



BORN TO RUN

# What is Born to Run?

Born to Run allows vendors to request orders for an ASIN by telling Amazon how many units they believe will sell in 10 weeks



## SUBMIT PRODUCT

Vendor submits a quantity they think will sell in 10 weeks



## AMAZON REVIEW

Amazon reviews submission and provides approval amount



## ORDER GENERATED

If approved, Amazon buys submitted quantity



## SELLTHROUGH

Vendor monitors sellthrough in 10 week window

# Why should I use Born to Run?

In 2018 Born to Run Pilot, enrolled ASINs on average saw:



Reduced Out of Stock  
1.7x decline in out of  
stock rate



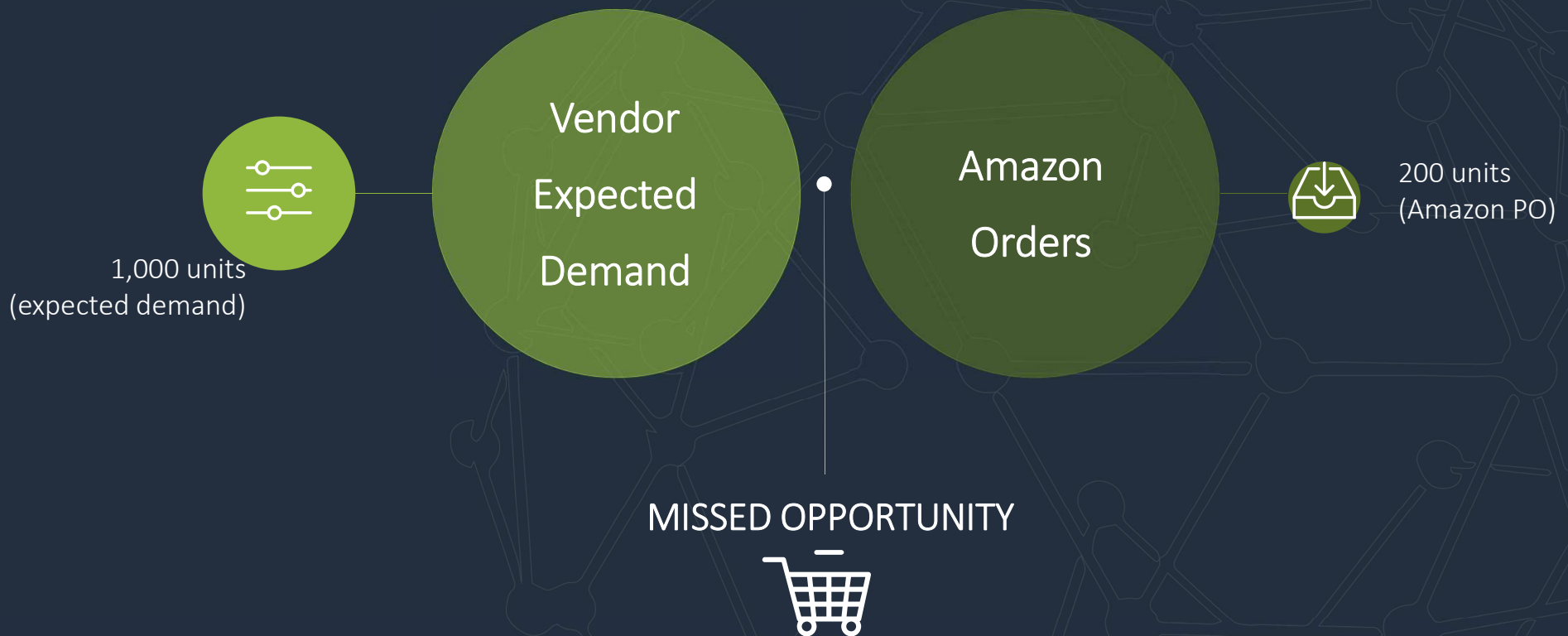
Increased Sales  
3.1x increase in  
units sold



Faster New Product Launch  
3.3x shorter duration from  
ASIN setup -> first sale

# Why is Born to Run Important?

Vendors often have more accurate demand prediction than Amazon, but no way to utilize that knowledge

