amazonadvertising

Getting started with a manager account

Available in the advertising console

Manager account is a centralized account management solution that aims to improve productivity for advertisers, agencies, and tool providers that manage a large number of sponsored ads advertising accounts.

Create a manager account »

Why use a manager account?

With all your advertising accounts linked in a single dashboard, you'll access a few key benefits.



Effective prioritization

Easily determine which accounts and/or campaigns to prioritize by sorting and filtering based on your goals.



Improved insights

Get a comprehensive view of performance across accounts when you export performance metrics (sales, spend, orders, clicks, impressions, CPC, etc.) into a single CSV file.



Efficient billing monitoring

Invite your accounts payable team to download invoices and monitor your linked accounts and get notifications for overdue invoices and/or account suspensions.

The Amazon manager (account) function allowed my team a large overview of all our advertising accounts without having to switch from account to account every time. The most important campaign KPI's such as impressions, revenue, clicks, ROAS etc. are displayed for each account, and the time periods can also be selected. This enables my team to see directly how each unit is performing. Especially useful is the export function, which allows me to export all data directly into an Excel file and create reports. Another special feature is the warning about overdue invoices, which appears directly as a warning triangle under the affected unit. All in all, I found the manager (account) function is very well done and especially helpful if you want to see the overall account performance at a glance.

— E-commerce manager

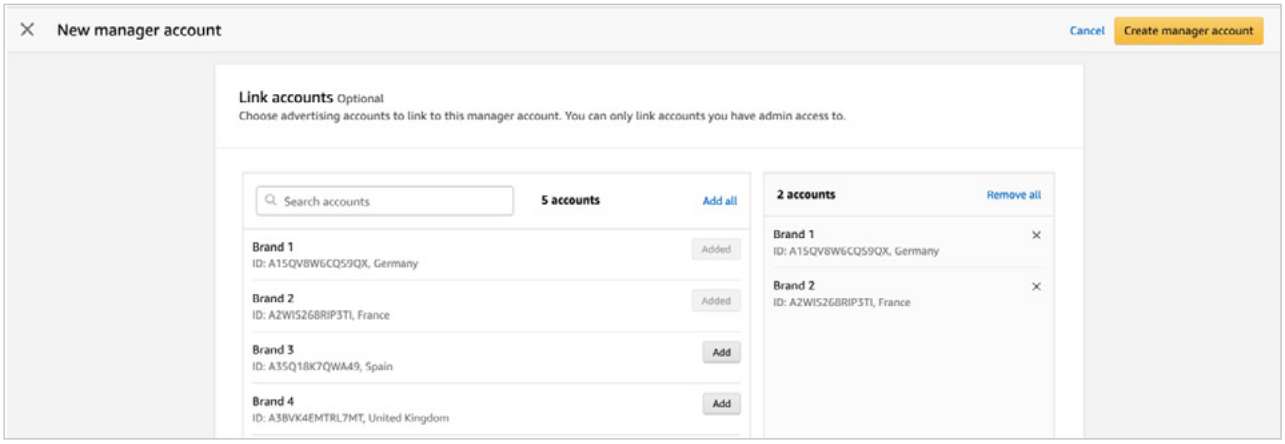
Using a manager account

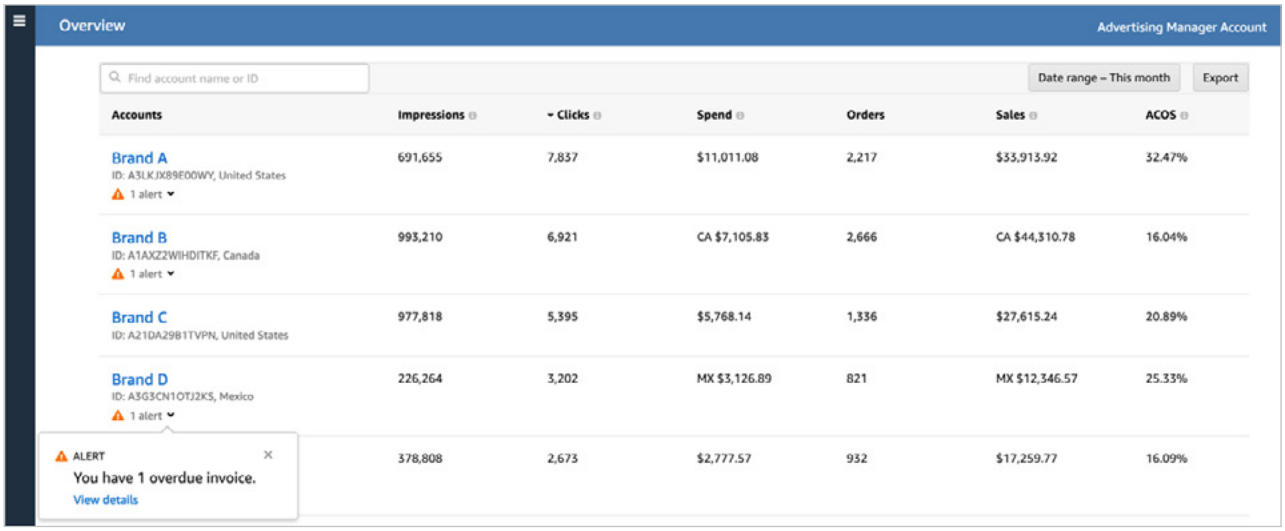
Manager accounts are currently available to advertisers and agencies using the advertising console. We recommend that you create a single manager account to represent the entirety of your business. To get started, log into the advertising console with the credentials you typically use to manage accounts.

