



# The complete guide to new product success

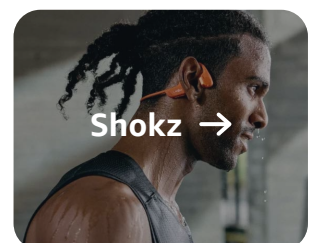
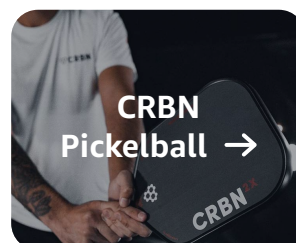
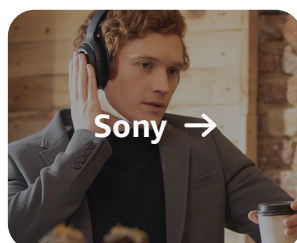
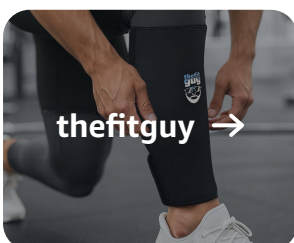
Maximize your new product potential with ecommerce solutions that help you create and launch better products, and then scale them faster and more affordably—even beyond Amazon.



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## Read the success stories



# Go from new product to bestseller with Amazon tools already at your fingertips.

As an Amazon seller, you've already taken the first big step in starting your business with Amazon. But the other half of your journey to success is scaling your business and launching new products that thrive. So whether you've recently joined Amazon or you've been a selling partner for years, we've created this guide to help you create and scale your next winning product with Amazon.

First, we're helping you create better products by giving you access to powerful customer insights that can help you identify exactly what products shoppers are looking for.

Second, we're making product launches simpler and more affordable. When you bring new products to Amazon, we offer services that help you launch easily and with lower inventory overhead, so you can go from concept to launch faster than ever before.

Third, we're helping you get signals fast with new ways to gather early customer feedback. This means you'll know sooner what's working and what isn't.

Finally, once you know what's working, we help you scale the winners across Amazon—and even beyond—while minimizing losses. When products succeed, we help you grow quickly. When they don't, we help you pivot fast with minimal costs.

And once you've gone through the new product success journey, you can do it all over again.

In this guide, you'll find the solutions, benefits, and key actions to take to help your product ideas thrive. It's an experience designed to help you bring your product ideas to life faster, with greater confidence, and with a clearer path to success.

Ready to get started? Let's go!



# Before you get started



## Lock in a powerful brand name

If you haven't already registered your brand with Brand Registry, now's a good time to make sure your brand name is optimized for Amazon success. Our Brand Name Generator can help.

**Get started** ↗



## Enroll in Brand Registry

Register your brand name to get access to exclusive programs and benefits that can help you build and protect your brand.

**Get started** ↗



## Self-identify your Seller Central account

Identify your account with the Brand Owner, or Brand Representative, role to confirm your association with the brand, which grants you view and edit access for the benefits available to your brand.

**Get started** ↗



## Leverage new selection discounts

By participating in the FBA New Selection program, you can qualify for rebates, Vine discounts, and free storage, liquidations of unproductive inventory, and return processing for eligible ASINs.

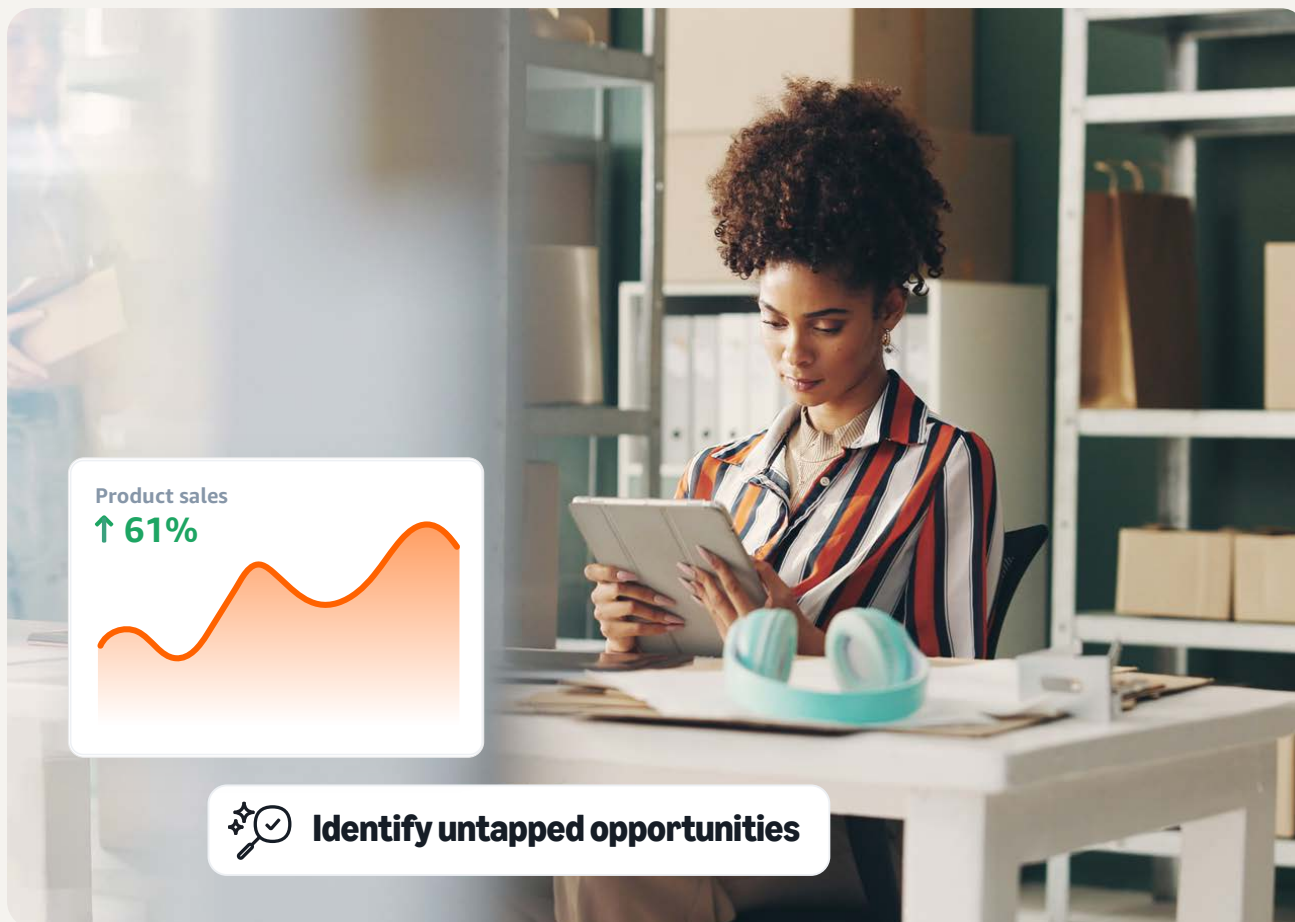
**Learn more** ↗



## Tap into incentives for new sellers

If you're a new seller, make sure to review the \$50,000+ worth of incentives available to you, including those through Brand Registry, Fulfillment by Amazon, and Amazon Ads.

