

Amazon GDSN - CA Vendors Guide

Amazon is excited to announce joining the Global Data Synchronization Network (GDSN) in order to receive enriched, standardized product information from Brand owners and Manufacturers, through the data synchronization process under GS1 Global Standards authority. Get started today!

To synchronize your product information with Amazon, please review following steps:

- I. [Implementation guide](#)
- II. [Amazon attributes guide](#)
- III. [How do I know my item was synchronized successfully?](#)
- IV. [Amazon GDSN FAQs](#)

I. IMPLEMENTATION GUIDE

1.1 Amazon’s data synchronization information

Amazon’s GLN - Publish to Production: **0848719000016**

1.2 Steps to begin syncing your data with Amazon

1.2.1 Publish your content to Amazon via your home data pool

- a. If you are not already a member, join the GDSN data pool of your choice.
- b. Have your accurate item data loaded into your home data pool and ensure it is ready for publication.
 - ⇒ Contact your data pool for any education you might require to complete this step.
 - ⇒ Please review the Amazon Attribute Guide and ensure you’re meeting the attribute requirements.

Note: Having a data pool provider is mandatory for suppliers to be able to synchronize data through GDSN. GDSN is an optional tool for Amazon selling partners, that can be used on top of existing Amazon tools for catalog updates.

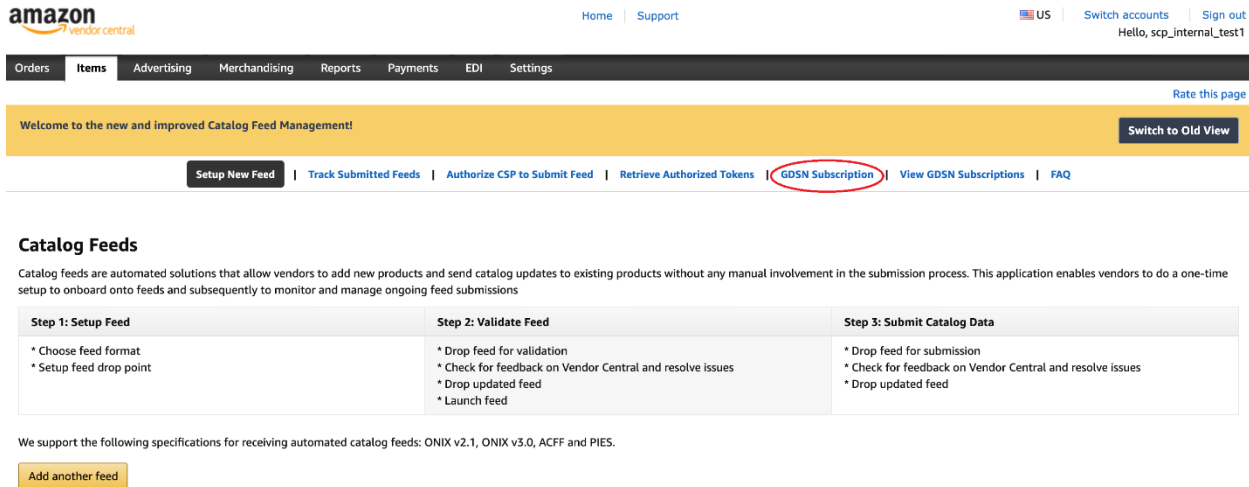
1.2.2 (CRITICAL) Connect to Amazon GDSN through your Vendor Central account

NOTE : This is a critical step ! Forgetting to connect to Amazon GDSN through Vendor Central will result in Amazon not receiving your GDSN data.

