

HOW TO START SELLING ON AMAZON'S EUROPEAN STORES

Get ready to expand with Amazon

Your journey to successful selling in Europe

Knowing whether you're ready to start selling in Europe can be challenging. This checklist is designed to help guide your understanding of Amazon's European stores and ensure you're set up for success. Be sure to familiarize yourself with all the tools Amazon provides, which will make many of the requirements listed below simpler and easier to manage.



Prepare to sell

- ☒ 1 [Learn about Amazon's six European stores](#) (Amazon.de, Amazon.co.uk, Amazon.fr, Amazon.it, Amazon.es, Amazon.nl) and how you can sell your products with one single account across all of Europe.
- ☐ 2 [Learn about the different products](#) you can sell in Europe on Amazon and understand which categories are restricted or require approval.
- ☐ 3 [Understand how value-added tax \(VAT\) works](#) and learn about regulation requirements in Europe.

Register and list

NEW TO SELLING ON AMAZON?

- ☐ 4 [Understand how Amazon's European selling account works](#) and learn what information you need to provide during registration.
- ☐ 5 [Complete account verification](#) and understand the documents required to pass

OR

ALREADY HAVE AN AMAZON SELLER ACCOUNT?

- ☐ 4 [Learn how to link your existing Amazon account](#) and manage your product offerings across different marketplaces with a single seller account.
- ☐ 6 [Understand the listing tools available in Europe](#) and learn more about how Build International Listings (BIL) helps you manage your listings across Amazon's five European marketplaces.

Ship and fulfill

- ☐ 7 [Understand fulfillment options in Europe](#) and choose between Fulfillment by Amazon or self-fulfillment for your products.

WITH FULFILLMENT BY AMAZON

- ☐ 9 [Send inventory to a European Amazon fulfillment center](#) and [choose a fulfillment program](#) to help you sell across Europe

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WITH SELF-FULFILLMENT

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Manage your business

- ☐ 11 [Manage customer support in the local language](#) and either provide a local address for returns or offer a refund for international shipping. (FBA manages fulfillment and returns questions.)
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Prepare to sell

1. Learn about Amazon's six European stores (Amazon.de, Amazon.co.uk, Amazon.fr, Amazon.it, Amazon.es, Amazon.nl) and how you can sell your products with one single account across all of Europe.

Amazon has established stores in six European countries: Amazon.de, Amazon.co.uk, Amazon.fr, Amazon.it, Amazon.es, and Amazon.nl. By the end of 2020¹, ecommerce sales is expected to reach more than **\$370 million in Europe which is +8.8% YoY**. With a European Unified Account, you can sell in multiple Amazon stores from a single account, simplifying listing, pricing, fulfillment, and payments.

Amazon gives you state-of the art logistics, and powerful tools to help you comply with tax and product regulations, and create effective listings in more than 30 product categories.

[See how companies like yours are making Amazon part of their success stories.](#)

Things to know before you get started:

Selling plans: Just like in the US, you can choose between two selling plans that enable you to sell in all six EU Amazon stores:

- The Basic plan is for those who sell fewer than 35 items per month. You pay Amazon a fee only when you sell something.
- The Professional plan is for those who sell more than 35 items per month. You pay a fixed monthly fee.

[Use the Amazon fee calculator in the EU](#) to estimate your average fee charges and potential revenues.



2. Learn about the different products you can sell in Europe on Amazon and understand which categories are restricted or require approval



Make sure you're allowed to sell the product. Understand your distribution rights. Also, be aware that European safety and compliance regulations differ from those in other geographic regions.

[Learn how to decide which products to sell first when expanding your business into Amazon's European stores.](#)

Eligible product categories and restrictions

Customers trust that they can always buy with confidence on Amazon. It is your responsibility to make sure that you and your products comply with all applicable laws and with Amazon's policies concerning [Category, Product and Content Restrictions](#). You can review by amazon store and

category in [Appendix 1](#). If you have questions about your products' compliance or your legal obligations in the EU stores, we advise you to consult with one of our [external solution providers](#).

