



## Amazon User Invitations and Permissions

nova Appraisal

- **The Access Instructions will vary depending on the type of account your brand utilizes. If you utilize both Seller Central and Vendor Central, please complete all parts.**
- **There are 2 steps to complete for each platform to enable nova Appraisal: Invitation and Permissions.**
- **Some insights require “Edit” access in your account. PDM Will not make any changes during the Appraisal process.**

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# Seller Central

## Part 1 - Invitation

- Log into your Seller Central account
- In the top right hand corner of Seller Central hover your mouse over “Settings” and select “User Permissions” from the dropdown
- Underneath “Current Users” you’ll see “Add a New User”
- For “Name” please enter “Power Digital Marketing”
  - For “incognito” access (prevent others from seeing Power Digital in account), enter “AMZ Logistics”
- For “Email Address” please enter “[ecomm@powerdigital.com](mailto:ecomm@powerdigital.com)”
  - For “incognito” access (prevent others from seeing Power Digital in account), enter “[jaamzlogistics@gmail.com](mailto:jaamzlogistics@gmail.com)”
- Click “Send Invitation” and inform your Power Digital POC that the invite has been sent
- **Once the invitation is accepted**, please move onto the permissions section below

## Part 2 - Permissions

- Log into your Seller Central account
- In the top right hand corner of Seller Central hover your mouse over “Settings” and select “User Permissions” from the dropdown
- Find the Power Digital Marketing email alias you previously invited to your Seller Central ([ecomm@powerdigital.com](mailto:ecomm@powerdigital.com) OR [jaamzlogistics@gmail.com](mailto:jaamzlogistics@gmail.com)) and click “Manage Permissions” to the right of it
- Please enable permissions for each section noted below according to the screenshots
  - **Note: PDM will not make any changes to the account.**
- Once you are done hit “Continue” at the bottom of the page and confirm with your Power Digital POC that permissions are properly set

## Advertising

	None	View	View & Edit	Admin
A+ Content Manager	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Campaign Manager	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Coupons	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Customer Engagement	<input type="radio"/>	<input checked="" type="radio"/>		
Customer Reviews	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Deals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Early Reviewer Program	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Posts(Beta)	<input type="radio"/>		<input checked="" type="radio"/>	
ers to view, edit, and create posts.				
Prime Exclusive Discounts	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Register for Sponsored Products	<input type="radio"/>	<input checked="" type="radio"/>		
Vine	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	

## Inventory & Media Upload

	None	View	View & Edit	Admin
Fulfillment Programs	<input type="radio"/>		<input checked="" type="radio"/>	
Inventory Planning	<input type="radio"/>		<input checked="" type="radio"/>	
Inventory performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Item Classification Guide	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Manage FBA Inventory/Shipments	<input type="radio"/>		<input checked="" type="radio"/>	
Manage Inventory/Add a Product	<input type="radio"/>		<input checked="" type="radio"/>	
Product Bundles	<input type="radio"/>		<input checked="" type="radio"/>	
Seller Fulfilled Prime Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Selling applications	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Upload & Manage Videos	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Upload and manage your product videos.				
Upload Inventory	<input type="radio"/>		<input checked="" type="radio"/>	

	None	View	View & Edit
<b>Image Uploading</b>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

## Orders

	None	View	View & Edit
<b>Manage Orders</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<b>Manage Refunds</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Manage Returns</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Manage SAFE-T Claims</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Transactions</b>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

## Performance

	None	View	View & Edit
<b>Appeals</b> ing and account deactivations.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<b>Brand Referral Bonus</b>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<b>KPI Toolbar</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<b>Marketplace Appstore</b> manage and grow your business	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<b>Service Provider Network</b> nplexity of selling on Amazon.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Voice of the Customer</b> ne Voice of the Customer page	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

## Pricing

	None	View	View & Edit
Automate Pricing	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Negotiated Pricing	<input type="radio"/>		<input checked="" type="radio"/>
Pricing	<input type="radio"/>	<input checked="" type="radio"/>	
Pricing Health	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

## Reports

	None	View	View & Edit	Admin
Amazon Insights	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Amazon Selling Coach	<input type="radio"/>	<input checked="" type="radio"/>		
Brand Analytics	<input type="radio"/>	<input checked="" type="radio"/>		
Brand Catalog Manager	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Brand Dashboard	<input type="radio"/>	<input checked="" type="radio"/>		
Business Reports, Sales Summary	<input type="radio"/>		<input checked="" type="radio"/>	
Custom Reports	<input type="radio"/>	<input checked="" type="radio"/>		
Customer Metrics	<input type="radio"/>	<input checked="" type="radio"/>		
Feedback	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Fulfillment Reports	<input type="radio"/>	<input checked="" type="radio"/>		
Fulfillment Tax Reports	<input checked="" type="radio"/>	<input type="radio"/>		
Manage Your Experiments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Operations Report A-to-z Guarantee Claims	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Payments	<input type="radio"/>		<input checked="" type="radio"/>	
the home page Payments Summary.				
Product Ads Invoice History	<input checked="" type="radio"/>		<input type="radio"/>	
Product Ads Performance Reports	<input type="radio"/>	<input checked="" type="radio"/>		
Promotions Performance	<input type="radio"/>	<input checked="" type="radio"/>		

