

Amazon Product Listing and Variations

Client Terms And Conditions for Silver Plus, Gold, Gold Plus, Platinum, Diamond, Inner Circle Purchasers or Business clients who contract with us to list their products.

NOTE: A variation is anything that requires a separate UPC/EAN/GS1 code in order to list that product on Amazon Marketplace. Different Sizes, colours, or any other change will require a SEPARATE UPC code that you must supply. (We will guide you in this process).

- 1. Payment Plans:** For us to begin listing products on Amazon at least 85% of your payment plan needs to have been paid. There are third parties involved and third-party costs and expenses to build your listing, write copy, edit photos, research keywords and create the FNSKU labels as well as the Amazon FBA labels. There are hard costs involved in this task so we require a minimum 85% of your part payment plan be paid for us to initiate this.
- 2. Accessing Amazon Seller Central:** View/Edit User Permissions required within clients Amazon store account. Amazon store account prerequisite is 'Professional' plan level to authorise third party access for listing build or advertising campaigns. Your Amazon Seller Central Account is required to be active and verified prior to commencing the listing process.
- 3. Product Listing Definition:** A 'product listing' is defined as product requiring **One UPC/EAN/GS1 code for One Amazon Marketplace No Variations**. Each product listing has two sets of revisions for copy and images. We strongly recommend that choose a product that does not have multiple colours, sizes and other variations as your first product.
- 4. Additional Country Marketplace Product Listings:** A second product listing using the SAME UPC/EAN/GS1 code in another Amazon marketplace costs an additional AUD\$350. Amazon defines a marketplace by the country for example Amazon.com is USA marketplace and Amazon.com.au is Australian marketplace. Each marketplace has its own set of FBA warehouses in that country.
- 5. Product Variations:** A variation are sets of products that are related to one another in terms of size, colour, bundle offering or other attributes. Variation relationship listings allow buyers to compare and choose products based on different attributes such as size, colour on a single product detail page. Rather than having to browse separate pages for each colour or size, the customer can select the preferred option from the same page.
 - i. A product listing that has three sizes (Small, medium, large etc.) will require 3 UPC codes. And attract an additional fee of \$50 to list each extra size requiring a separate UPC code.
 - ii. Thus a Pet brush that comes in 3 sizes (S, M, L) to be listed on Amazon USA would cost an extra AUD\$100 for listing the 2 extra variations requiring a UPC code.
- 6. Listing Revisions:** Are defined as removing, changing or altering any part of the listing image(s) or copy description prior to completion of shipping plan. A revision is one single email with all the changes required. Each additional email is considered an extra revision, we encourage clients to batch revision requests rather than sending one change at time.
 - i. Clients are provided with a total of (2) free revision emails to copy and images per listing prior to completion of shipping plan.
 - ii. Images and copy will be sent together so that they can be revised together. The revisions must be reasonable, specific and within the original scope of information provided in your listing checklist. Our listing copywriter develops

listings with the latest and advanced Amazon Search Engine Optimisations techniques. Reviews are for content accuracy including features and sizing referenced. It is important for you to review to make sure the listing is factually correct and that the features represented apply to your product.

- iii. If (2) revisions have been exhausted and further revisions are requested, and additional cost of \$100 will be added for each additional draft.

7. Approval of Listing Content: You will be required to approve your listing copy and images during the listing process.

- i. Once approved your listing copy & images are locked down without further changes for launch.
- ii. You will still be able to self-service and edit your own listing after launch within your Seller Central Account if you wish to make changes in the future. Our training in our members area covers how to edit your listing.
- iii. Once final copy & images are approved it is the responsibility of the client to save copies of images and listing copy sent for their own business records. The client authorises our team to dispose of any materials supplied (including supplier/photographer images and copy iterations) following the launch of the product. Publisher is not required to retain or store image or copy files for future recall.

8. Completed Listing Copy Rewrites: Once listing copy & images are approved, they are locked in for launch. If you would like to have completed listing copy reviewed or further optimised these are charged at \$1,500 each with a total of (2) free revisions.

