



amazon payments

# Marketing Guide for Sellers

# Introduction

Welcome to the community of sellers offering Amazon Payments. Promoting your Amazon Payments product can result in higher conversion rates, higher average order values and new customers. This marketing guide has been created to ensure you and your customers make the most of this new payment option, and includes suggested marketing activities to drive awareness of the Amazon Payments product available on your website.

# Table of Contents

<b>Announcing Pay with Amazon</b>	<b>04</b>
Key marketing activities	<b>05</b>
Other ways to get the word out	<b>09</b>
Marketing opportunities offered by Amazon Payments	<b>10</b>
<b>Announcing Login and Pay with Amazon</b>	<b>11</b>
Key marketing activities	<b>12</b>
Other ways to get the word out	<b>16</b>
Marketing opportunities offered by Amazon Payments	<b>17</b>
<b>Promoting Login and Pay with Amazon internationally</b>	<b>18</b>
Key marketing activities	<b>19</b>
Other ways to get the word out	<b>25</b>

# Announcing Pay with Amazon

If your company offers Pay with Amazon, it's important to inform your customers that you now offer an even easier way to shop online. On the following pages you'll find some recommended marketing activities and sample content for you to use.

Examples of best practice promotional collateral:

## Display the Amazon Payments logo

Include the Amazon Payments logo on your website wherever you feature payment providers and in a prominent location on the homepage to promote awareness. Also add a hover-over (tooltip) to briefly explain Amazon Payments (see below for recommended content). A selection of approved payment graphics can be found on our website at <https://payments.amazon.co.uk/business/resources#payment-marks-graphics>



## Icon hover-over (tooltip) text

Include the Pay with Amazon button on your site and add a hover-over (tooltip) to briefly explain how Pay with Amazon works.



**Option 1:** Pay now using the payment and delivery information stored in your Amazon account.

**Option 2:** Are you an Amazon customer?  
Pay now with address and payment details stored in your Amazon account.

**Option 3:** Are you an Amazon customer?  
Pay now with the details stored in your Amazon account.

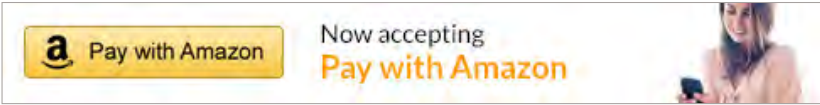
Examples of best practice promotional collateral:

# Banners to be placed on your website

Drive awareness of the availability of Pay with Amazon by placing a banner on your homepage. The banners below are examples of the best copy to use to announce the availability of Pay with Amazon. Please feel free to change the image on the banners to fit with your website aesthetic, all we ask is for the Pay with Amazon button to appear in the banner. If you do create your own banners, please contact your Amazon Payments account manager before they go live.



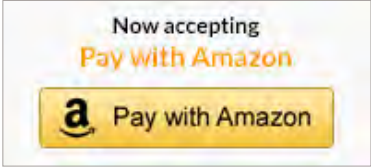
750x2100



486x60



180x190



200x90

Examples of best practice promotional collateral:

## Banner hover-over (tooltip) text

Include a 1-line description on announcement banners to briefly explain how Pay with Amazon works.

**Option 1:** Pay with Amazon by using the payment and delivery information stored in your Amazon account.

**Option 2:** Are you an Amazon customer?  
Pay now with address and payment details stored in your Amazon account.

Examples of best practice promotional collateral:

## Landing page & email copy

Below is content for you to use in email marketing and on Pay with Amazon pages on your website.

### Short version

Pay with Amazon makes shopping a little easier by allowing you to use your existing Amazon account information to pay for and have our items delivered to you. Pay with Amazon is another way we can help you to safely and securely shop online.

### Long version

**Option 1:** Pay with Amazon makes shopping a little easier by allowing you to use your existing Amazon account information to pay for and have our items delivered to you. There is no need to remember multiple logins and passwords for multiple sites; all you need is your Amazon account information. You already trust Amazon when you shop online, so trust it when you shop on our site too. It's a safe, secure, and convenient way to shop online.

**Option 2:** Pay with Amazon makes shopping on our website even easier by allowing you to speed through checkout using the account information already stored in your Amazon account to pay on our site. Simply choose from the payment and delivery information stored in your Amazon account. This means you can pay on our website without entering your payment and address details. Pay with Amazon helps you to shop quickly, safely, and securely.



