Catalog SOP: 360 Images

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> ℹ **Who is this for :** All individuals who want to upload images in 360.

> ✅ **Objective :** To be able to successfully upload images in 360.

Amazon Requirements:

First of all, in order to enjoy this feature in your Amazon product listing, you have to be an Amazon Vendor and not a seller.

What you need to comply with:

Next, you still need to comply with Amazon Product Image Requirements to use 360 Spin. Non-compliance with the said requirements would mean your listing gets hidden, not show up on Amazon product search results. To avoid that, you need to know and follow certain guidelines. Technically, your image should:

- be in TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif), and PNG (.png) format;

- have preferred dimensions of at least 1,500×1,500 pixels or larger;

- be in CMYK or RGB color mode; and,

- The ASIN item should fill at least 85% of the frame (1,275px for 1500px by 1500px) for either the length or width for at least 1 of the 72 images. This means the ASIN should reach 85% of either the length or width of the frame for at least 1 image out of the set.

Additionally, Amazon requires the following site standards for primary product images:

- The image must be professionally photographed. Drawings or illustrations of the product are not allowed.

- No gratuitous or confusing additional objects are added to the image.

- The image should be sharp, professionally lit, and photographed; or scanned, with realistic color and smooth edges.

- Jewel cases, promotional stickers, and cellophane in the images are not allowed.

- Products should fill 85% or more of the image frame.

- The full product must be in the frame.

- Use a pure white background.

- Images should not contain text, graphics, or watermarks.

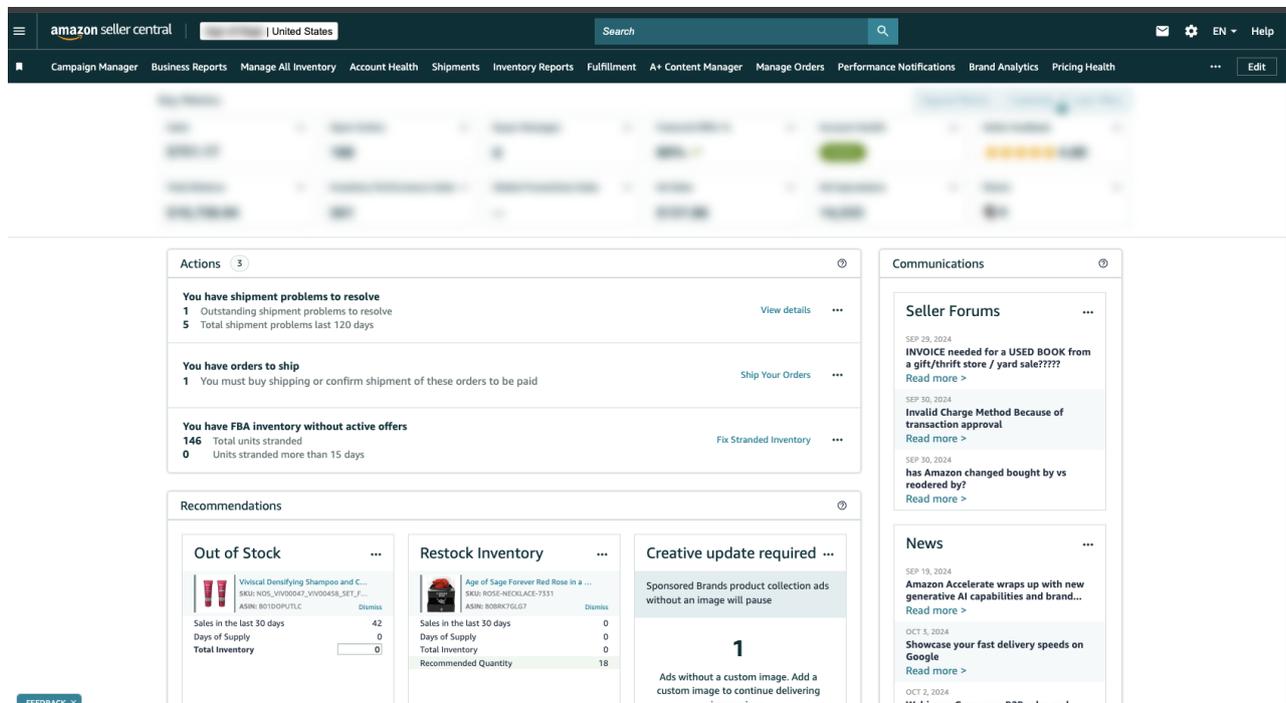- Pornographic and offensive materials are not allowed.