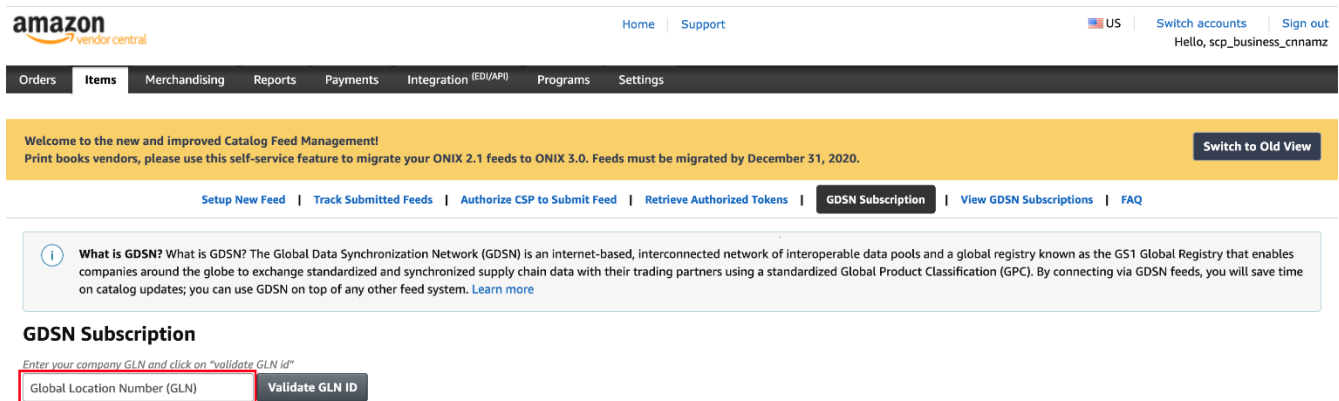
Step 1: Login into Vendor Central and select ‘Manage Catalog feeds’ under ‘Items’.

The screenshot shows the Amazon Vendor Central dashboard. At the top, there are navigation links for 'Home' and 'Support', and user information including 'US', 'Switch accounts', and 'Sign out'. The main navigation bar includes 'Orders', 'Items', 'Advertising', 'Merchandising', 'Reports', 'Payments', 'EDI', and 'Settings'. The 'Items' dropdown menu is open, showing options like 'Catalog', 'Add Products', 'View Product Submissions', 'Bulk product submissions', 'Edit Products', 'Upload Images', 'Edit Item Costs', 'Amazon Packaging Certification', 'Vendor certificates', and 'Manage catalog feeds', which is circled in red. The dashboard also displays performance metrics for ASN Accuracy (9%), Prep Issues (0%), and Rejected PO Rate (28%), along with operational performance indicators for Warehouse orders and Direct Fulfillment. A 'Your business advisor' section shows 'Required actions' (Update past due PO items) and 'Recommendations'. A 'Quick links' section provides shortcuts to various functions, and a 'News' section lists recent updates.

Step 2: Select ‘GDSN Subscription’ as shown below.



Step 3: Enter your company Global Location Number (GLN) in highlighted box and click Validate GLN ID.



Step 4: Post successful validation of GLN, you can choose appropriate vendor code(s) against which your GDSN product content will be submitted.

Our recommendation is to choose the vendor code:

- 1) Choose the vendor code(s) against which you submit content using Vendor Central NIS (New Item Setup = item creation) Excel templates so that your GDSN submission is applied.
- 2) On the right side of the screen, you will see the business groups corresponding to vendor codes as additional information.
- 3) You can choose the required set of vendor codes that are used for item creation on Amazon. This means your GDSN submission will be applied to all the selected vendor codes. We would recommend you to choose only those vendor codes that are used for item creation on Vendor Central.
- 4) If you have issues while performing this process, please create a Vendor Central case ([cf. part 1.2.4. "How to report a problem"](#))

What is GDSN? What is GDSN? The Global Data Synchronization Network (GDSN) is an internet-based, interconnected network of interoperable data pools and a global registry known as the GS1 Global Registry that enables companies around the globe to exchange standardized and synchronized supply chain data with their trading partners using a standardized Global Product Classification (GPC). By connecting via GDSN feeds, you will save time on catalog updates; you can use GDSN on top of any other feed system. [Learn more](#)

GDSN Subscription

Enter your company GLN and click on "validate GLN id"

1234567890122

✓ GLN ID validation successful. Please choose vendor codes that were used for item creation only

Vendor code

Available Vendor Codes (4)

<input type="checkbox"/>		Available Business Group:BOOKS
<input type="checkbox"/>	AA	Available Business Group:WIRELESS
<input type="checkbox"/>	S	Available Business Group:SHOES
<input type="checkbox"/>	V	Available Business Group:BISS

Other Vendor Codes (11)

Step 5: Post successful mapping of GLN to vendor codes, you can choose ‘View GDSN Subscription’ to see the mapped vendors as needed.

amazon vendor central Home Support US Switch accounts Sign out Hello, scp_business_cnnamz

Orders Items Merchandising Reports Payments Integration (B2BAP) Programs Settings

Welcome to the new and improved Catalog Feed Management! Print books vendors, please use this self-service feature to migrate your ONIX 2.1 feeds to ONIX 3.0. Feeds must be migrated by December 31, 2020.

