

Seller Prime programs

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Our Seller Prime programs allow you to list your offers with the Prime badge, subject to meeting certain criteria. We currently offer you the following Prime programs:

- **Fulfillment by Amazon (FBA):** With FBA, you store your products in our fulfillment centers, and we pick, pack, deliver, provide customer service and handle customer returns for these products. The products you list with FBA are automatically enrolled into Prime and eligible offers show the Prime badge, if they meet Prime Badging requirements. To learn more, go to [Fulfillment by Amazon \(FBA\) Prime eligibility](#).
- **Seller Fulfilled Prime:** Seller Fulfilled Prime allows you to deliver directly to Prime customers from your own warehouse. By enrolling your offers into Prime, you commit to fulfilling Prime orders at no additional charge for Prime customers (with the exceptions that are outlined below, in the Free Shipping section). After you successfully complete the Seller Fulfilled Prime trial period, your enrolled products become eligible for the Prime badge, if they meet Prime Badging requirements, which increases their visibility to customers. For more information, go to [Seller Fulfilled Prime FAQ](#).

What are Prime eligibility and Prime badging requirements?

To become eligible to fulfill Prime orders, your selected offers must meet requirements that are based on our customers' expectations of Prime, which include fast, reliable delivery, and high-quality customer service. These requirements apply to offers in our Germany, France, Spain, Netherlands, Poland, Belgium, Sweden, and Ireland stores.

If your offer is Prime-eligible, it will display the Prime badge as long as it meets the Prime badging delivery speed threshold. Prime eligible offers that don't meet the Prime badging delivery speed threshold will instead display the "FREE Prime Delivery" message to Prime members.

Prime eligibility requirements

Your offers must meet the following performance requirements to become Prime eligible. These requirements are measured on a weekly basis, by product tier. Product tiers are determined by weight, dimensions and price. You can choose to enroll into one, two, three, or all four Prime product tiers.

Product tiers:

	Extra-large	Oversize	Low-price	Standard-size
Weight and dimensions	Weight: greater than or equal to 23 kg or Longest side: greater than or equal to 175 cm or Girth*: greater than 360 cm	Weight: between 11.9 kg and 23 kg or Length: between 45.5 cm and 175 cm Width: greater than 34 cm Height: greater than 26.4 cm	Weight: less than or equal to 11.9 kg Length: less than or equal to 45.5 cm Width: less than or equal to 34 cm Height: less than or equal to 26.4 cm	
Price	N/A	N/A	Average listing price (inclusive of VAT) over the last 30 days <ul style="list-style-type: none"> • €11 or less in Germany • €12 or less in France, Italy, Spain, Belgium, the Netherlands, and Ireland. • 140 SEK or less in Sweden • 55 PLN or less in Poland 	Average listing price (inclusive of VAT) over the last 30 days <ul style="list-style-type: none"> • Greater than €11 in Germany • Greater than €12 in France, Italy, Spain, Belgium, the Netherlands, and Ireland. • Greater than 140 SEK in Sweden • Greater than 55 PLN in Poland

*Girth = package length + (2 x (width + height))

Delivery speed promise (also known as glance view speed)

Prime members expect fast deliveries and for delivery promises on the product detail page to reflect that. Different delivery speed promise targets apply to different product tiers as customers know that it takes longer to deliver an extra-large product than a standard-size product.

How it's calculated: Delivery speed promise (glance view speed) is defined as the number of delivery days between when a customer views the product detail page and the promised delivery date displayed. Delivery speed promise targets measure the percentage of offers in each product tier by delivery speed. If multiple delivery promises for an offer are shown to customers on the product detail page, each will be counted for the purpose of assessing delivery speed promise.

Delivery speed promise targets vary by where the customer is located versus your address.

- **Domestic:** The country where the customer receives the delivery is same as the country from which the order is shipped.
- **Cross-border:** The country where the customer receives the delivery is different from the country from which the order is shipped.

