

Amazon makes it easier for agencies to advertise on their clients' behalf

Amazon has changed the registration process for agencies and marketers running sponsored ads campaigns for Amazon vendors.

What's changed? Agencies no longer have to submit vendor codes when registering nor wait for approval from Amazon to set up new advertising accounts. Now, agencies simply need the approval of the authorized Vendor Central account holder (their client) to register a new advertising account.

How to register a new account. If you don't have an account yet, and you're going to be advertising on behalf of an Amazon vendor, click "Register" and then choose "I represent a vendor." After you fill in the account details, Amazon will either send you an email with instructions for requesting client approval or send an email directly to the client contact if you provide the appropriate email address. It will need to go to the contact who manages the vendor retail relationship with Amazon via Vendor Central. Once the contact approves the request, you'll be cleared to advertise.

Why we care. This is the kind of seemingly-minor update that points to the bigger picture of how Amazon Advertising is maturing and growing. Many agencies have been building and expanding their Amazon Advertising practice areas as client demand and budgets have grown. This change helps reduce friction for agencies to get managed vendor campaigns up and running – and spending.

About The Author

Ginny Marvin is Third Door Media's Editor-in-Chief, running the day to day editorial operations across all publications and overseeing paid media coverage. Ginny Marvin writes about paid digital advertising and analytics news and trends for Search Engine Land, Marketing Land and MarTech Today. With more than 15 years of marketing experience, Ginny has held both in-house and agency management positions. She can be found on Twitter as @ginnymarvin.

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