

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>.

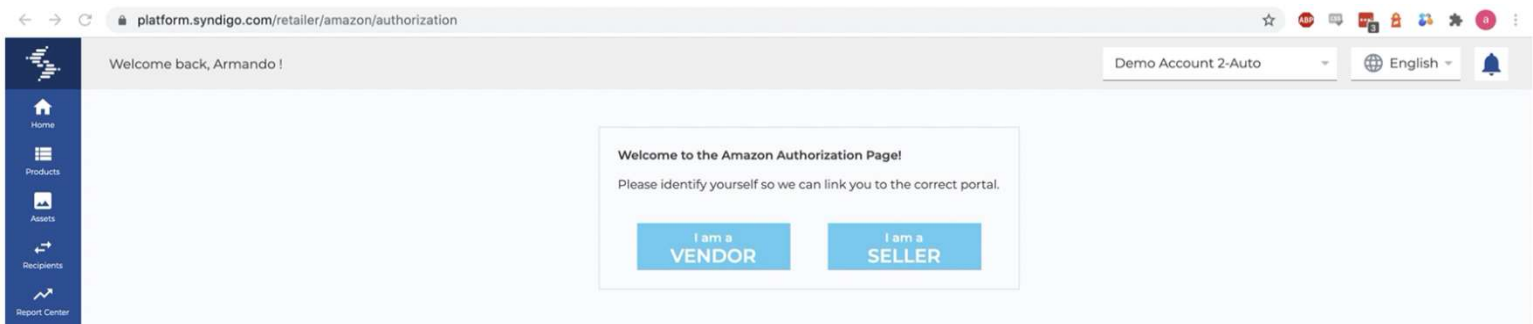
Steps

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

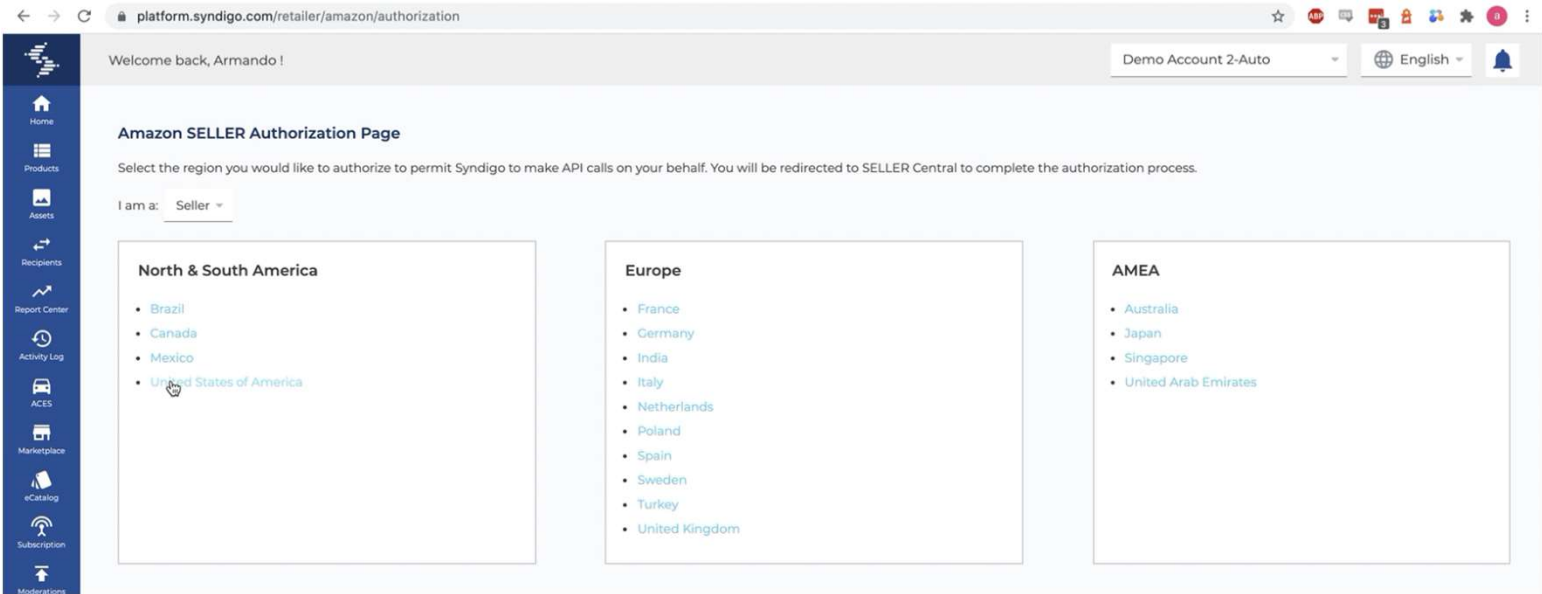
Step 2: Log into CXH

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>.



