Listing Creation & Management SOP: How to Add ASINs/SKUs in the Subscribe and Save program

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Who is this for? Individuals who need to add listings to FBA subscribe and save subscriptions.

Objective: The purpose of this document is to present the updated process for enrolling listings to the SnS subscription.

FBA Subscribe & Save (SnS) lets Amazon customers sign up for recurring, scheduled deliveries of products that they use frequently. It gives customers discounts on eligible products.
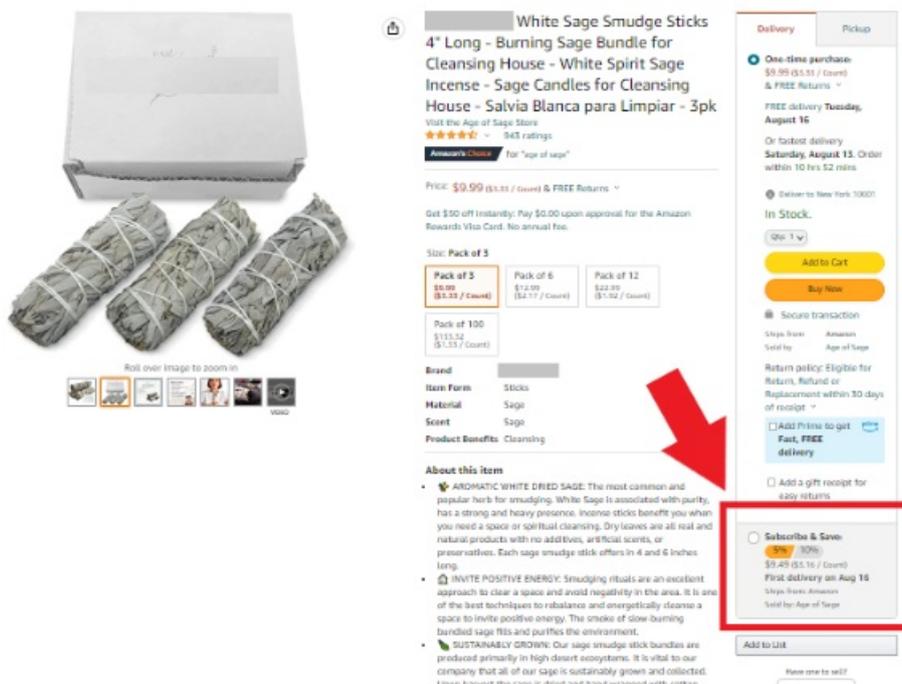
Say, for instance, if a customer has subscribed to 4 or fewer products, then he or she receives a discount of 5%. On the other hand, if he or she has subscribed to 5+ products, then the discount is either 10% to 15% based on the product category.

2 types of SnS:

- **Sign-up orders** - the moment the buyer initially completes the subscription.

- **Replenishment orders** - based on the delivery frequency the customer has set, will automatically generate for the coming months.

✍NOTE: Coupons and promotions will work on top of your SnS-enrolled products resulting in a higher discount than what is already given in the SnS.

Where does SnS appear on the PDP?

How to enroll ASINs/SKUs in the SnS program:

1. Automatic Enrollment

- Eligible products are automatically enrolled in the Subscribe & Save program at the default enrollment discount selected in the Manage Products section. By default, this discount is set at 0%.

2. Additional Tiered Discount

- An additional 5% tiered discount is applied for customers who have five or more Subscribe & Save subscription orders scheduled to arrive on the same delivery day (e.g., the 1st of the month).

3. Updating Default Enrollment Discount

- To streamline future enrollments and increase subscriber acquisition rates from day one, consider updating your default enrollment discount to 5% or 10%. Follow these steps:

1. Navigate to Manage Products.

2. Click on Change default enrollment discount at the top of the page.

3. Set the desired default discount rate.

Note: Starting June 27, 2024, if you have previously set a default discount for FBA Subscribe & Save products, this setting will also apply to seller-fulfilled products enrolled in the program.

4. Troubleshooting Automatic Enrollment

- **For FBA Products:**

    - Use the self-service product eligibility tool in Manage Products to determine why certain products have not been automatically enrolled.

- **For Seller-Fulfilled Products:**

    - If you believe the product eligibility assessment is incorrect or you need to inquire about eligibility, contact support via the Get Help page. Provide the following details to facilitate resolution:

        - Marketplace ID

        - Merchant ID or Seller ID

        - ASIN

        - SKU

5. Enabling Automatic Enrollment

- To ensure automatic enrollment of eligible products, go to Manage Products and confirm that your settings are correctly configured.

⚠**WARNING: DO NOT REMOVE OTHER PRODUCTS FROM THE SNS PROGRAM.**

⚠**WARNING: DO NOT REMOVE THE OTHER SKUs FROM THE PROGRAM IF THEY ARE NOT INCLUDED IN THE SKU YOU'VE UPLOADED. Chances are, these SKUs are already existing on the dashboard prior to your upload. If you are unsure, refer the matter to the designated brand manager and ask for further instructions about the other SKUs.**