Setup New Feed | Track Submitted Feeds | Authorize CSP to Submit Feed | Retrieve Authorized Tokens | GDSN Subscription | **View GDSN Subscriptions** | FAQ

GDSN Subscriptions

GDSN Subscription > GDSN Subscription Status

GLN ID: 1234567890120

Vendor Code	Status	Status Message
<input type="checkbox"/>	Failed	com.amazon.scp.arest.model.ResourceNotFoundException: No contributor id found for Feed Provider:[AmazonUs/LP]
<input type="checkbox"/> IV	Subscribed	
<input type="checkbox"/> A9	Subscribed	
<input type="checkbox"/> M5	Subscribed	

1.2.3 Steps to edit vendor code(s) against which your GDSN product content will be submitted

Step 1: Login into Vendor Central and select ‘Manage Catalog feeds’ under ‘Items’.

Step 2: Click on ‘GDSN Subscription’ link.

Step 3: Enter your company Global Location Number (GLN) in highlighted box and click Validate GLN ID. In case the GLN already has vendor codes mapped, the below highlighted message will be shown.

Setup New Feed | Track Submitted Feeds | Authorize CSP to Submit Feed | Retrieve Authorized Tokens | **GDSN Subscription** | View GDSN Subscriptions | FAQ

What is GDSN? What is GDSN? The Global Data Synchronization Network (GDSN) is an internet-based, interconnected network of interoperable data pools and a global registry known as the GS1 Global Registry that enables companies around the globe to exchange standardized and synchronized supply chain data with their trading partners using a standardized Global Product Classification (GPC). By connecting via GDSN feeds, you will save time on catalog updates; you can use GDSN on top of any other feed system. [Learn more](#)

GDSN Subscription

Enter your company GLN and click on "validate GLN id"

1234567890125 **Validate GLN ID**

Partial subscription exists for this GLN. Please choose vendor codes to subscribe to this GLN

Vendor code

Available Vendor Codes (4)

<input checked="" type="checkbox"/> M7	Subscribed Business Group:HEALTH AND PERSONAL CARE
<input type="checkbox"/> []	Available Business Group:BOOKS
<input type="checkbox"/> AA	Available Business Group:WIRELESS
<input type="checkbox"/> HS	Available Business Group:SHOES
<input type="checkbox"/> V	Available Business Group:BISS

Other Vendor Codes (10)

Reset Edit

FEEDBACK × Amazon Vendor Central Site Terms © 2006-2020 Amazon.com, Inc. and its affiliates. All Rights Reserved. Vendor Central is a trademark of Amazon.com, Inc. or its affiliates.

Step 4: To update vendor code mappings for this GLN, click on Edit button. Then click on Continue (bottom).

Setup New Feed | Track Submitted Feeds | Authorize CSP to Submit Feed | Retrieve Authorized Tokens | **GDSN Subscription** | View GDSN Subscriptions | FAQ

What is GDSN? What is GDSN? The Global Data Synchronization Network (GDSN) is an internet-based, interconnected network of interoperable data pools and a global registry known as the GS1 Global Registry that enables companies around the globe to exchange standardized and synchronized supply chain data with their trading partners using a standardized Global Product Classification (GPC). By connecting via GDSN feeds, you will save time on catalog updates; you can use GDSN on top of any other feed system. [Learn more](#)

GDSN Subscription

Enter your company GLN and click on "validate GLN id"

1234567890125 **Validate GLN ID**

Partial subscription exists for this GLN. Please choose vendor codes to subscribe to this GLN

Vendor code

Available Vendor Codes (4)

<input checked="" type="checkbox"/> M7	Subscribed Business Group:HEALTH AND PERSONAL CARE
<input type="checkbox"/> []	Available Business Group:BOOKS
<input type="checkbox"/> AA	Available Business Group:WIRELESS
<input type="checkbox"/> HS	Available Business Group:SHOES
<input type="checkbox"/> V	Available Business Group:BISS

Other Vendor Codes (10)

Reset **Edit**

Step 5: Select Vendor Codes to be mapped and de-select Vendor Codes to be removed from mapping and click on "Update".

