

Catalog SOP: How to Fix Errors in the Vine Program on Seller Central

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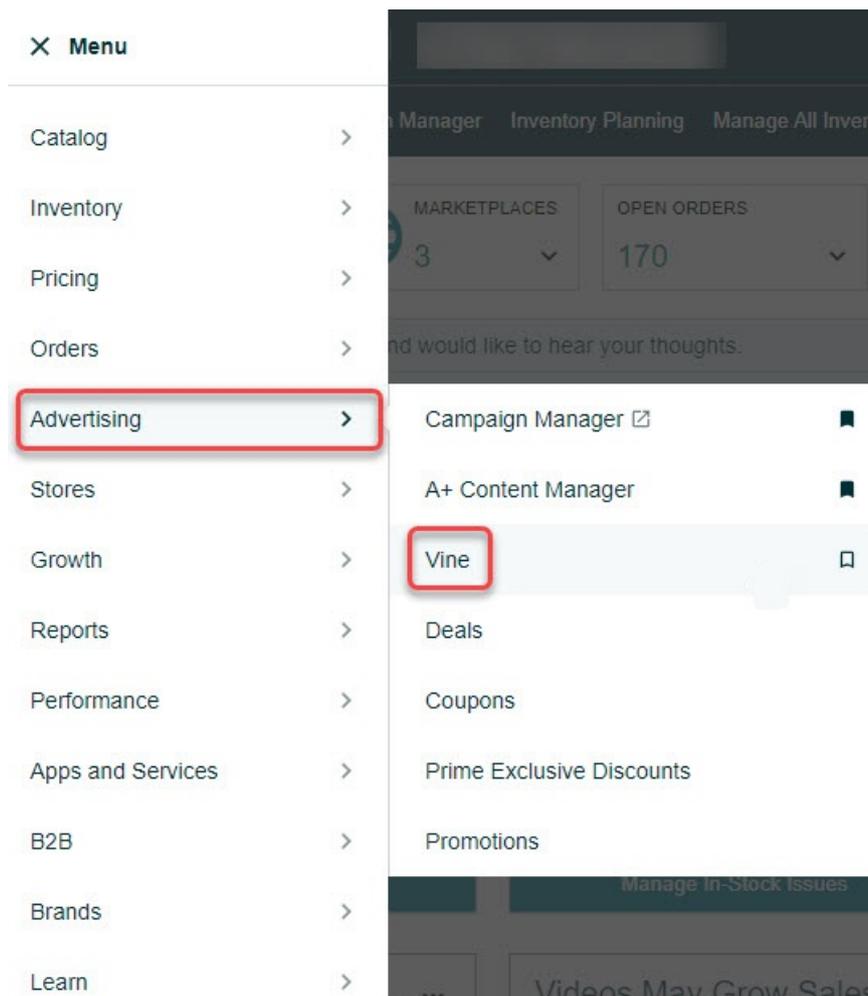
Who is this for: This is for Amazon sellers who have enrolled their products in the Vine Program on Seller Central and need to fix any errors that may occur during the enrollment process.



Objective: To provide instructions on how to fix errors that may occur with enrolled products in the Vine Program on Seller Central for Amazon sellers.

If you are a seller on Amazon, you may have enrolled your products in the Vine Program on Seller Central, which allows Vine Voices to review your products. However, there may be times when errors occur with your enrolled products. Follow the steps below to fix these errors:

1. Go to the top menu of Seller Central and select "Advertising" from the drop-down menu, then click on "Vine".



2. Scroll down to the bottom of the page and click on the "Start Enrolling Products into Vine today!" button.

Amazon Vine

Enroll in the Amazon Vine program to get as many as 30 high-quality customer reviews per product page. Build trust, gain insights and boost sales by up to 30%* on new or slow-moving products.



- **Get trusted reviews on your products**

To help customers make an informed decision, we created the Amazon Vine program. We invite customers who have earned trust in the Amazon community for their insightful reviews to serve as Vine Voices. Voices request products they want to review and try them out free of charge and share their honest, unbiased opinions in a review. Vine reviews are more likely to contain images and videos and higher word count. For products enrolled in \$200 tier, the average time it takes to receive the 1st Vine review globally is 9 days after the ASIN is enrolled in Vine and average number of reviews is 19*.

