

# Product Advertising API to Products API Section Migration Guide

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## Contents

- Amazon Marketplace Web Service (Amazon MWS)..... 3
  - Migrating to the MWS Products API Section: Some Similarities ..... 3
  - Migrating to the Products API Section: Some Differences ..... 3
  - Amazon MWS Registration ..... 3
  - Authentication ..... 4
  - Endpoints ..... 4
  - Understanding Throttling in Amazon MWS..... 5
  - Creating an Amazon MWS Request..... 6
  - For More Information ..... 6
- Migrating from the Product Advertising API to the Amazon MWS Products API Section..... 6
  - Product matching..... 7
    - Get product attributes when you have a product identifier ..... 7
    - Get product attributes when you have no product identifier ..... 8
    - Refine product matching using sales rank ..... 8
    - Refine product matching using browse node ..... 9
    - Identify the browse nodes where you want to place your listings..... 10
    - Identify the right variation child ASIN when you have the variation parent ASIN ..... 10
  - Pricing..... 11
    - Obtain current lowest-price information for the same product in the same condition on an Amazon marketplace website..... 11
    - Obtain pricing information about listings with comparable delivery times ..... 12
    - Obtain pricing information for listings fulfilled using the same fulfillment channel ..... 13
    - Obtain pricing information for listings by sellers that ship from within your country ..... 13
    - Obtain pricing information for listings by sellers that receive a specified volume of feedback..... 13
    - Obtain pricing information for listings by sellers who’s feedback ratings are positive a defined percentage of the time ..... 13
    - Obtain New Buy Box or Used Buy Box pricing information ..... 14

Obtain Amazon Trade-In program values..... 15

Find opportunities to increase sales with Fulfillment by Amazon (FBA) ..... 16

Determine shipping costs ..... 17

Sourcing ..... 17

    Obtain information to help assess whether to source a product to list on an Amazon marketplace website..... 18

    Obtain Amazon marketplace sales rank information for a product. .... 18

    Determine whether to purchase a product for trade-in through Amazon’s Trade-In program..... 18

## Amazon Marketplace Web Service (Amazon MWS)

Amazon Marketplace Web Service (Amazon MWS) is Amazon's newest API for sellers. It offers extensive documentation and support, and client libraries in Java, C#, and PHP for a fast and easy way to integrate with Amazon. Amazon MWS supports seller API operations that are broader in scope and functionality than any API Amazon has previously offered sellers.

### Migrating to the MWS Products API Section: Some Similarities

When you begin to migrate your development work from the Product Advertising API to Amazon MWS, many things will stay the same. If you are making your Product Advertising API requests using REST, you will find the Amazon MWS HTTP query request structure and signature construction very familiar. Like the Product Advertising API, the Amazon MWS Products API section (and all Amazon MWS API sections) returns responses in XML format.

### Migrating to the Products API Section: Some Differences

There are some key differences between the Product Advertising API and the MWS Products API section to take note of. One difference is that the MWS Products API section does not utilize response groups. Instead, each operation in the MWS Products API section returns a specific set of response elements; to get the response elements you want, you must submit the appropriate operation. In some cases this means that a task you could accomplish with a single operation using the Product Advertising API might require two successive operations using the MWS Products API section.

The AWS access and secret keys that you used when submitting operations using the Product Advertising API will not work when using Amazon MWS. If you have not yet registered for Amazon MWS, you will need to register to get new keys. For more information, see [Amazon MWS Registration](#).

Each Amazon MWS API section has its own client library that contains code for doing many common tasks for that API section when working with Amazon MWS. By using the code in the Amazon MWS client libraries, you can save time and help ensure the requests you send are correctly formatted.

The first two tasks you must accomplish to use Amazon MWS are to register for Amazon MWS and to identify the correct endpoint for the Amazon marketplace with which you plan to use Amazon MWS. From there you will need to construct a valid request string, then sign that request string with your secret key. Finally, you will need to create a URL with all the information required and submit it to the endpoint. These steps will be discussed in depth in this document.

