

Vendio Merchant's Guide
Create Items –
Amazon Info



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Amazon Info

The Amazon Info section includes specific data that will apply only to your Amazon listings. Click the gear icon to customize this section and include only fields that you will use when creating Amazon ads. Amazon Ad Info contains the following fields:

The screenshot shows a configuration panel titled "Amazon Ad Info" with a sub-section "Optional fields:". Below this, there is a grid of 16 fields, each with a checked checkbox. The fields are:

<input checked="" type="checkbox"/> Title	<input checked="" type="checkbox"/> Minimum Advertised Price	<input checked="" type="checkbox"/> Platinum Keywords	<input checked="" type="checkbox"/> Quantity for sale on Amazon
<input checked="" type="checkbox"/> Description	<input checked="" type="checkbox"/> Sale Price	<input checked="" type="checkbox"/> Memorabilia	<input checked="" type="checkbox"/> Search Terms
<input checked="" type="checkbox"/> Price	<input checked="" type="checkbox"/> MSRP	<input checked="" type="checkbox"/> Autographed	<input checked="" type="checkbox"/> Product Tax Code
<input checked="" type="checkbox"/> Image	<input checked="" type="checkbox"/> Launch and Discontinue Dates	<input checked="" type="checkbox"/> Serial Number Required	
<input checked="" type="checkbox"/> Category-Specific Attributes	<input checked="" type="checkbox"/> Release Date	<input checked="" type="checkbox"/> Catalog Match	
<input checked="" type="checkbox"/> Key Product Features	<input checked="" type="checkbox"/> Restock Date	<input checked="" type="checkbox"/> Category	

Title

The title for Amazon ads can be entered here. When using Prefill Product Info (catalog), the title is prefilled.

Linked – The title you entered in the Item Info section will populate into the title field automatically. To add a different title, click on the “Link” Icon.

Description

Enter the description for your item. When using Prefill Product Info (catalog), the description is prefilled.

Linked – The description you entered in the Item Info section will populate into the title field automatically. To add a different description, click on the “Link” Icon.

Price

Enter your normal selling price. If you wish to discount this price for sale events, you can do so under “Sale Price”.

Linked – The price you entered in the Item Info section will populate into the title field automatically. To add a different price, click on the “Link” Icon.

Images

To add images to your Amazon ad, select the “Add Images” button. Images should be uploaded to Vendio prior to creating your item.

Amazon has specific requirements for images, such as a white background. For additional information about image requirements, log into your Amazon seller’s account and visit:

[Help](#) > [Publisher & Vendor Guides](#) > [Add Images](#) > [Amazon Image Standards](#)

Category-Specific Attributes

Some Amazon categories have specific attributes that can be selected when available.

Key Product Features

Key product features that are available for your category are available from your Amazon account under Sellers Guide. The Item Classification Guide (ICG) will help assure that your inventory items are defined properly.

Uses the online ICG to search or browse for elements that you want to associate with your products. Once this information is identified, add the data to key product features. The ICG can be accessed from the Advanced Features option in the Inventory tab of your Amazon seller's account.

Minimum Advertised Price

Minimum advertised prices are the prices set by manufactures of items. To adhere to your manufacture's price, enter the minimum advertised price here to prevent selling below that price.

Sale Price

Sale prices can be set if you want to offer your item at a lower price than you have entered in the "Price" field. Set a launch and discontinue date to end the sale.

MSRP

MSRP is the Manufacturer's Suggested Retail Price and can be entered if you are purchasing from a manufacturer.

Launch and Discontinue Dates

Setting a launch and discontinue date determines the start date and end date for having your product visible on the Amazon marketplace.

Release Dates

Release dates are used to enter the release date of the product you are selling. Typically release dates are used when selling a product that has a specific future release date, such as a DVD that is due to be released on the fifth of next month.

Restock Date

The restock date is typically used for items that sell out quickly and you have a standing order, or where you know the date you will be receiving more.

Platinum Keywords

Platinum keywords that are available for your category are available from your Amazon account under Seller's Guide. The Item Classification Guide (ICG) will help assure that your inventory items are defined properly.

Use the online ICG to search or browse keywords that you want to associate with your products. Once this information is identified, add the data to the platinum keywords. The ICG can be accessed from the Advanced Features option in the Inventory tab of your Amazon seller's account.

Memorabilia

Check this box if your item is considered memorabilia.

Autographed

Check this box if your item is an autographed item.

Serial Number Required

Check this box if your item requires a serial number for each item sold.

Catalog Match

Catalog match (pre-fill) information is pre-populated into the Amazon marketplace. When selecting to use the catalog information, the data is populated into the following fields:

- Product Identifier, Title, Price, Brand, Manufacturer and Part # (can be populated into Item Info)
- Title, Price (populated into Amazon Ad Info)

Category

Amazon allows only one category selection for an item. Select a category and click the "Add" button to add the category. In addition, other fields such as "Used For", "Other Item Attributes", "Subject Content" and "Target Audience" may become available after you have selected your initial category. These additional fields are populated by Amazon and will display any available selections and options.

