

Subscribe and Save Program

Purpose

Why are we doing this process?

We implement the Subscribe and Save process to maximize customer satisfaction and drive sales growth. By offering the SnS program, we attract customers who prefer automated, scheduled deliveries and the added benefit of discounted prices. This program strengthens our relationship with customers, increases their engagement with our products, and encourages long-term loyalty. Ultimately, participating in the SnS program contributes to our overall revenue and market presence on Amazon.

How does this fit into the big picture?

The Subscribe and Save Program (SnS) plays a crucial role in our overall sales strategy on Amazon. By participating in SnS, we provide customers with a convenient and cost-effective way to receive recurring shipments of the products they use regularly. This program helps us build customer loyalty and encourages repeat purchases, as customers can enjoy discounts on eligible products. Additionally, being part of the SnS program enhances our visibility on the Amazon platform and boosts our sales potential.

Procedure

FBA Subscribe & Save (SnS) lets Amazon customers sign up for recurring, scheduled deliveries of products that they use frequently. It gives customers discounts on eligible products.

Say, for instance, if a customer has subscribed to 4 or fewer products, then he or she receives a discount of 5%. On the other hand, if he or she has subscribed to 5+ products, then the discount is either 10% to 15% based on the product category.

2 types of Subscribe and Save:

- Sign-up orders - the moment the buyer initially completes the subscription.
- Replenishment orders - based on the delivery frequency the customer has set, will automatically generate for the coming months.

 **NOTE: Coupons and promotions will work on top of your SnS-enrolled products resulting to a higher discount than what is already given in the SnS.**

Where does SnS appear on the PDP?

Age of Sage White Sage Smudge Sticks 4" Long - Burning Sage Bundle for Cleansing House - White Spirit Sage Incense - Sage Candles for Cleansing House - Salvia Blanca para Limpiar - 3pk

Visit the Age of Sage Store
★★★★★ 943 ratings
Amazon's Choice for "age of sage"

Price: **\$9.99 (\$3.33 / Count)** & FREE Returns

Get \$50 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card. No annual fee.

Size: **Pack of 3**

Pack of 3 \$9.99 (\$3.33 / Count)	Pack of 6 \$12.99 (\$2.17 / Count)	Pack of 12 \$22.99 (\$1.92 / Count)
Pack of 100 \$155.52 (\$1.55 / Count)		

Brand: Age of Sage
Item Form: Sticks
Material: Sage
Scent: Sage
Product Benefits: Cleansing

About this item

- ✿ **AROMATIC WHITE DRIED SAGE:** The most common and popular herb for smudging. White Sage is associated with purity, has a strong and heavy presence. Incense sticks benefit you when you need a space or spiritual cleansing. Dry leaves are all real and natural products with no additives, artificial scents, or preservatives. Each sage smudge stick offers in 4 and 6 inches long.
- 🏠 **INVITE POSITIVE ENERGY:** Smudging rituals are an excellent approach to clear a space and avoid negativity in the area. It is one of the best techniques to rebalance and energetically cleanse a space to invite positive energy. The smoke of slow-burning bundled sage fills and purifies the environment.
- 🌿 **SUSTAINABLY GROWN:** Our sage smudge stick bundles are produced primarily in high desert ecosystems. It is vital to our company that all of our sage is sustainably grown and collected. Please respect this area to protect and benefit ourselves with nature.

Delivery | Pickup

One-time purchase: **\$9.99 (\$3.33 / Count)** & FREE Returns

FREE delivery **Tuesday, August 16**

Or fastest delivery **Saturday, August 13**. Order within 10 hrs 52 mins

Deliver to New York 10001

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from: Amazon
Sold by: Age of Sage

Return policy: Eligible for Return, Refund or Replacement within 30 days of receipt

☐ Add Prime to get **Fast, FREE delivery**

☐ Add a gift receipt for easy returns

☐ **Subscribe & Save:**
5% 10%
\$9.49 (\$3.16 / Count)
First delivery on **Aug 16**
Ships from: Amazon
Sold by: Age of Sage

Add to List

Have one to sell?

2 Ways to Add ASINs/SKUs in the SnS program:

1. Via email

1. fba-sns-help@amazon.com (US marketplace) and provide the ASINs/SKUs that you want to enroll in. If you want to enroll in another marketplace, just add the acronym for that marketplace at the beginning, i.e., ca-fba-sns-help@amazon.com (Canada marketplace).