Welcome to the new and improved Catalog Feed Management!
Print books vendors, please use this self-service feature to migrate your ONIX 2.1 feeds to ONIX 3.0. Feeds must be migrated by December 31, 2020. [Switch to Old View](#)

Setup New Feed | Track Submitted Feeds | Authorize CSP to Submit Feed | Retrieve Authorized Tokens | **GDSN Subscription** | View GDSN Subscriptions | FAQ

GDSN Subscription > Update GLN - Vendor Code Mapping(s)

Update GLN - Vendor Code Mapping(s) - 1234567890125

OTHER VENDOR CODES	AVAILABLE VENDOR CODES
<input type="checkbox"/> M Other GLN Subscribed Global Location Number (GLN): 0124 Business Group: BOOKS	<input checked="" type="checkbox"/> 7 Subscribed Business Group: HEALTH AND PERSONAL CARE
<input type="checkbox"/> A Other GLN Subscribed Global Location Number (GLN): 0129 Business Group: BISS	<input type="checkbox"/> I Available Business Group: BOOKS
<input type="checkbox"/> O Other GLN Subscribed Global Location Number (GLN): 0128 Business Group: HOME IMPROVEMENT	<input type="checkbox"/> AA Available Business Group: WIRELESS
<input type="checkbox"/> B Other GLN Subscribed Global Location Number (GLN): 0123 Business Group: MUSICAL INSTRUMENTS	<input type="checkbox"/> M5 Available Business Group: SHOES
<input type="checkbox"/> A9 Other GLN Subscribed	<input type="checkbox"/> JV Available Business Group: BISS

[Update](#)

[FEEDBACK](#)

1.2.4. How to report a problem?

Step 1: Login to Vendor Central and go to the Manage Catalog Feeds tab under Items.

amazon vendor central Home Support US Switch accounts Sign out Hello, scp_internal_test1

Orders Items Merchandising Reports Payments EDI Settings

Catalog
Add Products
View Product Submissions
Bulk product submissions
Edit Products
Upload Images
Edit Item Costs
Amazon Packaging Certification
Vendor certificates
Compatibility Information
Manage catalog feeds

OPERATIONAL PERFORMANCE
Fair
Rate this page

PREP ISSUES 0%
REJECTED PO RATE 0%

Two-Step Verification helps protect against unauthorized use of your account. To avoid losing access to your account, you should set up Two-Step Verification now, if you haven't already. [Set up Two-Step Verification](#)

Recommendations Why are these important?
We're always looking at data to help you improve your business. If we have specific recommendations that we think would be useful to you, we will provide them here. In the meantime, you can always check the Reports page for ways to improve performance.

Quick links
Add Products
Add images
Purchase Orders
Shipments
Invoices
Review support cases

News
March 5, 2018
Updated Vendor Terms and Conditions
Read more

February 28, 2018
Save Time Managing Your Product Images
Read more

Update past due PO items 6
Product setup recommendations 531

https://vendorcentral.amazon.com/hz/vendor/members/catalogfeeds/home?ref_=vc_ven-ven-home_subNav

