

Creator Connections

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Overview

Amazon Creator Connections is a brand-creator program that allows you, the creator, to partner with brands that sell on Amazon and ultimately grow your earnings. The first offering available in Creator Connections is Affiliate+, a self-service advertising opportunity.

So, how does Affiliate+ work? Brands create and manage campaigns. Creators opt-in, develop, and publish content about the brands' selected product(s). You earn on your performance—for each qualified purchase you earn additional commission on top of your standard rate.

Why Participate in Affiliate+?

1. **Earn bonus commissions on top of your Amazon standard commission rates.** Get paid for your content while maintaining editorial control.
2. **Collaborate with brands.** Sell products that resonate with your audience.
3. **A centralized and simplified way of working with brands on Amazon.** Creator Connections makes Amazon Associates your source for product discovery, brand collaborations, campaign performance, and payments for affiliate marketing.

AFFILIATE+
AFFILIATE+
AFFILIATE+

SETTING UP FOR SUCCESS:

Getting Started with Affiliate+

Building Your Profile:

On desktop, log into Associate Central, go to "Creator Connections" under the Promotions tab and set up your profile.



Upload a photo



Add your name or profile name



Add a short synopsis of who you are, your interests, and your audience.



Provide links to your websites or social media profiles (e.g., Amazon Storefront, Facebook, YouTube, Instagram, etc.).



With tracking IDs, Associates can analyze the performance of various websites or merchandising strategies while accumulating earnings under a single Associates ID.

If you do not use tracking IDs, leave this setting as "All Tracking IDs." You can link your profile to existing tracking IDs if you have multiple profiles.



Interest tags help brands you are primarily interested in to reach you. These will help you stand out for brand opportunities. Examples include: "Wpmen's Fashion," "Beauty," and "Fitness."

***Tip:** We do NOT recommend selecting all of the tags available. Please select based on your personal interest and audience.*



To continue, accept the "**Creator Connections**" policy above your profile page's "**opt-in**" section.



You may opt out of the program to not be contacted by brands anymore. To opt out, navigate to "Creator Connections" under the **Promotions** tab, click on your **creator profile**, and click "**opt-out.**" You will have to opt-in to begin receiving requests in the future.

GET DOWN TO BUSINESS: Direct Messaging

You can send and receive direct messages in Creator Connections— making chatting with brands, asking campaign questions, and more even easier.



How do I use direct messaging?

You may directly message brands who have sent you a campaign opportunity or brands whose campaign you have accepted. *Once you have declined a request, you will no longer be eligible to message that brand.*

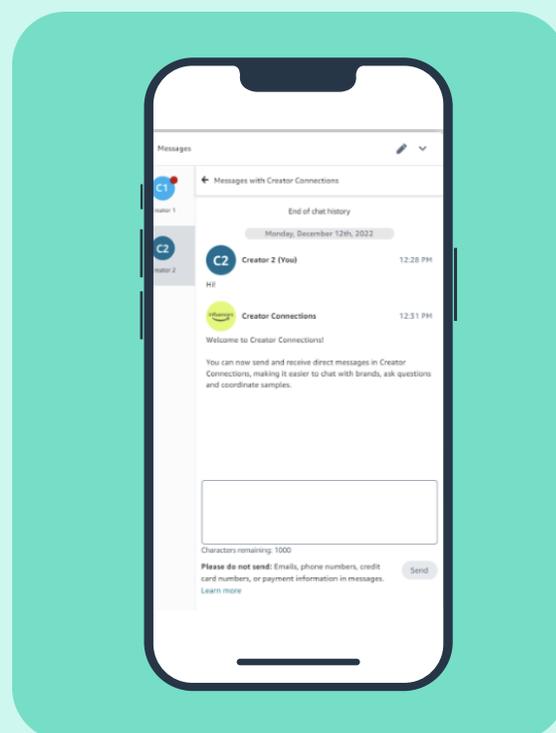


To get started, you can either click on the **message** icon in the top right corner (next to “**Help**”) or click to open the **messaging drawer** located in the bottom right corner. Click on the **pencil** icon to browse brands available to chat. Select a brand and send a message.



How do I report a message?

If you want to report a message not automatically hidden by moderation, hover over the message and click on the “**Report**” link to submit a report to the Creator Connections team to investigate. Reported messages will be hidden from your view.



**If you share personal information such as your address, email address, or phone number in messages, please be aware that subsequent use of this information will not be monitored.*

STEPS TO EARNING:

Campaign Management

PART I

New Opportunities:

Available campaigns you can accept and participate in



Campaign Details: Review the “**Campaign Detail**” page before accepting a campaign. By accepting campaigns that align with your audience and the websites you publish to, you help increase your chance of influencing the purchase of promoted products.