**Learn more** ↗



## Create better products

Harness the power of data and AI to create high-quality products that address true consumer needs and stand out among the competition.

In today's saturated retail landscape, success hinges on addressing genuine consumer pain points rather than adding to the noise. Products that solve real problems, fill clear market gaps, and meet unfulfilled consumer needs have the highest chance of breaking through the clutter and achieving sustainable growth. With unique Amazon data, you have a better chance of identifying those products and categories.

**Opportunity Explorer →**

**Amazon Brand Analytics →**

Create better  
products →

Launch quickly  
and affordably →

Get signals  
fast →

Scale winners and  
minimize losses →

Expand product  
reach →



## Identify unmet consumer demand with Opportunity Explorer

Opportunity Explorer gives you unprecedented insights into customer demand and shopping behavior when you're looking for your next winning product to launch in the Amazon store. Opportunity Explorer analyzes over 4 billion customer interactions, like search behavior and purchase patterns, to identify where the gaps and profitable product categories are. And the AI features transform these insights into clear, actionable recommendations that you can use to take advantage of untapped product opportunities.



**Discover profitable opportunities:** Analyze customer and competitor data to reveal in-demand, profitable, and low-competition products.



**Speed up product research:** Zero in on product ideas—and even top product features—based on the competition, customer demand, search terms, and product reviews (good and bad).



**Gain a competitive edge:** Identify untapped (or poorly tapped) product categories, specifically the products that shoppers are looking for but that don't have enough selection to meet demand.



**Leverage pricing insights:** Opportunity Explorer provides pricing recommendations to help you refine and position your products appropriately within a product category.



**Position products for success:** Identify search terms to target in product descriptions. Opportunity Explorer can inform your optimization strategy to maximize product listing visibility.

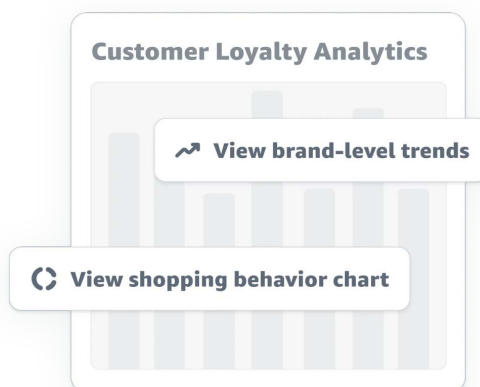
Opportunity Explorer allows you to track the performance of product categories so you can identify movers and shakers in each category and stay ahead of the curve by finding categories with increasing or decreasing customer searches. The Insights & Trends section allows you to create customizable graphs to analyze demand seasonality, historical prices, level of competition, and product performance over time. Along the way, Opportunity Explorer shares best practices and expert tips to help you get the most out of your research—boosting your potential for success with the ideas you decide to pursue.

Get started

## Leverage product-level analytics to discover new opportunities

On top of the broader industry and category insights available from Opportunity Explorer, Amazon Brand Analytics take you a layer deeper into your own product data to leverage for new product research.

If you're a Brand Owner enrolled in Brand Registry, Brand Analytics gives you access to a suite of insightful tools and actionable data that can help you evaluate complementary products to sell within your current catalog.

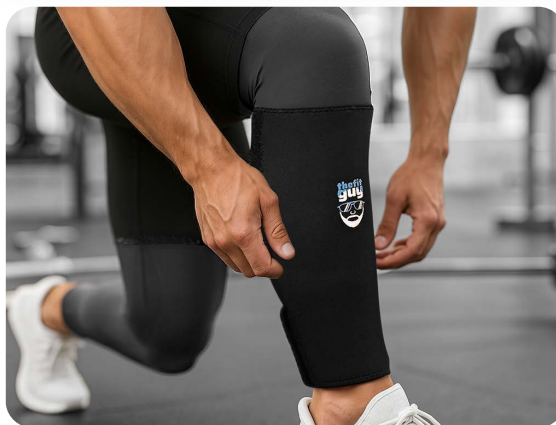


Insights found in the following dashboards can help you get a deeper understanding of the products and categories that are resonating with shoppers (or not). These insights can help you identify new opportunities and inform strategies for new products.

