

A Month in Review

THE CONSULT | OCTOBER 2024

Haunted by Zombie ASINs? Ensure Amazon Q4 Profitability

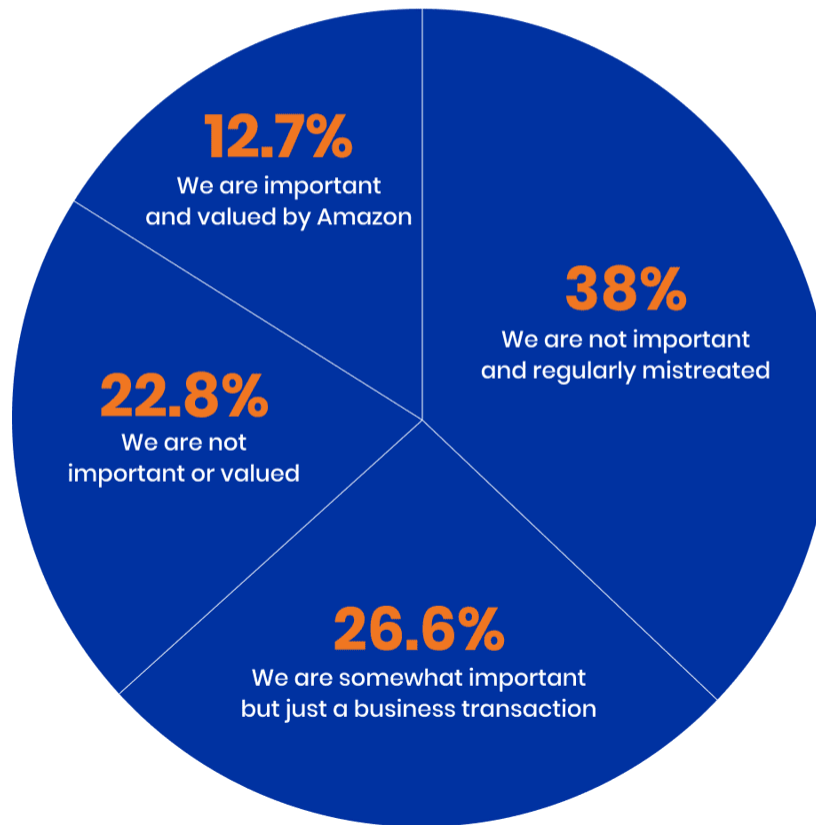
As we creep closer to the spookiest time of the year, there's more than just ghosts and ghouls lurking in the shadows. Your Amazon account could be haunted by something far scarier: **Zombie ASINs!**



Zombie ASINs are listings that disguise themselves as top-selling items by having inaccurate product details and product reviews that aren't even related to the specific ASIN. For example, the ASIN **product page details and customer reviews don't match the item currently being sold.**

Read more to learn about what to do about [Zombie ASINs](#).

How do you describe Amazon's relationship with sellers?



Amazon Bungles Product Bundles, Suspends Sellers

If you create bundles on Amazon, there's a growing threat of account suspension. Amazon is on a rampage, especially in grocery, pet product, baby product, and health and beauty categories.

On Oct. 14, Amazon rolled out a new bundling policy for those categories that outlaws any bundles not created by the brand. Amazon says it won't start enforcing the updated policy on existing bundles until late Q4 2024, and will give you 30 days' notice through email and the Account Health dashboard. Read the [updated policy here](#).



Check your bundles for policy compliance NOW and deactivate any offers you're not sure about.



Do not use "generics" as the brand in bundles, this seems to be a BIG suspension trigger.

- ✓ If you have a bundle, make sure you're using the highest priced item in the bundle as the brand.
- ✓ Be careful when choosing the bundle's CATEGORY. Make sure you follow category-specific requirements. They vary.
- ✓ Confirm the bundle's primary identifier. Using a UPC from any single product in the bundle to identify the entire bundle is a violation.
- ✓ Remind yourself of [Amazon's bundling policy](#) (in Seller Central) and the differences between a bundle and a multipack.
- ✓ Wait to create new bundles. It's tempting to do for a Q4 sales boost, but the risk is high.

Just One Thing To Do...

Each month, we recommend you take time to do just one thing to make your Amazon seller account healthier.

Calculate your effective return rates.

Download your FBA returns report and sort it by return reason. Delete all return reasons that are not your fault, such as undeliverable or accidental order. Using your sales report for the same time period, calculate your effective return rates by ASIN, then pull out your most concerning ASINs for review.

What About Walmart

Walmart is a top 3 platform for Amazon sellers. For those who do, it has its own quirks and rules—and accounts do get suspended. [Here's what to do](#) when that happens.

Top 5 Seller Issues, September 2024



Upcoming Events

We will be at these upcoming events. Hope to see you there!

AMZ Innovate, [Oct. 29-30, New York](#)

Latest blogs

- [How to Navigate an Amazon Invoice Request](#)
- [Is International Patent Protection Important?](#)
- [Strategies for Maintaining a Low Amazon Order Defect Rate](#)

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We serve a diverse range of clients, including major manufacturers, private-label brands, top-10 resellers, and small businesses. Our team has been able to not only achieve success for Amazon sellers of all sizes, but we've even played a direct role in changing Amazon's policies.

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