

Storefront SOP: Schedule Brand Store Versions

03/17/2025 8:44 am CDT



Who is this for? Individuals who are uploading an occasion-themed brand store banner.



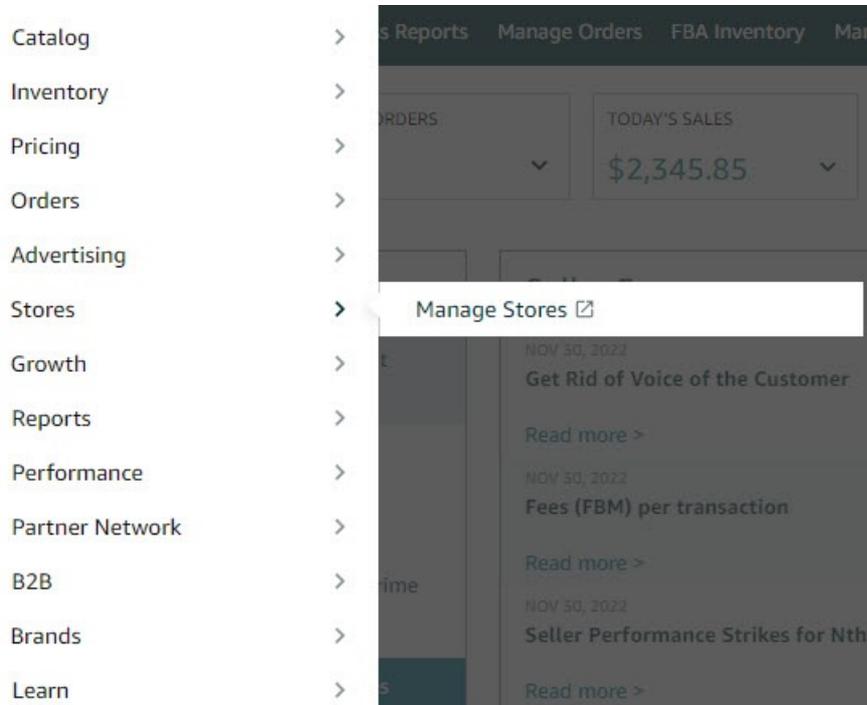
Objective: To minimize re-uploading different occasion-themed brand store banners.

Amazon Brand Stores allow you to showcase your brand and products in a multipage, immersive shopping experience. No matter the size of your brand, the Amazon Brand Store gives you an immersive place to introduce audiences to your story, mission, and products.

You can create multiple versions of your Store and schedule them to run during specific periods of time. This is very useful during holidays, simplifies the process, and saves extra work.

Creating Amazon Store Versions

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



- Click **Edit Store** in line with the brand you are working on.

Stores

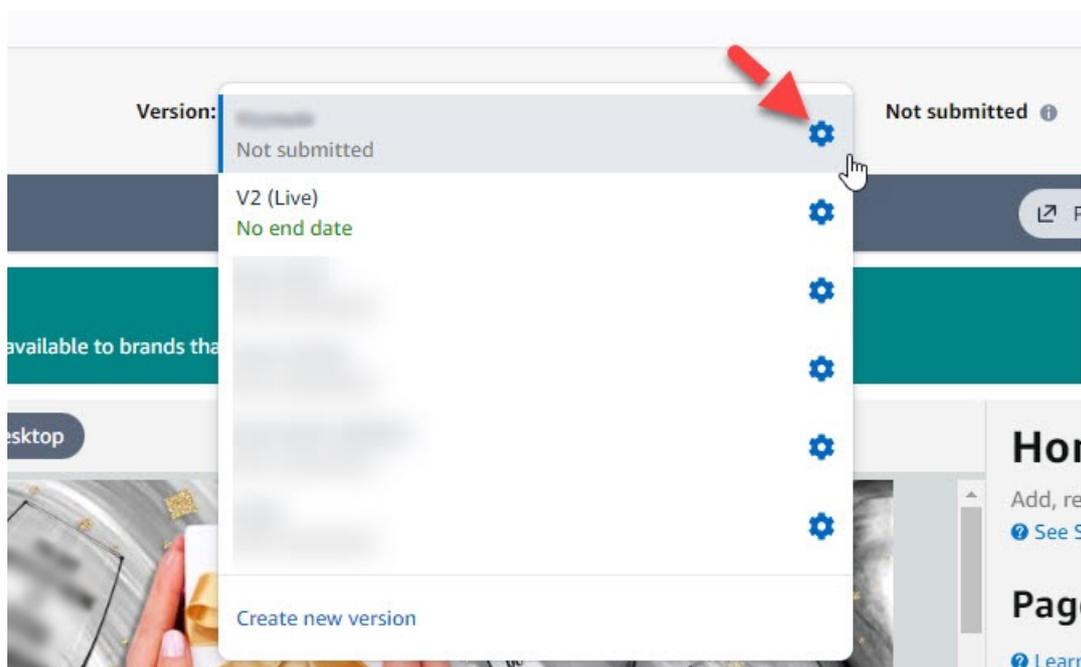
Create and customize Stores for your brands.

