

Magento Commerce Branded Stores for Amazon Sellers

Build your own branded store powered by Magento Commerce and Amazon.



Grow Your Business and Your Brand

Winning on Amazon? Ready to grow even faster? Reach new customers through your own branded web store that seamlessly integrates with your Amazon presence.

Build a Web Store That's All Yours

Magento Commerce Branded Stores for Amazon Sellers (Branded Stores) are a new way to build your own branded web store. With Branded Stores, you can create a distinctive shopping experience powered by Amazon merchant tools like Amazon Pay. And they're designed to deliver fast page load times, high conversions, and flexible scalability for peak shopping times like Cyber Monday.

Key Features

Branded User Experience

Branded Stores let you create a unique shopping experience that's true to your brand. You can choose from 4,600 themes and extensions available on the Magento Marketplace as well as more than 300,000 Magento developers.

Amazon Pay

Amazon Pay offers the security and reliability of Amazon payment processing. Plus, your customers get a familiar and trusted check out experience and the convenience of "1-click" purchases.

Amazon Web Services

Hosting from Amazon Web Services (AWS) means you're covered no matter how many new visitors come to your web store or how much they buy. Plus, Magento Commerce will manage your web store on AWS on an environment we have architected specifically for commerce performance.

Complete Integration with Amazon Marketplace

Branded Stores are fully integrated with Amazon Marketplace. This means product specs and other details stored in Amazon Marketplace are automatically synced with your branded store, so your inventory is always up-to-date.

One Commerce Dashboard

The admin panel in your Branded Store lets you track all your orders from Amazon Marketplace and your branded web store in one place. You also see Amazon Marketplace orders fulfilled by Amazon alongside web store orders you fulfill yourself.

Flexible Options

Branded Stores are not one-size-fits-all. You can choose between Starter and Pro architectures depending on your budget and business needs.

How You Win

Adding a new, branded web store can transform your business. It gives you a new way to reach customers without adding a lot of operational hassle or cost. You benefit from:

Fast Time to Market

Branded Stores are designed to help you make a rapid transition from selling exclusively on Amazon. Because they're fully integrated with Amazon Marketplace, it's easier and less expensive to set up a Branded Store than to build a web store from scratch and then integrate it with Amazon.

Higher Revenues

A new branded store can boost your revenues in a big way. Some businesses can grow dramatically within a year or two, especially if they acquire new repeat customers.

Lasting Customer Relationships

With your own web store, you own the customer relationship. You can create an email list of dedicated customers who love your products and use loyalty programs to encourage repeat buying. It's one of the best ways to grow long term.

Operational Efficiency

Branded Stores are easy to maintain alongside your presence on Amazon Marketplace. You'll be able to manage your entire product catalog and create new listings for Amazon and your web store through your Magento Commerce admin panel.

Managed Services

For many businesses selling through Amazon Marketplace, the idea of creating and running a branded web store can feel daunting.

Fortunately, Magento partners can help you set up your Branded Store, manage your digital marketing efforts, and even manage your Amazon store.

Learn More

Find a Magento partner:

<https://magento.com/partners/>

Talk to a Magento sales rep:

<https://magento.com/branded-stores>

TALK TO A SALES REPRESENTATIVE
<https://magento.com/branded-stores>