Global Expansion Opportunities

[Global Expansion Opportunities](#) (sign-in required) is a tool that reviews your products and then recommends which of them to sell in a different Amazon store. Every month, we run a model that estimates the potential demand over 12 months for certain products in different stores. We look at brands, customer reviews, similar products, and other factors to identify products that may have strong demand. However, many other factors may influence demand, including pricing, changes in customer tastes, local availability, delivery speed, and competing offers for those products. Recommendations are not a guarantee of future results, and sellers remain responsible for determining their prices and inventory levels. We built GEO to help sellers take the guesswork out of deciding what to sell.

3. Understand how value-added tax (VAT) works and learn about regulation requirements in Europe.

Managing European taxes (VAT)

Before you start selling in EU, you need to learn about Value Added Tax (VAT), a tax on consumer expenditure. VAT is collected on business transactions, imports and goods that move between EU countries.

If you store or sell goods to customers in an EU country, you may be required to register for VAT in that country. While each Amazon seller is solely responsible to be VAT compliant, Amazon can provide

resources and tools for your VAT registrations and filings in EU countries. This includes providing contact information for third-party tax advisory services with pre-negotiated discounted rates. Use this tool to help determine where you need to be registered for VAT.

The time it takes to become VAT registered can vary. To avoid delays, we recommend that you start the process as soon as you register your EU seller account.

Need help with VAT? Use [VAT Services on Amazon](#) or find a tax provider on the [Solution Provider Network](#)

VAT Services on Amazon helps you spend more time on your business and less on VAT. Starting at only €400 per country per year, VAT Services on Amazon enables you to complete VAT registration, filing, and submission in Seller Central, the portal that puts you in command of your Amazon seller account. Amazon works with a third-party global tax service vendor to provide this service in the United Kingdom, Germany, France, Italy, Spain, Poland and the Czech Republic. Currently, non-EU-based sellers are supported for VAT registration and filings in the UK, Germany and the Czech Republic, countries that do not require fiscal representation*. VAT Services for other countries that require fiscal representation will be available soon.



*A fiscal representative is a local legal entity or individual (varies by jurisdiction) responsible for representing non-EU-based sellers to tax authorities. Fiscal representatives are held jointly liable with sellers for the payment of VAT.

Documents that may be required for your VAT Registration include:

- Articles of Association for your business.
- Letter from your bank confirming that you hold an account with them.
- Power of Attorney to your tax advisor, if you are using one. Additional documents such as Proof of Address and government-issued IDs for company owners may also be required in some countries.

For more information, visit [how to handle VAT](#), a collection of resources that can help you understand VAT, and simplify compliance across Europe. Or [get answers to frequently asked questions about VAT](#).

Register and list

4. Understand how Amazon's European selling account works and learn what information you need to provide during registration.

New to selling on Amazon?

Selling on Amazon is an efficient and effective way to reach millions of potential new customers. A simple five- step process makes it easy to get started:

- 1 Register your seller account
- 2 Upload your listings
- 3 Customers see and buy your products
- 4 Deliver your products to the customers
- 5 Receive your payments



Already have an Amazon seller account?

The first step to sell in another region is to create a seller account within that region. If you have a Professional Seller account in one region, you can easily expand to the EU through [Linked Accounts on your Sell Globally page on Seller Central](#), and manage your business from one page. After you complete registration, your existing seller account will be linked to your new seller account in the new region.

During registration, you will be asked to define your source marketplace, which can be any of the six EU stores. With an EU Unified Account, your inventory can be managed as a single pool available to all the stores on which you choose to offer your products for sale. The default is all six EU stores. Your orders will be managed in a single place, so selling in Europe will feel just like selling in the store where you originally registered. Watch this video about Amazon tools and services that can help you [manage, sell, and fulfill your products globally](#).

