

Brand Registry SOP: Add ASINs to Brand Store, Brand Story, and A+ Content

10/11/2024 12:01 pm CDT



Who is this for? An individual who is adding ASINs to a brand store, brand story, and A+ content.

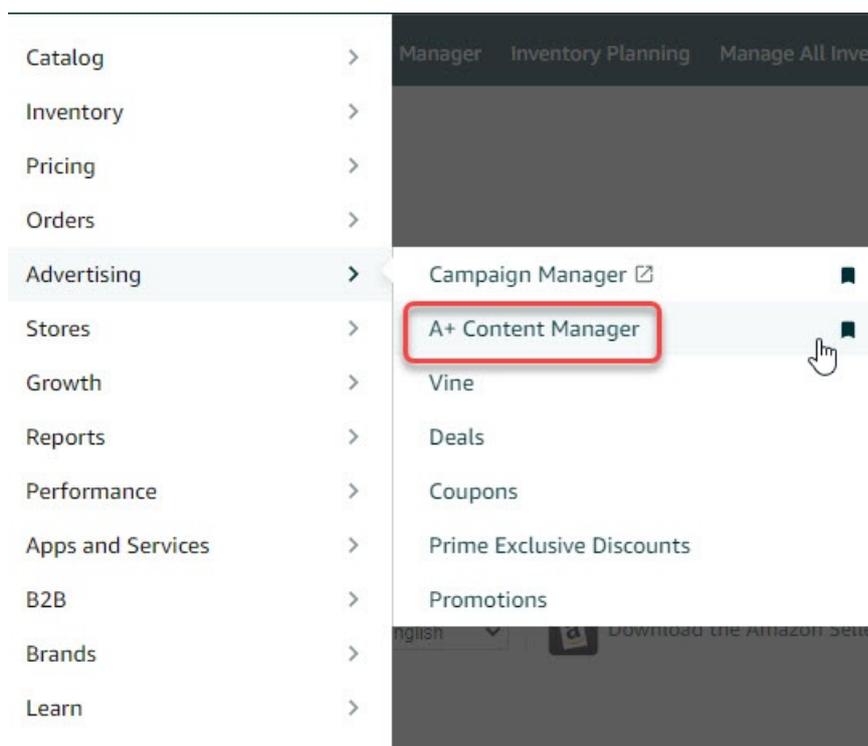


Objective: To enhance brand storytelling and product presentation on Amazon by adding ASINs to the brand store, brand story, and A+ content. By doing so, we aim to create a cohesive and compelling brand narrative that resonates with customers and differentiates the brand from competitors.

Brand Story and A+ Content (EBC)

Determine which ASINs need to be added to the A+ content, and check to see if the ASIN is part of a parentage. If it's a standalone listing proceed with the given methods below, otherwise examine which listings in the parentage are appropriate to add to the A+ content using the same steps below.

1. Go to the **Advertising** tab, then **A+ Content Manager**



2. Check the content type. This will help you verify if it's a Brand Story or an EBC. Click the content name to be published.

A+ Content Manager Training or [Start creating](#)

Use the A+ Content Manager to add rich content to the detail page that showcases your brand and educates customers about product features.

Premium A+ access
Congratulations! We have enrolled your Brand with access to Premium A+ features as a promotional offering. Start creating Premium A+
[Learn more about Premium A+](#)

A/B Test NEW
Some of your ASINs may qualify for A/B testing. [Learn more about A/B Testing](#)

Content (277)
 Show auto-created content < 1 2 3 4 5 6 7

| content name | content type | language | ASINs | last modified | content status |
|--------------------------------|--------------|------------|-------|---------------|----------------|
| [Content Name] | EBC | US English | 4 | 03/31/2023 | Approved |
| [Content Name] | EBC | US English | 9 | 03/31/2023 | Approved |
| [Content Name] | BrandStory | US English | 0 | 03/31/2023 | Draft |
| [Content Name] | BrandStory | US English | 101 | 03/29/2023 | Approved |
| [Content Name] | EBC | US English | 4 | 03/29/2023 | Approved |
| [Content Name] | EBC | US English | 0 | 03/28/2023 | Draft |
| [Content Name] | EBC | US English | 1 | 03/28/2023 | Draft |
| [Content Name] | EBC | US English | 6 | 03/24/2023 | Approved |
| [Content Name] | EBC | US English | 1 | 03/22/2023 | Approved |
| [Content Name] | EBC | US English | 5 | 03/21/2023 | Approved |

3. Click the edit button.

English Messages | Help | Settings

Actions **Edit**

4. Click Next: Apply ASINs

English Messages | Help | Settings

Cancel Save as draft **Next: Apply ASINs**

5. From here, you can add the list of ASINs you want to add. You may also want to opt to bulk-upload should there be a long list of ASINs to add.

