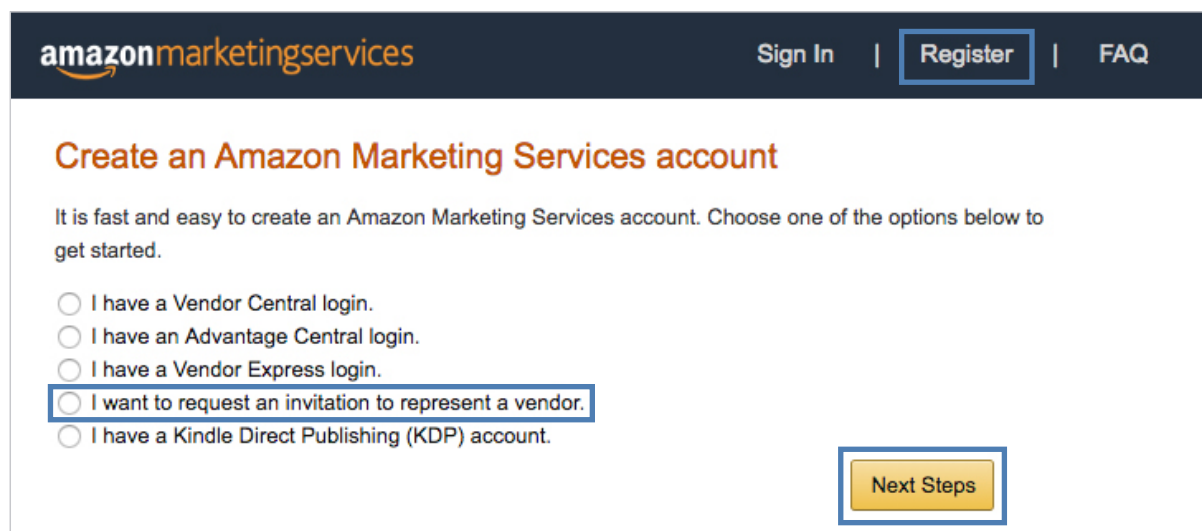


Creating a new Amazon Marketing Services (AMS) account

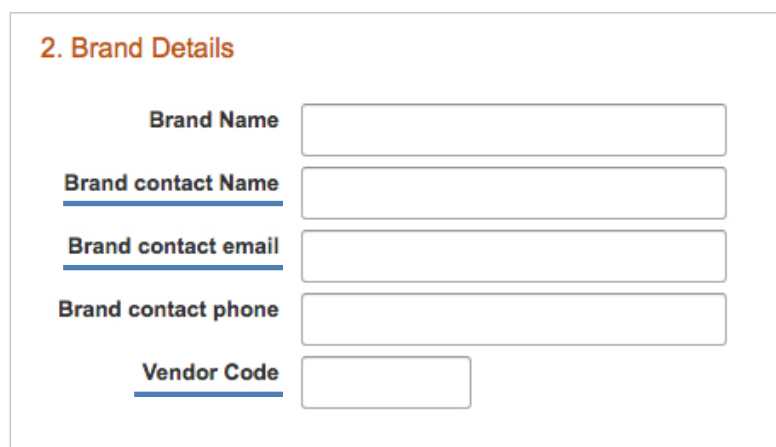
Are you an agency supporting an advertiser new to Amazon Marketing Services? If the advertiser doesn't already have an AMS account, you can create a new account on behalf of your client/Amazon vendor. To do so, follow these steps:

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".



The screenshot shows the top navigation bar of the Amazon Marketing Services website. The logo "amazonmarketingservices" is on the left. In the center, there are links for "Sign In", "Register", and "FAQ". The "Register" link is highlighted with a blue box. Below the navigation bar, the heading "Create an Amazon Marketing Services account" is displayed. A subheading reads: "It is fast and easy to create an Amazon Marketing Services account. Choose one of the options below to get started." There are five radio button options: "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.", and "I have a Kindle Direct Publishing (KDP) account." The fourth option is selected and highlighted with a blue box. A yellow "Next Steps" button is located at the bottom right of the form area.

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.



The screenshot shows the "2. Brand Details" section of the registration form. It contains five input fields with labels: "Brand Name", "Brand contact Name", "Brand contact email", "Brand contact phone", and "Vendor Code". The "Brand contact Name", "Brand contact email", and "Vendor Code" labels are underlined. The "Brand contact phone" label is not underlined. The "Vendor Code" field is smaller than the others.

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 an @ [brand name] 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.