### Amazon MWS Registration

To use the Amazon MWS Products API section, you need to register for Amazon MWS. You can register at the following locations, depending on the Amazon marketplace with which you plan to use Amazon MWS:

CA: <http://developer.amazonservices.ca>

CN: <http://developer.amazonservices.com.cn>

DE: <http://developer.amazonservices.de>

ES: <https://developer.amazonservices.es>

FR: <http://developer.amazonservices.fr>

IT: <http://developer.amazonservices.it>

JP: <http://developer.amazonservices.jp>

UK: <http://developer.amazonservices.co.uk>

US: <http://developer.amazonservices.com>

To register for Amazon MWS, you must have an Amazon MWS-eligible seller account. These accounts can include:

- A non-individual seller account
- An Amazon Webstore account
- An Amazon Product Ads account
- A Checkout by Amazon account

You simply enter your seller account credentials and Amazon MWS returns several important values that you will use to authenticate your requests to Amazon MWS. For more information on registering for Amazon MWS, see the *Amazon MWS Developer Guide*.

**Note:** You must register for Amazon MWS in connection with the same Amazon marketplace (or in the case of the EU, region) as your seller account. For example, an EU seller (from any of the DE, ES, FR, IT, or UK marketplaces) must register for Amazon MWS using the URL for one of these marketplaces. An EU seller cannot register for Amazon MWS using the US URL.

## Authentication

Using Amazon MWS, you pass several values with your query requests that are used for authentication. These values are provided to you when you register for Amazon MWS.

Authentication occurs when you submit a request that includes a signature that you create using the secret key you are given when you register for Amazon MWS. How to create this signature and how to format a request are covered in the *Amazon MWS Developer Guide*.

## Endpoints

To access the Amazon MWS Products API section, use one of the following Amazon marketplace-specific endpoints:

Amazon Marketplace	MWS Endpoint
CA	<a href="https://mws.amazonservices.ca">https://mws.amazonservices.ca</a>
CN	<a href="https://mws.amazonservices.com.cn">https://mws.amazonservices.com.cn</a>

DE	<a href="https://mws-eu.amazonservices.com">https://mws-eu.amazonservices.com</a>
ES	<a href="https://mws-eu.amazonservices.com">https://mws-eu.amazonservices.com</a>
FR	<a href="https://mws-eu.amazonservices.com">https://mws-eu.amazonservices.com</a>
IT	<a href="https://mws-eu.amazonservices.com">https://mws-eu.amazonservices.com</a>
JP	<a href="https://mws.amazonservices.jp">https://mws.amazonservices.jp</a>
UK	<a href="https://mws-eu.amazonservices.com">https://mws-eu.amazonservices.com</a>
US	<a href="https://mws.amazonservices.com">https://mws.amazonservices.com</a>

## Understanding Throttling in Amazon MWS

To use Amazon MWS effectively, you need to understand the concept of throttling. Throttling is the process of limiting the number of requests you can submit in a given amount of time. A request can be when you update an inbound shipment or when you create a fulfillment order. Throttling helps protect the web service from being overwhelmed with requests and helps ensure that all authorized developers have access to the web service.

Definitions of three values that control Amazon MWS throttling are:

- Request quota - The number of requests that you can submit at one time without throttling. The request quota decreases with each request you submit, and increases at the restore rate.
- Restore rate (also called the recovery rate) - The rate at which your request quota increases over time, up to the maximum request quota.
- Maximum request quota (also called the burst rate) - The maximum size that the request quota can reach.

To apply these ideas, consider this example. Say you want to use the `SubmitFeed` operation, from the MWS Feeds API section, to submit 25 inventory update feeds. The `SubmitFeed` operation has a maximum request quota of 15 and a restore rate of one new request every two minutes. If you submit all 25 feed requests at once, your requests will be throttled after 15 requests. You would then have to resubmit 10 feed requests once the request quota had been restored. Since the restore rate is one request every two minutes, it would take 20 minutes for you to be able to submit the remaining 10 feed requests. So, instead of submitting all the requests and having to resubmit the requests that were throttled, you could automate your process to submit feed requests incrementally.