Content details Best Practices

Create Content Apply ASINs Submitted Approved Published on 3/31/2023

* Content name * Language Content Type Status Applied ASins Submitted On
[Redacted] US English EBC Approved 9 3/31/2023

Add ASINs
Search for ASINs to apply to this content. Note: you will only see results within the context of product families.
Q Search for ASINs **Bulk upload**

Applied ASINs (9)

Q Find Group by **ASIN** Color Size **Remove**

| Product name | ASIN | Color | Size | Date applied | ASIN status |
|--------------|------------|------------|------------|--------------|-------------|
| [Redacted] | [Redacted] | [Redacted] | [Redacted] | [Redacted] | [Redacted] |

6. Review that everything is done correctly, then click **Submit for approval**.

A+ Content Manager > Premium > Age of Sage > Preview > Edit

Cancel Save as draft Back **Submit for approval**

Content details Best Practices

Create Content Apply ASINs Submitted Approved Published on 3/31/2023

* Content name * Language Content Type Status Applied ASins Submitted On
[Redacted] US English EBC Approved 9 3/31/2023

Desktop Mobile

7. Amazon will review the content. Check the status daily for any errors.

8. Once approved, check if the A+ content/Brand Story shows up on the PDP of every ASIN that is applied to it. If the content is not displayed, republishing it usually fixes the problem. Check for backend issues as well and troubleshoot as needed, then republish.

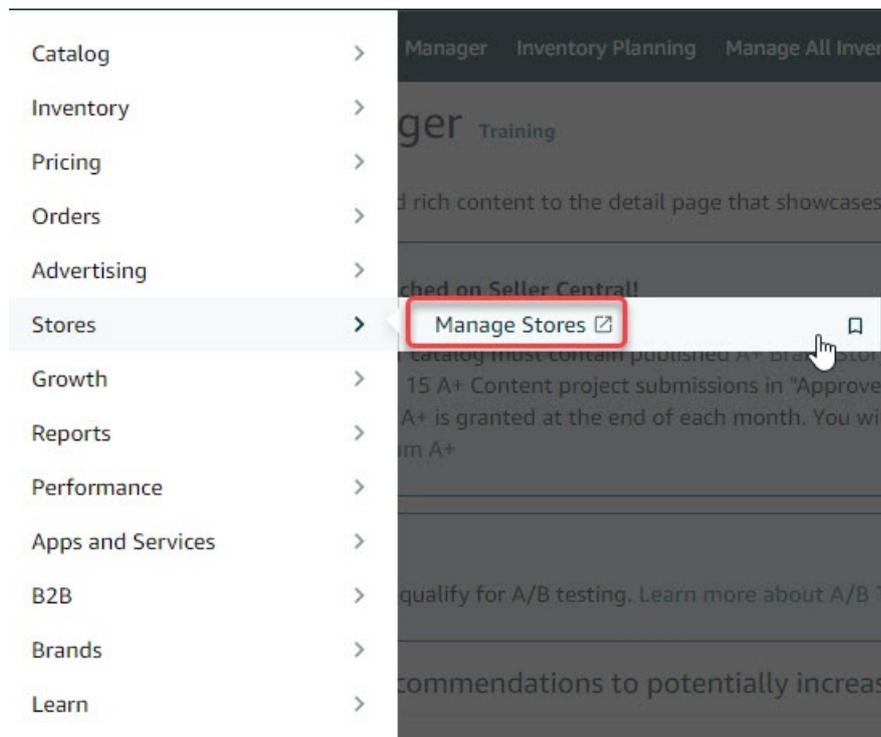
NOTE: You may experience delays in getting the A+ approved. It would normally take 24 hours for Amazon to approve the A+ especially if it doesn't violate any Amazon Policy. File an Amazon ticket if it has not been approved after 48 hrs of publishing.

