

# Brand Registry SOP: How to Fix Brand Store Rejection

10/11/2024 12:00 pm CDT



**Who is this for?** Amazon Sellers and other stakeholders who want to learn how to handle brand store rejections and how to clear them.



**Objective:** This Standard Operating Procedure (SOP) will help you understand how to check the rejection, and how to correct the rejection reasons.

All brand stores need to comply with [Store's Content Guidelines and Acceptance Policies](#) to get approved or else submissions will get rejected.

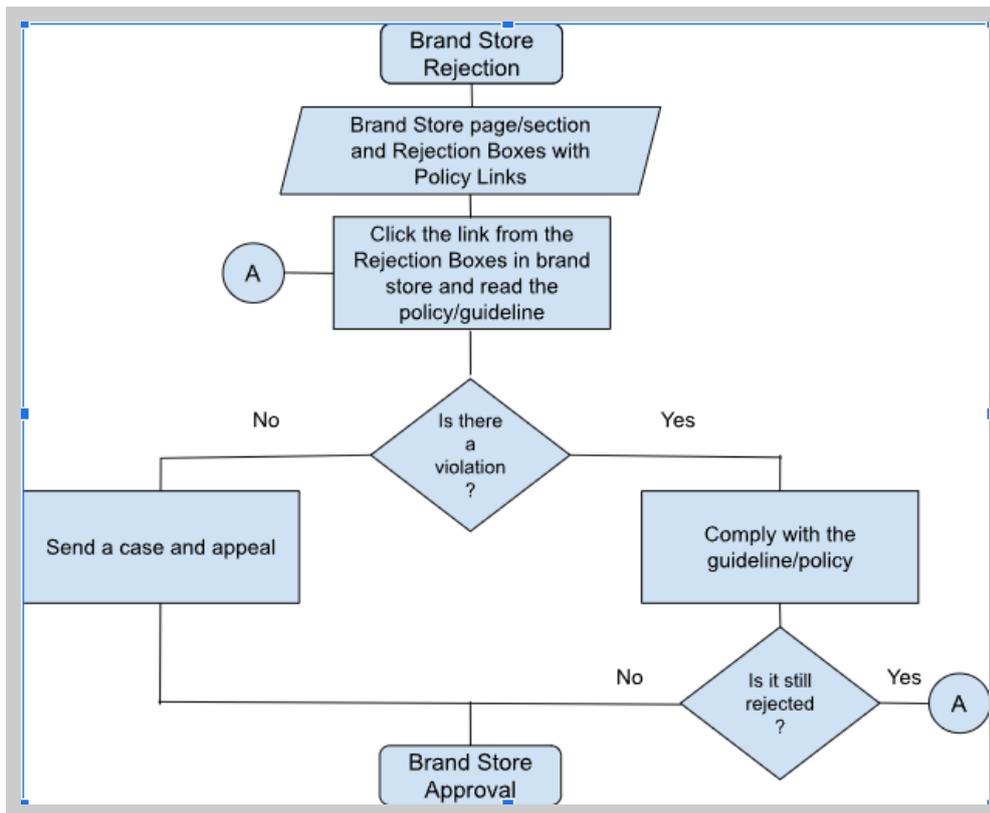
## Prerequisites:

- The brand should be properly registered and set in the Brand Registry.
- All of the items in a brand store should be under the same brand name.
- All of the ASINs should comply with all Amazon policies and remain healthy/active

## *What's the difference between A+ Content and Brand Store rejection messages?*

The A+ rejection message will tell you to know what words or images to remove while the brand store rejection reasons don't give the exact word or exact reason for content and/or image rejection most of the time.

