Adidas plugs its website and app into Amazon’s ‘Buy with Prime’ program

Adidas’s site and app will soon get “Buy with Prime” Amazon fulfillment, allowing Prime members to receive free shipping and streamlined returns when ordering directly from the three-stripe brand.

Beginning in the spring, paying US-based Amazon Prime subscribers will see Prime-eligible items for sale on adidas.com and through the Adidas app. By logging into their Amazon account during checkout, those items will be fulfilled by Amazon. In addition to faster free shipping, Prime members who make purchases this way will be able to view and track the purchase through their Amazon account.

If you do the bulk of your shopping on Amazon then Buy with Prime may be a handy way to centralize your purchase history into one easy-to-find location, or at least make your subscription fee go a little further on the websites of other brands.

While Adidas is joining thousands of other companies registered in the direct-to-consumer Buy with Prime program, it seems to be a notable score for Amazon when it comes to brand clout. Other notable brands linked up with the program include Belkin, Steve Madden, Laura Mercier, Izod, MrBeast, and more.

https://www.theverge.com/news/616891/amazon-adidas-buy-with-prime-direct-to-consumer