CASE TEMPLATE:

Dear Subscribe and Save Team,

Please enroll the following SKUs in the Subscribe and Save Program as they meet all of the criteria and have yet to be automatically enrolled.

SKUs:

Thank you for your help!

Sincerely,

2. Via template

1. To access this, log in to your Seller Central account. Navigate to **Settings > Fulfillment by Amazon > Subscription Settings > Learn More > Open in a new window**

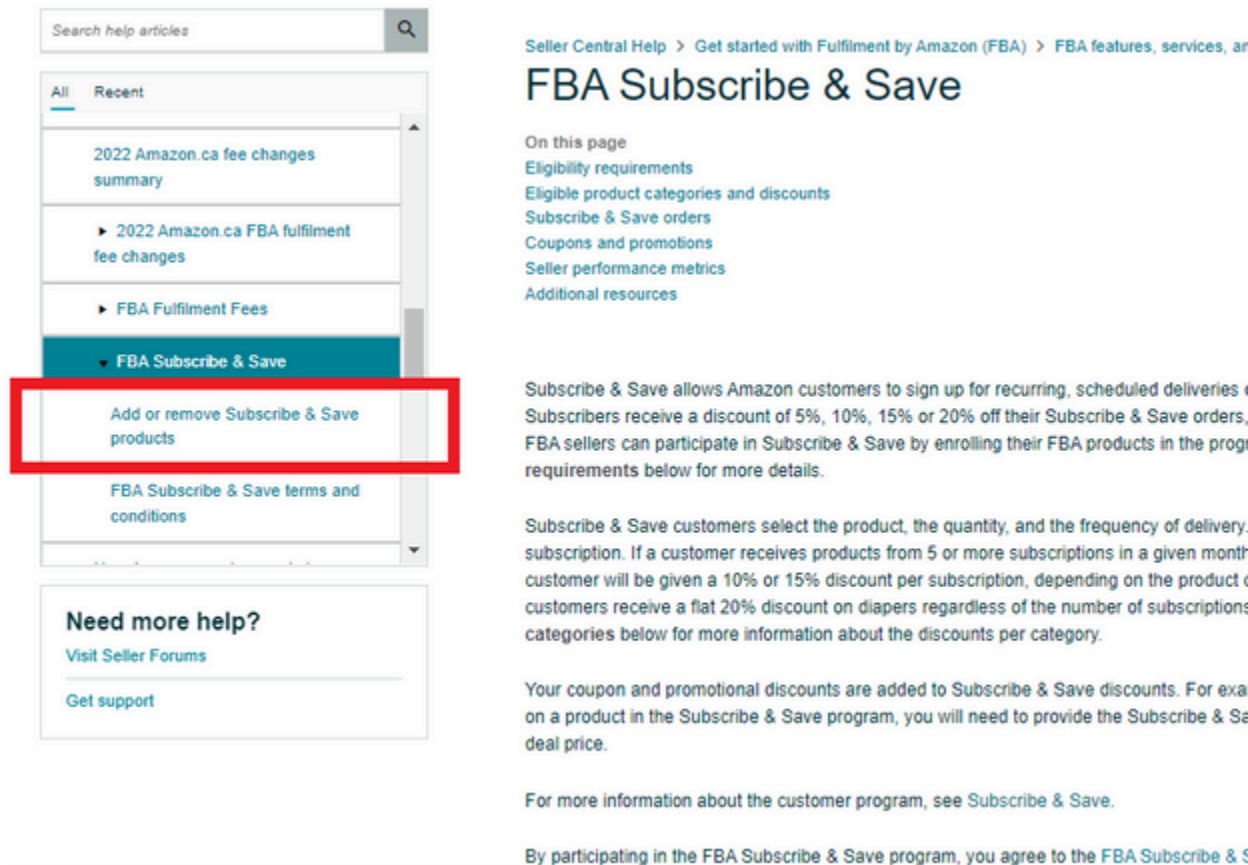
The screenshot shows the Amazon Seller Central settings page. The browser address bar displays the URL: `sellercentral.amazon.com/fba/settings/index.html/ref=xx_fbasettings_dnav_xx#`. The page is organized into several sections:

- Inbound Settings**
 - Show Restricted Items Warning: Enabled
 - 2D Barcodes for Box Content Information: Disabled
 - Show Listing Approval Warnings: Enabled
- Automated unfulfillable settings**
 - Automated unfulfillable settings: Enabled
 - Return or Dispose: Dispose
 - Return or Dispose Schedule: Once a month (on the 1st)
- Automated fulfillable inventory settings**
 - Automated long-term storage removals settings: Enabled
 - Automated removal of ASINs with no sale: Enabled
- Inventory Settings**
 - Stickerless Commingled Inventory: Enabled

A red arrow points from the 'Learn more' link under 'Stickerless Commingled Inventory' to the right side of the page. The 'Learn more' link is highlighted with a red box.

