

BWP001

Introduction to Buy with Prime using developer tools

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Agenda

What is Buy with Prime

Benefits of Buy with Prime

Buy with Prime APIs and architecture

Demo

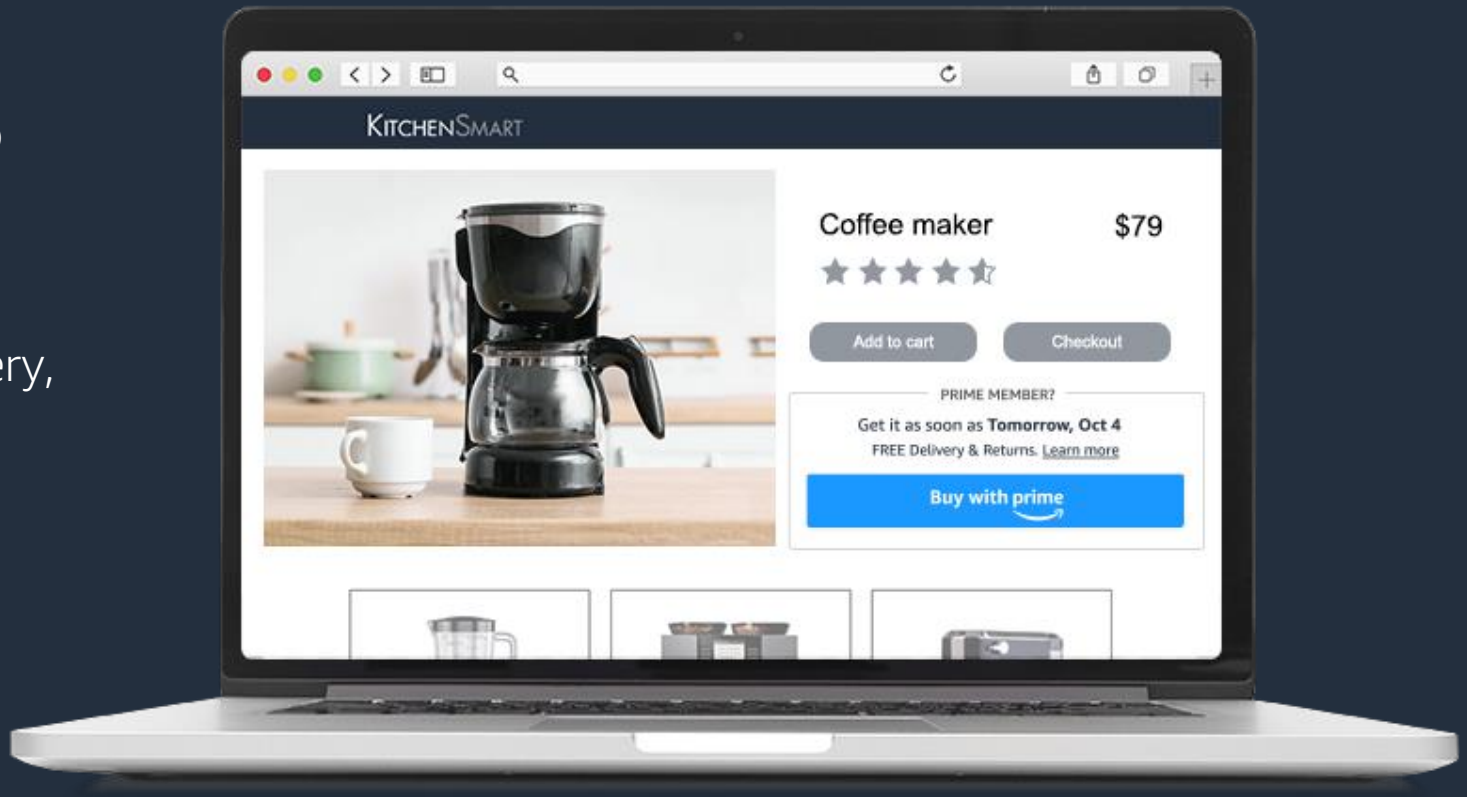
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What is Buy with Prime?

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Buy with Prime

Buy with Prime empowers merchants to grow their direct-to-consumer (DTC) business by letting millions of Prime members shop directly from their site, while enjoying the same fast, free delivery, easy returns, and seamless checkout experience Prime members trust on Amazon.com



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Buy with Prime Benefits



Same fast, free delivery

Delight your customers with the one-day and two-day shipping promise of Prime.



Your store, your customer

Use order information, including email addresses, to provide customer service and build direct relationships with customers.