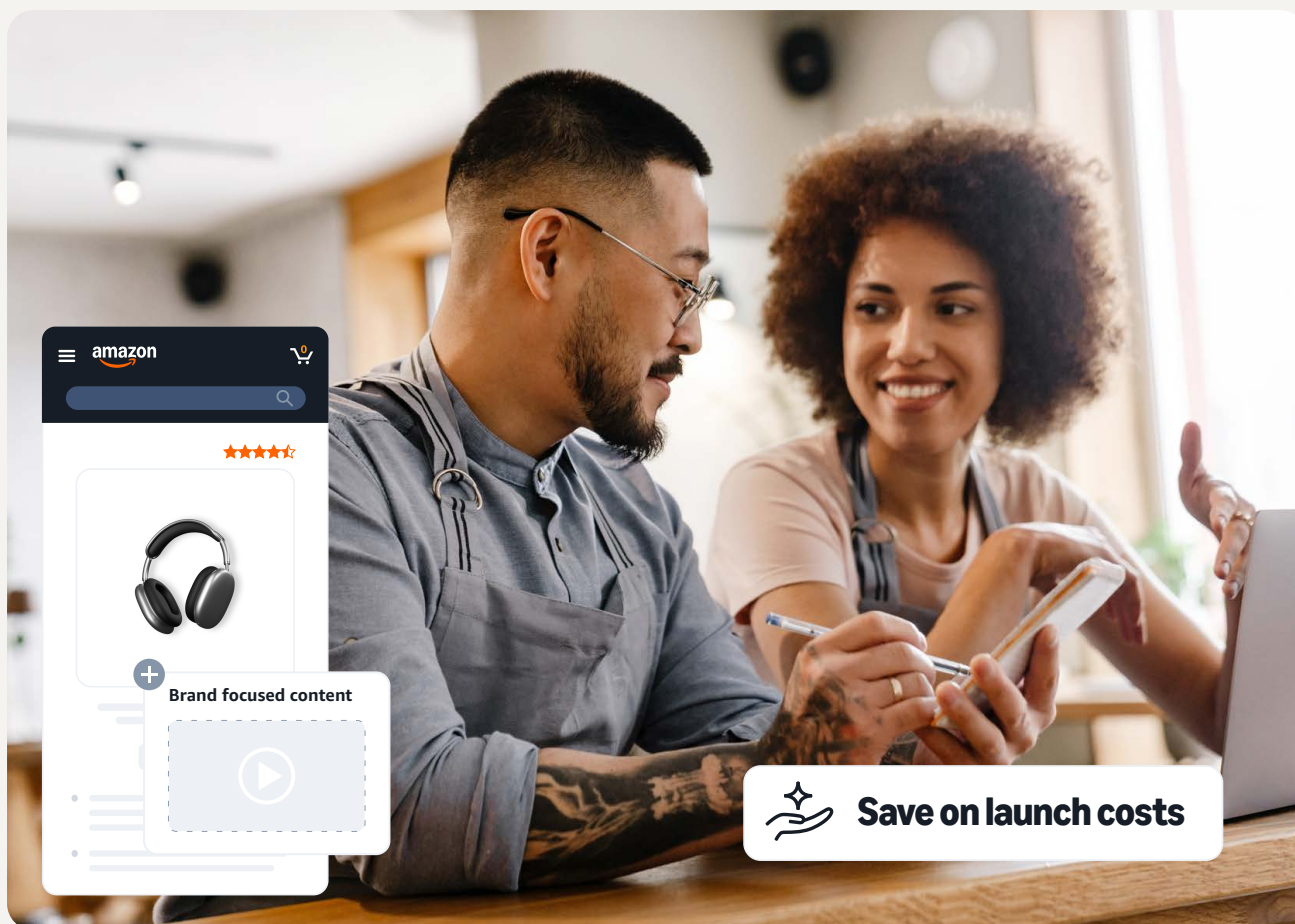
- **Search Catalog Performance Dashboard:** Understand your sales funnel at the product level to quickly resolve conversion issues or drop-off points where you lose customer attention.
- **Search Query Performance Dashboard:** Understand the performance of the top queries relevant to your brand with Brand- and ASIN-level performance for each query.
- **Amazon Search Terms Dashboard:** See how consumers (in aggregate) search you and your competitors' products in the Amazon store.
- **Market Basket Dashboard:** Discover new bundling and cross-marketing opportunities by seeing which products Amazon customers (in aggregate) most frequently purchased at the same time they purchased your other products.
- **Demographics Dashboard:** Surface opportunities and gauge the effectiveness of your marketing campaigns by understanding who is purchasing from your brand and your target audience.

Learn how **thefitguy** used Amazon Brand Analytics to identify a market gap, launch a new product, and drive sales.

[Read the case study ↗](#)



Get started



## Launch quickly and affordably

Start selling faster with tools that simplify listing creation and inventory management, while keeping your working capital low.

Once you've identified the product opportunities to pursue, the next step is to get your product set to sell with a high-quality listing and best-in-class fulfillment. With Amazon solutions and cost-saving benefits, you can launch a powerful listing fast and affordably that showcases your brand, while offering a shopping and delivery experience that Amazon shoppers love.

**Fulfillment by Amazon (FBA) →**

**FBA New Selection Program →**

**New Seller Incentives →**

**A+ Content →**

## Activate best-in-class delivery with Fulfillment by Amazon

Shoppers come to Amazon not only for the wide variety of products and great deals, but also for the exceptional shopping and fulfillment experience. Shoppers know that they can get fast, reliable delivery on orders, especially for Prime-eligible products. That's why it's important to activate Fulfillment by Amazon (FBA) for your new products.

FBA lets you outsource order fulfillment and leverage Amazon's global network of fulfillment centers. When a customer makes a purchase, we pick, pack, and ship their order. When you enroll a product in FBA, it automatically becomes eligible for free shipping through Amazon Prime. We also provide customer service and process returns.

### Activating FBA for your new products can help you:

- **Save on fulfillment costs:** Shipping with FBA costs 70% less per unit than comparable premium options offered by other major US carriers.<sup>1</sup>
- **Expand new product reach:** Our network includes hundreds of fulfillment centers worldwide and can help you get your new products to customers around the globe.
- **Convert shoppers with fast, reliable delivery:** Use FBA to deliver orders with the speed and reliability that customers love, which can help you increase sales and repeat purchases.
- **Increase sales potential with Prime:** Having the Prime badge increases the likelihood of your new products becoming a "Featured Offer" that can lead to greater visibility and sales.
- **Free up resources to focus on your business:** Let Amazon process orders, handle customer inquiries, and manage returns so you can focus on developing more new products and delighting customers.

**62% of customers expect free shipping** orders to arrive in less than three business days.<sup>2</sup>



Get started

## Take advantage of FBA incentives and discounts

With a range of discounts for new and existing sellers, you can launch new products quickly and affordably.

The **FBA New Selection program** qualifies you for a number of benefits that can help accelerate the launch and success of your new products. As an existing FBA seller, you must enroll in the program to participate. After you enroll, we determine whether you qualify for the fee waivers based on [eligibility criteria](#).

- **10% rebate** on average for sales of eligible ASINs
- **25% discount** on Vine enrollment
- Inbound placement service **fee exemption**
- **Free monthly storage** for standard-size ASINs
- **Free monthly storage** for non-standard size ASINs
- Returns processing **fee waiver**
- Automated global enrollment
- **Fee waiver** for unlimited number of new-to-FBA parent ASINs

[Learn more ↗](#)

The **New Seller Incentives program** offers more than \$50,000 in incentives to help new Professional sellers and brand owners succeed with Amazon—and help your new products succeed.

