

Catalog SOP: Tracking Reviews of your Vine Enrolled Products on Seller Central

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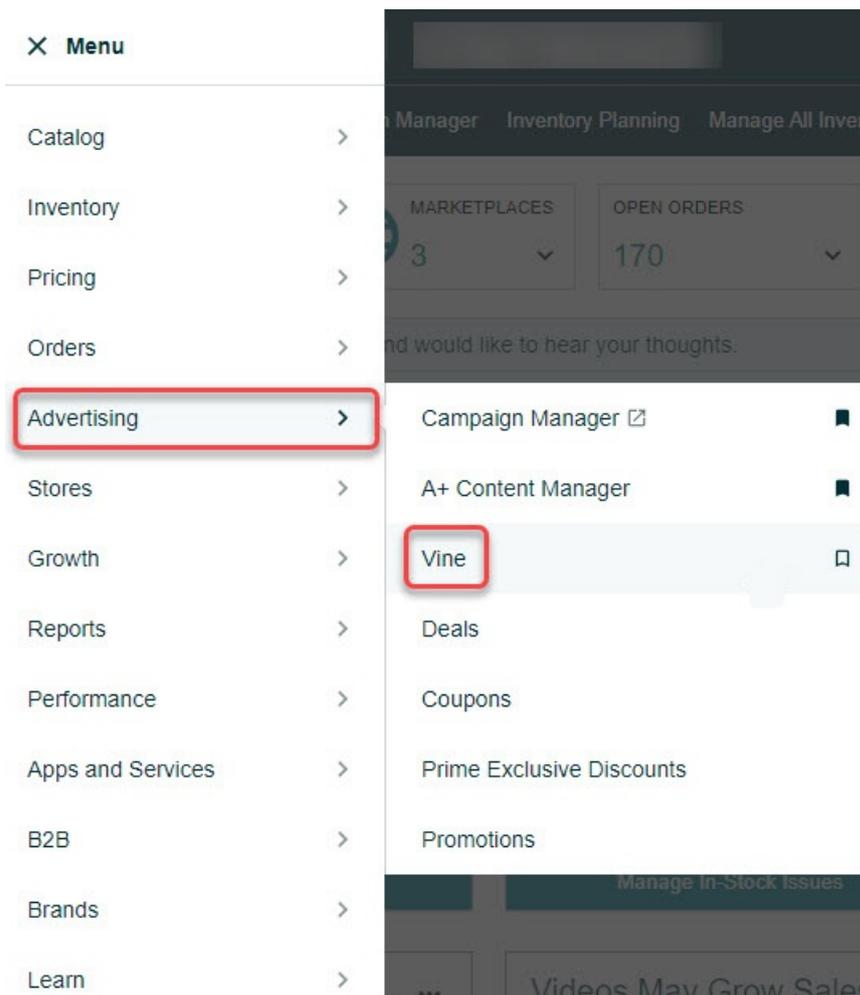
Who is this for? This is for Amazon sellers who have enrolled their products in the Vine Program on Seller Central and want to keep track of the Vine reviews for their products.



Objective: This outlines the steps for tracking reviews of Vine-enrolled products on Seller Central.

If you want to keep track of reviews for your products in the Vine Program on Seller Central, follow these steps:

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



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

today!"

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.¹

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.²

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. On the next page, you can find information such as the date you enrolled the product in Vine, the number of units 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. This information is located near the bottom of the page.

4. If you want to see the Vine reviews, click on the link in the Vine Reviews column of the table.

Vine [Learn more](#) [Begin enrollment](#)

Enroll your products in Vine to generate reviews from Amazon's best reviewers. Remaining enrollments **199/200** Applicable discounts **30**

Product Name ASIN	Status	Vine launch date Enrollment date	Available	Enrolled Claimed	Vine reviews	
	Awaiting reviews	3/17/2023 3/17/2023	17,205	30 28	25	Details Stop
	Concluded	12/22/2022 12/22/2022	0	30 30	30	Details Stop
	Concluded	10/13/2022 10/13/2022	0	30 28	26	Details Stop
	Concluded	8/18/2022 8/18/2022	0	30 30	29	Details Stop

5. You will then be redirected to the product reviews page, where you can easily identify Vine reviews by the tag "Amazon Vine Review of a Free Product"