For example, you could submit 10 feed requests (out of your original 25 feeds), and the request quota would still have five requests left over. You could then wait 10 minutes, and the restore rate would have increased the request quota to 10 (one request every two minutes for 10 minutes gives you five new requests). You could then submit 10 more feed requests. For the remaining five feed requests, you could wait ten more minutes and then submit them. If everything goes well, you would have submitted all 25 of your inventory feeds in about 20 minutes.

You should consider automating your requests and have a “back off” process where, if throttling occurs because you reached the maximum request quota or the web service experienced high traffic volumes, you could slow down the number of requests you make and resubmit requests that initially failed.

## Creating an Amazon MWS Request

Amazon MWS supports query requests for calling web service actions. Query requests are simple HTTP requests, using the GET or POST method with query parameters in the URL or HTTP body, respectively. Amazon MWS requires the use of HTTPS.

Each of the HTTP header lines must be terminated with a carriage return and a line feed. Query requests must contain an Action parameter to indicate the action to be performed. The response is an XML document.

The *Amazon MWS Developer Guide* goes into detail on how to create a valid HTTP query request. Note that Amazon MWS Scratchpad is a helpful tool for understanding how to create correctly formed HTTP query requests. Amazon MWS Scratchpad automatically generates and displays many of the inputs that are required in a HTTP query request to Amazon MWS. Examining the Amazon MWS responses that Amazon MWS Scratchpad displays for each of your query requests can help you build successful parsing logic.

## For More Information

For more information about Amazon MWS, the Amazon MWS Products API section, and the Amazon MWS Scratchpad, see the links on the Amazon MWS portal page for the relevant Amazon marketplace:

CA: <http://developer.amazonservices.ca>

CN: <http://developer.amazonservices.com.cn>

DE: <http://developer.amazonservices.de>

ES: <https://developer.amazonservices.es>

FR: <http://developer.amazonservices.fr>

IT: <http://developer.amazonservices.it>

JP: <http://developer.amazonservices.jp>

UK: [http://developer.amazonservices.co.uk`](http://developer.amazonservices.co.uk)

US: <http://developer.amazonservices.com>

## Migrating from the Product Advertising API to the Amazon MWS Products API Section

This section explains how you can use the Amazon MWS Products API section to accomplish three important tasks that can help you successfully sell on Amazon marketplace websites:

- [Product matching](#)

- [Pricing](#)
- [Sourcing](#)

## Product matching

Before obtaining pricing and sourcing information for a product, it is important to first match your product to the right product in Amazon’s catalog. This means finding the ASIN that corresponds to your product. This section explains how to do that using the Amazon MWS Products API section.

### Get product attributes when you have a product identifier

Use a product identifier, such as UPC, EAN, ISBN, or JAN, to get a list of products and attributes to match an ASIN to your product.

#### Product Advertising API

Operation: ItemLookup

Response groups: ItemAttributes, Offers, Images

#### Products API section

1. Submit the `ListMatchingProducts` operation.

Key request parameters:

Name	Value
<b>Query</b>	A product identifier such as: UPC, EAN, ISBN, or JAN. Cannot be a SellerSKU. Note that using the Products API section you do not need to specify the product identifier type.
<b>QueryContextId</b>	For <b>QueryContextId</b> values, see Appendix A of the Amazon Marketplace Web Service Products API section API reference. Submit a <b>QueryContextId</b> value to constrain your search.

Response:

- A list of products, identified by ASIN/MarketplaceId combination.
  - Product attributes for each product that is returned. Note that a list of possible product attributes can be found in the **ItemAttributes** element of the following publicly available XSD: [default.xsd](#)
  - Variation child ASINs for each product returned that is a variation parent ASIN.
  - The variation parent ASIN for each product returned that is a variation child ASIN.
2. Use the returned product attributes to identify the ASIN that matches your product.

