

FAQs on Amazon's Vendor Central API

What is Amazon's new Vendor Central API?

The new process is a direct connection for vendors submitting catalog data to Amazon. This functions as an alternative to the existing Vendor Central process, which requires someone to manually log in to Vendor Central to upload templates. After publishing your catalog data to Amazon, you will either receive an issue report with errors flagged, or not receive any such report which indicates that the data was received successfully. You can set up a recurring job in your systems to automatically submit product data in this fashion.

Why should I use this new automated process?

This process will enable you to submit more accurate content to Amazon by expressing catalog validations up front, allowing you to address them prior to publishing. Additionally, you can get your catalog to Amazon faster by setting up recurring and automated publications, eliminating the need for someone to manually complete and upload templates to Vendor Central. This makes it easier for you to put your products on Amazon.com for customers to purchase.

Do I still need to use Vendor Central after adopting this automated process?

For catalog data submission and catalog issue management, the answer is no. You will be able to manage catalog data using this automated process. To access other functionalities and information (e.g. Analytics Report, Business Advisor, Purchase Order Management, etc.), you will still need to sign in to Amazon Vendor Central directly.

Are there different attribute requirements between the API vs. the Vendor Central template upload?

You will likely notice slight differences, but the majority of the requirements will remain the same.

Do products submitted through this new process get on Amazon.com faster?

The time for an individual product to make it online varies, but Amazon has automated some of the review process as part of this solution, so your items will, on average, appear on Amazon.com faster than before. The direct connection exposes Amazon's validations up front, so you can correct your content to meet Amazon's requirements before submitting the data to Amazon.

Will Amazon Retail Analytics (ARA) be returned on the products that I submit to Amazon via this new process?

ARA is a premium service for Amazon suppliers. If this is an existing service as part of your account then analytics will continue to be returned for products submitted through this new process

Will this program help override product content sent to Amazon by resellers/distributors?

No, Amazon generally prioritizes content submitted by manufacturers. If you feel your content is overwritten by poor content from resellers/distributors, you should contact Amazon.

Can I publish products to Amazon if I do not have an existing Amazon Vendor Central account?

No, you will need to contact Amazon to initiate your vendor account setup and become an Amazon vendor first.