- Get **10% back on your first \$50,000** in branded sales
- Then get **5% back** through your first year until you reach \$1,000,000
- **\$200 credit** for [Vine](#)
- **\$100 off** shipments into the Amazon fulfillment network with Amazon Partnered Carrier program
- **\$200 credit** for fulfillment costs with Amazon Global Logistics
- **\$400 credit** for [inbound placement costs](#) with FBA
- **Exemption** from low-inventory-level charges
- **Exemption** from storage utilization surcharges
- **10% off** fulfillment costs on the first 100 units shipped with MCF
- **\$50 credit** for Sponsored Products
- **\$50 credit** for coupons

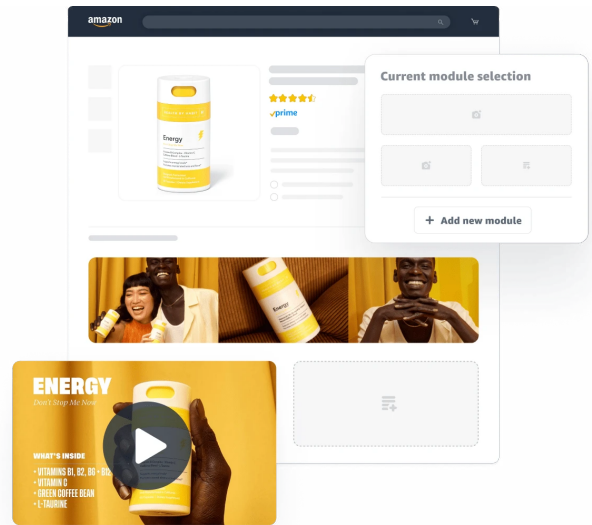
[Learn more ↗](#)

## Create high-quality listings that convert with A+ Content

With A+ Content, you can leverage templates, content modules, and generative AI to not only launch a high-quality listing quickly, but also optimize your brand's presence and make your new product part of your broader brand story. When you showcase your brand and educate shoppers about your products through rich content, you can inspire conversion and even repeat purchases.

There are three types of A+ Content:

- **Basic:** Elevate your product descriptions and highlight key features with images, customized text placements, and shoppable product-comparison charts.
- **Premium:** Offer more engaging and informative product listings by adding larger images, videos, interactive hotspots that allow shoppers to hone in on product features, clickable image or video carousels, Q&A modules, and shoppable product-comparison charts.
- **Brand Story:** Share your brand's story, values, and mission across all your product listings. Located under "From the brand," your story can also help drive traffic to your brand by offering links to your [Brand Store](#) and other products in your catalog.



Basic and Premium A+ Content can help increase sales by up to 8% and 20%, respectively.<sup>3</sup>

A+ Content Type	Text & Images	Image Size	Comparison Chart	Detail Page Modules	Module Selection	Video	Hotspot	Navigation Carousel	Q&A Module
A+ Basic	✓	970 x 300	✓	5	14				
Premium A+	✓	1464 x 600	✓	7	19	✓	✓	✓	✓

## Best practices for A+ Content implementation

- **Create a connected story.** Use both Basic A+ Content and Brand Story modules on your ASINs to maximize your brand presence on the detail page. For example, use banner images to show your new products in use. Make sure to add brand content to all of your new ASINs in order to create a consistent brand experience.

- **Understand shopper needs and purchase barriers.**

To help reduce returns and negative reviews, be sure to address your customers' most common concerns. Pull insights from customer reviews, returns, and customer communication for similar products to identify what topics you should cover in your new listing.

- **Update and refresh content.** Review and update your content regularly to avoid featuring outdated information.

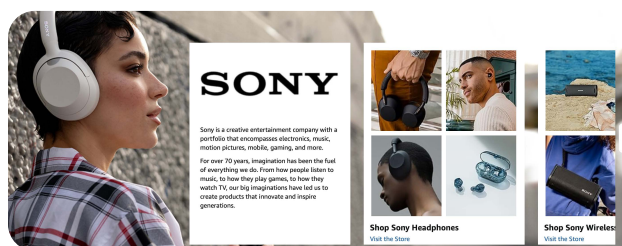
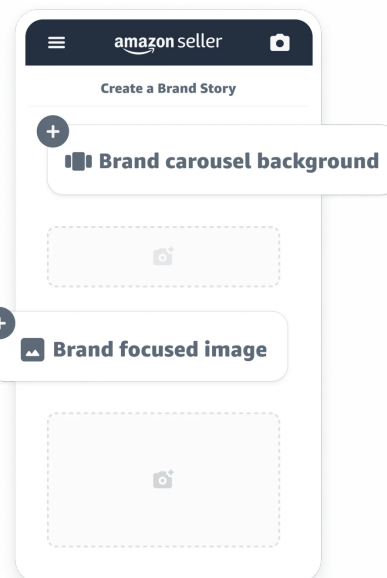
- **Improve discoverability.** Use text fields across modules, limit the amount of text embedded in images, and use descriptive alt text for each of your uploaded images.

- **Communicate product value.** In-depth explanations with specific words and numbers are associated with higher sales lift. This is especially important for new products that don't have a lot of social proof yet. Use a helpful and friendly tone, and don't use a lot of generalized or "sales-y" text.

- **Use professional-quality images.** High-resolution images that highlight product features or show your product in use are also associated with higher sales lift. Rather than generic stock images that don't showcase your actual product, try using the generative AI feature for A+ Content to create images that show your product in use or lifestyle settings. If you add text to your image, make sure it's large enough to be legible on mobile devices.

- **Use space effectively.** Use a variety of modules and avoid white space by balancing text and images in A+ Content. For example, you can use a shoppable comparison chart to share features for multiple products while helping shopper purchase decisions and streamlining the path to purchase. More than 25% of the shoppers who click on shoppable Premium A+ comparison charts add an item to their cart directly from the chart.<sup>4</sup>