9. Completed Images Updates: Once listing copy & images are approved, they are locked in for launch. If you have updated your product photographs and wish to have further images edited. These are charged at \$1,000 for each product with a total of (2) free revisions.

- i. For example, you may have updated your products packaging, design or features and you wish to update your images with the new packaging, design or features

10. Completion of The Product Listing: When your listing & shipping plan is complete our team will confirm this via email. The listing will be marked as complete on our records and ongoing management of the product listing is managed by the client. Our training in our members area covers a variety of topics to help you self-service and manage your listing as part of your business. As a business owner you will be required to upskill your knowledge on how to manage your Seller Central Account and products ongoing.

11. Advertising PPC Campaign: Once your listing is complete the next step for your product will be with launching your advertising PPC campaign with our PPC team.

- i. Your listing allocation comes with 30 days of PPC campaign management.
- ii. PPC advertising fees charged by Amazon are payable through your Seller Central account.
- iii. There is currently no ongoing additional monthly PPC campaign management offer. We will advise you if this option becomes available in the future.
- iv. You are responsible for checking into your PPC campaign regularly and monitoring your ad spend budget. If you would like to increase or decrease your budget simply contact our PPC team during the 30 day campaign.

12. Ordering Product: Ordering product is the responsibility of the business owner.

- i. We recommend ordering your product after your product listing is built and before the shipping plan to ensure Amazon has approved your product prior to committing to your order.
- ii. It is your responsibility as a business owner to check your Amazon store limit prior to ordering stock. Our training in our members area shows you how to find your store limit information.

IMPORTANT: We recommend that you start with a testing simple listing requiring one UPC come in ONE marketplace to test the market.

Separate product listings with one UPC code requiring photos, listing copy, keyword research, etc are charged at \$3,000 each.

- A. **It is your responsibility to Open and verify your Amazon Seller Account:** And to maintain your account and pay all the Amazon Account and PPC (Pay per click) fees and charges (if any). Amazon subscription, selling and advertising fees will be payable directly to Amazon
- B. **Provide us with all the necessary information to enable us to list your products:** It is up to you to provide us with the correct information and photos about your products to be able to complete your listing. If you are unable or unwilling to supply any such information, as we need, we will not be able to list your products in a timely manner, or not at all.
- C. **Product Approvals & Gated Categories:** If your product requires approval it is up to you to liaise with Amazon and provide all the necessary documents/information to seek approval from Amazon for your product. We do not recommend entering into gated product categories or restricted product categories or hazmat products. We can point you in the right direction to external services that can assist with this.
- D. **Your Product Allocations:** You need to use your product allocations within a certain period of time aligned to your membership package and after that time expires, so do the product allocations. You do not need to use up all your product allocations however no refunds will be provided for unused portions of product listings.

Summary of Extra Product Listing, Variations & Revisions

Optional Extras	Definition	Cost
Additional Marketplace (same product)	Listing the same product in an additional marketplace (e.g. AU, US, UK). The listing team will copy over all the backend fields, keywords, images, copy, HTML codes from your first marketplace into a new marketplace store.	AUD \$350 each additional marketplace
Variations (e.g. colour, size or bundle)	Variations are sets of products that are related to one another in terms of Size, Colour, Bundle offering etc.	AUD \$50 each individual variation per marketplace.
Additional Listing Revisions	Revisions of listing copy are defined as removing, changing or altering any part of the listing image(s) or copy description. Additional revisions cost applies if the (2) free revisions per listing have been exhausted	AUD \$100 each additional draft
Completed Listing Copy Rewrites	Once listing copy & images are approved, they are locked in for launch. If you would like to have completed listing copy reviewed or further optimised these are charged at \$1,500 each with a total of (2) free revisions.	AUD \$1500 each additional review of copy
Completed Images Updates	Once listing copy & images are approved, they are locked in for launch. If you have updated your product photographs and wish to have further images edited. These are charged at \$1,000 for each product with a total of (2) free revisions.	AUD \$1000 each additional listing
Extra Product Listing	Separate product listings with one UPC code requiring photos, listing copy, keyword research, etc are charged at \$4,000 each.	AUD \$4000 each additional listing