



Buyer-Seller Communication

DO's



INSTRUCTIONS & WARRANTY INFO

Amazon Sellers are allowed and encouraged to provide messaging in the form of instructions, warranty information, or invoices. Other attachments are not permitted.

PROBLEM WITH ORDER MESSAGES

Sellers are expected to communicate with buyers if the product is not available, for any reason. Please refer to the step-by-step guidance in the original document on how to handle that process.

RESPOND TO CUSTOMERS

Unless an approved Proactive Message, you may only send messages to customers who have made contact with you about purchasing a product, or has already purchased a product.

SELECT THIRD-PARTY TOOLS

Messages can be sent via the Contact Buyer or Request A Review buttons in Seller Central. Third-party tools that utilize those buttons, such as Viral Launch's Review Automation tool, can (and should) be implemented.