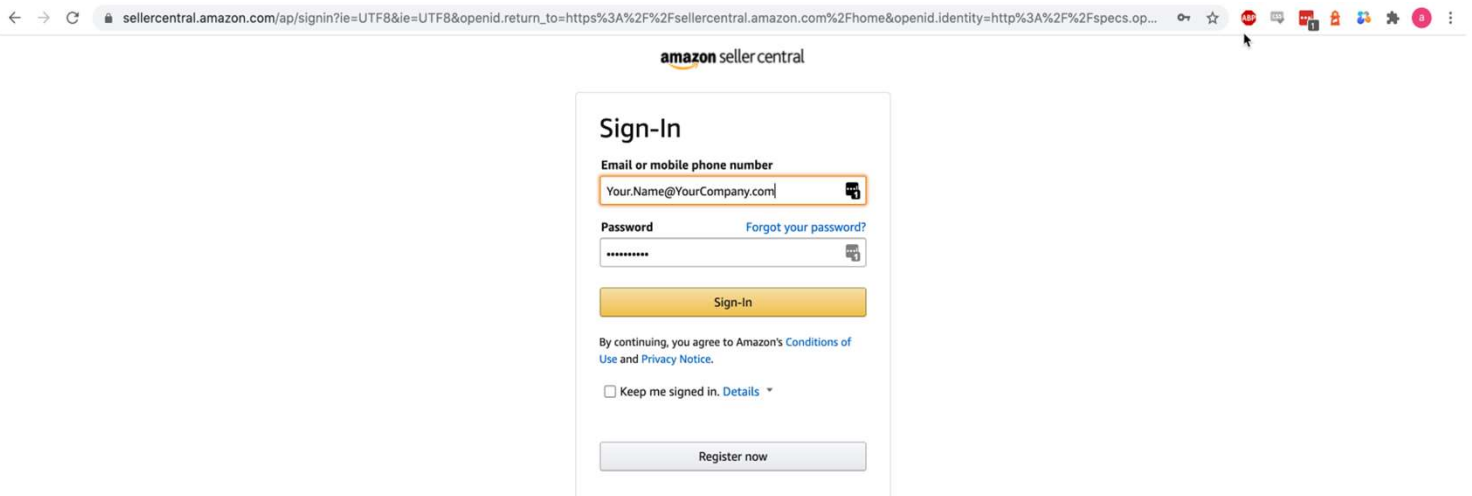
Step 4: Select Locale you wish to enable authorization for, this will determine the Amazon specific locale you will be redirected to.



The screenshot shows a web browser at `platform.syndigo.com/retailer/amazon/authorization`. The page title is "Amazon SELLER Authorization Page". Below the title, there is a message: "Select the region you would like to authorize to permit Syndigo to make API calls on your behalf. You will be redirected to SELLER Central to complete the authorization process." Below this message, there is a dropdown menu labeled "I am a:" with "Seller" selected. There are three main columns representing regions:

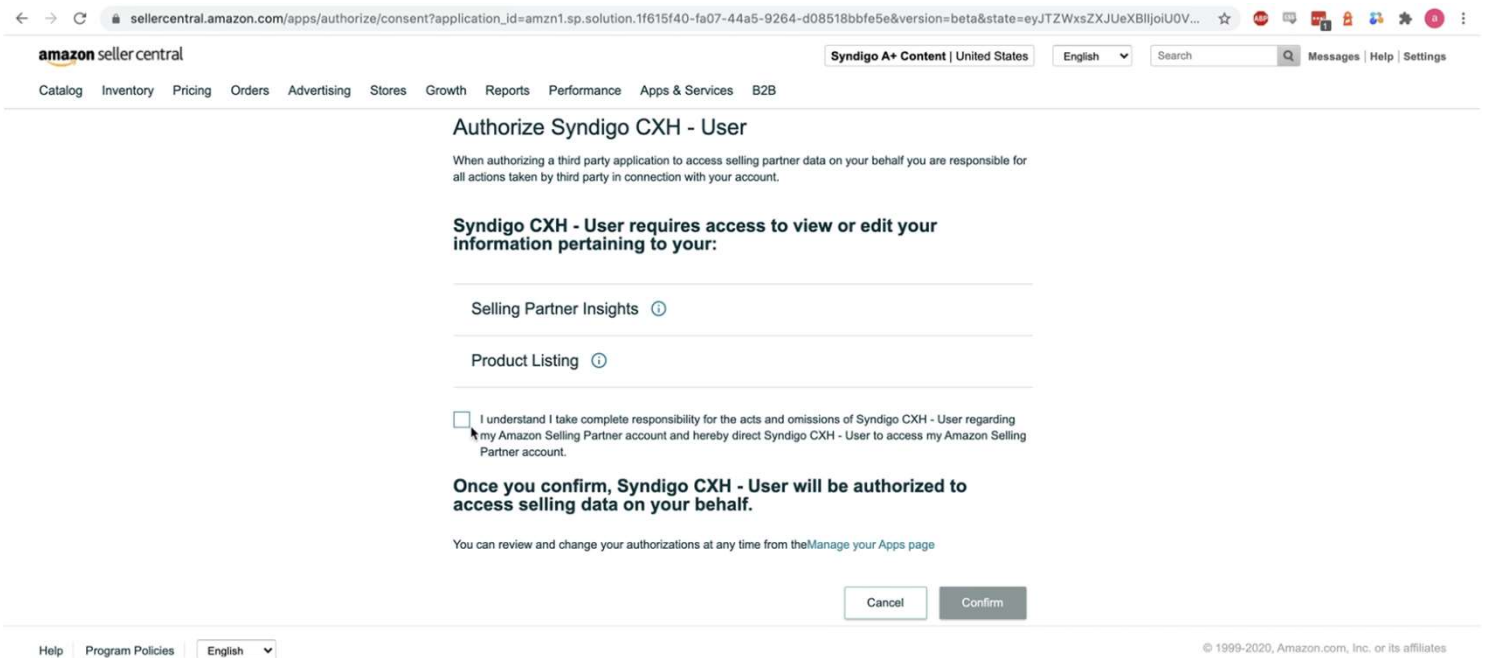
- North & South America**
 - Brazil
 - Canada
 - Mexico
 - United States of America (highlighted with a mouse cursor)
- Europe**
 - France
 - Germany
 - India
 - Italy
 - Netherlands
 - Poland
 - Spain
 - Sweden
 - Turkey
 - United Kingdom
- AMEA**
 - Australia
 - Japan
 - Singapore
 - United Arab Emirates

Step 5: You are redirected to locale relative Amazon Login page for Vendor/Seller Central and login.



The screenshot shows the Amazon Seller Central sign-in page. The URL is `sellercentral.amazon.com/ap/signin?ie=UTF8&ie=UTF8&openid.return_to=https%3A%2F%2Fsellercentral.amazon.com%2Fhome&openid.identity=http%3A%2F%2Fspecs.op...`. The page title is "amazon sellercentral". The main heading is "Sign-In". There are two input fields: "Email or mobile phone number" with the placeholder text "Your.Name@YourCompany.com" and "Password" with a masked password "*****". There is a "Forgot your password?" link next to the password field. Below the input fields is a yellow "Sign-In" button. Below the button, there is a message: "By continuing, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#)." There is a checkbox labeled "Keep me signed in. Details" which is currently unchecked. At the bottom, there is a "Register now" button.

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.



The screenshot shows the Amazon Seller Central interface. The breadcrumb trail is "Syndigo A+ Content | United States". The page title is "Authorize Syndigo CXH - User". A warning message states: "When authorizing a third party application to access selling partner data on your behalf you are responsible for all actions taken by third party in connection with your account." Below this, it says "Syndigo CXH - User requires access to view or edit your information pertaining to your:" followed by two items: "Selling Partner Insights" and "Product Listing". A checkbox is present with the text: "I understand I take complete responsibility for the acts and omissions of Syndigo CXH - User regarding my Amazon Selling Partner account and hereby direct Syndigo CXH - User to access my Amazon Selling Partner account." Below the checkbox, it states: "Once you confirm, Syndigo CXH - User will be authorized to access selling data on your behalf." At the bottom, there are "Cancel" and "Confirm" buttons.

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.



The screenshot shows the Syndigo platform interface. The breadcrumb trail is "Amazon Authorization Confirmation". The page title is "Amazon Authorization Confirmation". The message says: "Thank you for completing Authorization Workflow for Amazon A+". The user is identified as "Armando" and the account is "Demo Account 2-Auto".