

# Seller Guide to Amazon Points for Sellers (JP) Program

In 2015, Amazon.co.jp launched the Amazon Points for Sellers (JP) program to provide Sellers access to the Amazon JP Points program. Prior to the program launch only Amazon Retail had the capability to offer and grant Points to Amazon Customers. In Japan, Points programs are very popular with consumers.

## 1 What is the Amazon Points Program?

Amazon Points is a loyalty program offered by Amazon.co.jp.

- ✓ Sellers can set a Points Amount for each offer.
- ✓ Customers can redeem previously earned Points on further purchases on Amazon.co.jp.
- ✓ Participation in Amazon Points is by Seller choice.
- ✓ Sellers can set Amazon Points on their offers in all Product Categories.
- ✓ There is no fee for Sellers to participate in the program.
- ✓ Sellers pay the cost of Points on their sales at the rate of 1 Japanese Yen (JPY) for 1 Points granted to Customer.
- ✓ Cost of Points granted is deducted from Seller sales proceeds.

## 2 Why Offer Points?

Discoverability of offers with Points is better than offers without Points as Customer can filter by offers with Points. Customers see the Points offered by Sellers on the pages described below. Sellers can offer Points for MAP (Minimum Advertised Price) offers for which Sellers could not normally provide a direct discount.

- **Search results page**

Points offered are shown on all offers. Customers can filter for offers with Points on the search results page.



Image 1: Points in search result page

- **Product Detail Page**

When an offer wins the buy box, the Points offered is shown alongside the price



Image 2: Points in product detail page

- **Offer Listing Page**

Points offered are shown alongside the price.



Image 3: Points in Offer Listing Page

### 3 Customer Experience with Amazon Points

1. Customers can find offers with Points on the search results, product detail, and offer listing pages.
2. Customers can put offers with Points into the Shopping cart. Points granted for the order is shown on the shopping cart and order confirmation pages.
3. At the time of ordering, Customers pay for the item price and get Pending Points in return. Pending Points cannot be redeemed. Customers can view the status of their Points in their Points Account page.
4. When Sellers confirm shipment, Pending Points are converted to actual Points which Customers can use to purchase further items on Amazon.co.jp.
5. If a Customer receives a refund, Points granted are deducted from their Points account and the cost of Points is returned to the Seller as a credit. If the Customer has no Points in their account, the cost of Points to be returned to the Seller is deducted from the item price being refunded.

### 4 Seller Experience with Amazon Points

1. Sellers can set Points amount on all offers.
2. Sellers can view Points offered for all offers via Inventory Reports or the Manage Your Inventory page.
3. Sellers can see the Points amount associated with orders in the Sold Ship Now email, Manage Orders, and Order Reports.
4. When Sellers confirm Shipment:
  - a. Pending Points in the customer's Points Account are converted to Actual Points which the customer can use to purchase further items.
  - b. The Sales commission is calculated after deducting the cost of Points from the item price.

- c. The Cost of Points is shown in Manage Payments and Settlement Reports.
- 5. When a refund occurs, the Cost of Points related to the order is returned to the Seller.
  - a. For a Full Refund, the full Cost of Points is returned.
  - b. For a Partial Refund, the Cost of Points returned is in the same ratio of refund amount to sale price. For example, if the sales price had been 1,000 JPY with 200 Points (equivalent to 200 JPY), a Partial Refund for 500 JPY would result in the cost for 100 Points being returned to the Seller.
- 6. Points are deducted from the Customer account and returned to the Seller when the refund action is placed by the Seller.

**5 Commission and Cost of Points**

Commission is calculated based on the Item price less the Cost of Points. For example, assuming the revenue share rate is 15% on a 1,000 JPY order when 100 Points were offered:

Item price		1,000 JPY	
Cost of Points	(—)	100 Pts	1 Pts = 1 JPY
Sub-total		<hr/> 900 JPY	
Amazon Sales commission	(—)	135 JPY	900 JPY @ 15%
Seller Payable		<hr/> 765 JPY	

**6 System Changes When Adopting Amazon Points**

New Inventory File Templates are available for download which include the Points attribute. New settings allow Sellers to decide whether they want to receive the Points in the reports indicated below:

	Type	Reports or Files affected	Changes	Note
1	Inventory File Templates	Category-specific product files Listing Loader Inventory Loader Price & Quantity	New column added	New column to set Points offering for each SKU is added.
2	Inventory Reports	Active Listing Report Open Listing Report Cancelled Listing Report	New column added	New column to indicate Points offered for each SKU is added. You can opt-in to add columns to report from the Manage Your Inventory page.
3	Order Reports	New Orders report Unshipped Orders report	New column added	New column to indicate Points granted for each order is added. You can opt-in to add columns to report from the Manage Your Order page.
4	Payment reports	Payment statement Flat File/ Flat File V2 / XML/ Transaction detail	New value added	New value “CostOfPointsGranted” and “CostOfPointsReturned” is added “item-related-fee-type” column.
5	Fulfillment reports	All Orders Customer Shipment Sales Amazon Fulfilled Shipments	New column added	New column to indicate Points granted for each order is added. You can opt-in to add columns to report from Manage Your Order page.

## 7 Additional Notes Regarding Amazon Points

1. The minimum value of Points per offer is 1 Point and the maximum value is 95% of the item price.
2. The way to set Points differs by interface:
  - a. Via Seller Central Manage Your Inventory (MYI) pages, Seller set the percentage of Points compared with the item price which is converted to the actual number of Points.
  - b. Via Flat Files, Seller set Points by the actual number of Points.
3. In Manage Inventory, the Points value calculated from the percentage setting is rounded. For example, for an item priced at 150 Yen with a Points percentage set to 1.00%, the Points value is 1.5 Points and is rounded and set to 2 Points.
4. In Flat Files, set the absolute value of Points offered. For example, to set 1% Points on a product priced at 150 JPY, you would have to enter the integer 2 on Points column in the Flat File.
5. To set Points using Flat Files, you must input the Item Price and Points together. If only the Item Price is given, the Points will be zero.
6. Points percentage is rounded and shown as a whole number on customer facing pages such as the search results, product detail, and offer listing pages. For example, when an offer priced at 500 Yen has 7 Points offered, by calculation this is 1.4% in Points percentage but shown as 1% on the pages.
7. Points is separate from Promotions and when offered together, have a combined effect. Points offered will be granted to Customers in addition to any promotional benefit. For example, if a 1,000 JPY item is eligible for a 50% promotional price discount and is also offered with 100 Points, the Customer will pay 500 JPY and received 100 Points, for a total effective discount of 60%.

### Version control

	Version	Date	Changes	Note
1	E1.0	2015/4/15	Initial version	
2				