On the right side of the page, there is a 'Help' section with a search bar and a list of topics. The 'Eligibility' section is partially visible, showing a list of factors that affect eligibility.

2. A new window will open and take a look on the left side. Click on the **Add or remove Subscribe & Save products**.



Search help articles

All Recent

2022 Amazon.ca fee changes summary

► 2022 Amazon.ca FBA fulfillment fee changes

► FBA Fulfillment Fees

▼ FBA Subscribe & Save

Add or remove Subscribe & Save products

FBA Subscribe & Save terms and conditions

Need more help?

[Visit Seller Forums](#)

[Get support](#)

Seller Central Help > Get started with Fulfillment by Amazon (FBA) > FBA features, services, and programs

FBA Subscribe & Save

On this page

- [Eligibility requirements](#)
- [Eligible product categories and discounts](#)
- [Subscribe & Save orders](#)
- [Coupons and promotions](#)
- [Seller performance metrics](#)
- [Additional resources](#)

Subscribe & Save allows Amazon customers to sign up for recurring, scheduled deliveries of products. Subscribers receive a discount of 5%, 10%, 15% or 20% off their Subscribe & Save orders. FBA sellers can participate in Subscribe & Save by enrolling their FBA products in the program. See the requirements below for more details.

Subscribe & Save customers select the product, the quantity, and the frequency of delivery for their subscription. If a customer receives products from 5 or more subscriptions in a given month, the customer will be given a 10% or 15% discount per subscription, depending on the product category. For all other categories, customers receive a flat 20% discount on diapers regardless of the number of subscriptions. See the requirements below for more information about the discounts per category.

Your coupon and promotional discounts are added to Subscribe & Save discounts. For example, if you have a 10% coupon on a product in the Subscribe & Save program, you will need to provide the Subscribe & Save discount to get the deal price.

For more information about the customer program, see [Subscribe & Save](#).

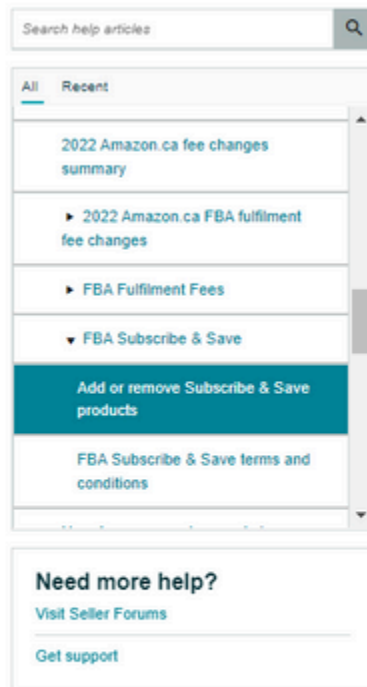
By participating in the FBA Subscribe & Save program, you agree to the [FBA Subscribe & Save Terms of Service](#).

3. Download **Subscribe & Save inventory file (.xls) template** and prepare the inventory file.

To prepare the inventory file:

1. Open the spreadsheet and review the instructions on the **Instructions** tab
2. Review the example on the **Examples** tab
3. On the **Template** tab, in the **SKU** column, type the MSKUs of the products that you want to add to or remove from the program
4. In the **Action** column, type **Enable** for products that you want to add or **Disable** for previously added products that you want to remove
5. On the **File** menu, click **Save as**. Browse to your preferred location. In the **File name** text box, type a name for your spreadsheet.
6. In the **Save as type** drop-down list, select **Text (Tab delimited) (*.txt)**
7. Click **Save**

4. Upload the .txt file you've prepared by clicking this link on the same page you've downloaded the Subscribe & Save inventory file (.xls) template.



