

Storefront SOP: VC Image/Video Upload

03/17/2025 8:44 am CDT



Who is this for : Everyone who is uploading listing images and videos on Vendor Central.



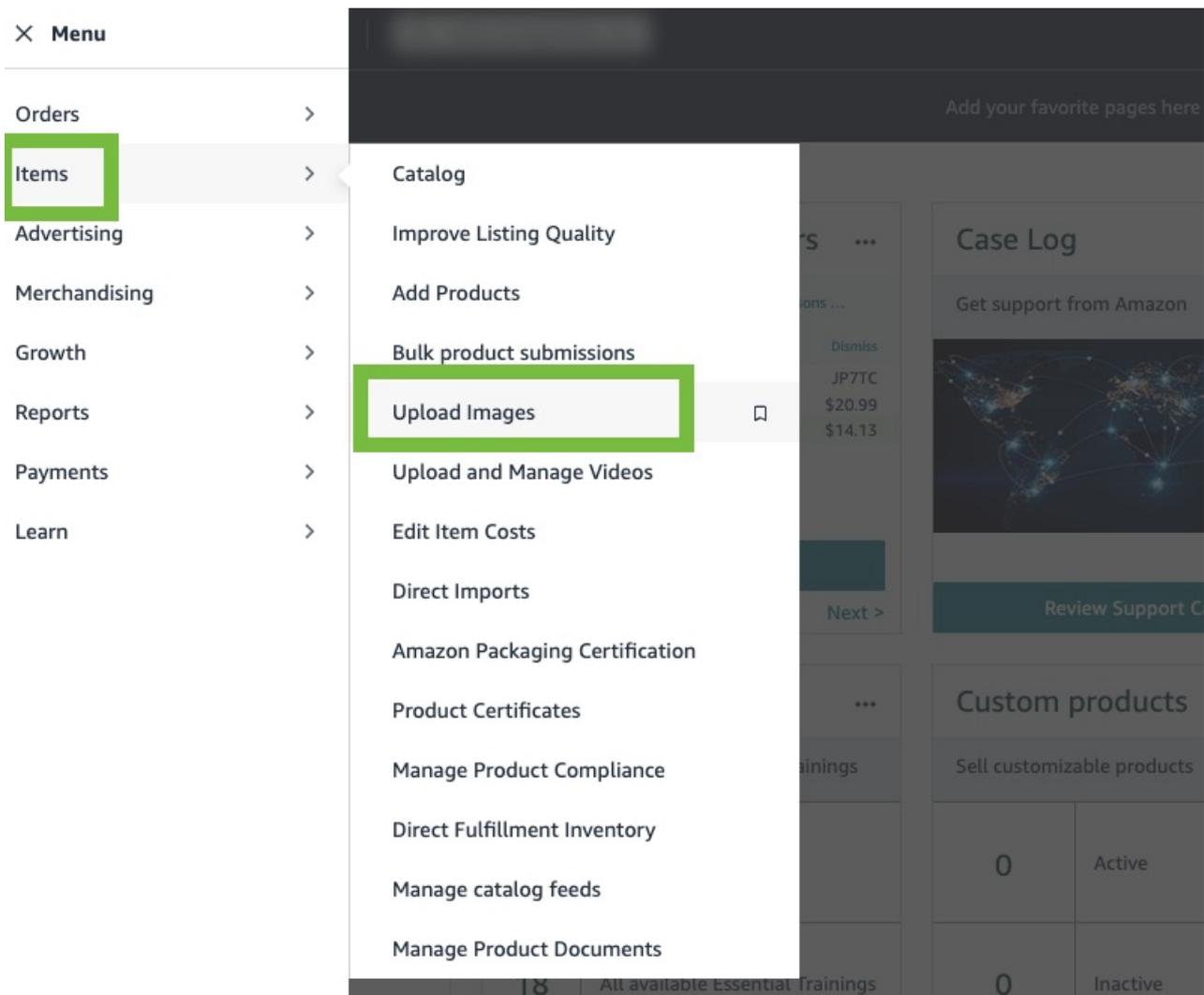
Objective: This SOP will walk you through the process of uploading images on Amazon Vendor Central.