**Note.** If you need more information to identify the right ASIN for your product, see the following topics:

- [Refine product matching using sales rank](#)
- [Refine product matching using browse node](#)

### Get product attributes when you have no product identifier

Use a keyword search to get a list of products and attributes to match an ASIN to your product.

#### Product Advertising API

Operation: ItemSearch

Response groups: ItemAttributes, Offers, Images

#### Products API section

1. Submit the `ListMatchingProducts` operation.

Key request parameters:

Name	Value
<b>Query</b>	A free-form descriptive phrase.
<b>QueryContextId</b>	For <b>QueryContextId</b> values, see Appendix A of the Amazon Marketplace Web Service Products API section API reference. Submit a <b>QueryContextId</b> value to constrain your search.

Response:

- A list of products, identified by ASIN/MarketplaceId combination.
- Product attributes for each product that is returned. Note that a list of possible product attributes can be found in the **ItemAttributes** element of the following publicly available XSD: [default.xsd](#)

2. Use the returned product attributes to identify the ASIN that matches your product.

**Note.** If you need more information to identify the right ASIN for your product, see the following topics:

- [Refine product matching using sales rank](#)
- [Refine product matching using browse node](#)

### Refine product matching using sales rank

If the item attributes that were returned by the `ListMatchingProducts` operation (see [Get product attributes when you have a product identifier](#)) are not adequate to identify your product, you can refine your search with sales rank information.



## Product Advertising API

Operations: ItemLookup

Response group: SalesRank

### Products API section

- Submit the *GetCompetitivePricingForASIN* operation.

Key request parameters:

Name	Value
<b>ASINList</b>	A structured list of ASINs. Submit an ASIN for each product that was returned using the <i>ListMatchingProducts</i> operation.

Response:

- A list of products, identified by ASIN/MarketplaceId combination.
- Sales rank by product category (browse node) for each product.

## Refine product matching using browse node

### Product Advertising API

Operations: ItemLookup, BrowseNodeLookup

Response groups: BrowseNodes, BrowseNodeInfo

### Products API section

If the item attributes that were returned by the *ListMatchingProducts* operation (see [Get product attributes when you have a product identifier](#)) are not adequate to identify your product, you can refine your search by identifying the browse nodes where the product can be found on the relevant Amazon marketplace website.

- Submit the *GetProductCategoriesForASIN* operation.

Key request parameters:

Name	Value
<b>ASIN</b>	An ASIN. Submit an ASIN for a product that was returned using the <i>ListMatchingProducts</i> operation.

Response:

- Product categories (browse nodes) where the product can be found on an Amazon marketplace website, up to the root category.

### Identify the browse nodes where you want to place your listings

Place your product appropriately on an Amazon marketplace website.

#### Product Advertising API

Operations: ItemLookup, BrowseNodeLookup

Response groups: BrowseNodes, BrowseNodeInfo

#### Products API section

1. Identify your product. If you don't have a MarketplaceId/ASIN combination to identify your product in the Amazon product catalog, see [Get product attributes when you have a product identifier](#).
2. Submit the `GetProductCategoriesForASIN` operation.

Key request parameters:

Name	Value
ASIN	An ASIN. Submit the ASIN associated with your product.

Response:

- Product categories (browse nodes) where the product can be found on Amazon's website, up to the root for the marketplace.
3. Use the browse node information to appropriately place your product on the relevant Amazon marketplace website.

### Identify the right variation child ASIN when you have the variation parent ASIN

Use a variation parent ASIN to get a list of its variation child ASINs, including product variation information for each child.