Account registration documents

You need to provide the following information when you register your new EU seller account:

- Credit card
- Phone number (in order to also receive PIN verification)
- Company registration details - Company name, Business email address, Business license Primary Contact Person Information.
- Beneficial Owner Information
- Bank account information to receive sales (Currently, Amazon supports U.K. and U.S. bank accounts, as

well as bank accounts in all Eurozone countries.)

- UPC/ EPN for your products
- VAT number, required if you meet the guidelines in the previous section: [Managing European taxes \(VAT\)](#)

[Register your account now.](#)



Do I need a European business entity or bank account?

No. You can keep using your US business entity and bank account. [Amazon Currency Converter for sellers](#) helps you convert British pounds and euros to your preferred local currency.

Account Settings

You can manage your account information in Seller Central in Account settings. To access your Account settings, click Settings in the upper-right corner of Seller Central. Click Account Info to see details about seller and business information, add listing status, modify selling plans, edit listing status, add charge and deposit methods, and more. After registration [take a quick tour of Seller Central](#), the portal that puts you in command of your Amazon seller account.

5. Complete account verification and understand the documents required to pass

Seller Identity Verification

After you register but before you start selling, Amazon will verify your identity with the Seller Identity Verification process (SIV). Sellers need to complete SIV at registration and provide documents to verify the primary contact person. This is the person who has access to the Selling on Amazon payment account, provides the registration information on behalf of the account holder (the registered seller), and initiates transactions such as disbursements and refunds. Actions taken by the primary contact person are deemed to be taken by the account holder. Required documentation includes:

- Passport or driver's license and birth certificate (US citizens only)
- Proof of address, verified by utility bill, rent receipt, bank statement, cable TV bill, or credit card statement

After you pass SIV and started selling on Amazon EU, Amazon is obligated by EU laws to run an additional verification on your personal and business information called the Amazon Payments Europe verification process. You will receive notification when this verification is needed. Typical documents required from you include passport, proof of address, business license and bank statements.



Information needed for selling partners registering to sell in Amazon EU stores

- Primary Contact Person: The Primary Point of Contact is the individual running the day-to-day business and disbursing the funds from the Seller Central account.

- Beneficial Owner Information: Beneficial owners of the company with 25% or more ownership must be added to the Seller Central account. In some cases you may be asked to add anyone with 20% or more ownership to the account.
- *First (including middle names) and Surname fields: Please enter your first name and all middle names in the First Name field, and enter your last name in the Surname field. The complete legal name must be entered exactly as it appears on the supporting identity document.

Required Business Documents:

- Business registration extract: Please upload your business registration/formation document, for example: Articles of Incorporation, Articles of Organization, Fictitious Name Statement for Sole Proprietorships, or any other equivalent document.
- The business registration extract must have a business registration date listed that matches the registration date entered in the Seller Central account.
- Business Statutes or Bylaws: Certificate of Good Standing/Existence
- Operating Agreement: If the business registration documents do not outline a share allotment for the owners, please obtain this from your state.
- If your state does not issue this, please send an email to: seller-verification-enquiry@amazon.com informing them that your state does not issue a formal document, but that you will draft and upload a statement confirming the ownership information.
- Business utility bill or bank statement: Upload a bank statement or utility bill such as gas, electric, internet, telephone. You can black out account balances, but all other information, including the statement date, must be legible. The business name and address on the utility bill or bank statement must match the business name and address entered in Seller Central.
- Please read the performance notification email closely to review instructions before uploading any additional documents. When emailing the Seller Verification team, you must use the email address used to register the UK Seller Central account. The Seller Verification team will not respond to email addresses that differ from the address used to register the account.
- Important: The Seller Verification team will email the Point of Contact on the account if additional documents are needed, so be sure to include that email address

Two-Step Verification

Go through [the account safety two-step verification](#) (2SV). This is your best protection against unauthorized access to your seller account, even if your password is stolen and especially if you use the same password across multiple sites. Once you have enabled Two- Step Verification, when you access your account, you will first enter your Seller Central user name and password. Then, you will be prompted to enter a security code. This code is sent via text message to your SMS-enabled phone, received through a voice call, or obtained from an authenticator app, which does not require cell service. It has been mandatory for all sellers worldwide since November 1, 2017.