- Amazon Vendor Central is the web interface manufacturers, and distributors use. If you sell via Vendor Central, you're called a first-party seller – acting as a supplier and selling in bulk to Amazon. Registration on Vendor Central is by invitation only; as such, VC contributions weigh heavier than SC in most cases. When making changes to the account, and the product is listed in both the Seller and Vendor Central accounts, it is encouraged to update both as this increases the chances of pushing the changes on live detail pages.
- **Before uploading any images, it is important to communicate, and get client's approval first. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.**

NOTE : If we have ASINs selling in different marketplaces and the language on the images is country-specific, we must upload them through the country-specific upload to avoid issues

Image Upload

- Log in to your [Amazon Vendor Central](#) account.
- Go to Items, then Upload Images.



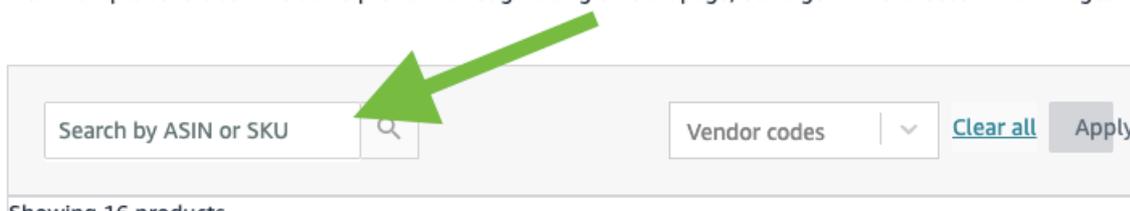
- Search the ASIN you need to upload the images to.

Upload Images

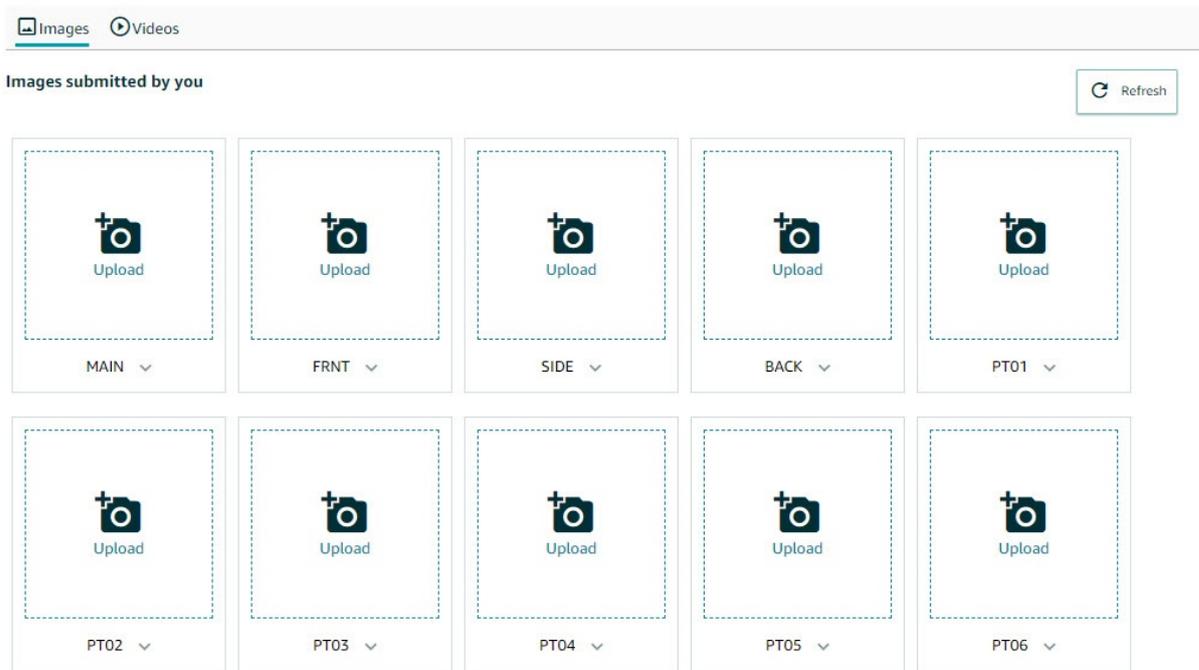
[Image manager](#) [Bulk image upload](#) [Submission status](#) [Image education hub](#) [3D asset preview](#)

Image manager

When multiple sellers sell the same product through a single detail page, our algorithms choose which images to



- On the right side, browse your images to be uploaded.