## Settings

	None	View	View & Edit	Admin
Amazon Business Seller Feature Access	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Amazon Global Logistics	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Business Insurance	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Insurance details on the "Account Info" page.				
Fulfillment Settings	<input type="radio"/>		<input checked="" type="radio"/>	
Gift Options	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Manage Carrier Accounts	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manage Quotes	<input checked="" type="radio"/>		<input type="radio"/>	
Manage Your Cases	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Will support cases on your Selling Account.				
Messaging Access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Send messages to your Amazon customers.				
Seller Bank Account	<input checked="" type="radio"/>		<input type="radio"/>	
Seller Configuration	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Shipping Settings	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Tax Settings	<input type="radio"/>		<input checked="" type="radio"/>	
User Permissions	<input checked="" type="radio"/>		<input type="radio"/>	

## Store Design

	None	View	View & Edit	Admin
Storefront Names	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Stores Builder	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	
Your Info & Policies	<input type="radio"/>		<input checked="" type="radio"/>	

# Vendor Central / Ad Console

## Part 1 - Vendor Central Invitation & Permissions

- Log into your Vendor Central account (with an Admin login)
- Hover over the Settings gear icon on the right side of the Vendor Central Navigation Bar and select “Manage Permissions”
- Click “Add Another Person” in the top right of the page
- For “Name” please enter “Power Digital Marketing”
  - For “incognito” access (prevent others from seeing Power Digital in account), enter “AMZ Logistics”
- For “Email Address” please enter “[ecomm@powerdigital.com](mailto:ecomm@powerdigital.com)”
  - For “incognito” access (prevent others from seeing Power Digital in account), enter “[jaamzlogistics@gmail.com](mailto:jaamzlogistics@gmail.com)”
- For Role and Permissions, select Contributor, and toggle the below permissions on (*alternatively, select “Admin”, and skip the below permissions*)
  - **Customer Interaction**
  - **Digital Reports**
  - **Financial Reports**
  - **Manage Integrations (EDI/API)**
  - **Operational Performance**
  - **Operational Reports**
  - **Payments**
  - **Product Management**
  - **Promotions and Marketing**
  - **Purchase Orders**
  - **Subscribe & Save**

- Click “Send Invitation” in the top right corner of the page and inform your PDM Strategist that the invite has been sent

## Part 2 - Advertising Console Invitation & Permissions

- Log into the primary Advertising Console account that you’re using for your Vendor Central catalog
- Hover over the left sidebar navigation, click the “Administration” dropdown at the bottom, and select “Account Access & Settings”
- If you already see Power Digital (or AMZ Logistics) in this screen with Editor or Admin permissions, you’re done!
- If not, click “Invite Users” in the top left corner of the page
- For “Email Address” please enter “[ecommm@powerdigital.com](mailto:ecommm@powerdigital.com)”
  - For “incognito” access (prevent others from seeing Power Digital in account), enter “[jaamzlogistics@gmail.com](mailto:jaamzlogistics@gmail.com)”
- For “User Permission” below “Email” select “Editor”
- Click “Invite User” in the top right corner and and inform your PDM Strategist that the invite has been sent



# Seller Central EU Marketplaces

## Part 1 - Invitation

- Log into your Seller Central account
- In the top right hand corner of Seller Central hover your mouse over “Settings” and select “User Permissions” from the dropdown
- Underneath “Current Users” you’ll see “Add a New User”
- For “Name” please enter “Power Digital Marketing”
- For “Email Address” please enter “amzaudit@powerdigital.com”
- Click “Send Invitation” and inform your PDM Strategist that the invite has been sent
- **Once the invitation is accepted**, Amazon will require passport verification to complete Seller Central access. This passport info needs to be provided by the business entity.
  - The purpose is for Amazon to ensure they are giving access to a “real” individual and not a bot.

Secondary User Information-Power Digital

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**Full Name, as it displays on the Secondary User's passport or government-issued ID**

Title	First Name	Middle Name	Surname(s)
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**Country/Region of Citizenship**

Select a country/region

**Country/Region of Birth**

Select a country/region

**Date of Birth**

DD/MM/YYYY

**Identity Document**

Passport

Number

**Expiration Date**

DD/MM/YYYY

**Residential Address**

United Kingdom

Postal Code

House number or Building

Street

City/Town

County

[Save and continue](#)

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- **Once the passport verification is completed**, please move onto the permissions section below

## Part 2 - Permissions

- Log into your Seller Central account
- In the top right hand corner of Seller Central hover your mouse over “Settings” and select “User Permissions” from the dropdown
- Find the Power Digital Marketing email alias you previously invited to your Seller Central ([ecomm@powerdigital.com](mailto:ecomm@powerdigital.com)) and click “Manage Permissions” to the right of it
- Please enable permissions for each section noted below according to the screenshots
  - **Note: PDM will not make any changes to the account.**
- Once you are done hit “Continue” at the bottom of the page and confirm with your PDM Strategist that permissions are properly set

## Amazon DSP

- If you are running DSP, please request the following information from your DSP management team
  - Export - DSP Spend and ROAS by campaign level over the last 12 Months