#### Product Advertising API

Operation: ItemLookup

Response groups: Variations, VariationSummary, VariationMatrix

#### Products API section

1. Submit the `GetMatchingProduct` operation.

Key request parameters:

Name	Value
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<b>ASINList</b>	A structured list of ASINs. Submit variation parent ASINs for lists of their corresponding variation child ASINs.
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Response:

- Product attributes for each product that is returned.
- A list of variation child ASINs for each product that is returned. With each variation child ASIN there is a **VariationChild** element that contains product variation elements and values.

**Note.** Because the `GetMatchingProduct` operation might not return every possible variation element, it is possible to get **VariationChild** elements with different **ASIN** values but the same variation element values. These represent distinct variation child ASINs even though the variation element or elements that differentiate them from each other are not returned.

2. Identify the right variation child ASINs by finding the variation children that contains the product variation elements that you want.

**Note.** If you have a variation child ASIN and want to get a list of all its siblings, first submit the variation child ASIN with the `GetMatchingProduct` operation to get its variation parent ASIN. Then submit the variation parent ASIN in Step 1, above.

## Pricing

This section explains how to get pricing information for products currently listed on an Amazon marketplace website. You can use this information to help price your listings for those products on the Amazon marketplace website.

### Obtain current lowest-price information for the same product in the same condition on an Amazon marketplace website

Price a product that you haven't previously sold on Amazon, or re-price a product that was sold on Amazon and returned, considering current lowest-price information for all offers for the same product in the same condition on the relevant Amazon marketplace site.

#### Product Advertising API

Operation: `ItemLookup`, `ItemSearch`

Response group: `Offers`

#### Products API section

1. Identify your product. If you don't have a `MarketplaceId/ASIN` combination or a `MarketplaceId/SellerSKU` combination to identify your product in the Amazon product catalog, see [Product Matching](#).

2. Submit the `GetLowestOfferListingsForSKU` operation if you have listed this product on an Amazon marketplace website in the past.

OR

Submit the `GetLowestOfferListingsForASIN` operation if you have only the `MarketplaceId/ASIN` combination.

Key request parameters:

Name	Value
<b>ItemCondition</b>	Valid values: <i>New, Used, Collectible, Refurbished, or Club.</i>

Response:

- Current lowest price information is returned only for products in the specified condition for the relevant marketplace.
- Each price that is returned is the current lowest price for the relevant marketplace among listings that share the same values for the following: **ItemCondition**, **ItemSubcondition**, **FulfillmentChannel**, **ShipsDomestically**, **ShippingTime**, and **SellerPositiveFeedbackRating**.
- Returns the listing price, and optionally the shipping cost and the landed price (item price plus shipping cost). If the shipping cost and landed price are not returned, the listing price that is returned represents the lowest landed price.

**Note.** The `GetLowestOfferListingsForSKU` and the `GetLowestOfferListingsForASIN` operations return the same pricing information.

### Obtain pricing information about listings with comparable delivery times

Limit pricing information to listings with comparable delivery times at standard shipping rates.

#### Product Advertising API

Operation: `ItemLookup`, `ItemSearch`

Response groups: `Offers`

#### Products API section

1. Get lowest marketplace pricing information by condition. For more information, see [Obtain current lowest-price information for the same product in the same condition on an Amazon marketplace website.](#)
2. Consider pricing information for products with **ShipsDomestically** = *True*.

## Obtain pricing information for listings fulfilled using the same fulfillment channel

Limit pricing information to listings fulfilled by Amazon, or seller-fulfilled products.

### Product Advertising API

Operations: ItemLookup, ItemSearch

Response groups: Offers

### Products API section

1. Get lowest pricing by condition. For more information, see [Obtain current lowest-price information for the same product in the same condition on an Amazon marketplace website.](#)
2. Limit pricing information to products with a **FulfillmentChannel** value that matches the fulfillment type (FBA or seller-fulfilled) for your item.

## Obtain pricing information for listings by sellers that ship from within your country

Limit pricing information to listings by sellers that ship from within your own country.