# Other ways to get the word out

Letting your customers know you offer a new feature can drive traffic to your website. You can also benefit by associating your website with one of the world's most trusted brands. Here are some ideas to get started:

## Social media communications

Let your online community know that you offer a new payment option via blogs, Twitter, Facebook, etc.



"Pay with Amazon is now available on *(insert your name)*! Millions of Amazon customers can now complete a transaction in just a few clicks without re-entering credit card and shopping details. To learn more *(link to Pay with Amazon landing page)*.



We are now accepting Pay with Amazon! All you Amazon shoppers can speed through our checkout in just a few clicks.

## Press release

In some cases, it may be appropriate to issue a press release about your relationship with us. Amazon Payments must approve all press releases and can help provide content if we decide to move forward with a release. Please allow at least 3 weeks for approval. Send materials to your Amazon Payments team point of contact.

# Marketing opportunities offered by Amazon Payments

## **Placement on the Amazon Payments website**

After you have completed these key marketing activities, you may be featured in the Amazon Payments featured merchant directory. This includes a logo placement and a direct link to your website, helping drive more traffic to your site. Please supply your Amazon Payments contact person with a high-quality jpeg image with a white background for this purpose. To see the current featured merchant directory, please visit <https://payments.amazon.co.uk/featuredmerchants>.

## **Case studies and testimonials**

We are continually looking for interesting stories to share with our customers and sellers. Case studies and testimonials are a great tool to showcase your business success, relationship with Amazon Payments, and customer feedback. If you are interested in discussing this further, please contact your Amazon Payments account manager.

## Approvals and questions

All marketing materials must be approved by Amazon Payments. For approval requests, help with content, or general marketing questions, please contact your Amazon Payments account manager.

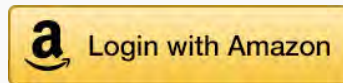
# Announcing Login & Pay with Amazon

If your company offers Login and Pay with Amazon, it's important to inform your customers that you now offer an even easier way to shop online. On the following pages you'll find some recommended marketing activities and sample content for you to use.

Examples of best practice promotional collateral:

## Icon hover-over (tooltip) text

Include the Login with Amazon button on your site and a hover-over (tooltip) to briefly explain how Login and Pay with Amazon works.



**Option 1:** Login using your existing Amazon account details.

**Option 2:** Login and Pay now using your existing Amazon account details, and the payment and delivery information stored in your Amazon account.

**Option 3:** Securely login into our website using your existing Amazon details.

Examples of best practice promotional collateral:

# Banners to be placed on your website

Drive awareness of the availability of Login and Pay with Amazon by placing a banner on your homepage. The banners below are examples of the best copy to use to announce the availability of Login and Pay with Amazon. Please feel free to change the image on the banners to fit with your website aesthetic, all we ask is for the Login and Pay with Amazon button to appear in the banner. If you do create your own banners, please contact your Amazon Payments account manager before they go live.



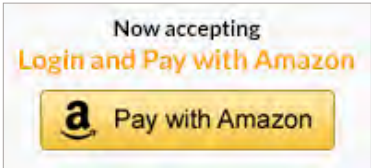
750x2100



486x60



180x190



200x90

Examples of best practice promotional collateral:

## Banner hover-over (tooltip) text

Include a 1-line description on announcement banners to briefly explain how Login and Pay with Amazon works.

**Option 1:** Login and Pay with Amazon: Login and pay now using your payment and delivery information stored in your Amazon account.

**Option 2:** Login and pay now using the details stored in your Amazon account.

Examples of best practice promotional collateral:

## Landing page & email copy

Below is content for you to use in email marketing and on Login and Pay with Amazon pages on your website.

### Short version

Login and Pay with Amazon makes shopping a little easier by allowing you to use your existing Amazon account information to pay for and have our items delivered to you. Login and Pay with Amazon is another way we can help you to safely and securely shop online.

### Long version

**Option 1:** Login and Pay with Amazon makes shopping a little easier by allowing you to use your existing Amazon account information to pay for and have our items delivered to you. There is no need to remember multiple logins and passwords for multiple sites; all you need is your Amazon account information. You already trust Amazon when you shop online, so trust it when you shop on our site too. It's a safe, secure, and convenient way to shop online.

**Option 2:** Login and Pay with Amazon makes shopping on our website even easier by allowing you to speed through checkout using the account information already stored in your Amazon account to login and pay on our site. Simply login using your Amazon account credentials and choose from the payment and delivery information stored in your Amazon account. This means you can pay on our website without entering your payment and address details. Login and Pay with Amazon helps you to shop quickly, safely and securely.

