Background

Amazon A+ API requires Vendors & Sellers to grant consent and provide authorization for 3rd Party applications to enable them to make calls on their behalf to the A+ API.

To accomplish this process, Syndigo has put together a CXH internal workflow page to enable Brands to complete the workflow required. Customers can access: https://platform.syndigo.com/retailer/amazon/authorization. Below are the steps to follow.

Customers who are not Amazon sellers and wish to sign up can access: https://sell.amazon.com/?ld=rpussoa-syndigo.

Steps

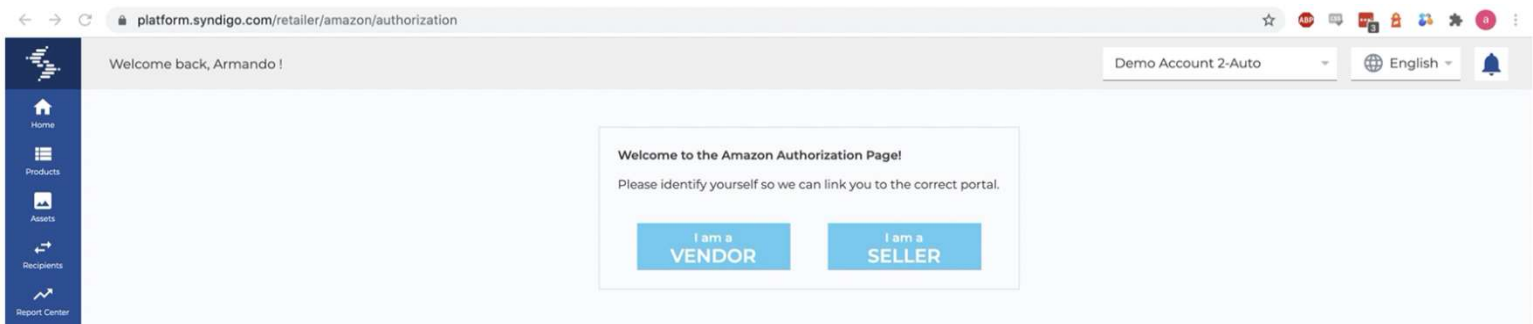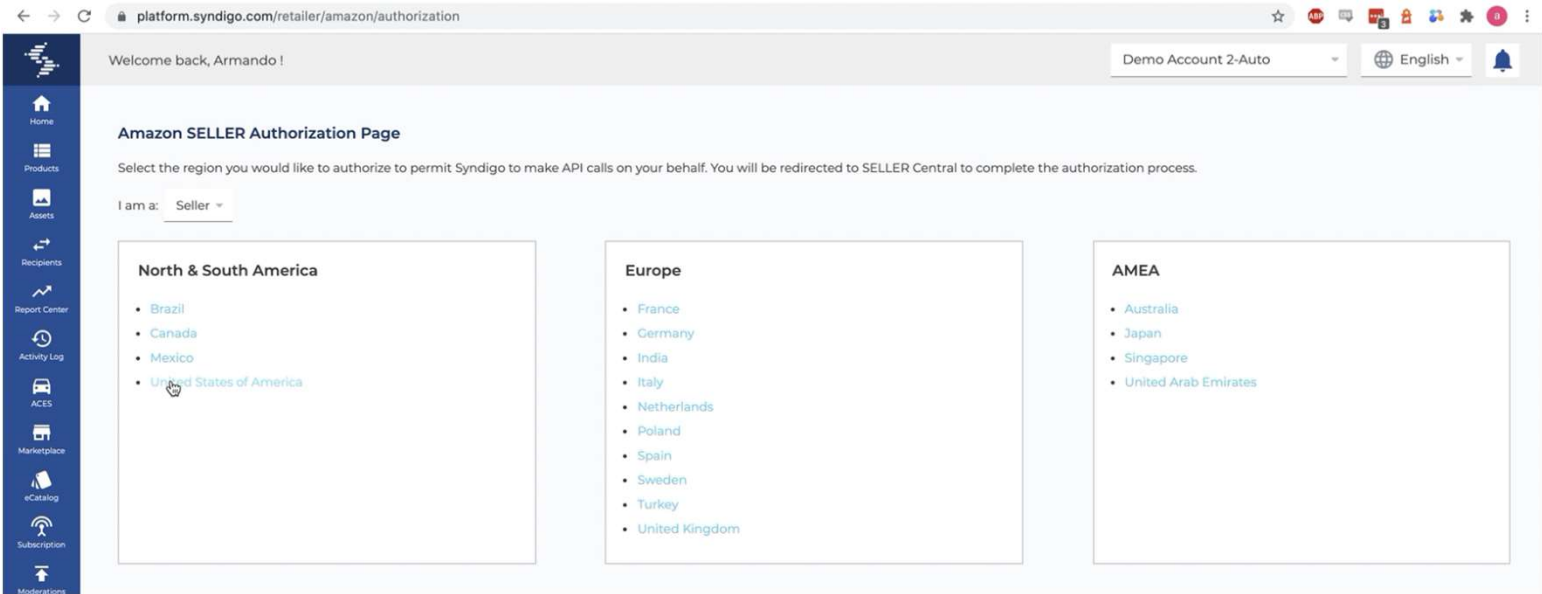**Step 1:** Navigate to https://platform.syndigo.com/retailer/amazon/authorization.