Delivery speed promise targets

Tiers	Sub tiers	Delivery speed promise target for Germany, France, and Spain stores is less than or equal to:	Delivery speed promise target for Germany, France and Spain is less than or equal to:	Delivery speed promise target for Netherlands, Poland, Belgium, Sweden, and Ireland stores is less than or equal to
Standard	Domestic	<ul style="list-style-type: none"> • 1 day: 105% • 2 days: 435% • 4 days: 870% 	<ul style="list-style-type: none"> • 1 day: 5% • 2 days: 35% • 4 days: 70% 	<ul style="list-style-type: none"> • 1 day: 5% • 2 days: 35% • 4 days: 70%
Standard	Cross-border	<ul style="list-style-type: none"> • 3 days: 10% • 4 days: 20% • 6 days: 50% 	<ul style="list-style-type: none"> • <u>3 days: 10%</u> • <u>4 days: 20%</u> • <u>6 days: 50%</u> 	<ul style="list-style-type: none"> • 3 days: 5% • 4 days: 15% • 6 days: 45%
Low-price	Domestic	<ul style="list-style-type: none"> • 1 day: 105% • 2 days: 435% • 4 days: 870% 	<ul style="list-style-type: none"> • 1 day: 5% • 2 days: 35% • 4 days: 70% 	<ul style="list-style-type: none"> • 1 day: 5% • 2 days: 35% • 4 days: 70%
Low-price	Cross-border	<ul style="list-style-type: none"> • 3 days: 10% • 4 days: 20% • 6 days: 50% 	<ul style="list-style-type: none"> • <u>3 days: 10%</u> • <u>4 days: 20%</u> • <u>6 days: 50%</u> 	<ul style="list-style-type: none"> • 3 days: 5% • 4 days: 15% • 6 days: 45%
Extra-large	Domestic	<ul style="list-style-type: none"> • 4 days: 10% • 5 days: 30% • 6 days: 50% 	<ul style="list-style-type: none"> • <u>4 days: 10%</u> • <u>5 days: 30%</u> • <u>6 days: 50%</u> 	<ul style="list-style-type: none"> • 4 days: 10% • 5 days: 30% • 6 days: 50%

Tiers	Sub tiers	Delivery speed promise target for Germany, France, and Spain stores is less than or equal to:	<u>Delivery speed promise target for Germany, France and Spain is less than or equal to:</u>	Delivery speed promise target for Netherlands, Poland, Belgium, Sweden, and Ireland stores is less than or equal to
Extra-large	Cross-border	<ul style="list-style-type: none"> 4 days: 10% 5 days: 30% 6 days: 50% 	<ul style="list-style-type: none"> <u>4 days: 10%</u> <u>5 days: 30%</u> <u>6 days: 50%</u> 	<ul style="list-style-type: none"> 4 days: 10% 5 days: 30% 6 days: 50%
Oversize	Domestic	<ul style="list-style-type: none"> 3 days: 20% 4 days: 40% 6 days: 60% 	<ul style="list-style-type: none"> <u>3 days: 20%</u> <u>4 days: 40%</u> <u>6 days: 60%</u> 	<ul style="list-style-type: none"> 3 days: 20% 4 days: 40% 6 days: 60%
Oversize	Cross-border	<ul style="list-style-type: none"> 4 days: 5% 5 days: 10% 6 days: 20% 	<ul style="list-style-type: none"> <u>4 days: 5%</u> <u>5 days: 10%</u> <u>6 days: 20%</u> 	<ul style="list-style-type: none"> 4 days: 5% 5 days: 10% 6 days: 15%

Example of a standard-sized product offer viewed 10 times in one week:

Delivery promise shown to customers	Number of customer view	Delivery promise speed for Prime eligibility evaluation
1 day	2	20% less than or equal to 1 day
2 days	3	50% for less than or equal to 2 days
4 days	5	100% for less than or equal to 4 days

On time delivery rate

On-time delivery rate is important to the customer experience as late deliveries can lead to bad reviews, and return or refund requests. You must meet a minimum on-time delivery rate of 92% for each product tier.

How it's calculated: On-time delivery rate is the percentage of units that were attempted to be delivered on or before the promised delivery date.

Valid tracking rate

Our customers depend on tracking information to find out where their packages are and when they can expect to receive them. You must meet a minimum valid tracking rate (VTR) of at least 99% for each product tier.

How it's calculated: Valid tracking rate is the percentage of shipped packages for which Amazon receives a valid carrier tracking number.