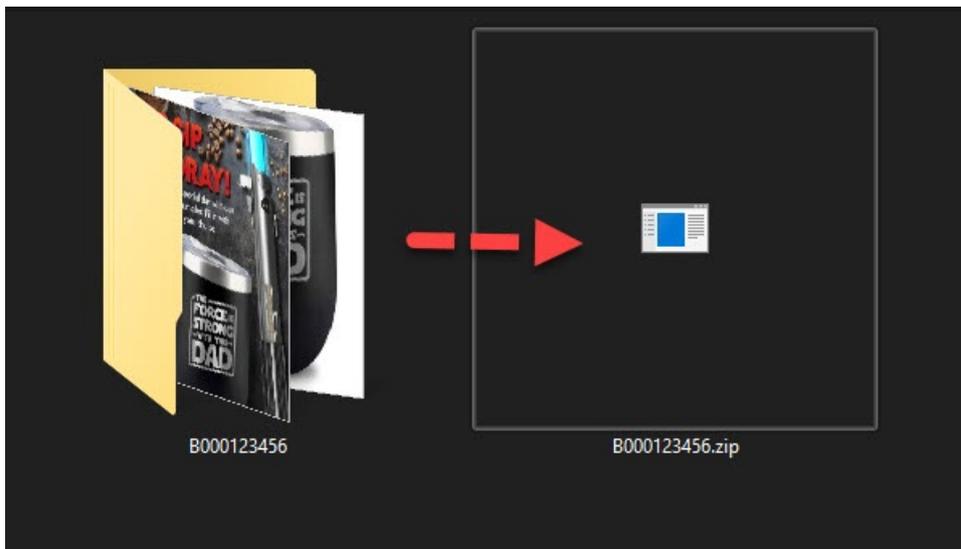
- You can select which variant/sequence the new images will display on the PDP.
 - Aside from the MAIN image, the usual variation code range from PT01 to PT15.
- There will be no confirmation button once the images are uploaded. Once you browse the new images, it's already being uploaded. Though you can still replace the images anytime.

Replacing/Uploading VC Images via Bulk File

- Download all the images to be uploaded. Put them in a single folder.
- Rename it to ASIN.Variant
 - i.e. ASIN.MAIN, ASIN.PT01, ASIN.PT02, ASIN.PT03, etc.



- Once all images have been resized and renamed, compress the folder into a .zip file.



- Go back again to the [VC home page](#). Go to Items, then Upload Images.

× Menu

- Orders >
- Items >**
 - Catalog
 - Improve Listing Quality
 - Add Products
 - Bulk product submissions
 - Upload Images**
 - Upload and Manage Videos
 - Edit Item Costs
 - Direct Imports
 - Amazon Packaging Certification
 - Product Certificates
 - Manage Product Compliance
 - Direct Fulfillment Inventory
 - Manage catalog feeds
 - Manage Product Documents
- Advertising >
- Merchandising >
- Growth >
- Reports >
- Payments >
- Learn >