Step 2: Log into CXH

Step 3: Select Amazon Account Type.

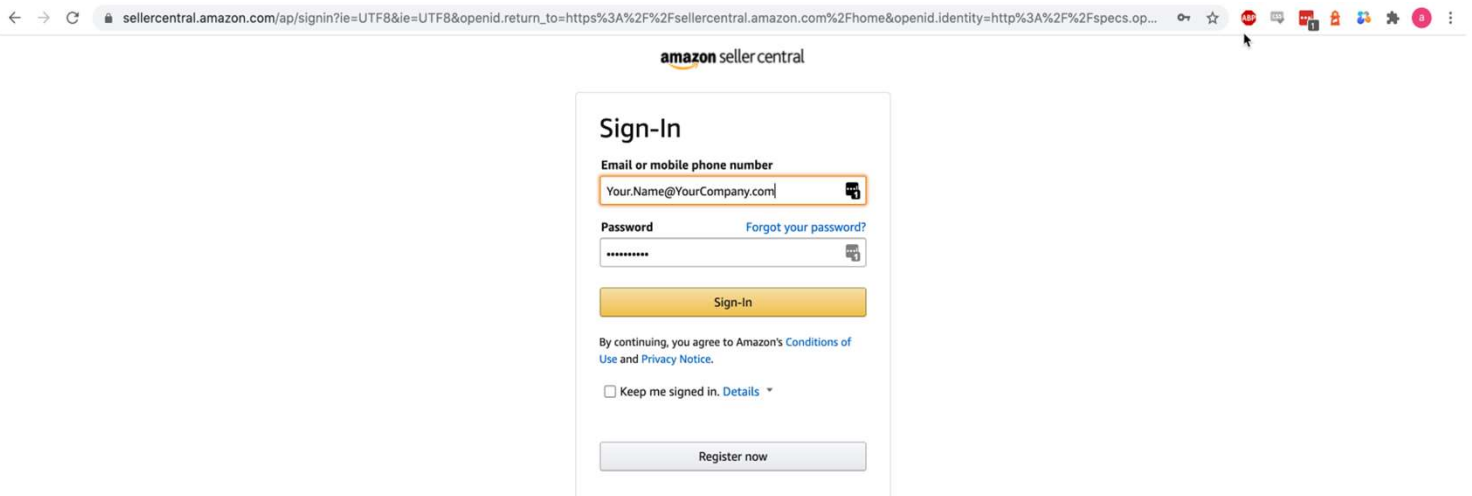*Please note that if you are not an Amazon seller, you can sign up https://sell.amazon.com/?ld=rpussoa-syndigo.