Your Brands

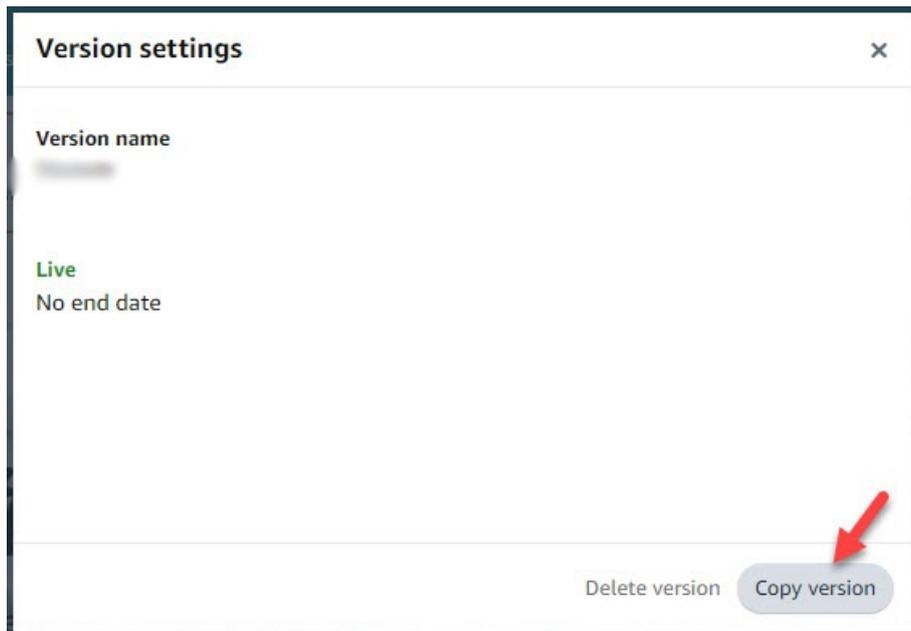
Want to build Stores for brands not listed here? [Register your brand](#)

 https://www.amazon.com/brandname	See insights	Edit Store
 https://www.amazon.com/brandname	See insights	Edit Store
 https://www.amazon.com/brandname	See insights	Edit Store
 https://www.amazon.com/brandname	See insights	Edit Store