Follow the steps below to create and begin using your manager account today.

Step 1: create your manager account

Once you've logged into the advertising console using your existing credentials, click "Manage your accounts" in the account switcher, and click the "Create manager account" tab. Follow the onscreen prompts to begin linking your accounts. (Note: you can only link accounts for which you have admin access.) You can link accounts from across US, CA, MX, FR, DE, IT, and ES. After, visit the account overview dashboard by clicking "Overview" in the left navigation.

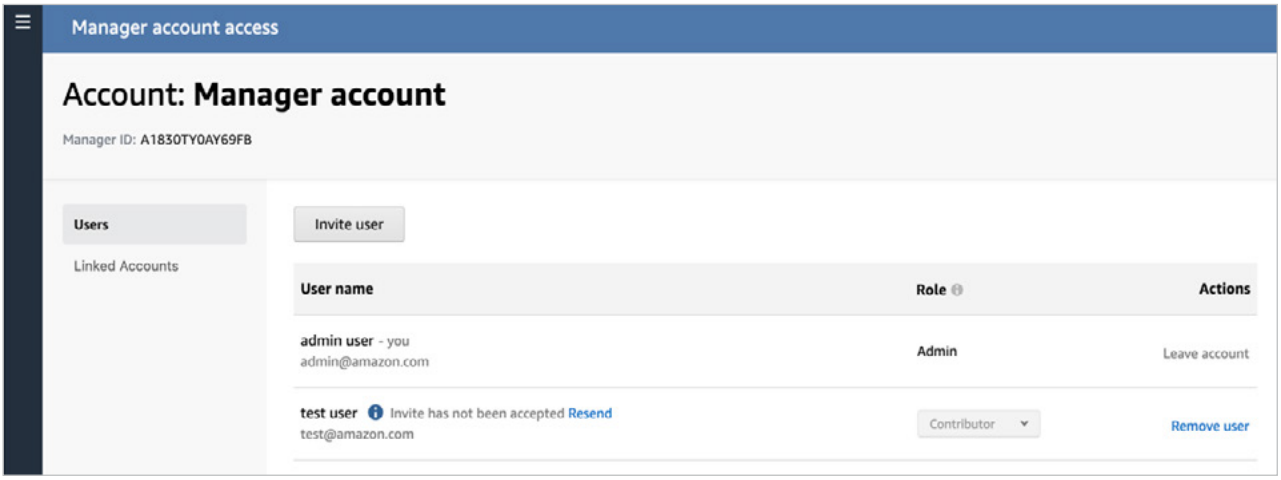




Step 2: invite additional team members

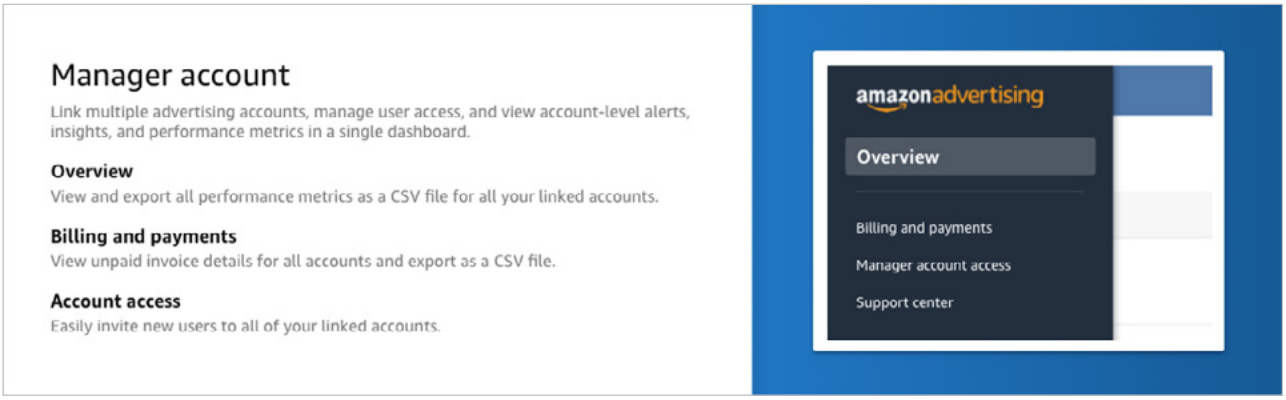
To invite additional users to the account, select “Manager account access” on the left navigation of the advertising console. The access page will feature the list of users that have access to the manager account. Here you can update existing user roles or remove users from the manager account. When you remove a user from the manager account, that person will lose access to all linked accounts.