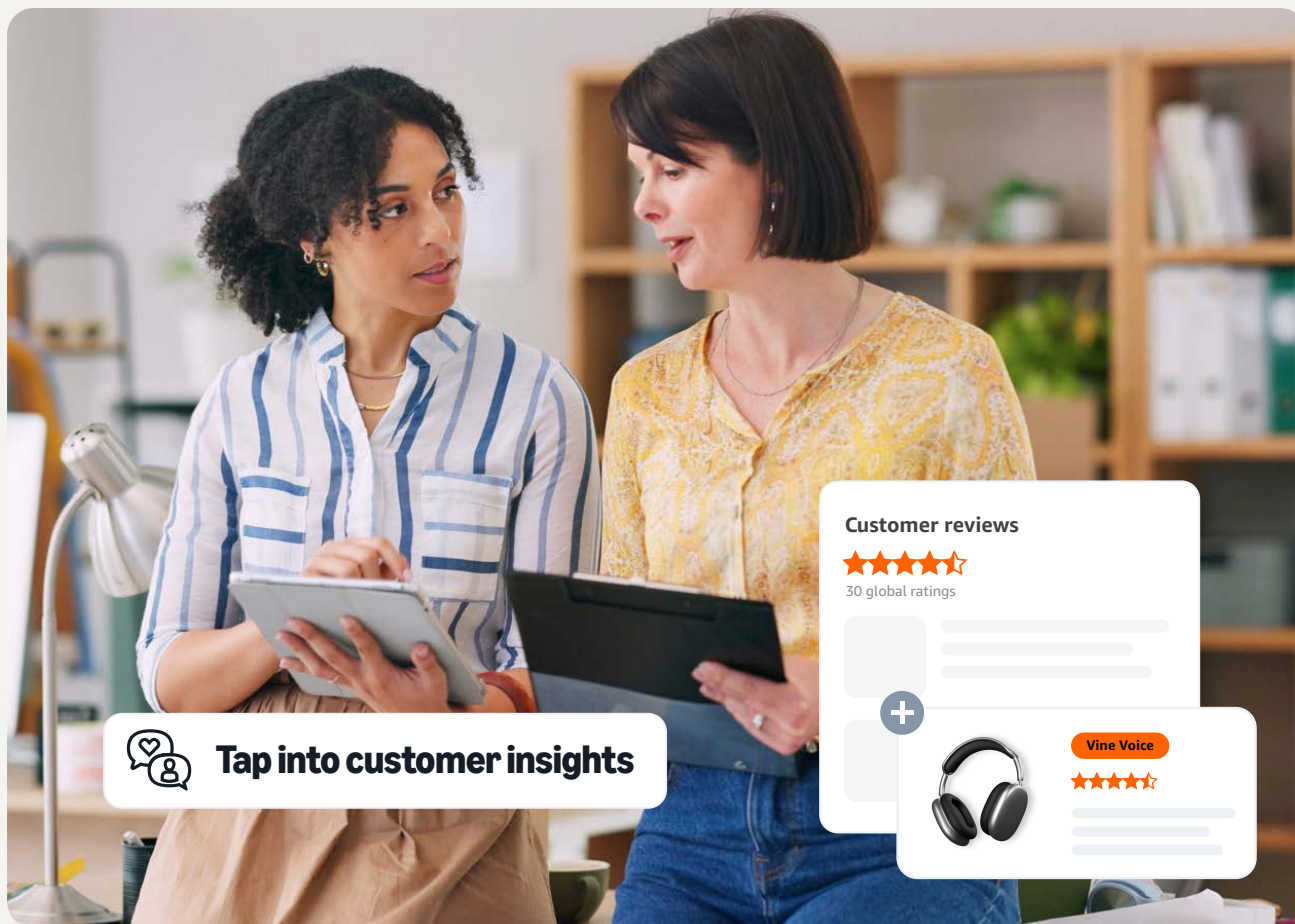
Remember to follow [A+ Content guidelines](#), substantiate your claims, avoid marketing buzz words, and don't include guarantee or warranty information.



Learn how **Sony** uses A+ Content to engage and educate shoppers.

**Read the case study ↗**

**Get started**



## Get signals fast

Get your products in front of shoppers faster and valuable insights sooner to inform product improvements and business decisions.

Now that your listing is ready, it's time to start building momentum among shoppers. These solutions help you get early customer feedback that can inform product and business strategies and boost credibility for your new products and brand. They also give shoppers the social proof they're looking for, helping drive early conversion for your new products.

**Vine →**

**Creator Connections →**

Create better  
products →

Launch quickly  
and affordably →

Get signals  
fast →

Scale winners and  
minimize losses →

Expand product  
reach →

**amazon**

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## Unlock early social proof and customer insights with Vine

Customer reviews play a pivotal role in shaping the perception of a product and hold immense importance in shoppers' decision-making process. These reviews provide authentic and unbiased insights into the experiences of peers, offering a valuable form of social proof that can significantly influence potential buyers.

Reviews also make your new products more discoverable in the Amazon store. So a strong base of reviews doesn't just build shopper trust—it boosts visibility.

With Amazon Vine, you can build that base of reviews even before you launch by enrolling in Vine early and collecting up to 30 authentic reviews before you make your new listing live. So on day one, shoppers can see the Vine badge on your new product and feel confident that they're getting an authentic and honest opinion from someone who purchased it.



ASINs with a Vine review can boost sales up to 30%.<sup>5</sup>

To help ensure credible, high-quality reviews, we invite highly engaged Amazon customers to be Vine Voices based on the trust they've earned by writing helpful, unbiased reviews. They're rated by the review insightfulness score. We connect your products with Vine Voices who have purchase history and deep expertise in your category.

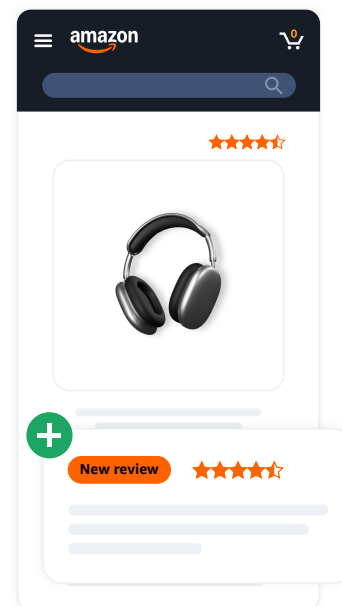
### Build product credibility even before launch



Example timeline is not representative of every brand's timeline to enroll.

## Best practices for Vine implementation

- **Enroll early.** You can enroll in Vine as soon as you have an FBA listing and inbound product into FBA, which means you can start collecting reviews before launch. Enroll up to two products for free.
- **Spend time on a high-quality listing.** Focus on making a strong listing to not only provide value to shoppers, but also increase your chances of higher-quality reviews. Include an image, item and brand names, size, color, price, and any details in bullets.
- **Review for accuracy.** Before submitting, be sure to check your details because you can't edit a product variation or update the units enrolled in the program once you submit.



Vine is available to professional selling partners and resellers, including sellers with heavy and bulky ASINs. [Learn more about seller and product eligibility](#)

Enroll in Vine

## Promote new products through Creator Connections

Supercharge your product launches with Creator Connections, where authentic creator partnerships help drive discovery and sales of new products. These partnerships generate compelling content that showcases your products in real-world situations, building social proof and driving qualified traffic to your new listings. Whether through detailed product reviews, engaging demos, or lifestyle content, creators help tell your brand story while expanding your reach.

Similar to Vine reviews, content from Creator Connections also provides you with valuable product feedback straight from the customer, which can help inform product improvements and strategy. Plus, with Amazon's built-in attribution tools, you can track the impact of creator collaborations on your bottom line.



## Who are Amazon Creators?

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

### How does it work?

1. Create a campaign with a set budget, commission rate, and time duration.
2. Creators can opt in to your campaign and create content featuring your brand and new products.
3. You compensate creators for the qualifying sales their content drives.
4. Track your performance and measure return on ad spend (ROAS).



[Go to Amazon Ads](#)



## Scale winners and minimize losses

Scale winning products quickly with marketing and inventory optimizations, while refocusing investment from underperforming products.