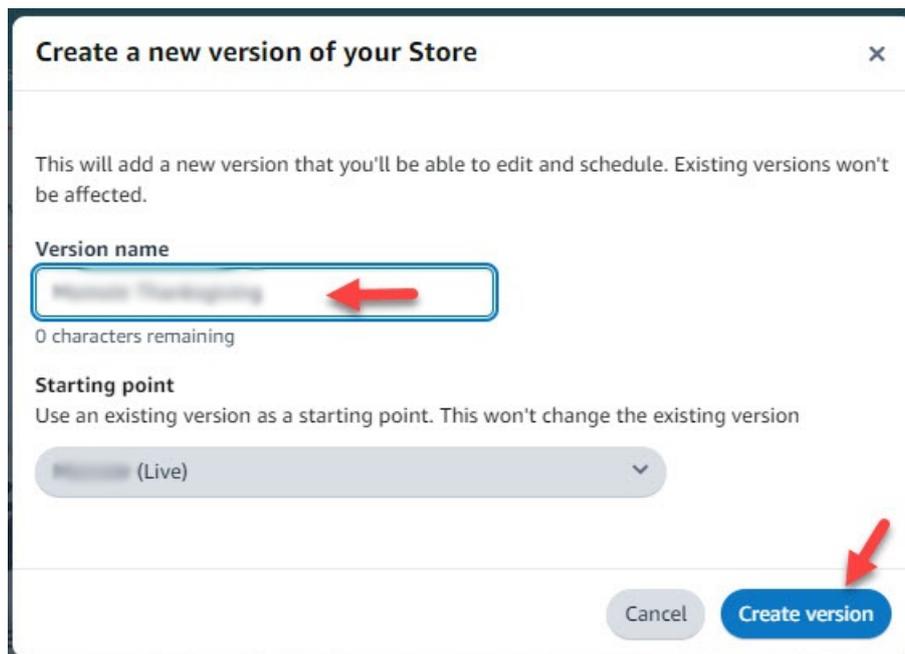
- Click the gear button of the version you want to duplicate.



