

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.

Amazon User Invitations and Permissions

Seller Central

Part 1 - Invitation

Part 2 - Permissions

Advertising

Inventory & Media Upload

Orders

<u>Performance</u>

Pricing

Reports

Settings

Store Design

Vendor Central / Ad Console

Part 1 - Vendor Central Invitation & Permissions

Part 2 - Advertising Console Invitation & Permissions

Seller Central EU Marketplaces

Part 1 - Invitation

Part 2 - Permissions

DSP Export (If Running)

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"
 - For "incognito" access (prevent others from seeing Power Digital in account), enter "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 OR 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	0	\circ	•	
Campaign Manager	0	0	•	
Coupons	0	\circ	•	
Customer Engagement	0	•		
Customer Reviews	0	\circ	•	
Deals	0	0	0	
Early Reviewer Program	0	0	•	
Posts(Beta)	0		•	
ers to view, edit, and create posts.				
Prime Exclusive Discounts	0	\circ	•	
Promotions	0	0	0	
Register for Sponsored Products	0	•		
Vine	0	0		

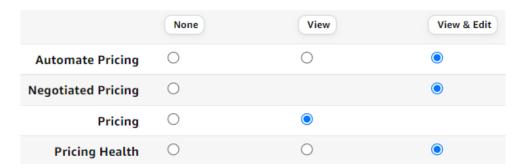
Inventory & Media Upload

	None	View	View & Edit	Admin
Fulfillment Programs	0		•	
Inventory Planning	\circ		•	
Inventory performance	0	0	0	
Item Classification Guide	\circ	0		
Manage FBA Inventory/Shipments	0			
Manage Inventory/Add a Product	\circ			
Product Bundles	0		•	
Seller Fulfilled Prime Performance	\circ	0	\circ	•
Selling applications	0	0	•	
Upload & Manage Videos	0	0	•	
Upload and manage your product videos.				
Upload Inventory	\circ			

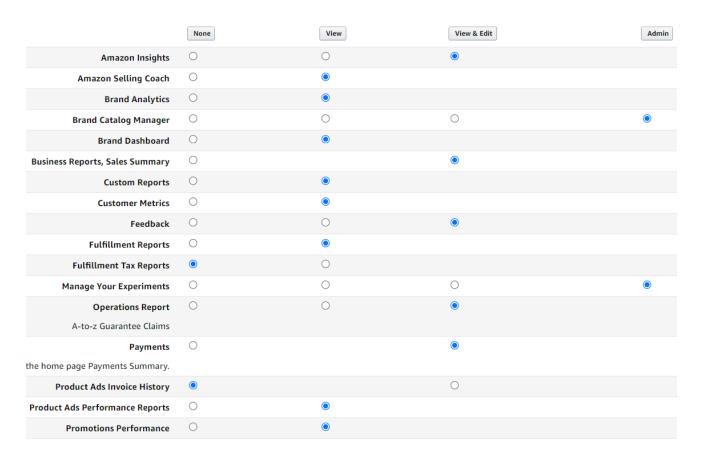
	None	View	View & Edit
Image Uploading	0	0	
	Or	ders	
	None	View	View & Edit
Manage Orders	0	•	0
Manage Refunds	•		0
Manage Returns	•		0
Manage SAFE-T Claims	•	0	0
Transactions	0		•
	Perfo	rmance	
	None	View	View & Edi
Appeals	0		•
and account deactivations.			
Brand Referral Bonus	0	0	•
KPI Toolbar	0	•	
Marketplace Appstore	. 0	0	
age and grow your business			
Service Provider Network		0	
lexity of selling on Amazon.			
Voice of the Customer	0	0	

ne Voice of the Customer page

Pricing



Reports



Settings

	None	View	View & Edit	Admin
Amazon Business Seller Feature Access	0	0	•	
Amazon Global Logistics	0	0	•	0
Business Insurance	•	0	0	
rrance details on the "Account Info" page.				
Fulfillment Settings	0			
Gift Options	0	0	•	
Manage Carrier Accounts	•	0	0	0
Manage Quotes	•		0	
Manage Your Cases	0	0	•	
all support cases on your Selling Account.				
Messaging Access	0	0	0	•
nd messages to your Amazon customers.				
Seller Bank Account			0	
Seller Configuration	0	0	•	0
Shipping Settings	0	0	•	
Tax Settings	0		•	
User Permissions	•		0	

Store Design

	None	View	View & Edit	Admin
Storefront Names	0	0	•	
Stores Builder	0	0	•	
Your Info & Policies	\circ		•	

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"
 - For "incognito" access (prevent others from seeing Power Digital in account),
 enter "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
 - o 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

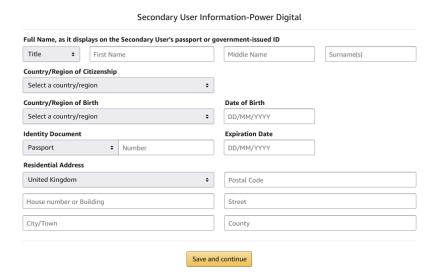
Part 2 - Advertising Console Invitation & Permissions

- 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 "ecomm@powerdigital.com"
 - For "incognito" access (prevent others from seeing Power Digital in account),
 enter "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.



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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) 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
 - o Export DSP Spend and ROAS by campaign level over the last 12 Months