Category	electronics	
Product Type	ConsumerElectronics	
Item Type ?	<ul style="list-style-type: none"> ▶ audio-video-accessories- ▶ batteries-and-power-sup ▶ blank-media ▶ cables-plugs-and-adapt ▶ clocks ▶ computer-accessories ▶ computers 	Add >> Remove handheld-and-pda-vehicle-r
Used For (up to 5 allowed) ?	<ul style="list-style-type: none"> ▶ activities <ul style="list-style-type: none"> professional-audience travel ▶ locations-and-settings <ul style="list-style-type: none"> healthcare 	Add >> Remove professional-audience
Other Item Attributes (up to 5 allowed) ?	No Other Item Attributes Found	
Subject Content (up to 5 allowed) ?	No Subject Content Attributes Found	
Target Audience (up to 5 allowed) ?	<ul style="list-style-type: none"> ▶ people 	Add >> Remove

Quantity for Sale on Amazon

Set the inventory quantity you want to be made available for sale on Amazon. To determine how you want to handle inventory quantities, see the Item Info Merchant's Guide.

Search Terms

Search terms that are available for your inventory item are available from your Amazon account under Seller's Guide. The Item Classification Guide (ICG) will help assure that your inventory items are defined properly.

Use the online ICG to search or search terms that you want to associate with your products. Once this information is identified, add the data to the search terms. The ICG can be accessed from the Advanced Features option in the Inventory tab of your Amazon seller's account.

Product Tax Code

Product tax codes are used to set the tax properties of your item. Product tax code classifications are available from your Amazon seller's account.

Amazon Market Profiles

Use Amazon market profiles to enter start and end dates for promotional sales, rebate information, gift settings, and other miscellaneous information pertinent to Amazon listings only. Save and name the profile to reuse for future ads.

The screenshot shows the 'Amazon Market Profile' configuration form. At the top, there is a dropdown menu set to 'Custom Value'. The form is divided into several sections:

- Sale Start & End:** Contains two date pickers. The 'Start' date is set to 01/21/2009 and the 'End' date is also set to 01/21/2009.
- Rebate:** Includes a 'Name' text field, 'Start' and 'End' date pickers, and a 'Message' text area. A green question mark icon is next to the 'Rebate' label.
- Gift Settings:** Contains three checked checkboxes: 'Gift wrap is available for this item', 'A gift message can be included for this item', and 'Discontinued by manufacturer, but still in stock'.
- Proposition 65:** Contains one checked checkbox: 'Subject to Prop 65 rules and regulations' with a green question mark icon.

At the bottom of the form, there is a 'Save this profile as' label, a text input field containing 'New Profile 1', and a 'Save' button.

Profile Name

The profile name will be displayed in the drop-down menu in the Policy Profile section when you create items. It is important to create descriptive profile names so you can easily identify them in the list. For example, if you create two profiles and name them "Prop 65" and "Amazon Standard", you will know at a glance as you create your item which profile to use if your item is subject to Proposition 65 rules and regulations.

Sale Start & End

Set the start and end date for any promotional sale you would like to associate with your items. Keep in mind that the sale information will only be effective if the date specified is a future date. If you use sales, we recommend that you create a separate profile for each sale and name them appropriately (for example, “March sale” or Christmas sale”.) This way you’ll be able to identify sales, so you can update the profile after the sale takes place.

Rebate

If there is a manufacturer’s rebate available for your Amazon items, you may enter the rebate information here. Valid entries must be made in each of the available fields. The rebate will become effective on the start date and will expire on the end date. Use the message area to describe the rebate, such as “Mail-in rebate for \$25 off is available for this product.”

Gift Settings

Gift settings are optional and can be used if you are supplying a gift message or gift wrapping service for the item.

Discontinued by Manufacturer

This indicates whether or not the manufacturer is still producing the item.

Proposition 65

You must inform Amazon if your product is subject to Proposition 65 rules and regulations. Prop 65 is a legal requirement for merchants to provide California consumers with a special warning for products that contain chemicals known to cause cancer, birth defects, or other reproductive harm, if those products expose consumers to such chemicals above certain threshold levels. The default value for this option is "no", so if you do not populate this column then we assume your product is not subject to this law. Please view the California Office of Environmental Health Hazard Assessment website for more information: <http://www.oehha.ca.gov/>

Save This Profile As

Saving the profile will allow you to reuse the profile for future ads. Once you have named and saved the profile, it will be available in a drop-down menu as you create your listings.

Show on Amazon

Select “Show on Amazon” if you want your item to appear on Amazon. Note that populating the information to Amazon can take few hours as feeds are not sent instantly on update.

Select “Don’t Show on Amazon” when you want your item to appear at a later time. You can change this to “Show on Amazon” from **Items > My Items**.