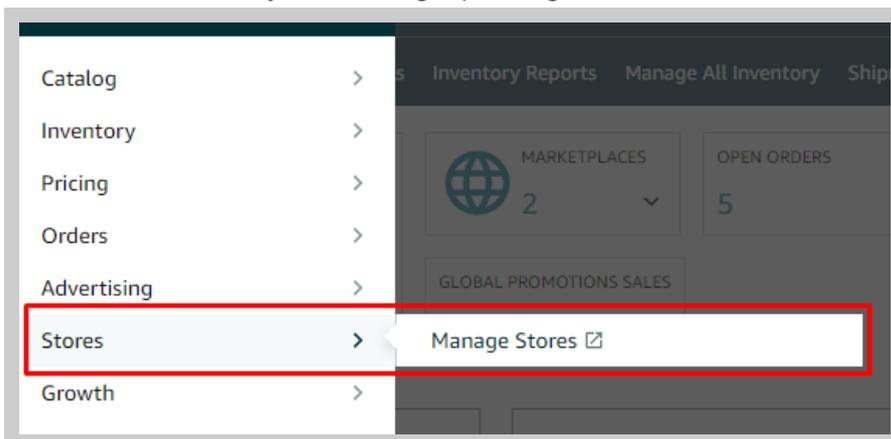
## At a Glance



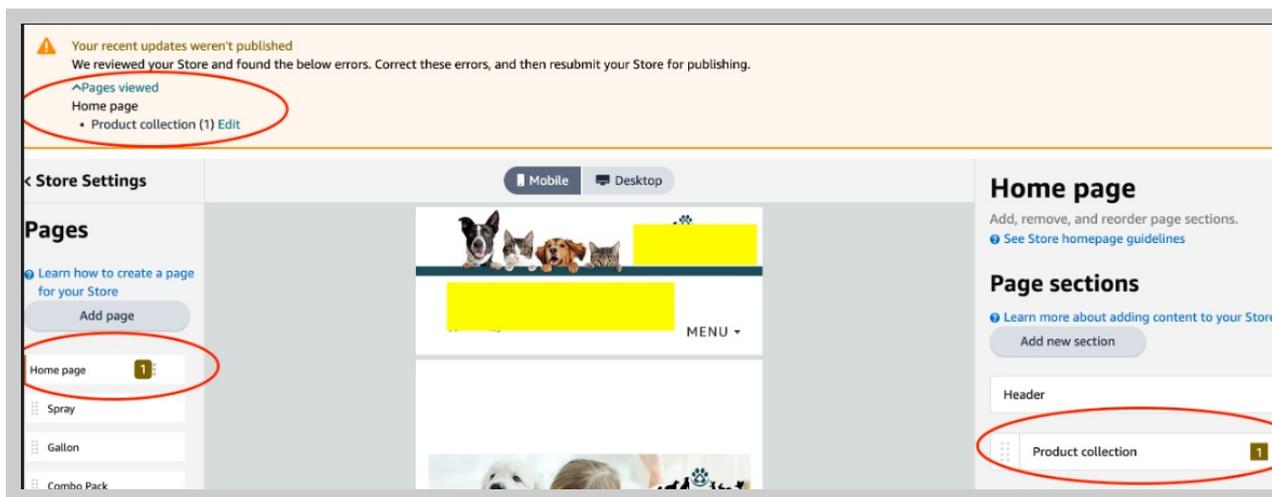
## How to Fix: *Troubleshooting Steps*

### I. Identifying the Issue

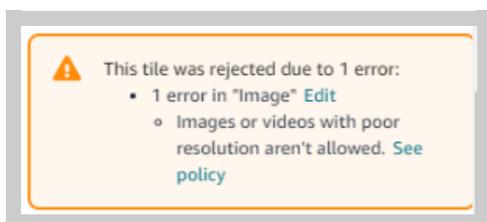
1. Go to **Stores > Manage Stores** in the Seller Central categories found on the top left corner and select the brand store that received the rejection message by clicking *Edit Store*.



2. Check the rejection reason box on the top middle part of the *Edit Store* page. Click the Edit link and it'll redirect you to the page and/or section that has the policy violation.



3. Once you're in the correct section, you'll see another rejection reason box. To understand what's causing the issue, click the See policy link.



4. The policy link will direct you to the brand store policy/guideline that was violated. Read and comprehend the inclusion of the compliance section. If you agree that there are violations in the content or in the image, please continue the troubleshooting steps. If you don't agree with the decision, jump to **How to File a Case for Brand Store Rejection**.

## II. Corrective Actions

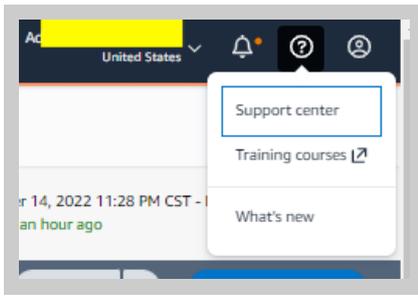
1. If the rejection reason is present in the *meta description*, remove all of the prohibited claims or replace them.
2. If the rejection reason is present in the crawlable text or on the image, ask the creative team to remove the prohibited claims and/or edit the image for it to be compliant with the policy.
3. Resubmit the brand store for another review. If it gets approved, **congratulations!** If the brand store gets another rejection reason, loop back to **Identifying the Issue**. Nevertheless, if you believe that everything is set and is compliant with the guidelines/policy but still get the violation, then please do the following:

## III. How to File a Case for Brand Store Rejection

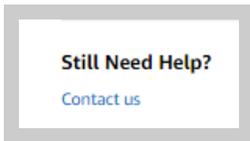
**CAUTION:** Please make sure you send the correct case to the correct ads account by constantly checking the ads account in the top right corner.

If you see that the brand store is compliant with the **Stores Content Guidelines and Acceptance policies**, please follow the instructions:

1. On the Edit Store page, click the question mark icon > Support Center.



2. Type "Contac, click the search button, and under "Still Need Help?", click the Contact Us link.



3. Please follow this sequence: Select Category (**Stores**) > Select Topic (**Store rejected**) > Email

**Subject:** [Brand Store Name] - [Rejection Reason] - Appeal

**Description:**

*Greetings,*

*Our brand store, [enter your brand store name], got rejected because of [enter the rejection reason].*

*We reviewed the policy present in the brand store section and sent us to the policy/guidelines section under[enter the policy section and its title plus the policy link from the brand store section].*

*[Enumerate the actions you took to become compliant with the policies. If you didn't make any changes but know you didn't violate any policies then just dispute that you didn't violate the specific policy]*

*Please clear the rejection reason and allow us to submit the brand store for review and approval.*

4. Collect the Case ID and its link, and monitor it. Comply with it if you clearly violated the policy. If not, then dispute. Do this until your brand store gets approved.

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