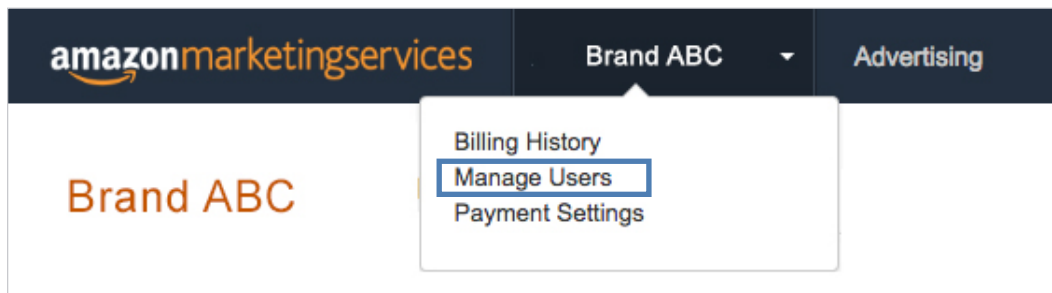
5. After requesting access, the account will go through an approval process that can take up to 48 hours. Once the account is approved, you will be notified via email and will be able to start accessing the account.

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 the their AMS account and ask them to log in.
2. Select "Manage Users" from the drop-down 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:

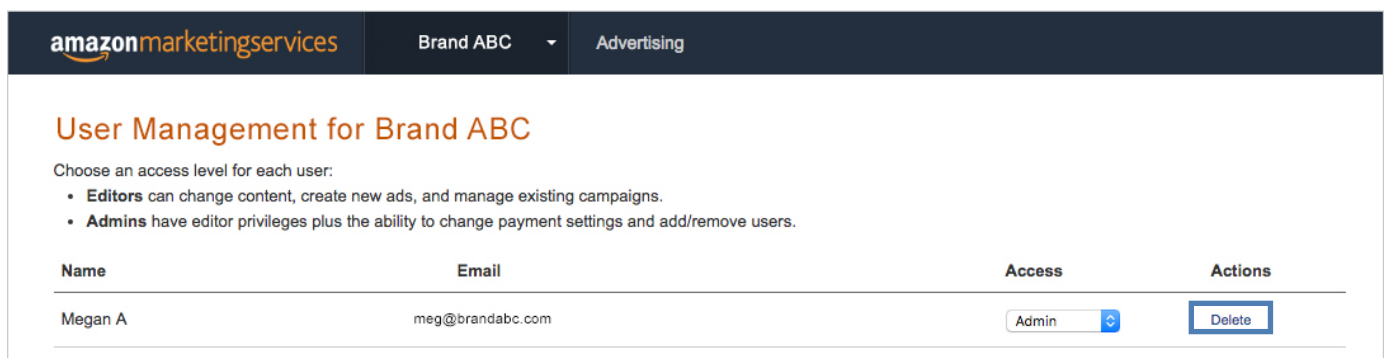
☐ **Editors** can change content, create new ads, and manage existing campaigns.

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

[Cancel](#) [Invite user](#)

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, and 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".

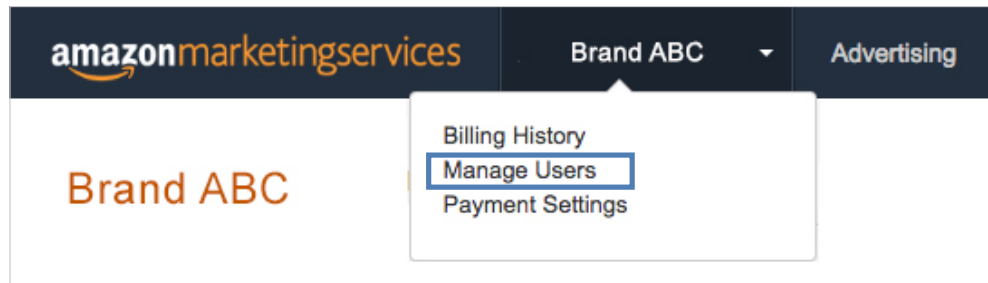


Taking over an agency-managed AMS account

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.

A screenshot of the 'Create an Amazon Marketing Services account' page. The top navigation bar is dark blue with the 'amazonmarketingservices' logo on the left, and 'Sign In', 'Register' (highlighted with a blue border), and 'FAQ' on the right. The main content area has the heading 'Create an Amazon Marketing Services account' in orange. Below the heading, it says 'It is fast and easy to create an Amazon Marketing Services account. Choose one of the options below to get started.' There are five radio button options: '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.' (highlighted with a blue border), and 'I have a Kindle Direct Publishing (KDP) account.' At the bottom right, there is a yellow button with the text 'Next Steps' (also highlighted with a blue border).