1. Upload the spreadsheet and review the instructions on the instructions page
2. Review the example on the Examples tab
3. On the Template tab, in the SKU column, type the MSKUs of the products that you want to add to or remove
4. In the Action column, type Enable for products that you want to add or Disable for previously added products
5. On the File menu, click Save as. Browse to your preferred location. In the File name text box, type a file name and a file extension (.txt).
6. In the Save as type drop-down list, select Text (Tab delimited) (*.txt)
7. Click Save

To upload the inventory file:

1. On the **File upload page**, click Upload inventory file

Important: This page will not be available unless you are eligible for the Subscribe & Save program. For more information on eligibility requirements, see FBA Subscribe & Save and FBA Subscribe & Save terms and conditions.

2. Click Browse to locate your file, and then click Open. After your feed is processed and verified, a summary page appears on the Preview page, including successfully processed SKUs and any errors that were generated.
3. Exclude products that generate errors by clicking Exclude

Important: All SKUs that generate errors must be excluded from the inventory file before you can upload a new file.

4. To complete the process, click Update eligible SKUs

Common upload errors

Error message	Possible reasons	How to correct
Subscribe & Save ASINs already available from another seller.	Amazon offer already exists. This offer is not available for other sellers.	Remove from file

5. You will be directed to a new window that looks like this. Click **Choose File** and then look for the .txt file you've prepared. Go ahead and click **Upload inventory .txt file**.

Add products via template upload

You can add eligible products to the Subscribe & Save program by uploading a tab-delimited spreadsheet saved in .txt format.

1 Download and fill out the inventory template

The template contains three tabs: (1) instructions on how to use the template, (2) an example spreadsheet, and (3) a blank template spreadsheet where you can enter the MSKUs of the products you want to add to the program. When saving the template, enter a file name, and in the "Save as type" drop-down list, select Text (Tab delimited) (*.txt).

Download inventory template

2 Upload the template as a .txt file

Use a new template rather than reusing information from a previous one, and resolve any issues that are identified.

Choose File No file selected
Limited file size: 5 MB

Upload inventory file

3 Track successfully uploaded products and upload errors below

The results of your file upload will display in the area below within 24 hours after the products have been successfully added to the program. Previously uploaded files will not be overwritten. You can click on the file name to view the details of the upload. You can also click on the file name to submit them.

6. Track successfully uploaded products and upload errors is the table provided in the same page where you uploaded it. It will look something like this:

Upload date	Uploaded file	Number of products processed	Number of products successfully added	Number of products with up
8/10/2022	Original file	51	29	22 See issues

📌 **NOTE:** If for example you've uploaded 5 SKUs and the Number of products processed showed a greater number, just like here in the above screenshot we have 51 Number of products processed, that's fine. You can click [Original file](#) to verify that you've only uploaded the 5 SKUs on your template.

Upload date	Uploaded file	Number of products processed	Number of products successfully added	Number of products with uploa
8/10/2022	Original file	51	29	22 See issues

To double-check if your SKUs are already active in the Subscribe and Save program:

1. Go to **Settings > FBA (Fulfillment by Amazon) > Subscription Settings > Edit > Manage Products**
2. Type in the **search bar** the SKU you've added to verify if it is active. Make sure the **Filter By Offer Status** is set to **Active**.



Subscribe & Save

Secure repeat sales and build brand awareness among highly engaged customers [Learn more about the program](#)

[Unenroll](#)

[Manage products](#)
[Dashboard](#)

Subscribe & Save Overview

[View Dashboard](#)

Shipped revenue

\$19,203.29 ▼18.55% MoM

Shipped units

685 ▼15.22% MoM

Subscriptions count

2,302 ▼0.09% MoM

Not delivered due to OOS

28.42% ▲58.15% MoM

Showing Data for July; Last Updated on

Image/Offer status	Product name ASIN/SKU/Price	Inventory	Actions
	ASIN: SKU: ELDERBERRY-GUMMIES		Actions ▼
Active			
	ASIN: SKU: VANILLA-COLLAGEN		Actions ▼

⚠️ **WARNING: DO NOT REMOVE OTHER PRODUCTS FROM THE SNS PROGRAM.**

⚠️ **WARNING: DO NOT REMOVE THE OTHER SKUs FROM THE PROGRAM IF THEY ARE NOT INCLUDED IN THE SKU YOU'VE UPLOADED.** Chances are, these SKUs are already existing on the dashboard, prior to your upload. If you are unsure, refer the matter to the designated brand manager and ask for further instructions about the other SKUs.

FAQs

- This is a question?