#) is to click the marketplace switcher at the top of your selling account and see whether other marketplaces appear.

2. Verify that your offers meet the following requirements so they can be connected and synchronised:

- An ASIN must have an active offer in the source marketplace.
- A product must comply with all applicable laws, and not be [prohibited](#) in the target marketplace.
- A seller must be approved for [restricted products or categories](#).

Note: You are solely responsible for ensuring that you and your products comply with all applicable laws of the target marketplaces.

3. Go to the [Build International Listings](#) tool and click **Get started**.

4. Choose your [source and target marketplaces](#).

5. Select offer creation rules or create your own list of offers to be replicated and price-synchronised.

6. Define default [price rules](#).

7. Review your settings.

8. Wait for Amazon to process the connections. You will receive an email when this is complete.

Note: If a product detail page with the same ASIN does not exist in the source and target marketplaces, Amazon will attempt to translate and create the product detail page in the target marketplaces. Amazon does not guarantee the creation of a product detail page.

9. Review the status of your offers on the dashboard and view the [Build International Listings Status Report](#).

10. Update connections and [exclude products](#).

11. Create a connection for a [second source marketplace](#) (cross-region connections only).

Manage offers

You can track the status of all your offers across marketplaces from a single dashboard within [Build International Listings](#). For more information, see [Global Offer Manager](#).