### Product Advertising API

Operations: ItemLookup, ItemSearch

Response groups: Offers

### Products API section

1. Get lowest pricing by condition. For more information, see [Obtain current lowest-price information for the same product in the same condition on an Amazon marketplace website.](#)
2. Consider pricing information for products with **ShipsDomestically** = *True*.

## Obtain pricing information for listings by sellers that receive a specified volume of feedback

Limit pricing information to listings by sellers that receive feedback meeting specified volume values.

### Product Advertising API

Operations: ItemLookup, SellerLookup

Response group: Offers

### Products API section

1. Get lowest pricing by condition. For more information, see [Obtain current lowest-price information for the same product in the same condition on an Amazon marketplace website.](#)
2. Consider pricing information for products with **SellerFeedbackCount** > *specified value*.

## Obtain pricing information for listings by sellers who's feedback ratings are positive a defined percentage of the time

Limit pricing information to listings by sellers with positive feedback ratings that fall within a defined range of percentage values.

## Product Advertising API

Operations: ItemLookup, SellerLookup

Response group: Offers

### Products API section

1. Get lowest pricing by condition. For more information, see [Obtain current lowest-price information for the same product in the same condition on an Amazon marketplace website.](#)
2. Consider pricing for products with **SellerPositiveFeedbackRating** > *specified value*.

## Obtain New Buy Box or Used Buy Box pricing information

Limit pricing information to current Buy Box prices.

## Product Advertising API

Operations: ItemLookup

Response group: Offers

### Products API section

1. Identify your product. If you don't have a MarketplaceId/ASIN combination or a MarketplaceId/SellerSKU combination to positively identify your product in the Amazon product catalog, see [Product Matching](#).
2. Submit the `GetCompetitivePricingForASIN` operation if you are listing a new product or the `GetCompetitivePricingForSKU` operation if you are re-pricing a product.

Key request parameters (for the `GetCompetitivePricingForASIN` operation):

Name	Value
<b>ASINList</b>	A structured list of ASINs. Submit the ASIN associated with each product that you want Buy Box information for.

OR

Key request parameters (for the `GetCompetitivePricingForSellerSKU` operation):

Name	Value
<b>SellerSKUList</b>	A structured list of SellerSKUs. Submit the SellerSKU associated with each product that you want Buy Box information for.

Response:

- A list of products, identified by ASIN/MarketplaceId combination.

- Amazon New Buy Box price and Used Buy Box price for each product.
- The listing price, and optionally the shipping cost and the landed price (listing price plus shipping cost).
- The number of active offer listings on the relevant Amazon marketplace website for the product that was submitted, sorted by condition.

**Note.** The `GetCompetitivePricingForASIN` and the `GetCompetitivePricingForSKU` operations return the same pricing information.

3. Consider New Buy Box and/or Used Buy Box pricing information.

### Obtain Amazon Trade-In program values

Consider Amazon Trade-In program values when pricing your products.

#### Product Advertising API

Operations: `ItemLookup`, `SellerLookup`

Response group: `ItemAttributes`

#### Products API section

1. Identify your product. If you don't have a `MarketplaceId/ASIN` combination or a `MarketplaceId/SellerSKU` combination to identify your product in the Amazon product catalog, see [Product Matching](#).
2. Submit the `GetCompetitivePricingForASIN` if you are listing a new product or `GetCompetitivePricingForSKU` if you are re-pricing a product.

Key request parameters (for the `GetCompetitivePricingForASIN` operation):

Name	Value
<b>ASINList</b>	A structured list of ASINs. Submit the ASIN associated with each product that you want trade-in information for.

OR

Key request parameters (for the `GetCompetitivePricingForSellerSKU` operation):

Name	Value
<b>SellerSKUList</b>	A structured list of SellerSKUs. Submit the SellerSKU associated with each product that you want trade-in information for.

Response:

- A list of products, identified by ASIN/MarketplaceId combination.
- Amazon Trade-In value for each product.

**Note.** The `GetCompetitivePricingForASIN` and the `GetCompetitivePricingForSKU` operations return the same pricing information.

