

Catalog SOP: ASIN is not Eligible for A+ Content

10/09/2024 1:50 pm CDT



Who is this for : This is for all individuals and sellers that are getting a warning message with their ASIN in A+ Content. That warning message states that "You are unable to add content to this ASIN because our system does not recognize this ASIN as part of your brand"



Objective: This Standard Operating Procedure (SOP) will help you understand and fix this issue and make that ASIN eligible for A+ Content.

ASIN [REDACTED] - Eligible: No ×

You are unable to add content to this ASIN because our system does not recognize this ASIN as part of your brand.

[A+ Content FAQ](#)

- This message means that the ASIN is not properly mapped to the brand. This is usually caused by inaccurate listing data on the ASIN.

How to access the A+ content page (Check the ASIN):

- Go to Advertising > A + content Manager> Start Creating A+ Content > Create Basic> Provide Content Name (Test)> Put the ASIN in the Bulk Upload Bar

Step 1

- Update the data by selecting Edit on that ASIN in your Manage Inventory and go to Vital Info and put the Brand name and all other required attributes.

Note: if you do not see the Brand Name under Edit Listing anymore, it would mean that the account already transitioned to Amazon's new Edit listing interface. In this case, skip step 1 and proceed to step 2 onwards.

Listing Language ? English

More attributes



When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.

Show content currently live on the detail page

* Product ID ? upc ASIN

* Product Name ?

* Brand Name ?

To list your products after your brand is enrolled, enter the brand name exactly as you submitted it for brand approval, and specify a unique value for the Key Attribute that you

- Make sure that the brand name listed on the ASIN matches the brand name approved by Amazon's Brand Registry (case sensitive). These need to match 100%. Adding spaces or hyphens will lead to a mismatch.

Step 2

- Download CLR and upload a FULL UPDATE on the ASIN

Important : Do not create a case before trying this method

Inventory Reports

You can use your inventory reports to see a snapshot of your items. [Learn more](#)

Request an Inventory Report

Select Report Type:

- Inventory Report
- Active Listings Report
- Open Listings Report Lite
- Open Listings Report Liter
- Open Listings Report
- Cancelled Listings Report
- Inactive Listings Report
- All Listings Report
- Sold Listings Report
- Category Listings Report
- Listing Quality and Suppressed Listing Report (NEW)
- Referral Fee Preview Report
- Amazon-fulfilled Inventory Report
- High Volume Listings Report
- Referral Fee Discounts Report

Check Report Status & Download

Report Type	Batch ID	Date & Time Re	Report Status	Download
Active Listings Report	50143018702	3/16/2021 09:47:26 GMT-0400	Ready	Download
Category Listings Report (All)	50133018674	2/16/2021 13:20:20 GMT-0500	Ready	Download
Category Listings Report (All)	50132018674	2/16/2021 13:06:11 GMT-0500	Ready	Download

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NOTE: Double-check all the information before uploading the feed file

- If the listing has more than 1 SKU - Make sure to update both of them

For example, if the listings have FBM and FBA.

- Product ID must be the ASIN, PT, and ITK must be the correct value based on the category of the listing.
- **REVIEW THE SALE PRICE IF THERE IS A SALE PRICE IN THE BACKEND SINCE THIS IS NOT CAPTURED IN CLR**

- Update the "Update Delete" column to "Update" and save the file.

AW	AX	AY	AZ
Basic			
package_contains_quantity	package_contains_identifier	Update Delete	Product Exemption Reason
package_contains_quantity	package_contains_identifier	update_delete	gtin_exemption_reason
		Update	

- Wait until the inventory file is processed +15 mins and make sure it is uploaded successfully and keep the BATCH ID

records that require further action from you are saved as drafts

February 22, 2022 6:17:25 AM PST 489108019045 Upload Status Done
Total Number of Records Submitted: 1 Download your Processing Report.

- Check if the ASIN is eligible for A+ content. (It might take 24 hours)

Search for ASINs to apply to this content. Note search results will be returned within the context of product families.

Search for ASINs Bulk upload Apply content

Product name ASIN	Applied content	Eligible
<input checked="" type="checkbox"/> Parent ASIN	<ul style="list-style-type: none"> Toilet Bumper EBC MAG 	Yes

Applied ASINs (0)

- If not, You'll have to open a case with seller support. Attach a screenshot of the error message saying that the ASIN is not eligible for A+ content.

ASIN [REDACTED] - Eligible: No

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[A+ Content FAQ](#)

Describe Your Issue
 Your description will be included as part of your case.
 Do not include personal or sensitive data in your description.

Continue What is personal or sensitive data?

Confirm Your Issue
 Resolve Your Issue

[Or, browse for your issue in the menu](#) Clicking this link will clear any information you entered on this page

Sample:

Amazon,

We are unable to add A+ content on our ASIN (Put the ASIN). It says it's not eligible.

It appears that our ASIN is not properly mapped to our brand name.

We uploaded a feed file with a full update but it hasn't fixed the issue.

Brand Name:

Batch ID:

See attached screenshot