With valuable customer insights and product feedback flowing in, you should have a good idea of which products to double-down on and which products to take down. It's here where you focus your resources on those winners, leveraging Amazon data and traffic solutions to drive discoverability and sales of your new products. And for the products that didn't make the cut? We can help there too, so you can exit quickly and minimize losses.

**Sponsored Products →**

**Coupons →**

**Roadmap to first 30 days →**

**Amazon Brand Analytics →**

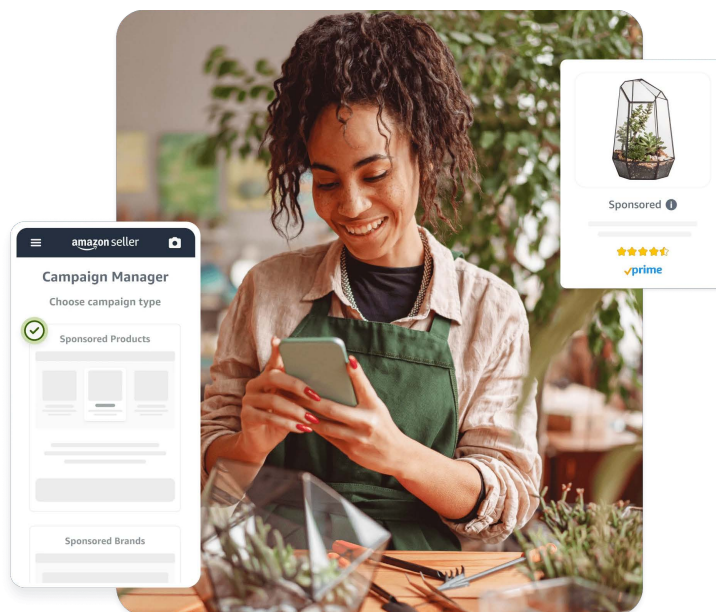
**Product Performance Spotlight →**

**FBA New Selection program →**

## Boost traffic to new listings with Sponsored Products ads

After you've identified your winning products, the next step is driving shoppers to them.

Sponsored Products are cost-per-click ads that help you promote your products, increase sales, and improve brand visibility across Amazon and select premium apps and websites. This is a cost-effective and insight-driven solution that can help drive early traffic to your new products. You can create a campaign in just a few minutes, even if you've never advertised before.



You select your products to advertise and choose keywords to target or let Amazon's systems target relevant keywords automatically. You control how much you want to spend on your bids and budgets and can measure your ads' performance. When shoppers click your ad, they are taken to the advertised product's detail page.

Both product targeting and audience campaigns can be effective for newly launched products. By targeting complementary products to your own or engaging audiences who viewed similar products, you can help interested shoppers discover your new products more quickly.

### Best practices for a Sponsored Products campaign

- **Check if your products display the featured offer.** The featured offer is an automated window that appears at the top right of a product detail page above the Buy Now button.
- **Price products competitively.** Shoppers may be more motivated to click on your ad and ultimately make a purchase if you offer affordable prices for your products.
- **Make sure your products are in stock.** Shoppers may be more motivated to click on your ad and ultimately make a purchase if you offer affordable prices for your products.
- **Create a strong product title.** An informative, yet easy-to-read title lets shoppers quickly skim key facts about your product; we recommend about 60 characters.
- **Pick products with positive customer reviews.** We recommend advertising products with five or more customer reviews, plus a rating of 3.5 stars or higher.

- **Feature four or more high-quality, zoomable images.** Images can show your product from different angles and highlight important details. They must be at least 1,000 pixels in height or width to enable the zoom function.
- **Include at least three bullet points.** Extra details captured in bullets can give shoppers a scannable overview of your product's key features. Consider including contents, uses, dimensions, operational considerations, age-rating, skill level, and country of origin.

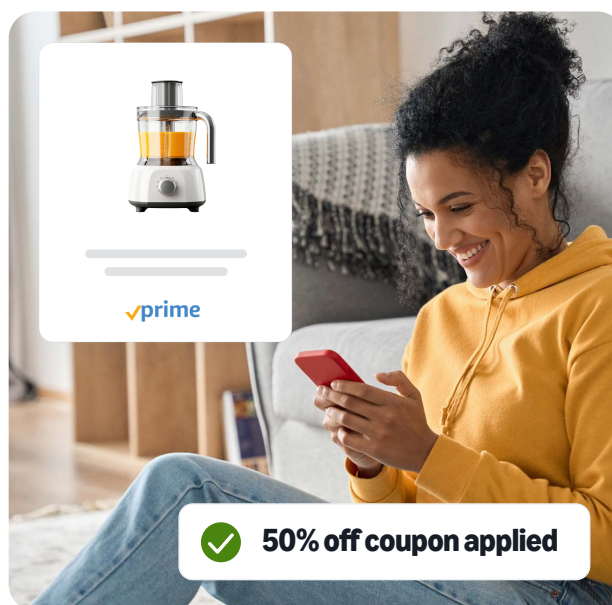
Go to Amazon Ads

## Drive discoverability and conversions with coupons

Coupons are another great way to drive discovery and sales of new products. There are a variety of different coupons, and you can set them up to give shoppers a percentage off or a specific amount of money off a single product or set of products. Any shopper can take advantage of a coupon, and they can discover them at different points during their shopping journey, including the coupons home page, search results, product detail pages, and in their carts. Coupons are only available for a select amount of time, and you can determine how many times a customer can use the coupon.

### Eligibility criteria

- Products with or without reviews
- If a product has 1-4 reviews, it must have an average rating of at least 2.5 stars
- If a product has 5+ reviews, it must have an average rating of at least 3 stars
- Orders of products using coupons can be fulfilled by you or through FBA
- Product must be in new condition
- No products with offensive, embarrassing, or inappropriate content on the product detail page
- Some product categories are not eligible. [See more details](#)
- Coupon quality validation rules do not apply to new products



Create coupons

## Maximize your potential in the first 30 days

Although this guide was built to take you through the entire journey of new product success—from product creation to expansion beyond Amazon—the actions you take before launch and in the first 30 days are the most important. That's why we've identified key solutions and actions from the end-to-end journey to focus on to improve your chances of longer-term success.

In fact, when used with fast, free shipping, A+ Content, Vine, coupons, and Sponsored Products can help increase the likelihood of early sales by up to 85%.<sup>6</sup>



“When we’re launching a new product on Amazon, we refer to that first 30 days as the honeymoon period. It’s the period of time that’s most important to start generating sales and reviews to really get that flywheel effect going and generate a lot of sales long term.”