# Other ways to get the word out

Letting your customers know you offer a new feature can drive traffic to your website. You can also benefit by associating your website with one of the world's most trusted brands. Here are some ideas to get started:

## Social media communications

Let your online community know that you offer a new payment option via blogs, Twitter, Facebook, etc.



Are you an Amazon customer?  
Good news, you can now Login and Pay with your Amazon account when shopping on *(insert your name)*. To learn more *(link to Login and Pay landing page)*.



Shopping is now easy and safe when you use Login and Pay with Amazon – just use your existing Amazon account info when you shop with us!



Announcing a new way to pay – Login and Pay with Amazon and use your existing Amazon account information to buy online safely and securely.

## Press release

In some cases, it may be appropriate to issue a press release about your relationship with us. Amazon Payments must approve all press releases and can help provide content if we decide to move forward with a release. Please allow at least 3 weeks for approval.



# Marketing opportunities offered by Amazon Payments

## **Placement on the Amazon Payments website**

After you have completed these key marketing activities, you may be featured in the Amazon Payments featured merchant directory. This includes a logo placement and a direct link to your website, helping drive more traffic to your site. Please supply us with a high-quality jpeg image with a white background for this purpose. To see the current featured merchant directory, please visit <https://payments.amazon.co.uk/featuredmerchants>.

## **Case studies and testimonials**

We are continually looking for interesting stories to share with our customers and sellers. Case studies and testimonials are a great tool to showcase your business success, relationship with Amazon Payments, and customer feedback. If you are interested in discussing this further, please contact your Amazon Payments account manager.

## Approval and questions

All marketing materials must be approved by Amazon Payments. For approval requests, help with content, or general marketing questions, please contact your Amazon Payments account manager.

# Promoting Login and Pay with Amazon internationally

Here you can find some of our communication material in French, German, Italian and Spanish.



Examples of best practice promotional collateral:

## Icon hover-over (tooltip) text

Include the Login with Amazon button on your site and a hover-over (tooltip) to briefly explain how Login and Pay with Amazon works.



### French

 Connexion avec Amazon

**Option 1:** Connectez-vous à l'aide des identifiants de votre compte Amazon.

**Option 2:** Connectez-vous et payez dès maintenant à l'aide des identifiants, des informations de paiement et des informations de livraison de votre compte Amazon.

**Option 3:** Connectez-vous en toute sécurité à notre site Web à l'aide de vos identifiants Amazon.



### German

 Login mit Amazon

**Option 1:** Loggen Sie sich mit den in Ihrem bestehenden Amazon-Konto hinterlegten Informationen ein.

**Option 2:** Jetzt können Sie sich mit den in Ihrem bestehenden Amazon-Konto hinterlegten Informationen einloggen und unter Verwendung der Zahlungs- und Lieferinformationen aus Ihrem Amazon-Konto bezahlen.

**Option 3:** Loggen Sie sich auf unserer Website sicher mit Ihren vorhandenen Amazon-Informationen einAmazon.

# Icon hover-over (tooltip) text Continued



## Italian

 Accedi con Amazon

**Option 1:** Accedi utilizzando i dettagli del tuo account Amazon.

**Option 2:** Accedi e paga ti permette di utilizzare i dati del tuo account Amazon e le informazioni di pagamento e consegna in esso memorizzate.

**Option 3:** Accedi in tutta sicurezza al nostro sito web utilizzando i dettagli del tuo account Amazon.



## Spanish

 Login con Amazon

**Option 1:** Inicia sesión con los datos de tu cuenta de Amazon.

**Option 2:** Utiliza Login y Pagar iniciando sesión con los datos de tu cuenta de Amazon y la información de pago y envío almacenada en ella.

**Option 3:** Inicia sesión de forma segura en nuestra página web con los datos de tu cuenta de Amazon.

Examples of best practice promotional collateral:

## Landing page & email copy

Below is content for you to use in email marketing and on Login and Pay with Amazon pages on your website.



### French

#### Short version

Les services Connectez-vous et Payez avec Amazon facilitent vos achats en vous permettant d'utiliser automatiquement les informations de paiement et de livraison associées à votre compte Amazon. Les services Connectez-vous et Payez avec Amazon garantissent également la sécurité de vos achats en ligne.

#### Long version

**Option 1:** Les services Connectez-vous et Payez avec Amazon facilitent vos achats en vous permettant d'utiliser automatiquement les informations de paiement et de livraison associées à votre compte Amazon. Vous n'aurez plus besoin de retenir les identifiants et les mots de passe de nombreux sites, seuls les identifiants de votre compte Amazon suffiront. Vous faites déjà confiance à Amazon pour vos achats en ligne ? Fiez-vous également à notre site. Il s'agit d'une solution d'achats en ligne pratique et sécurisée.

