



# Shop Direct Product Feeds

Expand your reach to Amazon's customers



## What is Shop Direct?

Shop Direct is a new, easy, and free way to enable your products to become discoverable by Amazon's customers. Customers are directed straight to your website, driving new traffic and sales to your store.

## What is Shop Direct Product Feeds?

Amazon is now receiving product feeds directly from merchants and their solution providers to power the Shop Direct experience and invites you to participate in the beta.

## Benefits of Shop Direct Product Feeds



### Reach Amazon customers

Be discovered by Amazon customers who are actively searching for your products.



### Easy and accurate

Ensure customers have access to the most up-to-date, accurate information about your products.



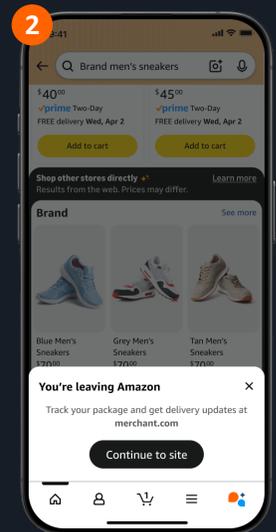
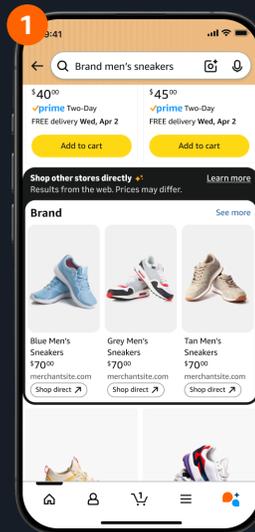
### No change to your day-to-day

You control your business by handling inventory, pricing, order fulfillment, and customer service through the same processes you already use today.

## How does Shop Direct work?

### Customers can find your products directly on Amazon

- 1 Customers can find your products on Amazon when they search for your brand or chat with Rufus, Amazon's AI shopping assistant.
- 2 They can navigate to your site to make purchases.



Amazon also offers the Buy for Me seamless purchasing experience under the Shop Direct program, but Buy for Me is not yet offered through this beta. You can learn more about both Shop Direct and Buy for Me [here](#).

## Get started with Shop Direct Product Feeds

All you need to do is grant Salsify permission to send your product feeds to Amazon's Shop Direct program. Salsify will submit your enrollment, and once accepted, Salsify will provide your product feed.



## Frequently Asked Questions



### 1 What information do I need to provide to participate?

This program uses industry-standard product feed data, such as unique product identifiers, accurate titles and descriptions, brand information, product categories, high-quality images, pricing, availability, and direct URLs to product pages on your website. Complete and accurate product data improves Amazon's ability to match your products with relevant customer searches.



### 2 What does it cost to participate in Shop Direct or its Product Feeds program?

Amazon does not charge any fee or commission for participating in Shop Direct. All transactions are directly between you and Salsify. Salsify may set its own policies on pricing, usage, and cancellation related to their solution.



### 3 Will all my products be displayed on Amazon?

Amazon wants to help customers find exactly what they are looking for, and determines which products to show customers and how to present product information based on what will best serve customers' needs.



### 4 Does Amazon have any visibility into customer behavior on my website through this service?

When customers navigate to your website via Shop Direct, Amazon does not collect data about how customers interact with your website through this service. Amazon prohibits the use of any information collected through this program to make sourcing, inventory, or pricing decisions for products in Amazon's store.



### 5 How can I learn more?

For questions about Shop Direct, check out Amazon's [program information page](#) or email Amazon at [shopdirect@amazon.com](mailto:shopdirect@amazon.com). For questions about joining the beta by sending your product feeds, or for any technical support or customer service questions, reach out to Salsify.