Add your favorite pages here

Case Log

Get support from Amazon

Dismiss

JP7TC

\$20.99

\$14.13

Next >

Review Support C

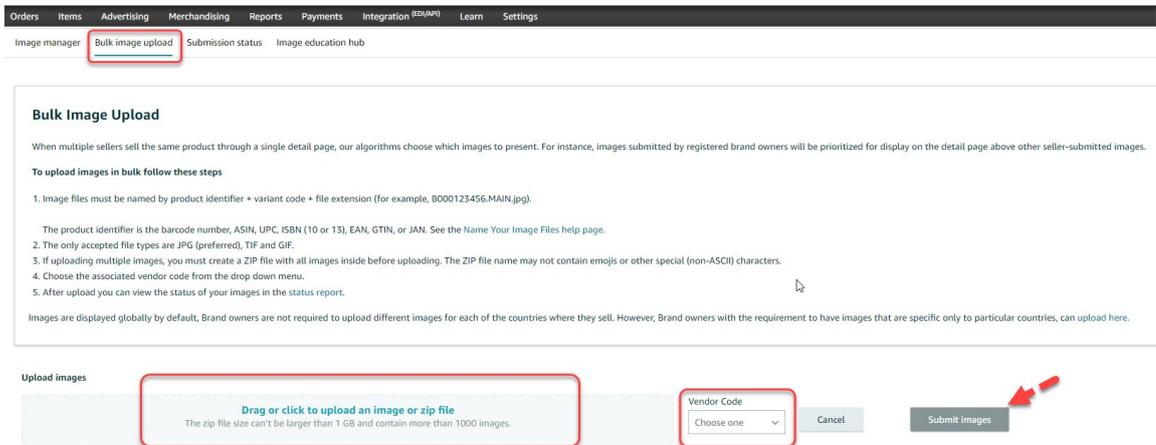
Custom products

Sell customizable products

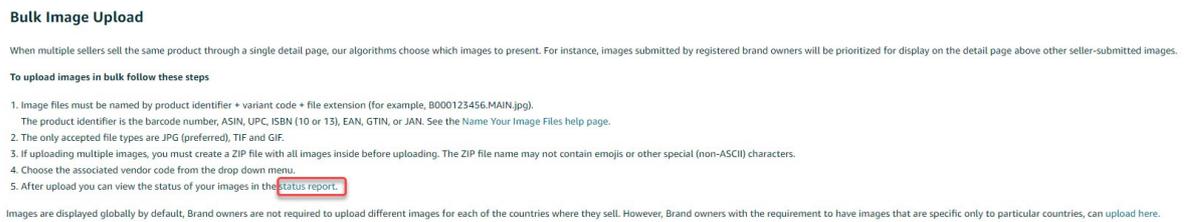
0	Active
0	Inactive

18 All available Essential Trainings

- Click the Bulk image upload tab.
 - Drag or browse the image zip file created earlier.
 - Select the correct Vendor Code from the dropdown.



- Click Submit Images. A progress bar will appear in the box where the zip file was uploaded.
- Once the upload is complete, you verify the status of the upload by clicking the status report.



- You can search for the ASIN. The status should display SUCCESS - APPROVED.