6. Understand the listing tools available in Europe and learn more about how Build International Listings (BIL) to manage your listings across Amazon's European marketplaces.

Build International Listings

When you registered to sell in any of the Amazon European stores, your account was automatically enabled to sell on all six EU stores. However, you only need to create listings in your source store. [The Build International Listings tool](#) will automatically synchronize eligible listings in the remaining stores from your source store, saving you considerable time and effort.

Build International Listings works within a region where there are multiple stores, such as Europe and North America, and across regions when you have connected them using Linked Accounts. If you already have an Amazon seller account in non-EU stores, use Build International Listings to synchronize your listings in EU stores. [See this important information](#) about eligible products.

Listing in small batches or in bulk

You can list a small number of products using [the Add-a-Product tool](#), or you can use inventory files to [list your products in bulk](#). [Inventory file templates](#) let you to add or edit product listings in bulk. You can create a template to suit your specific requirements and list different types of products across multiple categories using one template.

How to handle languages

To sell in all EU six stores, you need to translate your products into the languages of the local stores. You have two options to translate your products: Use BIL if your products exist in target store or hire an [external translation](#) provider.

[Hear how successful US-based sellers handled European languages as they grew their Amazon businesses across Europe.](#)

If you use BIL, your product (ASINs) will be automatically synchronized in all stores where the product already exists without requiring additional translation. If your product does not exist in a store, you need to create your product page in the source store and then, if eligible for translation, it will be automatically translated by our system.

High quality detail page and images

High-quality listings make it easier for customers to find, evaluate, and purchase your products. High-quality listings begin with basic information: images, brands and descriptions. Detailed information, such as size, manufacturer part number and material type, can also help customers find your listings. For step-by-step instructions on improving your listing quality, see [Enhance your listings](#).

Remember the images you choose to upload for your product will affect customer buying choices, so quality matters. Choose images that are clear, easy to understand, information-rich and attractively presented. Main images should be on a white background. If you need help with imaging services for the EU store, contact our [third-party providers](#).

Winning the Buy Box

The Buy Box is the box on a product detail page where customers can begin the purchasing process by adding items to their shopping carts. A key feature of the Amazon website is that the same product can be sold by several sellers. To give customers the best possible shopping experience, sellers must meet performance-based requirements to be eligible to compete for Buy Box placement. Since seller performance requirements can vary by category and are subject to change, we do not disclose specific targets needed to become an eligible seller. See [how the Amazon Buy Box works](#), how it can increase your sales, and how you can become eligible to win it.

Ship and fulfill

7. Understand fulfillment options in Europe and choose between Fulfillment by Amazon or self-fulfillment for your products.

Deliver your products to the customers

You can ship and fulfill the products you sell on Amazon from your own local inventory, or you can choose Fulfillment By Amazon (FBA). Note that if you choose to manage your own shipping, you are responsible for the customer experience from shipping to returns. Your service should include prompt delivery and customer support in the language of each store where you are active.

With FBA, you just send your inventory to one of our European fulfillment centers and we will pick, pack and ship your products. We will also handle customer service in the language of the store, and process any refund and return requests. Many Amazon sellers use FBA because it enables them to focus on growing their business rather than on fulfillment.