Tip: Use filtering and sorting tools to browse the available opportunities.



Campaign Dates: Brands set the dates, distinguishing the campaign’s timeframe and your period to earn bonus commission on qualifying purchases. After the campaign ends, you will continue to earn the regular commission rate beyond the campaign date.



Commission Rate: Brands set the commission rate. It is not negotiable. The commission rate is in addition to the current Influencer/Associates Affiliate Rate.

Tip: Actively check for new brand opportunities that resonate with you and your audience: Select “Accept” to opt into a campaign or “Not Interested” to remove it from your “New Opportunities” list. You can review your accepted campaigns under the “Active” tab.

Tip: Check back frequently to make sure you don’t have campaign requests for links you’re already planning on posting, so you’re not leaving money on the table for existing content.

STEPS TO EARNING:

Campaign Management



Campaign Budget: Brands determine their respective campaign budget—the total budget that all creators who have accepted the campaign can earn against. You can only earn on qualified sales during campaign start and end dates; there is no flat fee for content creation.

***Example:** You create a campaign for a product (MSRP \$50) with a campaign budget of \$5,000 and a 10% commission rate. If you made 10 qualified sales, you will earn \$50.*



Remaining Budget: The remaining budget in the campaign that can be earned and paid out. Adjusts as qualified sales are made. Once the brand reaches the total budget, the campaign ends.



Campaign Brief: The message section provides all the necessary information to evaluate and complete a request. Brands include specific details about the campaign and their expectations of the produced content. As the creator, you have creative freedom over how and where you publish content; however, we recommend reading and understanding the campaign's request details.



Products: The products listed are the products included in the campaign. Please confirm the ASINs are included in the campaign before publishing content and sharing Links.



Samples: Samples are not offered as an incentive via Creator Connections. However, brands may provide samples at their discretion and coordinate via direct messaging. Please note: if you accept and receive the accompanying sample, you must utilize the physical sample in all content created for this campaign.



Additional Disclosures: Brands may provide more specific disclosure requirements within the request.

STEPS TO EARNING:

Campaign Management

PART II

Accepted Campaigns:

Current campaigns you have accepted and are publishing content for



Direct Message Request: Brands value your feedback on their requests. If you accept a request, you must respond to any communication regarding the campaign from Creator Connections. If you reply with personal information, a **pop-up message** may appear; please click **“Continue”** and re-click **“Send”** if you wish to share. Please do NOT share credit cards, phone numbers, etc.



Associate Links: We provide a button on the campaign request page below the campaign brief called **“Get affiliate link.”** This link is exclusive to you and specific to the campaign. You may also use links generated via **SiteStripe**, if shorter links are preferred. You receive compensation for qualifying purchases your audience makes on the products mentioned in the request during the requested time frame.



Content: If you accept a campaign, you must submit at least one content link before the campaign's end date. Not doing so may result in forfeiting bonus commission payment, and you may receive a strike against your account. Three strikes and you may be removed from Creator Connections. We will send a content submission reminder email 24 hours before the campaign ends.

Tip: Check your Accepted Campaigns weekly to stay on top of your active campaigns.

STEPS TO EARNING:

Campaign Management



Opt-Out of Campaigns: At this time, once you accept a campaign, you are unable to opt out. Before accepting a campaign, please double-check the campaign dates and all the details to ensure you can fulfill the content request and publish content to earn a bonus commission.



Performance: Sales and earnings results are shown in the “Performance” section of the “Campaign Detail” page.

If your content violates our guidelines, here’s how it affects your program eligibility:



What will result in a strike?

- If no content is posted on social, blog, or website by the campaign end date for accepted campaigns.
- If the content link submission does not comply with FTC disclosure guidance (unavoidable disclosure).
- If the content link violates [Amazon’s Community Guidelines](#).



What happens when you receive a strike?

When you receive a strike, we will notify you via email. Email notifications are sent to the primary email address listed in your Associate Central account. Please refer to [Creator University](#) for more information on how to update your primary email address. In this email notification, we will tell you:

- What campaign and content link violates our policies
- What policy(s) it violates
- How it affects your eligibility for Creator Connections
- What you can do next

STEPS TO EARNING:

Campaign Management



First Strike: We understand mistakes happen, and you don't mean to violate our policies—that's why the first violation is just the first strike of three. You will accrue a second strike the next time your content link violates our guidelines. The strike will remain associated with your account for one year. If the violation is considered a severe abuse of our guidelines, it may result in removal from the Amazon Associates/Influencer Program without warning.



Up to Three Strikes: If you accumulate three strikes within the same year, you will be removed from the Amazon Associates/Influencer Program. Each strike will not expire until one year from its issuing. You're welcome to reapply once you meet our program requirements.