Step 2: Choose link “Support” at the center top shown in below screen



Catalog Feeds

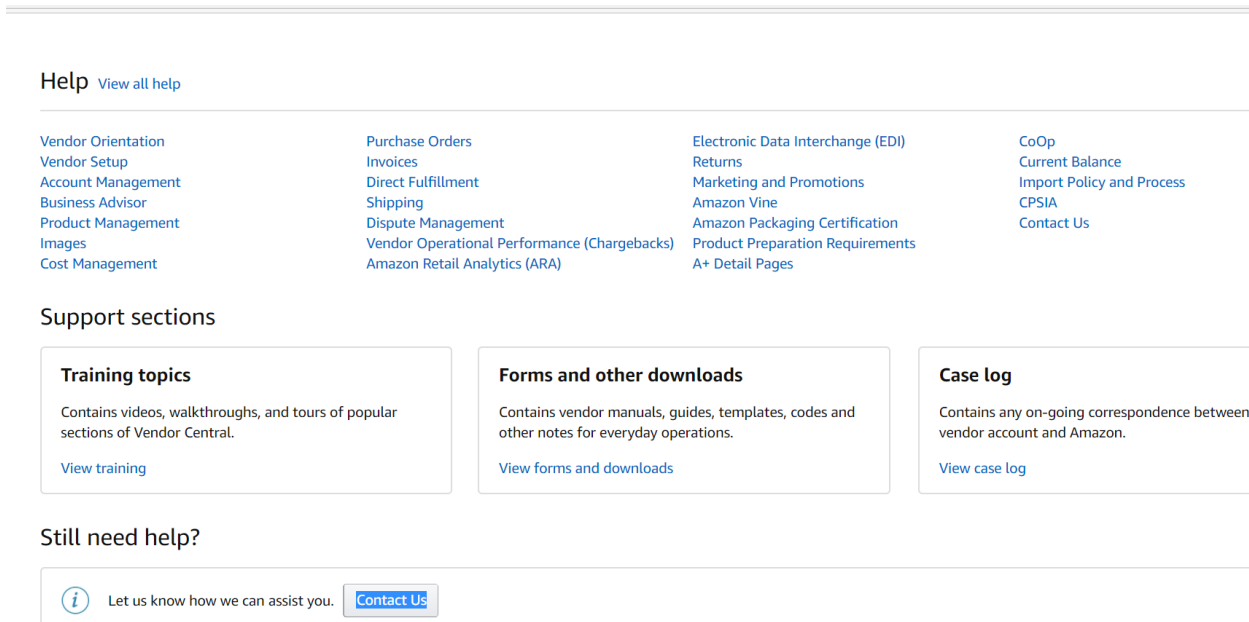
Catalog feeds are automated solutions that allow vendors to add new products and send catalog updates to existing products without any manual involvement in the submission process. This application enables vendors to do a one-time setup to onboard onto feeds and subsequently to monitor and manage ongoing feed submissions

Step 1: Setup Feed	Step 2: Validate Feed	Step 3: Submit Catalog Data
<ul style="list-style-type: none"> * Choose feed format * Setup feed drop point 	<ul style="list-style-type: none"> * Drop feed for validation * Check for feedback on Vendor Central and resolve issues * Drop updated feed * Launch feed 	<ul style="list-style-type: none"> * Drop feed for submission * Check for feedback on Vendor Central and resolve issues * Drop updated feed

We support the following specifications for receiving automated catalog feeds: ONIX v2.1, ONIX v3.0, ACFF and PIES.

[Add another feed](#)

Step 3: Choose the link “Contact Us” at the center bottom shown in below screen



Step 4: Choose Issue “Manage My Catalog” and then “GDSN Feeds”.

[← Back to Support](#)

Contact Amazon support

What can we help you with?

Amazon Packaging Certification

Amazon Vendor Services (AVS) Subscriber Queries

API Integration

EDI Integration

Kindle Publishing

Manage My Catalog ^

Browse Node / Categorization Update

Climate Pledge Friendly / Compact by Design

Cost Price Inquiries

Detail Page Issues (Buy Box, Customer Reviews)

GDSN Feeds

Image Inquiries

Item Availability

Item Detail Edit

Item ID Update (EAN, SKU, UPC, Model #, ISBN)

New Item Setup

ONIX Feeds

PDF / A+ Content

Product Linking (Variations, Twister, Newer Version, Duplicates, Edition, Titleset)

Video upload issues

FEEDBACK X

Step 5: Choose Request “Send Email” and describe your problem and submit.

[← Back to Support](#)

Contact Amazon support

Manage My Catalog

[Change issue](#)

GDSN Feeds ▼

[Send an email](#)

2. ATTRIBUTE GUIDE

Amazon is using GDSN for a total of 58 attributes. Once synchronized, these attributes will be synchronized directly in your Amazon catalog via GDSN feed. It is not mandatory for vendors to publish all 58 attributes to us, however, items 44 to 52 are SPH mandatory attributes (highlighted in green below).