Fulfillment by Amazon (FBA)

[Fulfillment by Amazon](#) (FBA) helps you increase your domestic and global online sales, and enhance customer satisfaction, by giving you access to Amazon's world-class fulfillment resources. When you sign up to sell on Amazon you are automatically registered for FBA:

- Select the Fulfillment by Amazon option when you list products
- Send your products to an Amazon fulfillment center
- Your products are enabled with Prime delivery options
- We pick, pack and ship your products directly to customers throughout Europe

The benefits of using FBA include:

- Increase your sales: When you join FBA, your offers become more visible and more competitive. Your eligible products qualify for [Amazon Prime](#), and [FREE Delivery](#)

- Sell internationally: List your inventory from one single seller account and we dispatch your products to customers throughout the EU
- Benefit from Amazon's 24/7 customer service: With FBA, Amazon's acclaimed 24/7 customer service is available in the local language you are selling in
- Fulfill orders from other channels: You manage your inventory through a simple online user interface and can direct us to return the inventory at any time
- Keep selling even when you take a break: Thanks to the FBA vacation settings, you can carry on selling even when you are on holiday

Read our [Frequently Asked Questions](#) about FBA.

FBA fees in Europe

With FBA in Europe, there are no minimum requirements or setup charges, and no subscription fees. You only pay fulfillment and storage fees for the services you use.

- Get an overview of [FBA fees](#) for order fulfilment and related services in Europe.
- Use the [FBA revenue calculator](#) to estimate your fees for specific items using active listings on Amazon.

8. Understand international fulfillment requirements, including import and export regulations.

Getting your products to Europe

Using FBA in Europe is a similar process once your items are in Amazon's warehouses, but getting the items to those warehouses in Europe has some unique differences than the process in the US. Amazon's [Solution Provider Network](#) has a list of third-party providers that other Amazon Sellers have used to ship their inventory into the EU.

Regardless of which fulfillment method you choose, shipping to Europe involves certain requirements. Two of the most important ones are providing an importer of record (IOR) and using delivery duty paid (DDP). These largely involve who is responsible for paying fees such as import duties and taxes.

Importer of record: An IOR is required to sell in Europe. The IOR is the entity responsible for paying import duties and taxes, ensuring that your imports comply with local laws and regulations. Note that neither Amazon nor its fulfillment centers can serve as the IOR for FBA shipments.

These are just a few of the requirements to plan for when shipping to Europe. To learn more, [download the shipping to Europe checklist](#).

Preparing products for FBA

To ensure a safe and efficient selling environment and satisfying Customer experiences, FBA sellers are required to comply with clear guidelines for selecting, preparing, and shipping products to Amazon. Learn about:

[Inventory requirements](#) for listing, preparing and sending your FBA inventory to Amazon fulfillment centers.

- [Preparing your products](#) for shipment to Amazon fulfillment centers
- [Packaging requirements](#) for various types of products
- [FBA product restrictions](#) to know what is acceptable for the Amazon fulfillment process
- [Shipping and routing requirements](#) when sending inventory to FBA

9. Send inventory to a European Amazon fulfillment center and choose a fulfillment program to help you sell across Europe

See how FBA can help you quickly scale your business from selling in one country to selling across Europe. Watch this video about the [three international FBA services in Europe](#) that make cross-border sales much easier to manage: Pan-European FBA, European Fulfillment Network FBA, and Multi-Country Inventory FBA.

The **Pan-European FBA program** enables you to fulfill offers in all European stores from one inventory pool without incurring per-unit cross-border fulfillment fees. The main benefits of the PAN-EU program are:

- **Easier inventory management:** Send products to the Amazon European fulfillment center(s) in the country of your choice and let Amazon distribute them to meet expected demand.
- **Low fulfillment costs:** Amazon distributes your products across Europe at no additional cost. You only pay the local fulfillment fee for the customer's store. In contrast, when you sell to customers of other stores via the European Fulfillment Network (EFN), you will pay a cross-border fee for each order shipped. [Learn more about the Pan EU fee structure.](#)
- **Reach millions of Prime customers:** You can sell your products in all six Amazon European stores with Prime eligibility.
- **Provide fast, reliable deliveries:** With your products stored closer to customers, you can trust Amazon to quickly fulfill and deliver your orders.
- **Rely on Amazon's trusted, 24/7 support:** Amazon provides customer support in the local language of the six European Amazon stores, handling customer inquiries, returns, and refunds, freeing you to focus on your business.

