
AWS
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BWP002

Introduction to Buy with Prime

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Agenda

What is Buy with Prime?

Benefits of Buy with Prime

Install Buy with Prime

Demo

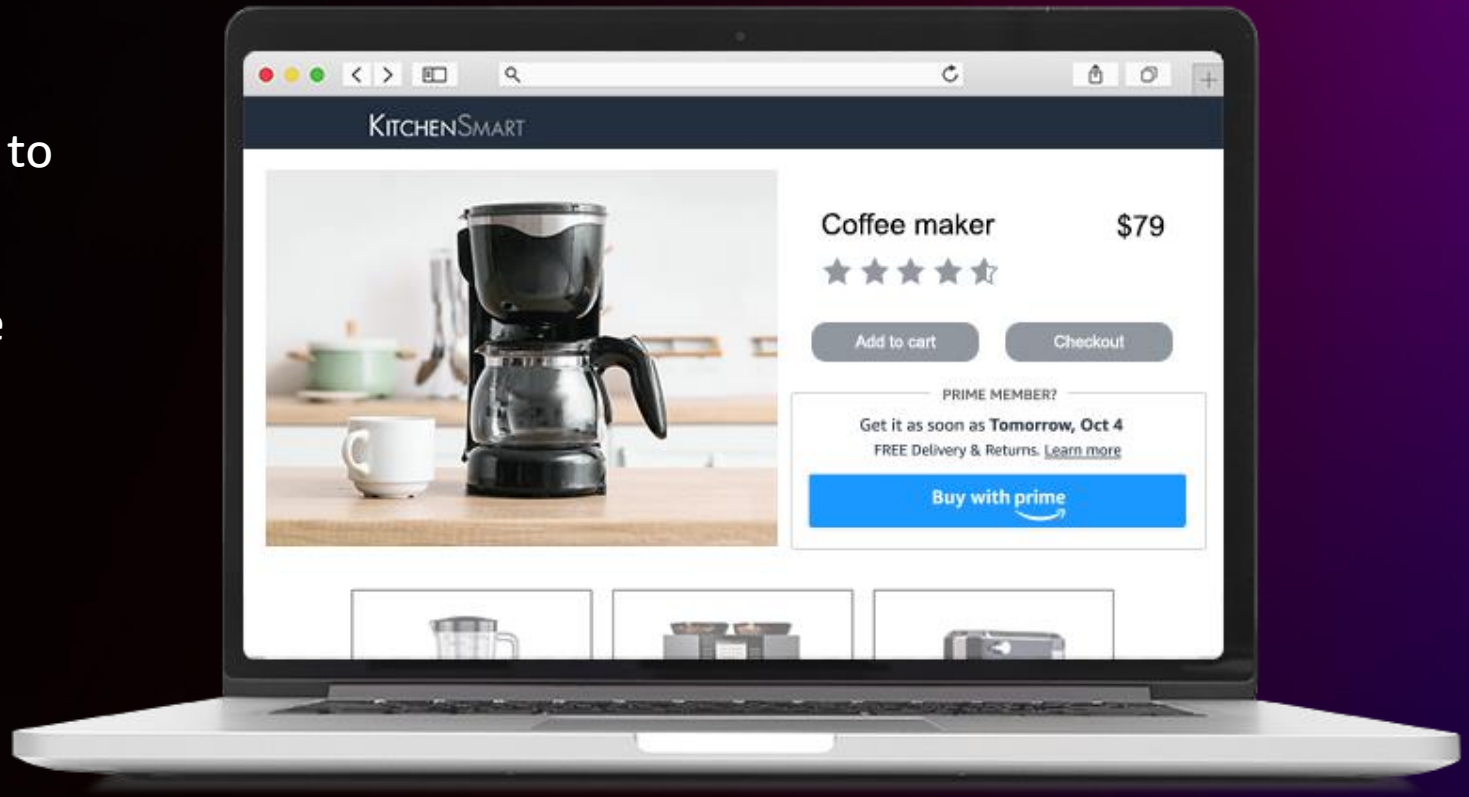
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What is Buy with Prime?

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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?



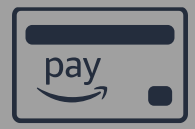
Service

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 pre-populated shipping and payment information

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Overview of demo

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What we will demonstrate . . .

1. Walk through of the Merchant Console
2. Quick explanation of code snippet
3. How to install Buy with Prime widget on a BigCommerce website

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Prerequisites to setting up Buy with Prime

To install Buy with Prime to your site, merchants need

- A Professional Seller Central account to import their existing Amazon product catalog information to their Buy with Prime catalog
- Amazon's fulfillment services, which includes Multi-Channel Fulfillment (MCF), to offer a fast, free delivery experience for Buy with Prime orders
- An Amazon Pay account to offer shoppers a fast, familiar way to check out using the shipping and payment information from their Amazon account

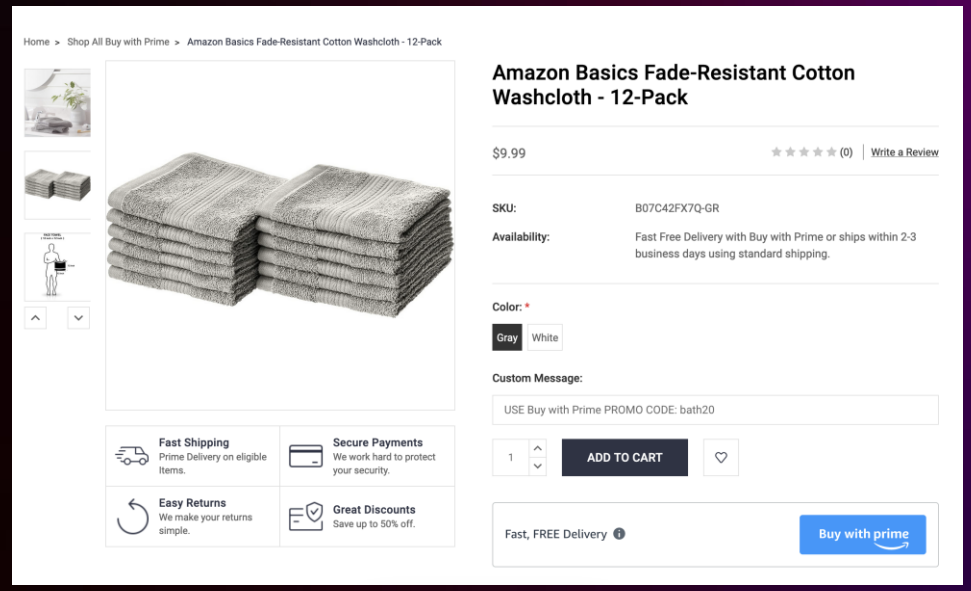
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Code block

Edit | Copy

```
<!-- Beginning of Buy With Prime Widget -->
<script async fetchpriority='high' src='https://code.buywithprime.amazon.com/bwp.js'></script>
<div
    id="amzn-buy-now"
    data-site-id="[redacted]"
    data-widget-id="[redacted]"
    data-sku="{{product.sku}}"
></div>
<!-- End of Buy With Prime Widget -->
```

Code snippet example generated from Merchant Console



Buy with Prime widget on BigCommerce Site

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What's next

Join the Buy with Prime community to be part of the new ecommerce world



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Thank you!

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