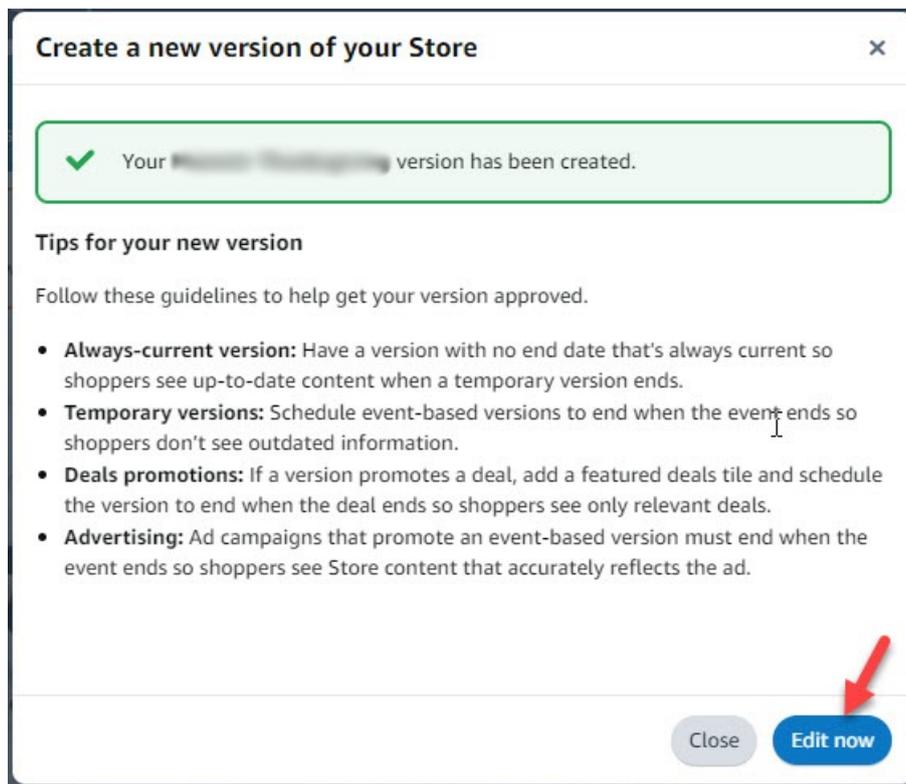
- Click **Copy version** button



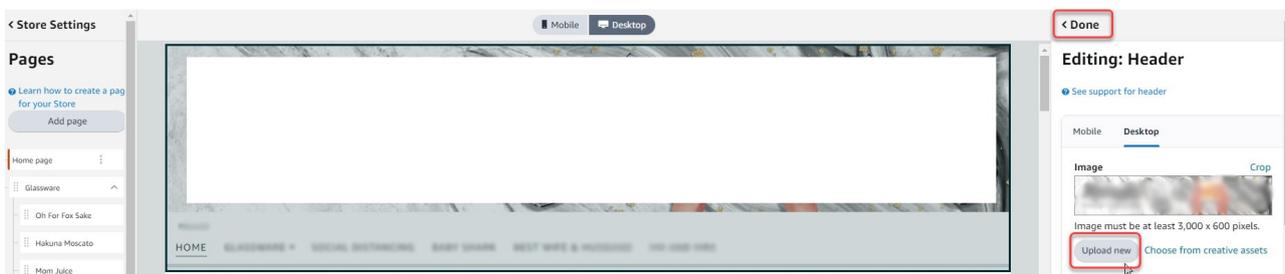
- Fill in the **Version name** box.



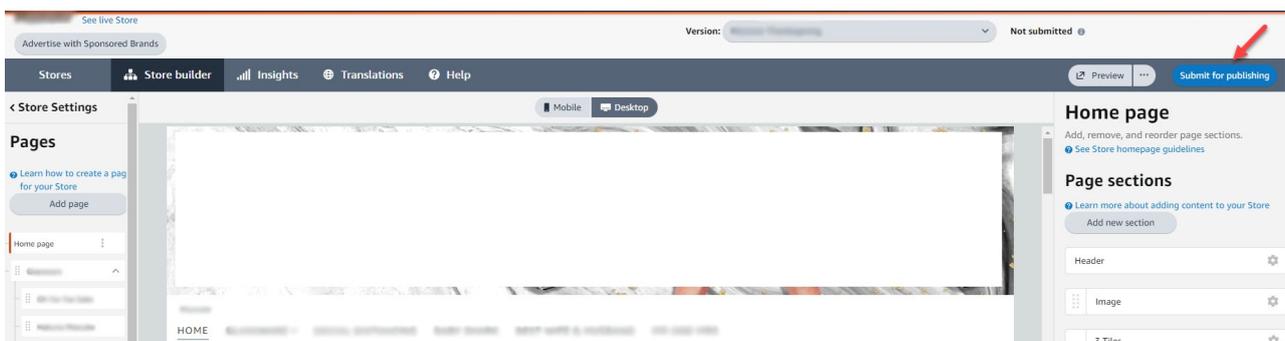
- Click **Edit now** to start customizing the new brand store version.



- You can customize the hero image (banner) or other stuff that suits the scheduled time.
- To replace the **banner image**, just click the image itself. A right sidebar will pop out, then click **Upload New** to upload the new banner image.
 - The banner image must be at least 3,000 x 600 pixels in size.



- Once the new hero image is uploaded, click **Done**.
- Click **Submit for Publishing** button.



- In the pop-up window, select **Request publishing dates**.

- Fill in the **Start and End dates** you want the version of the brand store to go live.
- The bottom part will display other versions' start and end dates.

Submit Store for publishing



Store will be submitted for review. This can take up to 24 hours.

Before you submit, check for empty tiles, typos, and grammatical errors. Correcting these now can speed up the review process.

[see creative guidelines](#) | [see policies](#)

Publish when approved

Request publishing dates

After your Store is approved, it will be live during the dates you select.

Start End

Time zone: +08 Time zone: +08

No end date

^ Show dates of current versions

Version	Start	End	Status
		No end date	✓ Live

Cancel

Submit

- Click **Submit**.

NOTE:

- If there is no other version besides the original and duplicate versions, the original version will go live right after the **end date of the duplicate version**.
- If there are other versions you want to go live after the duplicate version's due date:
 - Wait for the duplicate version to go live first.
 - Edit the other **version's start date** (the date right after the end date of the duplicate version)
 - Submit the other version.
- Only 1 version can have no end date.

Request publishing dates

After your Store is approved, it will be live during the dates you select.

Start End

Time zone: +08 Time zone: +08

No end date

! Only 1 version can have no end date. When **Version 2** goes live, **One Planet Duplicate**, the current version with no end date, will end.

Make **Version 2** your version with no end date