Payment

If you're already using fulfillment by Amazon (FBA), you can offer fast, free delivery benefits on your site in minutes.

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How does it work?



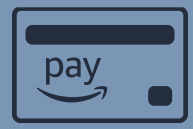
Service

Unlock Prime-specific benefits by displaying the Buy with Prime button, Prime logo, and delivery promise on your site.



Fulfillment

Get one-day and two-day shipping and improve inventory management for your DTC orders.



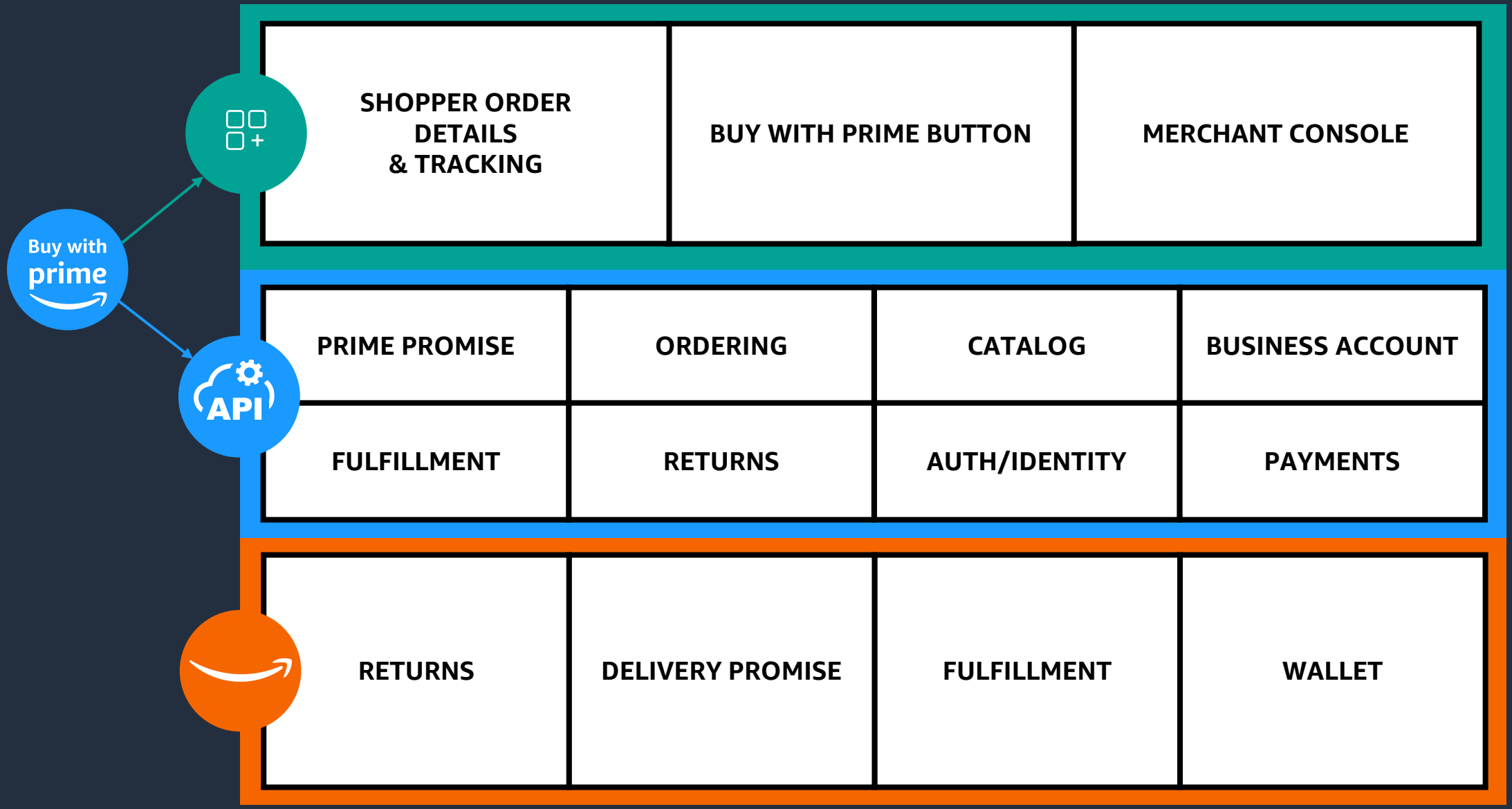
Payment

Allow Prime members to speed through checkout with prepopulated shipping and payment information.

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Buy with Prime architecture & APIs

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QR code



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What's next

- Learn more about Buy with Prime in the AWS Demo theater
- Join the Buy with Prime community to be part of the new ecommerce world



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Thank you!

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