You can track your Pan-European FBA offers using the standard reports and tools in Seller Central. [Pan-European FBA](#) becomes active for a product after you create an FBA offer in all the Amazon European stores as required on the **Pan-European FBA Manage Your Inventory page** in your Seller account, and enroll the ASIN in Pan-European FBA.

The **European Fulfillment Network (EFN)** allows sellers with a European store account, who have also registered for FBA, to store their inventory in their local FBA fulfillment center. This enables orders from multiple European stores to be fulfilled from the same local inventory pool. When selling through EFN, sellers must localize their source store offers to other Amazon European stores to enable local customers to purchase them in their local language.

For example, a Germany-based customer can purchase an Italian seller's offer listed on the German-language Amazon.de once the seller has registered their FBA Italy-based products on the Germany store. The order is then shipped to the customer from the seller's local Italian fulfillment center. See [frequently asked questions about EFN](#)

FBA Multi-country Inventory (MCI) enables you to dispatch your FBA inventory to Amazon fulfillment centers in multiple countries of your choice across Europe. With MCI:

- Your customers receive faster, local delivery when your products are located in fulfillment centers close to where they live.
- Your listings qualify for accelerated shipping options including Amazon Prime 1-Day Delivery, FREE Delivery and Next-Day Delivery (where available).
- You save on transportation costs when you send inventory in bulk to local fulfillment centers rather than dispatching individual orders across borders.

[Learn more about MCI.](#)

FBA Export

FBA Export enables you to fulfill orders of eligible products to postal addresses outside your source store, making your offers available to EU and worldwide customers. They can purchase them from your source store where you have listed your offers in your source-store language.

For example, a Netherlands-based customer can purchase a Germany-based seller's offer on the German-language Amazon.de if the seller has activated FBA Export on their Germany source marketplace. [Learn more about FBA Export.](#)

10. Fulfill international customers' orders and provide a great customer experience with prompt delivery

A-to-Z Guarantee

The A-to-Z Guarantee is designed to handle situations where a customer either never received a product or received a product that differs from what the customer ordered or expected.

In order to avoid claims and chargebacks, follow these best practices:

- Respond promptly to customer emails
- Refund proactively
- Describe products accurately and provide clear images
- Ship with care
- Confirm dispatches and provide tracking information
- Promptly cancel any out-of-stock orders
- Confirm appointments
- Complete all the tasks as outlined on the detail page of a listed service
- Fix the buyer's service quality issues: Offer to remedy a situation by fixing a buyer's quality issue free of charge

See how to [prevent an A-to-Z Guarantee claim.](#)

Manage your business

11. Manage customer support in the local language and either provide a local address for returns or offer a refund for international shipping. (FBA manages fulfillment and returns questions.)

Customer support

Local language customer support: When you choose to fulfill customer orders yourself, it's not just the picking, packing, and shipping to customers that you'll need to handle; Amazon also requires that you handle customer support. This can be challenging if you are selling in an Amazon store where you don't know the language.

You may be tempted to use automated computer translators to respond to email inquiries from international customers. However, a risk to this approach is that machine translation may lead to less-than-optimal translations, which in turn could lead to a poor customer experience, ultimately affecting your seller performance ratings. A better option, if you do not have in-house customer service capabilities in the local language, is to use third-party service providers to handle your customer support.

Timely responses: Customers expect prompt, helpful service when they have questions or concerns about your products. To maintain a healthy seller scorecard, you should have customer service specialists who understand your products, that know where the customer's product is and when it will be delivered, and who will be able to respond quickly (within 24 hours) to customer e-mail contacts in the local language. This may be challenging when selling in stores that are in different time zones from your place of business, as the time differences will shorten the timeframe in which you can respond to customers during your regular business hours.

