
Amazon Sellers Journey

A Customer Success Playbook

7.24.25 | Prepared by **Alex Feder**

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Introduction

Introduction

As someone who has spent my career guiding companies through digital transformation, customer success, and scalable operations, I'm always seeking themes that cut across functions and industries.

This document is an exercise in continuing that in my career, herein focused on the Seller journey and Buyer exchange on the Amazon Marketplace.

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Seller enablement

Seller Journey

Account setup and configuration is a one-time effort, while remaining **activities are ongoing**.

Continued management of the storefront **optimizes sales**. Ensures that Sellers **adapt** to changes in market conditions and customer preference.



Account Setup

Register in Seller Central, choose a plan, verify identity



Product Listing

Keyword research, titles, bullet points, A+ content



Promotion & Traffic

Ads (PPC, DSP), Vine reviews, external traffic



Fulfillment & Inventory

FBA setup, pricing automation, restock alerts



Customer Retention

Support, review management, engagement loops



Optimization

Use Brand Analytics to refine listings and ads

Seller Tools

To align tactics with each buyer journey stage, Amazon provides **data and optimization tools** to identify friction points and capitalize on strengths.

- **Amazon Brand Analytics** – Surface conversion rates, search term insights, and comparison performance
- **Retail Readiness Tools** – Diagnose listing issues, review gaps, or buy box conflicts
- **Attribution Dashboards** – Connect off-platform traffic to conversions

Seller Enablement

Now let's look under the hood at how Amazon enables its Sellers. Their ecosystem supports **seamless operations** and **conversion optimization**.

Key strengths of the Amazon Marketplace:

- High buyer intent
- Trust through Prime
- Seamless fulfillment
- Closed-loop attribution

Seller Enablement

Tactic

Description

Marketplace SEO

Keyword optimization for A9 algorithm

Sponsored Ads (PPC)

Leverage native Amazon ad units

Buy Box Optimization

Improve price, fulfillment, and seller metrics

FBA & Prime

Boost shipping trust and visibility

Vine Reviews

Build credibility through verified early reviews

A+ Content

Enhanced visuals and copy to improve conversions

Internal Tools & Data

Use Seller Central, Brand Analytics, and experimentation tools

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A9 algorithm

Ag Algorithm

Improving rank performance isn't about tricks—it's about **delivering what the customer wants**, faster and better than your competitors. The Ag algorithm favors:

- Relevance (keywords)
- Performance (CTR, conversions)
- Availability (in stock, Prime)
- Competitive Pricing
- Content Quality (images, A+ content)

— A9 Key Performance Tactics

Tactic	How It Influences A9
Keyword-rich Titles & Bullets	Improve relevance for specific searches
A/B Testing Listings	Boosts click-through rate and conversion
Amazon PPC (Sponsored)	Increases sales velocity and discoverability
A+ Content	Enhances conversion rate, signaling quality to A9
Prime Eligibility (FBA)	Improves shipping time and availability score
Discounts and Coupons	Drive sales spikes, temporarily boosting ranking
Customer Reviews (Vine, etc.)	Improves trust and conversion rate
Stay In Stock	Avoids ranking penalties for availability issues

Buyer journey

Buyer Journey

Amazon buyers follow a journey of their own—from discovery to advocacy. While this mirrors the traditional purchase funnel, Amazon buyers have a **higher propensity for purchase**, therefore signaling platform-specific behaviors that are critical for sellers to understand.

This journey is **dynamic and ongoing**. Sellers who support each stage with the right tools - ,i.e., ads, content, fulfillment, and support - position themselves to win repeatedly.

Buyer Journey

Stage	What Happens
Awareness	Shoppers realize a need and discover new products via DSP, Sponsored Display Ads
Consideration	Customers evaluate PDPs, comparing ratings, images, pricing, and reviews
Decision	Buyers make purchase choices based on listing quality and product trust signals
Retention	Positive delivery and usage experiences drive repeat purchases
Advocacy	Satisfied buyers leave reviews and share on social

Category considerations

Category Considerations

Each major **product category** on Amazon has unique customer expectations, trust considerations, and competitive dynamics at various journey stages in the customer purchase lifecycle.