Select report type:
 Content compliance issues ⓘ
 Image upload status

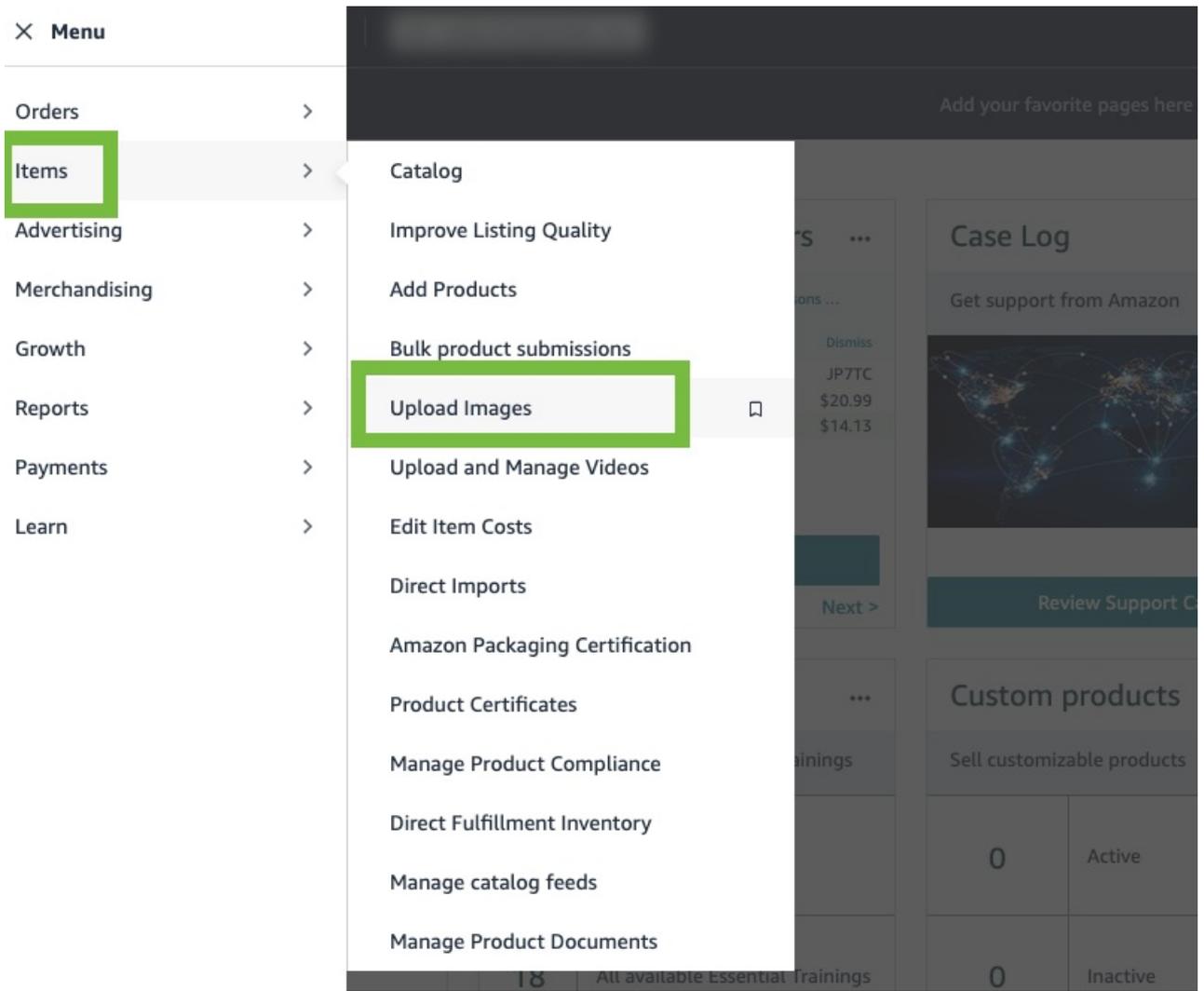
ASIN Search ⓘ
ASIN

ASIN	Variant	Image Display Country	Status	Uploaded image	Upload date
	PT06	Global	SUCCESS - APPROVED		Tue Mar 29 22:07:03 UTC 2022
	PT05	Global	SUCCESS - APPROVED		Tue Mar 29 22:07:03 UTC 2022
	PT04	Global	SUCCESS - APPROVED		Tue Mar 29 22:07:02 UTC 2022
	PT02	Global	SUCCESS - APPROVED		Tue Mar 29 22:07:02 UTC 2022
	PT03	Global	SUCCESS - APPROVED		Tue Mar 29 22:07:02 UTC 2022
	PT01	Global	SUCCESS - APPROVED		Tue Mar 29 22:07:01 UTC 2022
	MAIN	Global	SUCCESS - APPROVED		Tue Mar 29 22:07:00 UTC 2022
	PT06	Global	SUCCESS - APPROVED		Tue Mar 29 22:06:10 UTC 2022
	PT04	Global	SUCCESS - APPROVED		Tue Mar 29 22:06:10 UTC 2022
	PT05	Global	SUCCESS - APPROVED		Tue Mar 29 22:06:09 UTC 2022
	PT03	Global	SUCCESS - APPROVED		Tue Mar 29 22:06:09 UTC 2022

VC Video Upload

The process here is the same as with image upload.

- Go to Items, then Upload Images.



- Click Videos tab.

View product detail page

Registered brand owner

Images

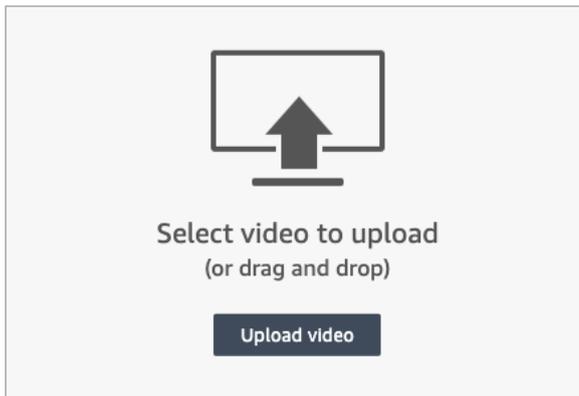
Videos

3D Models

ASIN:

Videos submitted by you

Upload video



Video requirements

Title * 🕒 0/60

Less than 60 characters is recommended

Video type ?

Product overview

Unboxing

How to

Setup

Troubleshooting

Brand story

Other

Brand association ?

Select brand

Language of video * ?

Select language

Thumbnail *



Need help? Chat with AI

Cancel

Submit

* Required fields

- Fill out the necessary information.
 - Click Upload video and browse the video to be uploaded.
 - Title should be less than 60 characters long.
 - ASINs where the video should be displayed on the PDP.
 - You can add up to 1500 ASINs in a single upload.
 - Video will automatically take up the 7th slot in the Image Stack.
 - If after ASIN input it came up with a RED font, you need to remove that particular ASIN and check its Brand Name. The issue with it is Amazon is not recognizing the Brand Name of that particular ASIN.
 - If no thumbnail is available, Amazon will automatically create one that will be displayed on the PDP
- Once all fields are filled, click Submit.

NOTES:

- Avoid uploading videos that is showing product/website URLs.
 - Avoid uploading videos that display firearms/ammunition.
 - Avoid uploading videos that are too close to sensual/seductive.
 - You can upload multiple videos to display on the PDP. The pecking order will be based on which video was uploaded. The most recent video uploaded will be the first to display.
-