Both **admins and contributors** can view performance metrics and run and edit campaigns for all linked accounts. Only admins can link or unlink accounts, invite users, and manage user access. Each admin can link additional accounts to have all your advertising in a single place.



Step 3: start using your manager account

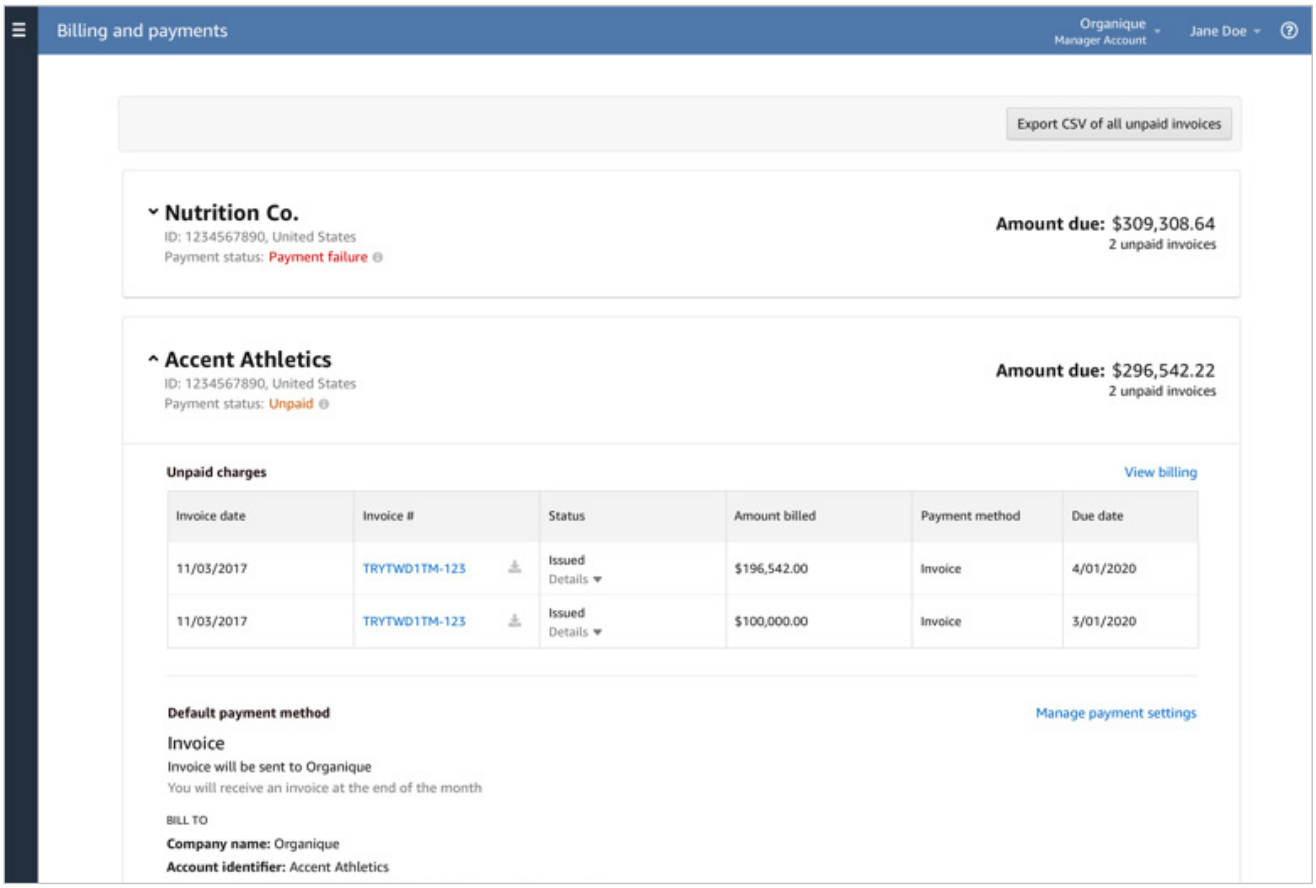
Log into the advertising console to get started. For more information on setting up and using your manager account, visit the **support center**.





Step 4: monitor billing and payments

Now you can view a consolidated list of billing actions on the billing and payments page. Using the billing dashboard, you can view payment status, amount due, and unpaid invoices for all accounts. Your finance team can view and export all unpaid invoice details (marketplace, account name, company name, invoice due date, amount outstanding etc.) in a CSV file for all accounts. Click to the billing and payments page of individual accounts to complete the payment, or take corrective action.



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