

# Catalog SOP: Managing Enrolled Vine Products on Seller Central

03/03/2025 11:16 am CST



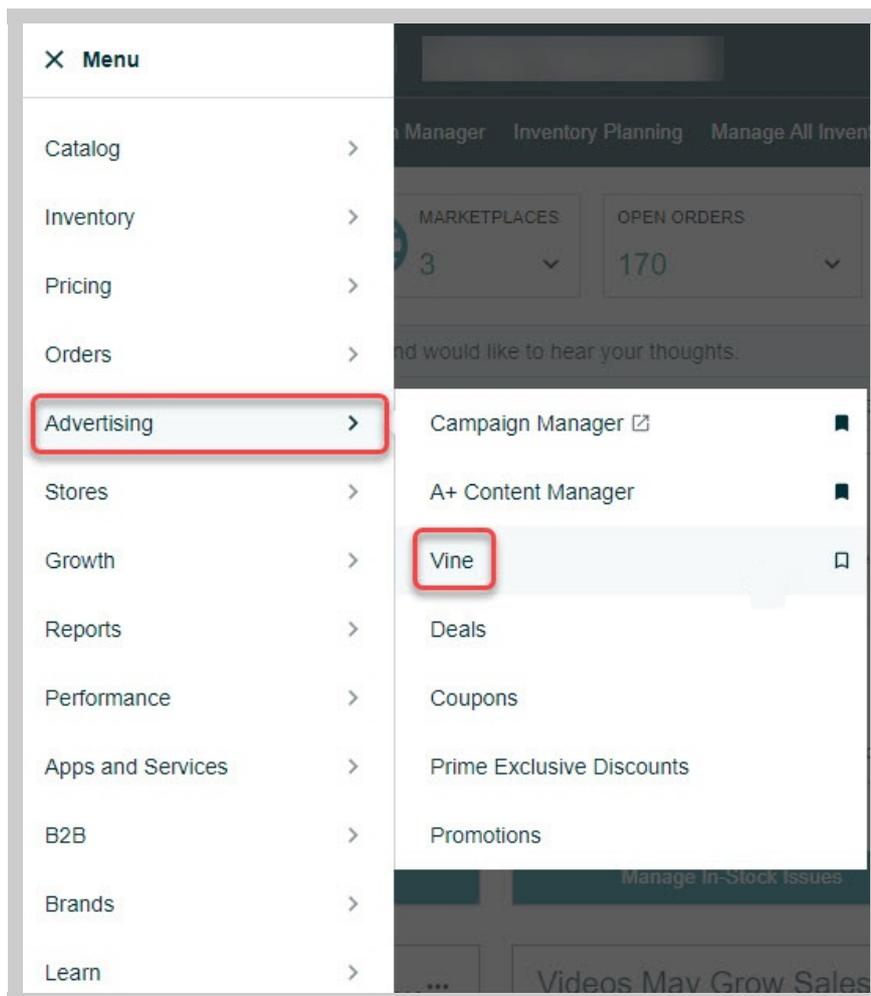
**Who is this for:** This is intended for sellers who have enrolled their products in the Vine Program on Seller Central and want to manage their enrollments effectively. This includes but is not limited to, manufacturers, distributors, and resellers of products marketed on Amazon.



**Objective:** To provide step-by-step guidance for managing products enrolled in the Vine Program on Seller Central. This aims to help sellers manage the Vine enrollments effectively and efficiently by providing information about enrollment dates, available units, claimed units, Vine reviews, blockers, and enrollment categories.

If you want to manage your products enrolled in the Vine Program on Seller Central, follow these steps:

1. From the top menu of Seller Central, select the "Advertising" tab, and from the drop-down menu, choose "Vine."



2. On the next page, click the "Start Enrolling Products into Vine today!" button at the bottom.

## Join the thousands of brands who have enrolled their products into Amazon Vine

### Get trusted reviews on your products within days and without sales

Easily enroll your eligible offers for Vine reviewers (called Voices) to request at no cost. Voices publish reviews on average 22 days after requesting your enrolled products.<sup>1</sup>

### Drive traffic and improve conversion

Reviews are one of the biggest drivers in customer sales. 90% of customers read customer reviews and use them to make a purchase decisions.<sup>2</sup>

### Better understand your customers

Receive honest product feedback early in your product life cycle. Amazon Vine invites the most trusted reviewers on Amazon to post insightful opinions about your products; use this information and make informed decisions.

[Start enrolling products into Vine today!](#)

3. At the bottom of the following page, you will see the enrollment date, the number of units still available for Vine Voices to request, the number of units you enrolled, the number of units Vine Voices claimed, and the number of Vine reviews published for your most recent enrollments.

Vine [Learn more](#)  Remaining enrollments 199/200

Enroll your products in Vine to generate reviews from Amazon's best reviewers.

Find by ASIN   Status All

Enrollments 1-10 of 118

Product Name ASIN	Status	Vine launch date Enrollment date	Available	Enrolled Claimed	Vine reviews	
	Awaiting reviews	3/17/2023 3/17/2023	17,452	30 28	25	<a href="#">Details</a> <a href="#">Stop</a>
	Concluded	12/22/2022 12/22/2022	0	30 30	30	<a href="#">Details</a> <a href="#">Stop</a>
	Concluded	10/13/2022 10/13/2022	0	30 28	26	<a href="#">Details</a> <a href="#">Stop</a>
	Concluded	8/18/2022 8/18/2022	0	30 30	29	<a href="#">Details</a> <a href="#">Stop</a>
	Concluded	8/10/2022 8/10/2022	0	30 30	25	<a href="#">Details</a> <a href="#">Stop</a>

4. To find previous enrollments, you can enter the ASIN or SKU in the search field of the dashboard. Additionally, the dashboard provides information about any obstacles encountered during your enrollments. You can verify if your Vine products have been ordered and reviewed or cancel your enrollments. The enrollments are classified into the following categories:

- **Concluded:** Enrollments that either received all the expected reviews or were enrolled over 90 days ago. At this point, Amazon does not expect additional reviews to be published.
- **Reviews in progress:** Enrollments for which some expected reviews have been posted.
- **Awaiting reviews:** Enrollments that have yet to receive any review.
- **Canceled by the seller:** Enrollments that you have canceled.
- **Action required:** Blocked enrollments that require corrective action, such as updating the offer/SKU enrolled in Vine, updating some of your product's catalog attributes, or sending more inventory to resolve the block.

5. You can edit specific aspects of your enrollment, such as canceling the enrollment, by clicking the "ASIN link" or "Details" button of enrolled products.