Cancellation rate

Prime customers expect no order cancellations after they have placed their orders. Your order cancellation rate must be less than or equal to 0.5% for each product tier.

How it's calculated: Cancellation rate is the percentage of units canceled by you before shipping confirmation. If a customer requests an order cancellation through buyer-seller messaging after 30 minutes of placing an order, you can cancel the order and it won't count against your cancellation rate metric.

Free shipping

Prime orders offer free shipping with the exception of same day and faster-than-same day (rush) delivery ship options, for which the shipping fees will be capped at €4.99. For more information about same day and faster-than-same day (rush) delivery shipping options, go to [Configure shipping settings for Seller Fulfilled Prime](#).

Free returns

Prime orders will offer free customer returns for items that weigh less than 22.6 kg.

Prime badging requirements

Prime-eligible offers are displayed on the Amazon store with our Prime badge when it meets certain delivery speed thresholds.

Delivery speed threshold

Prime customers expect faster deliveries and for delivery promises displayed on the product detail page to reflect that.

[In our Germany, Spain, Netherlands, Sweden, Belgium, Ireland stores:](#) If the delivery speed promise (glance view speed) for a Prime-eligible offer is within the fastest 85% of store offers, that offer shows the Prime badge. If it's in the slowest 15%, the Prime badge is removed and the delivery message states, "FREE Delivery for Prime members."

[In our France store:](#) If the delivery speed promise (glance view speed) for a Prime-eligible offer is 3 delivery days or less, that offer shows the Prime badge. If the delivery promise is more than 3 delivery days, the Prime badge is removed and the delivery message states, "FREE Delivery for Prime members."

[In our Poland store:](#) If the delivery speed promise (glance view speed) for a Prime-eligible offer is within the fastest 90% of store offers, that offer shows the Prime badge. If it's in the slowest 10%, the Prime badge is removed and the delivery message states, "FREE Delivery for Prime members."

[our store:](#) This [free dDelivery](#) message informs customers that one of the key Prime benefits, free shipping, is still available, even though the offer provides a slower delivery promise compared to most Prime-eligible offers.

How it's calculated: Delivery speed promise (glance views) is defined as the number of delivery days between when a customer views an offer on the product detail page and the promised delivery date provided on the product detail page.

Additionally, upper and lower guardrails apply to the delivery speed threshold. These guardrails ensure that fast offers maintain the Prime badge, and slow offers don't show the Prime badge, even if network speed fluctuates. A Prime badge will never be shown on an item with a delivery speed slower than the upper guardrail, and items with delivery speeds equal to or faster than the lower guardrail are guaranteed to receive a Prime badge.

Note: During peak sales periods (such as Black Friday or Prime Day) the upper guardrail may be increased to offer Prime customers a wider range of Prime-badged products.

Delivery speed	France	Germany	Spain	Poland	Netherlands	Sweden	Belgium	Ireland
Lower guardrail	3 days	3 days	3 days	3 days	2 3 days	3 days	2 3 days	3 days
Upper guardrail	4 3 days	4 days	5 days	9 days	4 7 days	7 9 days	4 7 days	7 days

Featured Offer selection

As we strive to show customers the best Featured Offer on the product detail page, we'll continue to ensure that the criteria that are used to determine the Featured Offer treat sellers and Amazon retail equally. Eligibility for Prime and the Prime badge are not a criterion when determining the Featured Offer. Free and fast delivery continue to be factors in determining the Featured Offer.

Learn more about Prime eligibility

To learn more how Prime eligibility applies to each delivery service, go to [Seller Fulfilled Prime FAQ](#) and Prime eligibility for [Fulfillment by Amazon \(FBA\) Prime eligibility](#).

European Commission agreement

Prime eligibility and badging requirements apply to FBA, Amazon retail, and seller-fulfilled Prime offers equally. To find out more about our commitment to apply Prime criteria equally across all delivery services, go to the following pages:

- [Amazon's statement on the Commitments agreed with the European Commission](#)
- [Antitrust: Commission accepts commitments by Amazon](#) on Europa.eu
- [Amazon Commitments to the European Commission](#) on Europa.eu