**Kyle Goguen**  
Pawstruck & CRBN Pickleball

**Watch the case study** ↗

For more details about the specific solutions and actionable steps to take in the first 30 days, check out our handy checklist.



**Get the checklist**

Create better  
products →

Launch quickly  
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Get signals  
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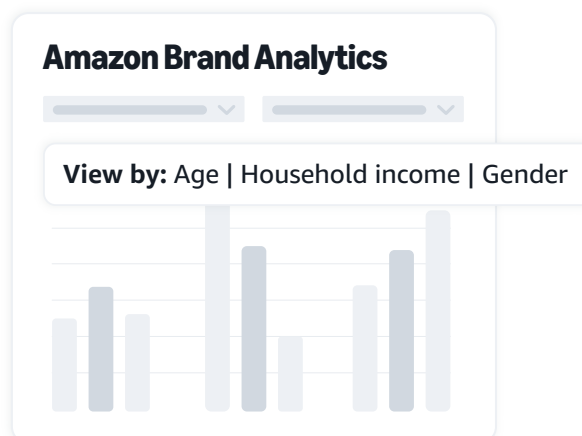


# Get actionable performance data with Amazon Brand Analytics

Available to brands enrolled in Brand Registry, Brand Analytics helps you better understand performance of your new products through aggregated customer search and purchase data. It contains multiple dashboards ([see page 7](#)) that you can use to make strategic decisions to optimize your products and advertising as you scale.

## How to scale your winners with Brand Analytics

- 1. Get key metrics with the Search Catalog Performance dashboard:** Here you can gain insights into how many times your products appeared in Amazon search results. You also see clicks and click rates, median prices, cart adds, purchases, and conversion rates. With these key metrics, you can learn how customers engaged with your new products throughout their shopping journey.
- 2. Understand how customers search for your brand's products with the Search Query Performance dashboard:** This dashboard lists the top queries that led customers to your products. It also shows a breakdown of your brand's share of performance compared to overall query performance in the Amazon store. This info can shed light on how customers are finding your brand and searching for products like yours.
- 3. Encourage return buyers with the Repeat Purchase Behavior dashboard:** Repeat purchases can offer valuable insight into customer engagement and satisfaction. This dashboard shows how often unique customers place multiple orders of the same product, which can give you a leg up on deciding which products to focus on both in your catalog and in your advertising.
- 4. Increase orders with the Market Basket Analysis dashboard:** This dashboard displays the top three products customers most frequently purchase with the products you offer. With this information, you can make decisions about products you might want to add or remove from your inventory, create [virtual bundles](#) to increase average order size, and identify cross-marketing opportunities to promote related products.



5. **Dive deep into audience trends with Customer Loyalty Analytics:** This dashboard offers insight into audience loyalty levels for your brand and how they might be changing over time. Based on purchase activity and spend levels, you can identify audience trends to capitalize on and how to engage specific segments.

6. **Optimize your shopping experience with Customer Journey Analytics:** Here you get a centralized view of customer behavior metrics, including page views, search behavior, conversions, and more. With ASIN-level analytics, you can spot trends and pain points along the customer journey so that you can create strategies to optimize the shopping experience and improve conversions. This tool maps an end-to-end view of the customer journey, helping you understand and engage with high-intent shoppers more effectively.

#### PRO TIP

The benefits are multiplied when combining Brand Tailored Promotions and the Customer Loyalty Analytics tool. When used together, you can analyze purchase patterns and perform tailored engagement to help you boost overall customer lifetime value and drive success of new products.

Get started

## Turn insights into action with Product Performance Spotlight

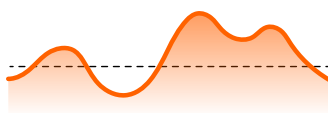
Product Performance Spotlight is an ASIN-level analytics tool designed to give you the insights you need to make smarter decisions about your new products and where to focus your efforts. You can monitor more than 20 key metrics for your newly launched products, such as advertising, inventory, pricing, cost, and promotion, so you can better understand what's driving product sales up or down. It shows you how your products are performing compared to similar ones, helping you identify opportunities for growth by pinpointing where you excel and where you can improve.

You get recommendations on actions to take to resolve any issues or capitalize even more on successes. When there's a significant change in a metric, like a drop in sales, the system automatically alerts you. You can also set up custom alerts for the products and metrics that you care about the most. Note: Go to individual ASINs within business reports to see product performance.

#### Performance Alerts

##### Product sales

↓ 5% below your target range



Go to Seller Central

## Minimize your losses with FBA New Selection

Despite every effort, not every product is going to be a winner—but not every flop needs to be a costly endeavor. With the solutions used thus far, hopefully you've been able to launch fast and affordably and then gain early signals that have allowed you to identify those flops early. FBA New Selection specifically has several benefits that can help you reduce the costs associated with not only testing a new product in the Amazon store, but also those products that don't thrive.

- **Test new products with less financial risk:** Get a rebate on your new products' sales to help reduce the cost burden from the unknown risks of new product launch. Rebate is applicable for all eligible parent ASINs that are new to FBA.
- **Set strategic markdowns to move inventory:** You set the minimum price, and our automated system does the rest, testing different price points to find what works. This feature helps you identify whether a slow-moving product has potential at a lower price point or if it's time to pivot away completely.
- **Reduce returns costs on products that aren't a hit:** Get return processing fees waived for up to 20 units of each standard-size parent ASIN. Returned items must be received at a fulfillment center within 180 days of the first inventory-received date.
- **Save with free liquidation of unsuccessful ASINs:** Benefit from free inventory removal or liquidation services to minimize your excess inventory costs on those products you've decided to deprioritize. Number of units depends on size of ASIN.

[Learn more](#)





## Expand product reach

Translate your success beyond Amazon by offering your new products and the trusted Amazon shopping experience across more channels.

Hopefully by this point you're seeing success with your new products within the Amazon store, but that success doesn't have to be limited to Amazon. True scaling means maximizing your winners across all of your sales channels. So for that, you can leverage our ecommerce and fulfillment solutions to expand your reach. Get your brand—and your new products—in front of prospective customers wherever they shop and take advantage of Amazon's world-class shopping and fulfillment experience.