S.No.	Amazon Attribute	GDSN Attribute Role Name	Category
1	age_range_description	targetConsumerAgeGroup	Food Regulatory
2	alcohol_content	percentageOfAlcoholByVolume	Food Regulatory

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3	allergen_information	allergenTypeCode levelOfContainmentCode	Food Regulatory
4	country_of_origin	countryCode	Food Regulatory
5	country_string	countryCode	Food Regulatory
6	nutritional_info	gpcCategoryCode nutrientTypeCode measurementPrecisionCode quantityContained nutrientBasisQuantity	Food Regulatory
7	primary_ingredient_country_of_origin	countryCode	Food Regulatory
8	rtip_directions	preparationInstructions	Food Regulatory
9	rtip_ingredients	ingredientStatement	Food Regulatory
10	serving_recommendation	servingSuggestion	Food Regulatory
11	special_ingredients	additiveName	Food Regulatory
12	storage_instructions	consumerStorageInstructions	Food Regulatory
13	use_by_recommendation	compoundStringAVP	Food Regulatory
14	warranty_description	warrantyDescription	Food Regulatory
15	display	displayScreenSize	Product Classification
16	fabric_type	materialCode materialContent materialPercentage	Product Classification
17	flavor	tradeItemVariantTypeCode tradeItemVariantValue	Product Classification
18	item_form	tradeItemFormDescription	Product Classification
19	scent	tradeItemVariantTypeCode tradeItemVariantValue	Product Classification
20	size	sizeTermDescription	Product Classification
21	skin_type	productCharacteristicValueDescription productCharacteristicCode	Product Classification
22	solid_net_weight	drainedWeight quantity	Product Classification
23	specialty	dietTypeCode	Product Classification
24	department	sizeGroupCode	Product Identity
25	gtin	gtin	Product Identity
26	item_type_name	regulatedProductName	Product Identity
27	manufacturer	partyName	Product Identity
28	model_number	additionalTradeItemIdentification	Product Identity
29	rtip_manufacturer_contact_informatio n	contactAddress	Product Identity
30	style	styleDescription	Product Identity
31	batteries_included	areBatteriesIncluded	Safety and Compliance
32	batteries_required	areBatteriesRequired	Safety and Compliance
33	battery	batteryWeight batteryTechnologyTypeCode	Safety and Compliance
34	external_testing_certification	packagingMarkedLabelAccreditationCode	Safety and Compliance
35	fc_shelf_life	minimumTradeItemLifespanFromTimeOfP roduction	Safety and Compliance
36	flash_point	flashPointTemperature	Safety and Compliance
37	ghs	gHSSymbolDescriptionCode	Safety and Compliance

38	hazmat	unitedNationsDangerousGoodsNumber	Safety and Compliance
39	lithium_battery	batteryTechnologyTypeCode batteryWattHourRating areBatteriesBuiltIn	Safety and Compliance
40	num_batteries	batteryTypeCode batteryTechnologyTypeCode quantityOfBatteriesRequired quantityOfBatteriesBuiltIn	Safety and Compliance
41	rtip_battery_type	batteryTypeCode batteryTechnologyTypeCode	Safety and Compliance
42	rtip_safety_warning	stringAVP	Safety and Compliance
43	safety_data_sheet_url	uniformResourceIdentifier	Safety and Compliance
*44	is_trade_item_orderable_unit	isTradeItemAnOrderableUnit	Supplier Package Hierarchy
*45	item_package_dimensions	height width depth	Supplier Package Hierarchy
*46	net_content_area	netContent	Supplier Package Hierarchy
*47	net_content_count	netContent	Supplier Package Hierarchy
*48	net_content_length	netContent	Supplier Package Hierarchy
*49	net_content_volume	netContent	Supplier Package Hierarchy
*50	net_content_weight	netContent	Supplier Package Hierarchy
*51	package_level	tradeItemUnitDescriptorCode	Supplier Package Hierarchy
*52	unit_count	priceComparisonMeasurement quantity	Supplier Package Hierarchy
53	container	packagingMaterialTypeCode	Supply Chain
54	contains_liquid_contents	chemicalPhysicalStateCode	Supply Chain
55	is_expiration_dated_product	tradeItemDateOnPackagingTypeCode	Supply Chain
56	is_fragile	packagingMaterialTypeCode	Supply Chain
57	is_heat_sensitive	packagingFunctionCode	Supply Chain
58	liquid_packaging_type	chemicalPhysicalStateCode packagingTypeDescription	Supply Chain

* SPH Mandatory Attributes

For attributes outside of the 58, Amazon will ignore when vendor publishes. We do not require vendors to publish all 58 attributes to us as mandatory. Please review the Amazon Attribute Guide attached for more information.