Brand Store

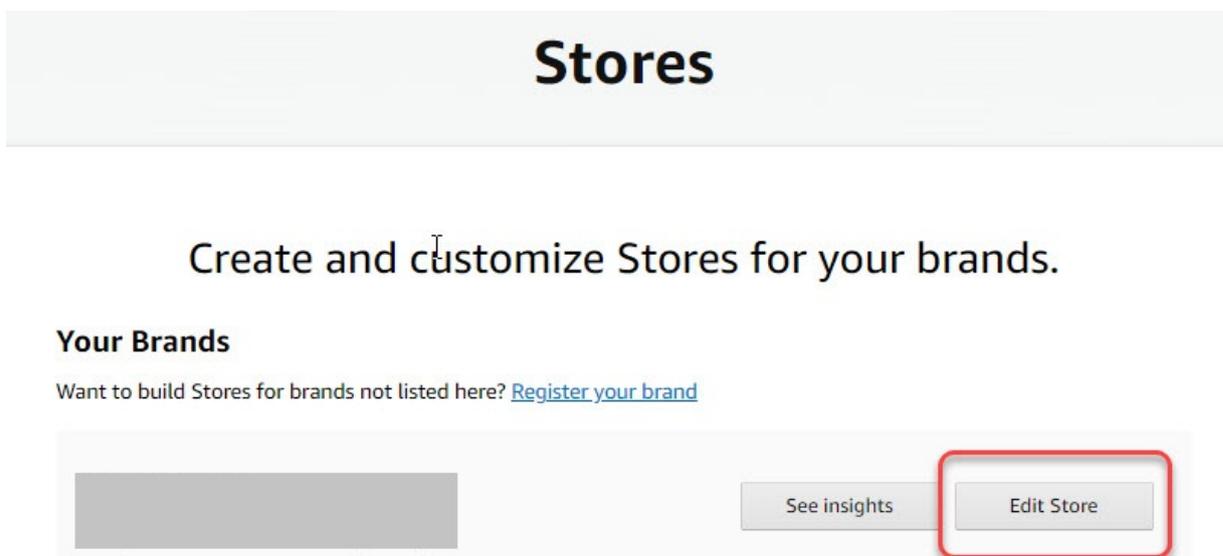
Adding ASINs to a brand store is important to boost sales. When a customer visits the brand store and clicks on a tile with an associated ASIN, they are taken to the product's live listing, where they may quickly purchase the item.

Here are the steps to add ASINs to the brand store:

1. Go to **Stores**, then **Manage Stores**.



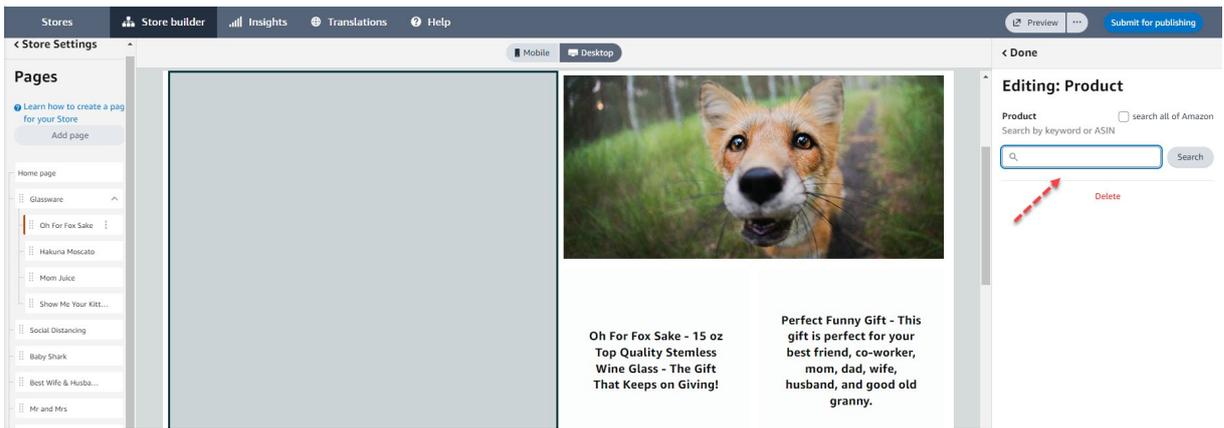
2. Click **Edit Store**.



3. Check the brand store pages and click on the one that an ASIN needs to link to.

4. On the right-hand side of the page, you'll see the "add a link or product" where you can either add an ASIN or a page inside the brand store. Paste the ASIN and add. It is recommended to add ASINs to as many tiles as you can, making sure that the tile graphic relates to the product.

5. Click **Done**.



6. Review and click **Submit for publishing**. Monitor until the brand store goes live.