Sellers must **tailor their strategy** accordingly for the best results.

Category Considerations

Category	Lifecycle Stage(s)	Unique Buying Factors
Electronics	Awareness & Consideration	Specs, reviews, warranty, influencer credibility
Apparel	Consideration & Purchase	Fit guides, photos, flexible return policy
Health & Household	Awareness & Consideration	Certifications, safety info, privacy
Toys & Games	Purchase	Delivery timing, age guidance, gift-readiness
Sports & Outdoors	Retention & Advocacy	Seasonality, community, loyalty programs

Category Considerations

Key Takeaway:

While all sellers progress through the same journey stages, **product-specific considerations**—from trust signals and content style to support and retention tactics—significantly impact how customers **discover, evaluate, buy, and become loyal advocates** for products in each category. Tailoring content, offers, and communications to these unique factors gives brands a competitive advantage on Amazon.

Seller strategy pillars

Amazon Seller Strategy Pillars

Let's review how Amazon structures **success for Sellers**.

The following tactics form a **repeatable playbook** used to drive visibility, conversion, and growth within the Amazon ecosystem.

Amazon Seller Strategy Pillars

Focus Area

Key Tactics

Listing Optimization

Keywords, A/B testing, A+ content

Advertising

Sponsored Products, DSP, social promo codes

Reviews & Trust

Amazon Vine, sentiment response, quality assurance

Fulfillment

FBA, Prime, automated pricing

Market Intelligence

Competitor tracking, analytics, bulk tools

Brand Building

Off-Amazon traffic, influencer marketing, consistent UX

Closing remarks

Closing Remarks

Every Amazon seller walks the same basic path—but category-specific nuance, customer trust signals, and platform fluency make all the difference. Tailoring your content, promotion, and retention efforts by category is what separates good sellers from great brands.

Whether you're an operator looking to scale, a marketer seeking insights, or a strategist exploring multichannel commerce, understanding this journey gives you a roadmap for modern customer engagement.

Closing Remarks

Successful Sellers create a cohesive loop of customer acquisition and retention, mirroring best-in-class DTC journeys **optimized for the Amazon ecosystem**.

To succeed, Sellers must:

- Support each stage with tailored content and advertising
- Monitor analytics to remove friction
- Invest in trust-building and post-purchase experiences

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Author's note



About me

20 years uniter of Customer, Product, Marketing, and Operations, **master of customer success, account and program management** breadth of industry experience
skilled in sales, operations and partnerships

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Traits

curious

empathetic

transparent

pragmatic

flexible

scrappy

Leadership Approach

Psychological safety is trust. It is **openness without fear of negative repercussion**: self-image, status, and career. It permits mistakes and instills confidence that **conflict will come from a place of support**, shared passion, and positive intent.

Growth is the change in one's perspective, and change does not happen without challenge. Challenge itself is conflict, and growth cannot occur without trust. Period. People need to embrace conflict if they expect to grow.

I believe power is the ability to empower. I aim to **create decision makers**. But good decisions require good judgement, and people **need autonomy to develop it**.

People need managers to give them **measured autonomy**. People want to feel safe but they must be tolerant of risk in order to push themselves.

People need **intent, purpose and goals** to become **practiced in good judgement**. Managers unintentionally set their people up for failure all the time. They focus on the need-to-know thinking that'll avoid distraction. But it is common to withhold information that would otherwise enable decision-making. Young professionals are unable to grow if their managers do not provide the necessary context. That takes trust between manager and associate, on both sides.

Trust - that's foundational to my approach to leadership and people management. **Combined with context and purpose**, trust allows people to discern **when to act and when to consult**. That decision-making at the individual level enables scale at the organizational level. Trust fosters retention. Trust strengthens companies - its people stay and become increasingly valuable to us throughout their tenure.

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