3. How do I know my item was synchronized successfully to Amazon catalog?

We are pleased to announce that in July’20, Amazon launched a Catalog Item Confirmation feedback loop for our suppliers connected through GDSN.

With this new CIC messaging, our selling partners receive synchronization feedback for items they have been submitted to Amazon via GDSN. Message is at GTIN level and can be of two types: 1) synchronized (successfully processed) and 2) Review (error). In case of error, the selling partner is informed of the reason the data flow is blocked and should check all active vendor codes are listed in Vendor central > “manage my feeds” tool (see 1.2.2. step 4).

CIC Status	Message received by GDSN vendors	Explanation	Vendor to Action
SYNCHRONIZED	'synchronized'	Submitted data flows directly to Amazon catalog for these GTINs. GTIN submitted by selling partner via GDSN was successfully mapped to an ASIN in Amazon catalog and catalog was synchronized for shared attributes.	No action needed
REVIEW	Product not created through Vendor Central using any of the vendor codes listed in Vendor Central>"item">"manage catalog feeds" – Code1 Code2	Submitted data does not flow to Amazon catalog for these GTINs. GTIN submitted by selling partner via GDSN failed to be mapped to an ASIN in Amazon catalog for listed vendor codes. There are two possible reasons to this: 1) the vendor code used to create the related ASIN was not listed by the selling partner in vendor central > "manage catalog feed", 2) no ASIN has been created for this GTIN hierarchy.	Selling partner should check that all their active vendor codes are listed in "manage my feeds".

Keep in mind:

- * CIC messaging is a GDSN standard, well known across GDSN users.
- * CIC messaging applies only to new updates. GDSN updates happening before CIC launch will not be submitted to CIC.
- * This feedback loop was developed to improve selling partner experience by giving more visibility on submission status. It is at selling partner’s discretion to action upon reception of these messages.

4. AMAZON GDSN FAQs

1. Why is Amazon inviting suppliers to publish their product content via the GDSN?

Amazon is looking to leverage the GDSN to enrich product content in an automated manner. The use of GDSN content is multifold:

- Increased attribute coverage for products synchronized via the GDSN.
- Automated process to provide product content updates and data enrichment, which significantly reduces the manual Vendor Central spreadsheet process on both ends – for vendors and Amazon.

Note: Amazon suppliers are free to use or not GDSN to enrich their Amazon catalog. They are free to decide if they want to use Vendor Central and/or GDSN.

2. What Amazon product categories are included?

All categories

3. Is the initiative still in the evaluation/testing phase?

No. Testing and pilot phases have been completed in June’21. Today, Amazon is live with multiple vendors in GDSN and is ready to receive product content and updates from all vendors who subscribe to GDSN integration.

4. Does this impact new item set up via Vendor Central?

No. This initiative does not change the current New Item Setup process via Vendor Central (through NIS template or VSSC template). If the product has not yet been created as an ASIN in Amazon’s systems, Amazon will still

accept the GDSN contribution for the product. Then, when you complete New Item Setup through Vendor Central, Amazon will use the GDSN data and combine it for the newly created ASIN.

5. When a vendor submits content through GDSN, can that be seen in Vendor Central to confirm if the submission is successfully synced with Amazon?

Currently, you will not be able to see your submissions through GDSN in Vendor Central. We are working to make it happen such that you will be able to see GDSN feedback mechanism (CIC) directly in Vendor Central and check if the product is synchronized or not.

6. Do data poolers have access to Vendor Central?

No.

7. Does Amazon differentiate and process the submissions made through Vendor Central NIS excel templates and GDSN?

No. The product data you submit through NIS and GDSN will be processed as same in Amazon. We expect you to map the correct vendor codes you use today in NIS and map against your GLN in this GDSN subscription process. By this both your submissions from NIS and GDSN will be processed same and the last contribution wins and make to the catalog.

8. The data from GDSN is not as high quality as the one submitted via Vendor Central Excel sheets (NIS). What should I do?

We expect the data you provide through GDSN to be high quality and similar to the one you submit through Vendor Central. If you are unsure, we recommend **not** to subscribe and submit content through GDSN for the attributes you are unsure of.