Step 4: Select Locale you wish to enable authorization for, this will determine the Amazon specific locale you will be redirected to.
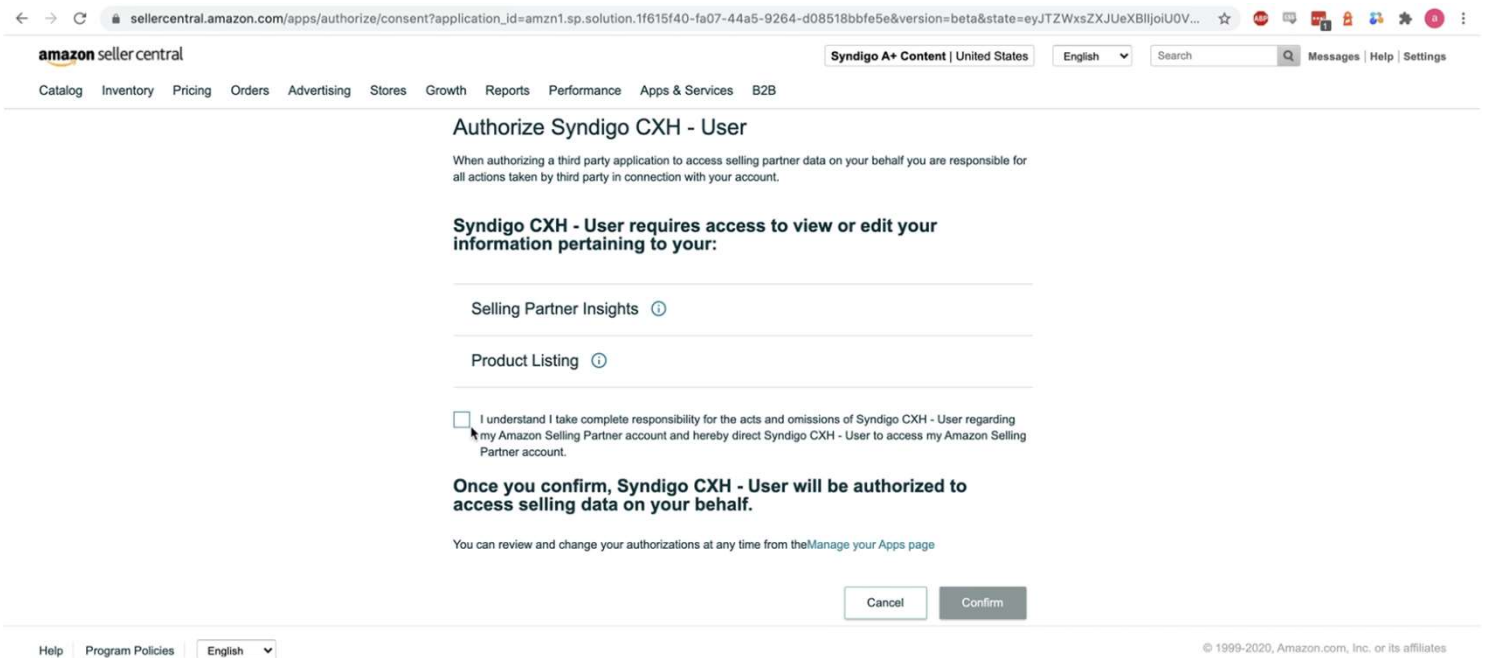
Step 5: You are redirected to locale relative Amazon Login page for Vendor/Seller Central and login.

Step 6: After logging in, Amazon will return a consent page where you will opt into granting Syndigo authorization to make calls on your behalf to the A+ API for the given locale.

Step 7: After granting consent, Amazon will redirect you back to CXH and send back the needed authorization credentials which CXH will store and return a confirmation page to let the user know the process was successful.