

Creating a new Amazon Marketing Services (AMS) account

Are you an agency supporting an advertiser new to Amazon Marketing Services? If the advertiser doesn't already have an AMS account, you can create a new account on behalf of your client/Amazon vendor. To do so, follow these steps:

1. Visit ams.amazon.com and click on the "register" link in the top right corner.
2. Choose the fourth option: "I want to request an invitation to represent a vendor," then click "Next Steps".

amazonmarketingservices Sign In | Register | FAQ

Create an Amazon Marketing Services account

It is fast and easy to create an Amazon Marketing Services account. Choose one of the options below to get started.

- I have a Vendor Central login.
- I have an Advantage Central login.
- I have a Vendor Express login.
- I want to request an invitation to represent a vendor.
- I have a Kindle Direct Publishing (KDP) account.

Next Steps

3. Next, you will be asked to create a new Amazon account. You'll want to use your work email to do so.
4. Once the account is created, you'll input your personal and brand information in the related fields.

2. Brand Details

Brand Name	<input type="text"/>
Brand contact Name	<input type="text"/>
Brand contact email	<input type="text"/>
Brand contact phone	<input type="text"/>
Vendor Code	<input type="text"/>

Note: The brand contact should be your contact at the brand who is authorizing you to advertise on their behalf. For example, it should be someone with a @brandname email address. Upon account creation, this brand contact will receive an email invitation to accept Amazon's Terms & Conditions. This must be completed before the account can be approved.

To create an account, you will need your client's Amazon vendor code. Please obtain this information from your client or your Amazon Marketing Services contact before account creation.

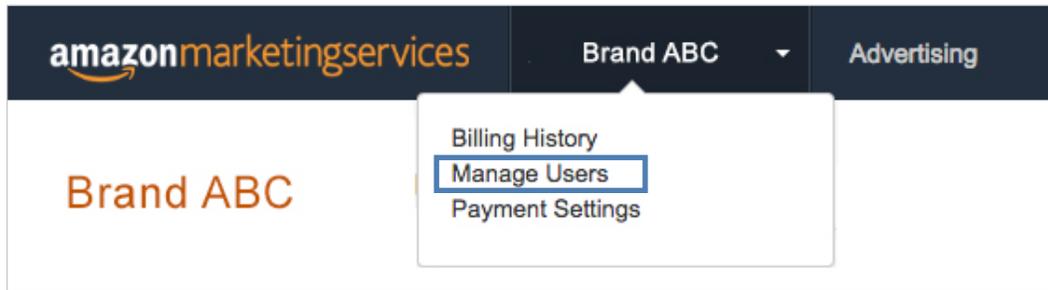
5. After requesting access, the account will go through an approval process that can take up to 48 hours. Once the account is approved, you will be notified via email and will be able to start accessing the account.

Note: Please refer to the [Billing and Payment Fundamentals](#) document for billing-related questions that may arise at this point.

Taking over a client-managed AMS account

Are you an agency taking over a client-managed AMS account? Work with your client to easily gain access to their existing account to save time and acquire campaign history and insights. Just follow the steps below:

1. Direct your client to their AMS account and ask them to login.
2. Select "Manage Users" from the dropdown menu under account name



3. Under the User Management tab, select "Invite a New User" and input the new user's name and email address.

Invite a new user

Please enter the name and email address of the person you would like to invite to AMS Test Account for AMG. We will send this user an invitation email with instructions on how to sign up for access.

Name

Email

Choose an access level for the new user:

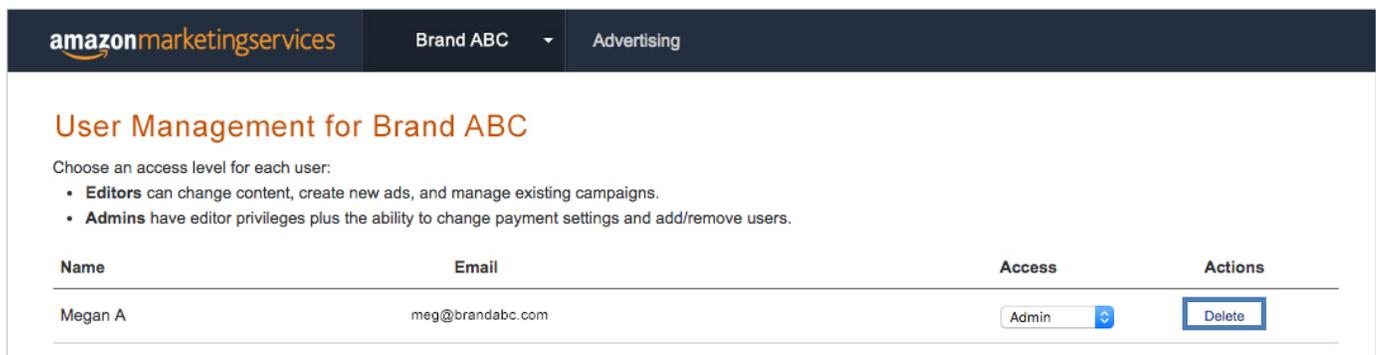
Editors can change content, create new ads, and manage existing campaigns.

Admins have editor privileges plus the ability to change payment settings and add/remove users.

Cancel

Note: There are two levels of access: Editor and Admin. Both can create and manage campaigns. Admin level can update payment settings and add/remove users. Admin level will also receive automated emails from the account.

4. After a new user is invited, they will receive an email inviting them to accept the invitation granting access to the account. To remove users, navigate to the same section of the account "Manage Users" and select "Delete".

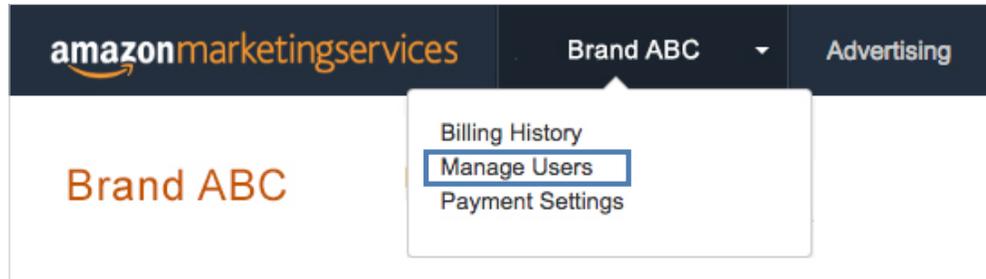


Taking over an agency-managed AMS account

Are you an agency taking over a client's AMS account that was previously (or currently) managed by another agency? Work with your client to determine the best option for account transition.

Option 1: Utilize the existing AMS account

If you'd like to utilize the same AMS account, the client can add your agency and remove the previous agency by navigating to the "Manage Users" tab under the account name.



Note: One advantage to using the existing AMS account is that you'll have access to past campaign performance and history. This will be helpful as you optimize future campaigns.

If you choose to use the existing AMS account, be sure to update your payment settings to reflect your payment method.

Option 2: Create a new AMS account

If you'd like to create a new AMS account, follow the directions in section A of this guide. Please let your Amazon Marketing Services contact know that you'll be creating a new account, so they can proactively alert the account review team prior to the approval process.