9. Does the GDSN information flow directly to Amazon.ca?

For a new GLN listed (post publishing steps), it will take 3-5 business days for changes to appear live on Amazon.ca. For GLNs already connected in Vendor Central, average time for changes to appear live on Amazon.ca or Amazon catalog is of less than a day.

10. What information is Amazon taking through the GDSN?

Currently, Amazon is ingesting a combination of primarily Regulatory and Supply Chain attributes with a plan to ingest more attributes in the future. See [attribute guide](#) for details.

11. Current requirements do not ask for the Amazon Specific Item Number (ASIN). How is Amazon mapping UPC/GTIN with ASIN?

Every product set up with Amazon has an associated GTIN. The Amazon feed system will be able to look up the GTIN and synchronize product details automatically to an ASIN.

12. GTINs we share are for the pallets, how do you map these GTINs with the unit UPC of the items setup?

Vendors should share all GTINs from a same underlying item package hierarchy (e.g. pallet, master pack, inner pack, each). The correct GTINs will be mapped to ASINs in Amazon's existing catalog. Package hierarchy inputs will help our supply chain programs.

13. When will Amazon be taking all attributes required for item maintenance?

Due to the data quality and Amazon prioritization decisions, we will not take all attributes. We are prioritizing Regulatory, Supply Chain and other attributes. (See [attribute guide](#) for the list).

14. After Vendor Central attributes are ingested, will full item update and maintenance be performed via the GDSN, eliminating the need to update attributes through Vendor Central spreadsheets?

That is correct. Today, once you publish your item to Amazon via the GDSN, you will no longer need to send item maintenance updates on the currently ingested attributes via the manual VC spreadsheet process. You are free to choose the feed you would like to use to enrich you Amazon catalog data for the given set of attributes: you can choose VC and/or GDSN.

15. Does Amazon support product creation through GDSN?

No. We expect vendors to create product through Vendor Central NIS and then enrich the product through GDSN.

16. Will Amazon use GDSN for item creation at some point?

Amazon does not have plans to create item from GDSN now and near future. We will prioritize on this in upcoming years based on need.

17. What if the vendor submits content for a GTIN through GS1 data pooler before he creates the product through NIS? Will the GTIN data submitted through GS1 data pooler get lost?

No. We persist the GTIN content from you on our side if we are not able match your GDSN product content against your existing product content in our side. Whenever you create product content for the same GTIN through NIS, we use it and combine both feeds.

18. How does participation benefit the brand owners?

- Providing item updates through the GDSN significantly reduces the time spent by a brand's sales or e-com team members on updating product details through the manual process.
- Keeping up with the manual spreadsheet based process is expensive and takes away time from the sales team to focus on their core function, i.e. selling.
- Reduces turnaround time for item edits and data enrichment from 2 weeks to less than a day.
- Targeted brands are already utilizing GDSN for item set up and maintenance with other retailers. Publishing to Amazon is no different.

19. Our products are already on Amazon.ca. What do we have to do next?

Your next step is to syndicate product content for the items currently sold on Amazon.ca via the GDSN. Publish your GDSN product content for the items currently sold on Amazon.ca to the Amazon GLN 0848719000016, through your data pool provider. Connect to Amazon GDSN via Vendor Central (follow steps from part 1.2.2 Vendor guide)

20. How is Amazon prohibiting other GDSN attributes (outside of the ones being requested by Amazon as part of this initiative) from being synced?

The integration between the GDSN and Amazon will happen at an attribute level. If suppliers send data outside of the attributes, we ignore them.

21. How will GDSN information work with sellers who sell the same product and the product information is sync'd?

The synchronization helps manufacturer's accurate product info to be available on the website. Amazon's backend reconciliation process will ensure that a Retailer's data is given precedence against the 3P seller who sells the same product.

22. Do we have to provide data for items we manufacture but are only sold on Amazon by 3P sellers?

We recommend providing information for all of your items sold on Amazon by you.

23. Can suppliers opt out of this initiative?

You can opt out from this initiative by stopping publishing to Amazon recipient GLN or contacting your GDSN data pool provider

24. We are a manufacturer and our products appear on Amazon through other sellers. Will the GDSN carry-over to our product sold by others?

The integration is only available for Retail vendors for now. 3P sellers will not be able to leverage the product data from GDSN.