**Option 2:** Les services Connectez-vous et Payez avec Amazon facilitent et accélèrent vos achats sur notre site Web en vous permettant d'utiliser les informations et les coordonnées enregistrées sur votre compte Amazon. Il vous suffit de vous connecter à l'aide de vos identifiants Amazon et de sélectionner les informations de paiement et de livraison enregistrées sur votre compte. Vous pourrez ainsi régler vos achats sur notre site Web sans saisir d'informations de paiement, ni de coordonnées. Les services Connectez-vous et Payez avec Amazon vous permettent de commander des articles rapidement et en toute sécurité.

# Landing page & email copy Continued



## German

### Short version

„Login und Bezahlen mit Amazon“ macht das Einkaufen einfacher und bequemer, da Sie die Informationen, die in Ihrem bestehenden Amazon-Konto hinterlegt sind, für die Bezahlung und Lieferung Ihrer Artikel verwenden können. Mit „Login und Bezahlen mit Amazon“ ermöglichen wir Ihnen sicheres Onlineshopping.

### Long version

**Option 1:** „Login und Bezahlen mit Amazon“ macht das Einkaufen einfacher und bequemer, da Sie die Informationen, die in Ihrem bestehenden Amazon-Konto hinterlegt sind, für die Bezahlung und Lieferung Ihrer Artikel verwenden können. Sie müssen sich nicht zahlreiche Login-Daten und Passwörter für unterschiedliche Online-Shops merken; alles was Sie benötigen, sind die Anmeldedaten Ihres Amazon-Kontos. Sie vertrauen Amazon bereits beim Onlineshopping, vertrauen Sie auch beim Einkauf auf unserer Website darauf. Es ist eine sichere und bequeme Art, online einzukaufen.

**Option 2:** „Login und Bezahlen mit Amazon“ macht das Einkaufen auf unserer Website noch einfacher, da Sie den Checkout-Prozess auf unserer Website sehr schnell mit den Informationen abwickeln, die bereits in Ihrem Amazon-Konto hinterlegt sind. Loggen Sie sich einfach mit den Anmeldedaten Ihres Amazon-Kontos ein und wählen Sie unter den Zahlungs- und Lieferinformationen, die in Ihrem Amazon-Konto hinterlegt sind. Das heißt, Sie können auf unserer Website bezahlen, ohne Ihre Zahlungs- und Adressdaten eingeben zu müssen. Mit „Login und Bezahlen mit Amazon“ können Sie schnell und sicher online shoppen.

# Landing page & email copy Continued



## Italian

### Short version

Il servizio Accedi e paga con Amazon semplifica lo shopping consentendoti di utilizzare le informazioni già memorizzate nel tuo account Amazon per il pagamento e la consegna degli articoli acquistati. Accedi e paga con Amazon ti offre un'opzione aggiuntiva per fare acquisti online in modo facile e sicuro.

### Long version

**Option 1:** Il servizio Accedi e paga con Amazon semplifica lo shopping consentendoti di utilizzare le informazioni già memorizzate nel tuo account Amazon per il pagamento e la consegna degli articoli acquistati. Non hai bisogno di ricordare altri dati di accesso e password se non quelli che utilizzi già per il tuo account Amazon. Se Amazon è per te sinonimo di acquisti sicuri online, non potrai non fidarti anche del nostro sito. È un modo facile e sicuro per fare shopping online.

**Option 2:** Accedi e paga con Amazon rende lo shopping sul nostro sito web ancora più facile e veloce consentendoti di utilizzare le informazioni dell'account Amazon per accedere e pagare gli articoli acquistati sul nostro sito. Non devi far altro che accedere con le credenziali del tuo account Amazon e scegliere tra le informazioni di pagamento e consegna memorizzate. In questo modo, potrai pagare sul nostro sito web senza dover inserire i tuoi dati. Accedi e paga con Amazon rende il tuo shopping più facile, veloce e sicuro.

# Landing page & email copy Continued



## Spanish

### Short version

Con Login y Pagar con Amazon, comprar será un poco más fácil, ya que podrás usar la información de tu cuenta de Amazon para pagar y recibir los artículos. Login y Pagar con Amazon es otra forma de ayudarte a comprar por Internet con total seguridad.