*Data based on 2023 Amazon.com internal study

- **Help drive traffic and improve conversion**

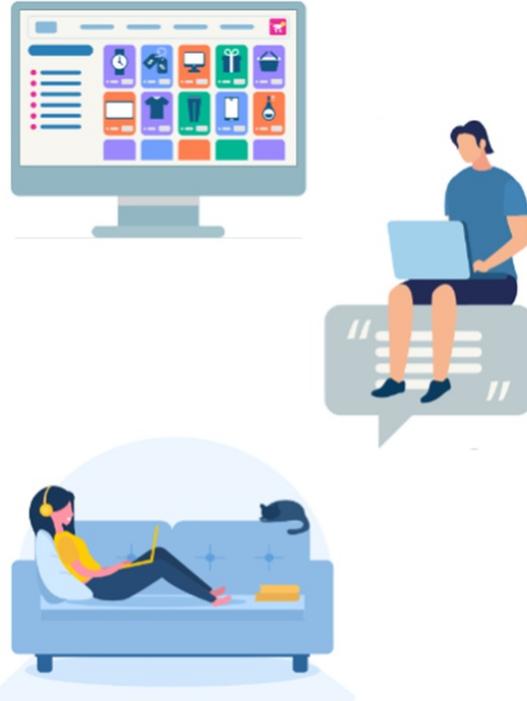
Reviews are one of the biggest drivers in increasing awareness and customer sales. 90%* of customers read customer reviews and use them to make purchase decisions (*Source: BrightLocal Local Consumer Review Survey 2020). Based on internal study in 2022, we identified positive correlations between the numbers of product reviews within first 90 days, and detail page views per product in the first 90 days of launch. From merely 0-1 review in the first 90 days also, we have seen detail page views per ASIN in first 90 days increase by 41%*.

*Data based on 2022 Amazon.com internal study

- **Better understand your customers**

Receive honest product feedback early in your product life cycle with Vine reviews. In a recent survey, one seller expressed how they appreciated the balanced reviews received from Vine, and how the reviews highlighted the innovation and quality of their product as well as how they can improve packaging and presentation*.

*Data based on Amazon.com Seller Survey



Get started with Vine

3. On the next page, scroll down to the bottom, and you will see the details of the product you enrolled in the Vine Program, including the enrollment date, the number of units available for Vine Voices, and the number of Vine reviews published for your recent enrollments.

Vine [Learn more](#)

Enter ASIN

Remaining enrollments **199/200**

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

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	Details	Stop
	Concluded	12/22/2022 12/22/2022	0	30 30	30	Details	Stop
	Concluded	10/15/2022 10/13/2022	0	30 28	26	Details	Stop
	Concluded	8/18/2022 8/18/2022	0	30 30	29	Details	Stop
	Concluded	8/10/2022 8/10/2022	0	30 30	25	Details	Stop

4. If the status of your enrolled ASIN is "Action Required", click on the link to be taken to the error page. Amazon will bring any enrollment with action required to the top of your dashboard for you to take appropriate action as

quickly as possible.

5. There are different types of errors you may encounter:

- **Too many reviews:** This occurs when the enrolled product reaches the 30-review limit to be eligible for Vine. At this point, Amazon will stop offering the product to Vine Voices. You do not need to take any action, and the enrollment will automatically be concluded.
- **No FBA offer:** This occurs when the SKU loses its FBA offer. You can fix it by converting your offer to FBA again.
- **No image:** This occurs when the product does not have a compliant image. You can fix it by uploading a new high-quality image to your listing.
- **Associate SKU with your brand:** This occurs when the SKU is not associated with a brand that you are the registered agent for in Brand Registry. Visit the [Brand Registry help page](#) for more information on how to associate your SKUs with your brand.
- **Not associated with the enrolled parent:** This occurs when the enrolled product is no longer part of the same product variation family. To fix this, cancel your enrollment and re-enroll in the product family.

6. By following these steps, you can quickly fix any errors with your enrolled products in the Vine Program on Seller Central.