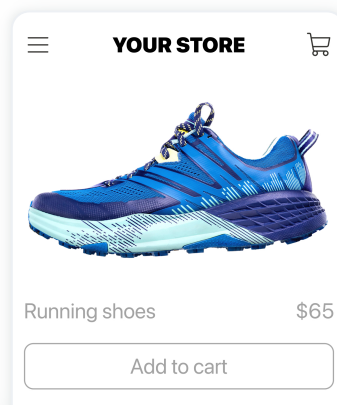
**Multi-Channel Fulfillment →**

**Buy with Prime →**

## Sell across more channels with Multi-Channel Fulfillment

Amazon Multi-Channel Fulfillment (MCF) is a powerful third-party logistics provider that helps you scale fulfillment for your ecommerce business—and can help you scale your new products across channels. With MCF, you use your existing FBA inventory and Amazon's vast fulfillment network and expertise to fulfill orders for sales channels beyond Amazon, including your ecommerce site, social stores, and other marketplaces, like eBay, Etsy, Walmart, and Shein. MCF offers standard three-day delivery across the US and handles picking, packing, and shipping. Orders are automatically shipped in unbranded packaging at no additional cost.

- **Streamline your operations** by leveraging a single pool of inventory for both FBA and MCF, which not only improves turnover rates but also reduces the risk of stock-outs.
- **Boost traffic and conversions** by displaying your fast delivery speeds at key points in the shopper journey, including your ecommerce site and Google ads, at no extra cost.
- **Automate your fulfillment process** from checkout to delivery with 100+ apps and integrations to seamlessly connect MCF with your ecommerce solution providers and sales channels.
- **Accelerate bottom-line growth** with simple, predictable pricing for fulfillment and storage, no long-term contracts or hidden fees, and an up to 50% discount on multi-unit orders.



Standard delivery **Fri, Sep 20**  
Order within 5 hrs 17 mins  
📍 Deliver to 12345 ▼



Brands that use both Multi-Channel Fulfillment and Fulfillment by Amazon saw a 19% improvement in out-of-stock rates and a 12% improvement in inventory turnover.<sup>7</sup>

[Get started](#)

## Offer your new products to Prime members beyond Amazon

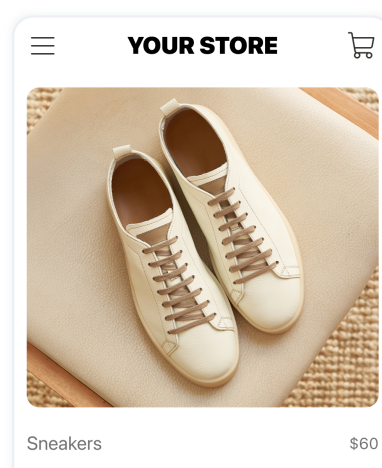
Similar to MCF, Buy with Prime can help you extend your new product success beyond Amazon. Specifically, if you have an ecommerce site, you can offer Prime shopping benefits like fast, free delivery and easy returns for your new products—directly on your site.

Buy with Prime helps you attract a key customer base to your site and convert them with a shopping experience trusted by millions. In fact, brands experience an average 16% increase in revenue per visitor using Buy with Prime.<sup>8</sup>

Buy with Prime puts you in the driver's seat regarding **control of order and customer information, including email addresses**. This not only helps you build direct relationships with your customers, but also allows you to **create customized marketing campaigns to help customers discover your new products**.

And like you learned earlier in this guide, authentic customer reviews are a powerful tool for driving shopper trust and brand credibility—enough to inspire purchase. So with Buy with Prime, you can **provide website shoppers with the social proof they seek** by displaying your hard-earned Amazon reviews directly on your ecommerce site for those new products.

Running an ecommerce business is hard work, and Buy with Prime can help you **streamline business operations and simplify fulfillment**. Because you're already selling your new products on Amazon.com, you can use your existing inventory at Amazon fulfillment centers to fulfill orders across channels. If you use FBA or MCF, you can add Buy with Prime to your online store in minutes.



prime

Get it as soon as **Tomorrow**.

 Fast, free delivery  Easy returns



Learn how **Shokz** leveraged Buy with Prime to grow its innovative headphone brand beyond Amazon and international borders.

**Read the case study** ↗

[Get started](#)

# Some journeys come to an end. This one keeps going.

At the beginning of this guide you made a choice to invest in your Amazon business, specifically, to embark on a journey toward new product success. Launching your business in the Amazon store was your first big step, but to keep your business growing, the next step meant expanding your product catalog. To help you do that, we simply provided you with a roadmap and key tools and benefits that already exist within Amazon.

Equipped with those tools, you've journeyed through the five pillars in the pages of this guide. And hopefully along the way they helped you discover and launch some great product ideas, get early customer feedback that influenced both your strategy and shopper purchasing decisions, and scale your winners across global Amazon marketplaces and your other ecommerce channels.

So now that you've come to the end of this guide, to the end of the new product success roadmap, you have what you need to grow your business through products that thrive across Amazon and beyond. The next step? Go back and do it all over again, because success is a journey that keeps going.

Launch. Learn. Realize. Repeat.



## Citations

#	Verbiage	Source
1	Shipping with FBA costs 70% less per unit than comparable premium options offered by other major US carriers.	<a href="#">Amazon Small Business Empowerment Report</a>
2	62% of shoppers expect free shipping orders to arrive in less than three business days.	<a href="#">RetailDive</a> , July 2022
3	Basic and Premium A+ Content can help increase sales by up to 8% and 20%, respectively.	Amazon has conducted studies to measure the performance of products that have A+ Content versus no A+ Content. Results of A+ Content on the Detail Page may vary based on numerous factors including content quality, product price, and product category. This study of A+ Content is based on internal research conducted by Amazon and is not a guarantee of future sales.
4	More than 25% of the shoppers who click on shoppable Premium A+ comparison charts add an item to their cart directly from the chart.	Amazon has conducted studies to measure the performance of products that have Premium A+ <a href="#">shoppable comparison charts</a> . This study is based on internal research conducted by Amazon and is not a guarantee of future sales.
5	ASINs with a Vine review can boost sales up to 30%.	Amazon has conducted studies to measure the performance of products that have Vine reviews. This study of Vine is based on internal research conducted by Amazon and is not a guarantee of future sales.
6	When used with fast, free shipping, A+ Content, Vine, coupons, and Sponsored Products can help increase the likelihood of early sales by up to 85%.	Amazon internal study of new items offering fast, free delivery in the first 90 days after launch between 1/1/24 and 9/30/24. This study is not a guarantee of future sales.
7	Brands that use both Multi-Channel Fulfillment and Fulfillment by Amazon saw a 19% improvement in out-of-stock rates and a 12% improvement in inventory turnover.	Based on trailing twelve-month data from 590,000 sellers who shipped more than 100 units with FBA throughout 2023 versus those who only used FBA during the same time period.
8	Brands experience an average 16% increase in revenue per visitor using Buy with Prime.	This data point is based on A/B testing results collected between July 2023 and June 2024 from 167 merchants, and measures the average increase in revenue generated when Buy with Prime was a purchase option versus when it was not, during the same time period.