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.
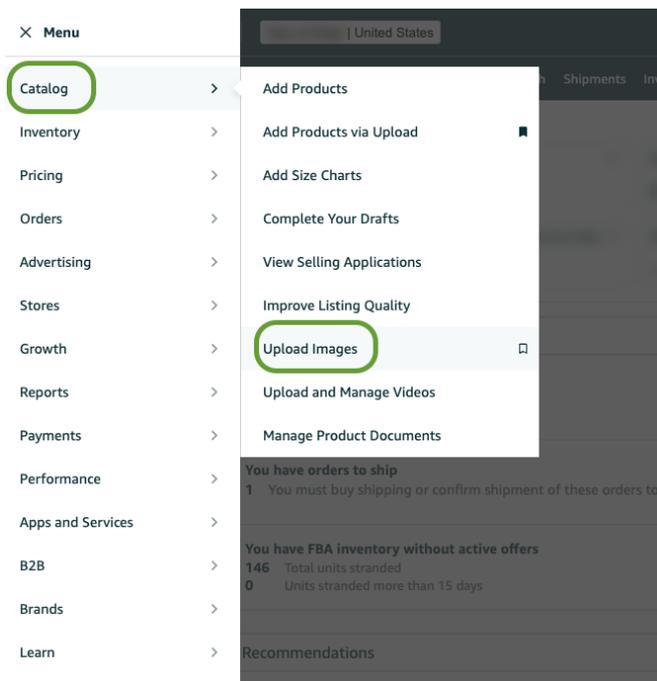
Instructions:

Uploading 360 images is the same process as uploading bulk images. You can check the SOP for Bulk Image upload here.

1. Access the Amazon Seller Central page by clicking the URL: https://sellercentral.amazon.com/
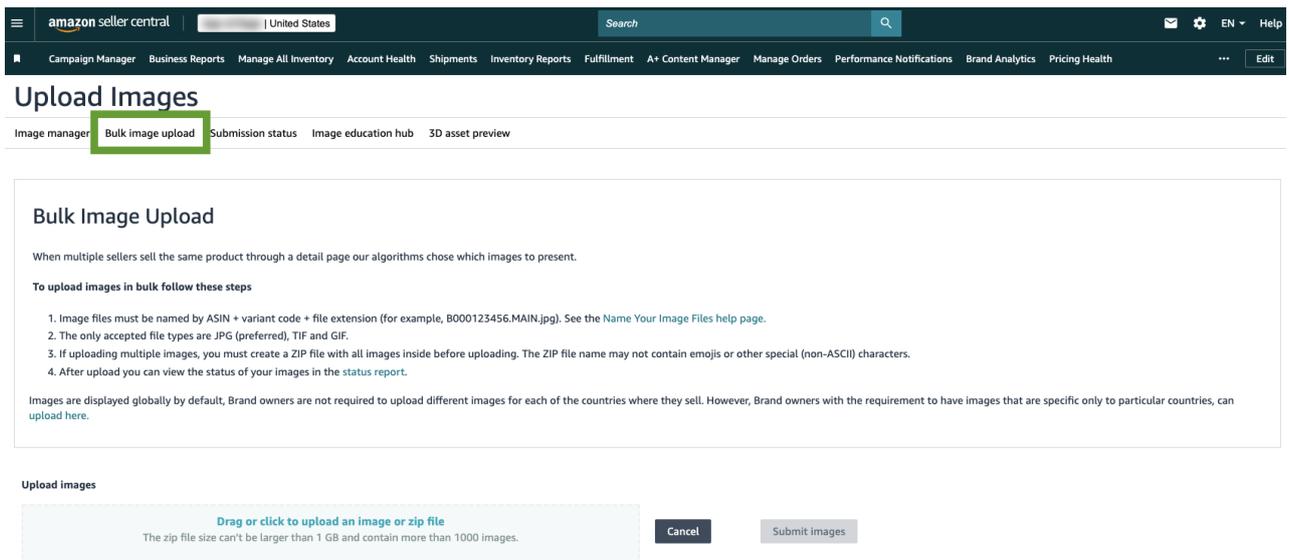
- Once there, you will be asked to log in. Log in using the client's Amazon login. (Can be found on the Credentials Spreadsheet).