PART III

Ended Opportunities:

Accepted campaigns ending due to date expiration or budget depletion



Track Performance: Within Creator Connections, you can view your performance within each individual campaign detail page and under the **"Earnings Reports"** tab, where you can easily see your specific commission earnings. Report key performance with the following metrics: spend, purchases/revenue, units sold, and clicks. The reporting captures qualifying purchases/revenue within 24 hours after a customer clicks on a product link from your content between a request start and end date. Please note this is separate from your Associates Central Earnings Report. **Reminder: you get paid approximately 60 days after the end of the month for which you are earning. For further details, refer to the "When Will I Get Paid" section.**

STEPS TO EARNING:

Campaign Management



Earnings: The total current earnings for a request. *Note: the final earnings amounts are calculated within seven days after the request ended based on whether the products shipped to customers.*



Clicks: The number of times customers clicked on product links during the request.



Orders: The number of Amazon orders shoppers place within 24 hours after a customer clicks a product link. The final order amounts are calculated within seven days after the request ends based on whether the products shipped to customers. Payment failures and orders canceled within 72 hours are removed from order totals.



Revenue: The total revenue of products sold to shoppers attributed within 24 hours after a customer clicked. The final orders, earnings, and revenue amounts are calculated within seven days after the request ends based on whether the products shipped to customers. Payment failures and orders canceled within 72 hours are removed from revenue totals.



Earning Report Custom Date Range: You can view reporting data for any custom date range on the page without downloading. Select “**Custom Date Range**” from the date selector, pick any date range spanning less than 90 days, and click “**Apply**.” You can also select from the pre-set date ranges, including Today, Yesterday, Last 7 Days, and Last 30 Days.



Earning Report Download Report: Click “**Generate report download link**” >> “**Download Report**.”



Performance vs. Earning Reports: Your Creator Connections Bonus Commission is on each campaign detail page. It is NOT included in your Earnings Report at this time.

Creating Content



Do I have to disclose that I'm being compensated?

Yes, our policies require creators to use unavoidable disclosures. Your content must be visible, and the message must clearly disclose that you receive compensation from the brand for publishing the content. For example, you can include the statement "Sponsored," "Advertisement," or "Ad." For additional detail, see [The Federal Trade Commission's guidance](#). Brands may provide more specific or additional disclosure requirements within the request. After you publish content created for the campaign, you must post the link to the campaign page to share with the brand. If you do not post content or include proper disclosure messaging in your content, you could receive a strike; three strikes and you are removed from Creator Connections. For more details, please see the ["What will result in a strike"](#) section above.



Do I need to use special links to get additional earnings?

Yes, we provide a button on the campaign request page below the campaign brief called "**Get affiliate link**," which is exclusive to you and specific to the campaign. You can also use SiteStripe, if necessary.



Do brands have any rights to my content?

No. You will continue to own the rights to your content. If you tag a brand on social media, they may reshare the content on that platform through the sharing mechanisms available on that channel.



Do I need to submit a content link?

Yes, if you accept a campaign, you must submit at least one content link before the campaign's end date; not doing so may result in forfeiting bonus commission payment. We will send a content submission reminder email 24 hours before the campaign ends.



Getting Paid



How will I get paid for my content?

You will receive bonus commission rates for qualifying purchases of the specified products up to an established commission budget per campaign. Qualifying purchases between the request's start date and end date pay for the bonus commissions. The affiliate commissions are paid along with your standard Amazon Associates commissions. *Please visit [Affiliate FAQ Page](#) for more details about payment timelines.*



When Will I Get Paid?

Payments are made monthly if your balance meets the minimum threshold. We must have your tax information on file before making any payments. Commissions are earned after the order has shipped. Commission income is paid by direct deposit, [Amazon.com](#) Gift Certificate, or check approximately 60 days after the end of the month for which you are earning.



You may notice that some items won't appear in the Earnings Report after placing an order. There are multiple reasons this could happen.

1. The order was canceled before it shipped
2. The order may not have shipped out yet (some pre-orders and out-of-stock items may have extended times until they ship)
3. The system has marked the order as ineligible for commission income (see below description)

Associates are not eligible for commission income from orders placed on their behalf or by closely related parties. The Amazon.com Associates Program is an advertising program and is not intended to provide discounts on purchases. We intend to pay commission income when associates refer unrelated customers to Amazon. *For more information, please visit [Associates Help Page](#) and [Amazon Creator University](#).*

Tip: Consider making content evergreen. While you will stop receiving the additional incentives after the end date, you will continue to receive standard Amazon Associate commissions for any qualifying purchases.

