

Costs for optional services

Our optional services can help you grow and transform your business. Pick the tools and programs that are right for you, then customize how you use each one so you can get the right benefits for the right price.

★ Popular programs

📦 Specialty FBA programs

⊕ Additional programs

[BACK TO TOP](#)

Popular programs

[Specialty FBA programs](#)

[Additional programs](#)

Popular programs

Two of our most popular programs help sellers reduce costs and reach more customers.



Fulfillment by Amazon

Outsource shipping, returns, and customer service

Fulfillment by Amazon (FBA) is our all-in-one solution for customer orders. The program lets you store products in our network of fulfillment centers and takes care of picking, packing, and delivering orders to customers in 100+ countries and regions. FBA also handles time-consuming tasks like returns and customer service.

[Learn more about FBA](#)

FBA costs **30% less per unit than standard shipping options** offered by major US carriers and **70% less per unit than their premium options** comparable to FBA.

Did you know?

You can estimate FBA costs

Use our Revenue Calculator to preview fees, costs, and revenue for a current or future product, comparing Fulfillment by Amazon (FBA) and your own fulfillment method.

[Try the Revenue Calculator](#)



Advertising

Drive discovery for your products and brand

Amazon Ads is our one-stop-shop for campaign creation, management, and analysis. The program lets you launch high-impact campaigns in the Amazon store while you set your own bids and budgets. You can also explore video, audio, and display ads.

[Learn more about Amazon Ads](#)

Sellers and other advertisers who used our Sponsored Products ads spent **13%-79% less per click** compared to alternatives according to a 2022 benchmarking report.

Specialty FBA programs

FBA offers specialty programs designed to reduce costs, increase sales, and simplify fulfillment.



Subscribe & Save

Offer customers discounted prices, free shipping, and the convenience of regularly scheduled deliveries.



FBA Export

Our FBA Export and Pan-EU programs make it easier to get your products to customers around the world.



Multi-Channel Fulfillment (MCF)

With Multi-Channel Fulfillment (MCF), we fulfill customer orders when they buy on your own website or another sales channel.

[Learn more](#)[Learn more](#)[Learn more](#)

Additional programs

Looking for other cost savings or growth opportunities? Explore additional programs.



Buy with Prime

Display the Prime logo and delivery promise on your existing site to convert shoppers with fast delivery and free returns.

[Learn more](#)

Amazon Global Logistics

With Amazon Global Logistics, you can ship cargo from China directly to fulfillment centers in the US and Europe.

[Learn more](#)

Amazon Currency Converter

If you sell in global Amazon stores, you can put disbursements on auto-pilot with the Amazon Currency Converter.

[Learn more](#)

Customer Service by Amazon

Amazon can take care of customer service for orders you fulfill directly. Start growing your business with Customer Service by Amazon.

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Strategic Account Services

Take your business to the next level with the help of an experienced account manager.

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Amazon Pay

Use a payment process customers trust. Amazon Pay can help increase order success as shoppers use their Amazon account to check out.

[Learn more](#)

Amazon Seller Wallet

Streamline your global payment process. View, hold, convert, and transfer your funds from selling on

Amazon.com to your local bank accounts, all within Seller Central.

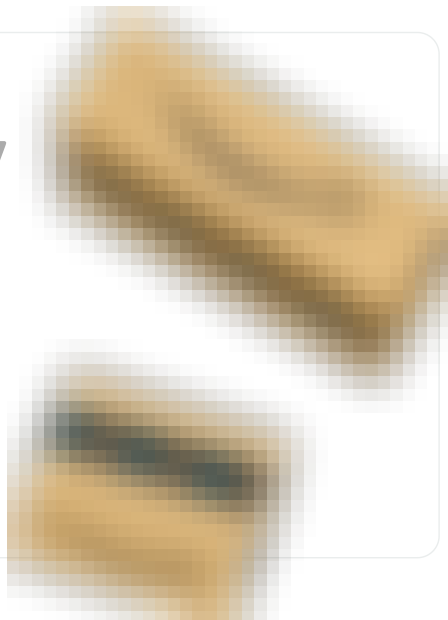
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Start selling today

Reach customers in 100+ countries using high-impact tools, programs, and services.

[Sign up](#)

\$39.99 a month + selling fees



Just have a few items to sell? [Sign up to become an individual seller](#)

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[Global selling](#)
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[Black Business Accelerator](#)
[More programs](#)

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