- Once you are logged in, the landing page should look something like this:

2. Hover your mouse to Catalog, then select Upload Images.

3. You will be routed to the Image Uploader interface. Select Bulk Image Upload.

4. Rename the images to be uploaded:

zip file name:

- The files should be packaged into a .zip file, with

- Ex = ASIN B00E4O05XU would be 'B00E4O05XU.zip'

.zip file contents:

- The .zip file should contain a 360 folder named <ASIN#>_360

- Ex = B00E4O05XU_360

360° Folder Contents

- The image format must be either TIFF, GIF, PNG, or JPEG.

- The image filename extension must be ".png"

- The file name format = <ASIN#>_360_####_web.png (where #### is the number of the file in the sequence, starting at 0000).

- File sequence Ex = B00E4O05XU_360_0000_web.png, B00E4O05XU_360_0001_web.png, … B00E4O05XU_360_0071_web.png

- Image ASIN rotation should rotate counterclockwise as the image # progresses (0000-00NN), and be at the correct angle based on your total set of images.

- Correct angle ex = 72 images = 5 deg rotation (360 degrees total)

- Rotation Ex = for a 72 image set, 1st = B00E4O05XU_360_0000_web.png = 0 degrees, 2nd = B00E4O05XU_360_0001_web.png = 5 degrees counterclockwise, etc

- The first image in the sequence (<ASIN#>_360_0000_web.png) should contain an ASIN angled at 0 degrees (front-facing item).

5. Drag the created .zip file to the Bulk Image Uploader. It will show a progress bar while the image is being uploaded.

6. Once uploading is done, click Submit images.

amazon seller central | United States   Search   🔍   ✉ ⚙ EN ▾ Help

■   Campaign Manager   Business Reports   Manage All Inventory   Account Health   Shipments   Inventory Reports   Fulfillment   A+ Content Manager   Manage Orders   Performance Notifications   Brand Analytics   Pricing Health   ⋯   Edit

Upload Images

Image manager   Bulk image upload   Submission status   Image education hub   3D asset preview

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Bulk Image Upload

When multiple sellers sell the same product through a detail page our algorithms chose which images to present.

To upload images in bulk follow these steps

1. Image files must be named by ASIN + variant code + file extension (for example, B000123456.MAIN.jpg). See the Name Your Image Files help page.
2. The only accepted file types are JPG (preferred), TIF and GIF.
3. If uploading multiple images, you must create a ZIP file with all images inside before uploading. The ZIP file name may not contain emojis or other special (non-ASCII) characters.
4. After upload you can view the status of your images in the status report.

Images are displayed globally by default, Brand owners are not required to upload different images for each of the countries where they sell. However, Brand owners with the requirement to have images that are specific only to particular countries, can upload here.

Upload images

Drag or click to upload an image or zip file The zip file size can't be larger than 1 GB and contain more than 1000 images.

Cancel   Submit images

You can also share the pre-formatted assets via file-sharing systems such as Dropbox with Amazon Seller Support.

Once Amazon Seller Support receives this information, they will be able to process your request.