3. Consider Amazon Trade-In values.

### Find opportunities to increase sales with Fulfillment by Amazon (FBA)

Determine which of your seller-fulfilled listings are offered by other sellers with Fulfillment by Amazon (FBA). Consider changing your seller-fulfilled listings to FBA listings, which can make them more attractive to buyers and potentially increase sales.

#### Product Advertising API

Operation: `ItemLookup`

Response group: `Offers`

#### Products API section

1. Submit the `GetLowestOfferListingsForSKU` operation and include the `SellerSKU` values of your listings for which you want to find out if there are any FBA listings.

Key request parameters:

Name	Value
<b>SellerSKUList</b>	A structured list of SellerSKUs. Submit the SellerSKU associated with each product for which you want to learn about potential FBA listings.
<b>ItemCondition</b>	Valid values: <i>New, Used, Collectible, Refurbished, or Club</i> Submit the condition of the products that you include in your request, so product information is returned only for listings of the same products in the same condition.

Response:

- Lowest-price information is returned only for products in the specified condition.
  - Each price that is returned is the lowest price among a group of listings that share the same values for the following elements: **ItemCondition**, **ItemSubcondition**, **ShipsDomestically**, **FulfillmentChannel**, **ShippingTime**, and **SellerPositiveFeedbackRating**.
2. Determine if there are any competing FBA listings for the listings you specified. If there are no listings returned with **FulfillmentChannel** = *Amazon*, then there currently are no competing FBA listings.



3. Submit the `GetMatchingProduct` operation to get weight and dimensional information for calculating the cost to ship products to the Amazon Fulfillment Network.

Key request parameters:

Name	Value
<b>ASINList</b>	A structured list of ASINs. Use the ASINs returned by the <code>GetLowestOfferListingsForSKU</code> operation.

Response:

- Product attributes, including **Height**, **Length**, **Width**, and **Weight**.
4. Calculate shipping costs and then determine whether to convert any of your seller-fulfilled listings to FBA listings.

## Determine shipping costs

### Product Advertising API

Operation: `ItemLookup`

Response group: `ItemAttributes`

### Products API section

Get weight and dimensional information to calculate shipping costs.

1. Submit the `GetMatchingProduct` operation to get weight and dimensional information for calculating shipping costs.

Key request parameters:

Name	Value
<b>ASINList</b>	A structured list of ASINs.

Response:

- Product attributes, including **Height**, **Length**, **Width**, and **Weight**.
2. Calculate your shipping costs.

## Sourcing

This section explains how the Products API section can help you determine whether to source products for listing on Amazon marketplace websites.

### **Obtain information to help assess whether to source a product to list on an Amazon marketplace website**

Evaluate resale value and demand for a product considering the lowest-priced listings for the same product in the same condition, and the sales rank of the item on an Amazon marketplace website.

1. Identify the product. For more information, see [Product Matching](#).
2. Get pricing information for the product. For more information, see [Obtain New Buy Box or Used Buy Box pricing information](#).
3. Get sales rank information for the product. For more information, see [Refine product matching using sales rank](#).
4. Use the information from the previous steps to help assess whether to source a product to list on an Amazon marketplace website.

### **Obtain Amazon marketplace sales rank information for a product.**

Consider Amazon marketplace sales rank to help determine whether to source products for listing on an Amazon marketplace website.

1. Identify the product. For more information, see [Product Matching](#).
2. Get sales rank information for the product on the relevant Amazon marketplace website. For more information, see [Refine product matching using sales rank](#).
3. Use the sales rank information to help determine whether to source the product for listing on an Amazon marketplace website.

### **Determine whether to purchase a product for trade-in through Amazon's Trade-In program**

1. Identify the product. For more information, see [Product Matching](#).
2. Get trade-in information for the product. For more information, see [Obtain Amazon Trade-In program values](#).
3. Use the trade-in information to help determine whether to purchase the product for trade-in through Amazon's Trade-In program.