Customer support for Fulfillment by Amazon: When you use FBA, Amazon will provide 24-hour customer support on your behalf in the local language of the relevant store. For many sellers, this feature of FBA is critical to selling in international stores successfully. With local language customer support already included in FBA, you can provide your customers with Amazon's world-class customer service, and you can focus on growing and managing your business.

Customer returns

When listing in an international store and fulfilling items on your own, you must either provide customers with a local return address within the country of their Amazon store website or offer them free shipment for returns. This is a requirement to sell on Amazon's stores.

As you consider how your customers will return items that they purchase from you, please keep the following options in mind:

- Using Fulfillment by Amazon: When you choose FBA, Amazon will handle local returns on your behalf for FBA orders in that store, so you don't have to worry about providing a local return address.

- Implementing restocking fees and offering partial refunds: In certain situations, it might be appropriate to charge the customer a restocking fee or offer a partial refund on the product being returned. Restocking fees or partial refunds must comply with Amazon's policies on returns.
- Engaging a third-party International Returns Provider: We have created a list of returns providers that can accept returns in your customers' countries. Depending on your sales volume and unit price, international returns providers may offer solutions that reduce the costs you incur when customers in other countries return your products. For example, some providers will consolidate returns and ship them back to you or ship them to another customer.

Monitor and improve your performance

We strongly encourage you to monitor your performance regularly on the Customer Metrics page of your seller account. This tool provides data on all of your performance metrics so you can easily see if you are meeting our selling targets.

[Check out Seller University](#) for a wealth of information about selling on Amazon, our policies for sellers, and the tools, products, and services that can help you swiftly grow your business.



12. Promote your products to grow sales in all European marketplaces

Raise your visibility with Sponsored Products

Advertising on Amazon is an easy way for you to promote your listings. Ads appear prominently where customers will see them, such as on the first page of search results or product detail pages. You place bids on relevant keywords, and if your bid wins and your ad matches the search, your ad gets displayed to shoppers. These targeted ads can help you increase sales by showcasing your products to a wider audience.

We have two effective advertising solutions: Sponsored Products for promoting individual listings, and Headline Search Ads to help registered brand owners to promote their brand and product portfolio. Both solutions are designed to:

- Help you increase sales
- Help customers find what they're looking for
- Get your products discovered
- Control your costs. You pay only for the clicks your ads receive. Campaign reports track your ads' performance, so you can measure Return on Investment, and adjust your bids and budget to optimize results.

How to get started

- Log in to Seller Central and click on the Advertising tab
- Choose the products you want to advertise
- Decide how much you'll bid for clicks and set an overall budget

- In just a few minutes, you can launch your first campaign

Watch this step-by-step video on how to [create your first Sponsored Products campaign](#). See how to [track and improve the performance of your campaigns](#).

[Get answers](#) about Sponsored Products, Headline Search Ads, costs, keywords, and more.

Register your brand

You can protect your registered trademarks on Amazon through Amazon Brand Registry to create a more accurate and trusted experience for customers. Amazon Brand Registry gives you access to powerful brand-management tools, including proprietary text and image search, predictive automation based on your reports of suspected intellectual property rights violations, and increased authority over product listings with your brand name. [See how to get started now](#).

Lightening Deals for Brand Owners

- [Lightning Deals are flash sales](#) that feature products for several hours on our popular Amazon Deals page. Lightning Deals are a great way to clear out overstock or end-of-season inventory, and attract new customers with promotional prices. [Learn how to start with promotions in Europe](#).

EBC for Brand Owners

The Enhanced Brand Content (EBC) feature enables brand owners to change the product descriptions of branded ASINs. Use this tool to describe your product features in a distinctive way by including a unique brand story, enhanced images and text placements. Adding EBC to your product detail pages can result in more traffic, higher conversion rates, and increased sales. [See how to create Enhanced Brand Content](#).

