

Listing Creation & Management SOP: How to Transfer Subscribe and Save Subscriptions

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Who is this for? Individuals who need to transfer Subscribe and Save subscriptions.



Objective: The purpose of this document is to present the updated process for transferring subscriptions from old to new listings.

Subscribe and Save allows sellers to secure repeat sales and build brand awareness among highly engaged customers. These subscriptions are tied to SKUs as opposed to ASINs. This means that if an SKU is discontinued, the subscriptions will need to be transferred to the new SKU to remain active.

Steps:

1. Go to this page: <https://sellercentral.amazon.com/sns/manage?>

2. Click Actions next to the product with the subscriptions that you want to transfer.

3. Select **Request to transfer subscriptions** to process the request through a self-service tool.

4. Choose the new SKU from the list that appears, then click **Submit**.

Allow up to 72 hours for a successful transfer to be reflected on the Manage Products Page.

To request other types of Subscribe & Save subscription transfers (for example, transfers across ASINs or seller accounts), contact your Amazon account manager or get support on the [Get Help](#) page. You must provide the

following information:

Serial number
Existing merchant token
Existing ASIN
Existing SKU
New merchant token
New ASIN
New SKU

If a Subscribe & Save offer is unavailable (for example, out of stock) for more than 14 days, we'll automatically transfer associated subscriptions to an identical and available Subscribe & Save offer with the same seller. This affects sellers who have opted in to automatic enrollment for Subscribe & Save.