### Long version

**Option 1:** Con Login y Pagar con Amazon, comprar será un poco más fácil, ya que podrás usar la información de tu cuenta de Amazon para pagar y recibir los artículos. Ya no tendrás que acordarte de varios nombres de usuario y contraseñas para cada página: lo único que necesitas son los datos de tu cuenta de Amazon. Si ya confías en Amazon para comprar por Internet, confía también en Amazon Payments para comprar en nuestra página web. Es una forma práctica y totalmente segura de comprar por Internet.

**Option 2:** Comprar en nuestra página web es aún más fácil gracias al servicio Login y Pagar con Amazon, ya que te permite agilizar la compra al utilizar la información de tu cuenta de Amazon para iniciar sesión y pagar. Solo tienes que iniciar sesión con las credenciales de tu cuenta de Amazon y seleccionar la información de pago y envío almacenada en ella. Así, podrás pagar en nuestra página web sin tener que introducir tu dirección ni tus datos de pago. El servicio Login y Pagar con Amazon te ayuda a comprar de forma rápida y totalmente segura.



# Other ways to get the word out

Letting your customers know you offer a new feature can drive traffic to your website. You can also benefit by associating your website with one of the world's most trusted brands. Here are some ideas to get started:

## Social media communications

Let your online community know that you offer a new payment option via blogs, Twitter, Facebook, etc.



## French



Vous faites des achats sur Amazon ?  
Bonne nouvelle : (insérez votre nom) propose désormais les services Connectez-vous et Payez avec Amazon. Pour en savoir plus, rendez-vous sur (lien vers la page d'accueil Connectez-vous et Payez avec Amazon).



Achetez en toute sécurité sur notre site en utilisant vos identifiants Amazon grâce aux services Connectez-vous et Payez avec Amazon !



Les nouveaux services Connectez-vous et Payez avec Amazon vous permettent d'utiliser vos identifiants Amazon en toute sécurité sur notre site

## Social media communications Continued



### German



Sind Sie Amazon-Kunde? Dann können Sie sich jetzt über Ihr Amazon-Konto bei (Name des Verkäufers einfügen) einloggen und bezahlen.



„Login und Bezahlen mit Amazon“ ermöglicht Ihnen jetzt einfaches und sicheres Onlineshopping – verwenden Sie einfach Ihre bestehenden Amazon-Kontodaten, wenn Sie bei uns einkaufen!



Jetzt gibt es eine neue Art zu bezahlen – „Login und Bezahlen mit Amazon“ ermöglicht Ihnen sicheres Onlineshopping unter Verwendung Ihrer vorhandenen Amazon-Kontoinformationen.



### Italian



Sei un cliente Amazon? Buone notizie, ora puoi utilizzare i dati del tuo account Amazon per l'accesso e il pagamento quando fai acquisti su (inserisci il nome del tuo sito). Per maggiori informazioni (link alla pagina di destinazione di Accedi e paga).



Grazie all'opzione Accedi e paga con Amazon, fare acquisti è facile e sicuro: utilizza il tuo account Amazon quando fai acquisti sul nostro sito!



Siamo lieti di presentare una nuova modalità di pagamento: accedi e paga con Amazon e utilizza il tuo account Amazon esistente per fare acquisti online in totale sicurezza

## Social media communications Continued



### Spanish



¿Eres cliente de Amazon? Tenemos buenas noticias: ahora puedes iniciar sesión y pagar con tu cuenta de Amazon cuando compres en (introduce tu nombre). Para obtener más información, visita (enlace a la página de inicio de Login y Pagar).



Compra de forma fácil y segura con Login y Pagar con Amazon: ¡solo necesitas los datos de tu cuenta para comprar con nosotros!



Anunciamos una nueva forma de pago: Con Login y Pagar con Amazon podrás usar los datos tu cuenta para comprar por Internet de forma segura

# Thank You

In the European Economic Area Pay with Amazon is provided by Amazon Payments Europe S.C.A. (société en commandite par actions), partnership limited by shares, a company registered in Luxembourg, Registration Number (RCS Luxembourg) B 153 265, with its corporate office at 5 Rue Plaetis, L-2338 Luxembourg. VAT Number LU 24448288. Amazon Payments Europe SCA is authorised by the Commission de Surveillance du Secteur Financier as an Electronic Money Issuer (licence number 36/10). Payments.amazon.co.uk and Amazon Payments are trading names of Amazon Payments Europe S.C.A.

The Login with Amazon Program is provided by Amazon Services Europe S.a.r.l. and is governed by the Login with Amazon Services Agreement.

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