Amazon shopping events in Europe

There are times of the year when customers shop for specific types of products on Amazon. These events are a great opportunity for you to take advantage of Amazon's promotional efforts and reach new customers. [Get the detailed guide on how to make the most of these peak shopping periods with promotions](#).

Advertising-solution providers in Europe

Third-party advertising specialists on [Amazon's Solution Provider Network](#) can help you optimize your marketing to get the greatest return from your advertising budget.

Selling Coach

[Learn about how to use Selling Coach](#) to help increase sales. As we identify opportunities, we will alert you through Amazon Selling Coach and on the Business Reports page.

Appendix 1

Category, Product and Content Restrictions by Amazon Store					
UK	Germany	France	Italy	Spain	Netherlands
Alcohol	Alcohol	Alcohol	Alcohol	Alcohol	Alcohol
Animals and Animal Products	Animals and Animal Products	Animals and Animal Products	Animals and Animal Products	Animals and Animal Products	Animals and Animal Products
Car & Motorbike	Automotive	Automotive	Automotive	Automotive	Automotive
Clothing	Clothing	Clothing	Clothing	Clothing & Accessories	Clothing
Cosmetics	Cosmetics	Cosmetics	Cosmetics	Cosmetics	Cosmetics
Currency, Coins, Cash Equivalents and Gift Cards	Currency, Coins, Cash Equivalents and Gift Cards	Currency, Coins, Cash Equivalents and Gift Cards	Currency, Coins, Cash Equivalents and Gift Cards	Currency, Coins, Cash Equivalents and Gift Cards	Currency, Coins, Cash Equivalents, and Gift Cards
Drugs, Drug Paraphernalia and Dietary Supplements	Drugs, Drug Paraphernalia and Dietary Supplements	Drugs, Drug Paraphernalia and Dietary Supplements	Drugs, Drug Paraphernalia and Dietary Supplements	Drugs, Drug Paraphernalia and Dietary Supplements	Drugs, Drug Paraphernalia and Dietary Supplements
Electronics	Electronics	Electronics	Electronics	Electronics	Electronics
Food & Beverage	Food & Beverage	Food & Beverage	Food & Beverage	Food and Beverage	Food & Beverage
Gambling & Lottery	Gambling & Lottery	Gambling & Lottery	Gambling and Lottery	Gambling and Lottery	Gambling & Lottery
Hazardous and Dangerous Items	Hazardous and Dangerous Items	Hazardous and Dangerous Items	Hazardous and Dangerous Items	Hazardous and Dangerous Items	Hazardous and Dangerous Items
Jewellery	Jewellery	Jewellery	Jewellery	Jewellery	Jewellery
Medical Devices	Medical Devices	Medical Devices	Medical Devices	Medical Devices	Medical Devices
Offensive and Controversial Materials	Offensive and Controversial Materials	Offensive and Controversial Materials	Offensive and Controversial Materials	Offensive and Controversial Materials	Offensive and Controversial Materials
Other Products	Other Products	Other Products	Other products	Other products	Other Products
Sex & Sensuality	Sex & Sensuality	Sex & Sensuality	Sex and Sensuality	Sex and Sensuality	Sex and Sensuality
Tobacco, E-Cigarettes and Related Products	Tobacco, E-Cigarettes and Related Products	Tobacco, E-Cigarettes and Related Products	Tobacco, E-Cigarettes and Related Products	Tobacco, E-Cigarettes and Related Products	Tobacco and Tobacco-Related Products
Weapons	Weapons	Weapons	Weapons	Weapons	Weapons
Prohibited Product Claims	Prohibited Product Claims	Prohibited Product Claims	Prohibited Product Claims	Prohibited Product Claims	Devices That Do Not Support Prime Video or Prime Music