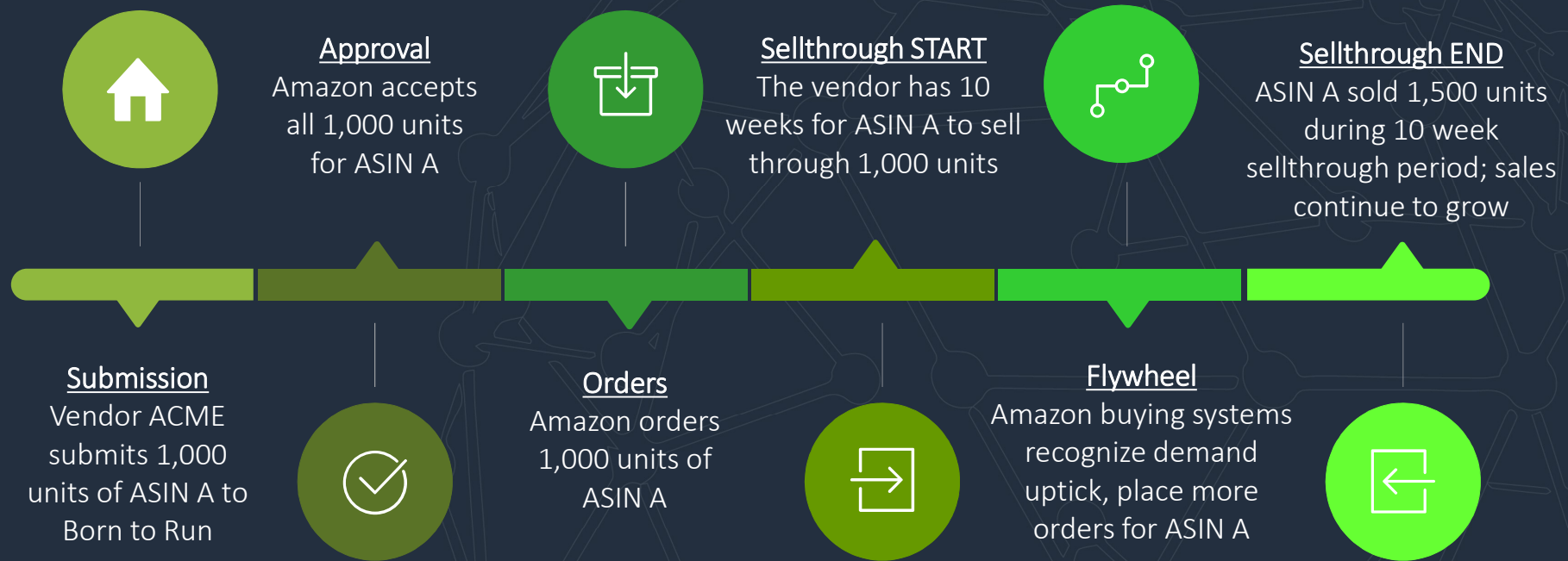


# Why is Born to Run Important?

Born to Run allows vendors utilize those demand signals and drive POs to ASINs Amazon is under-ordering



# How Born to Run can work?



# What if my ASIN doesn't sell through?

## Born to Run Workflow:

1. Vendor submits Born to Run quantity
2. Vendor has 10 weeks to sell through that quantity

For any units that do not sell through within the 10 week period, the vendor chooses one of the two preferences below:



### PRODUCT RETURN

Amazon returns unsold units, taking into account weeks of cover and sellthrough. Vendor will refund 100% of the product cost for any returned units, plus standard shipping/handling fees.



### RETENTION FEE

Amazon keeps unsold units. Vendor provides a retention fee equal to 25% of cost of unsold units. Please note that Amazon's standard terms for returning defective or damaged units still applies.




# What does Born to Run Prevent?


**Currently unavailable.**  
We don't know when or if this item will be back in stock.


 [Select delivery location](#)

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**Temporarily out of stock.**  
Order now and we'll deliver when available. We'll e-mail you with an estimated delivery date as soon as we have more information. Your account will only be charged when we ship the item.

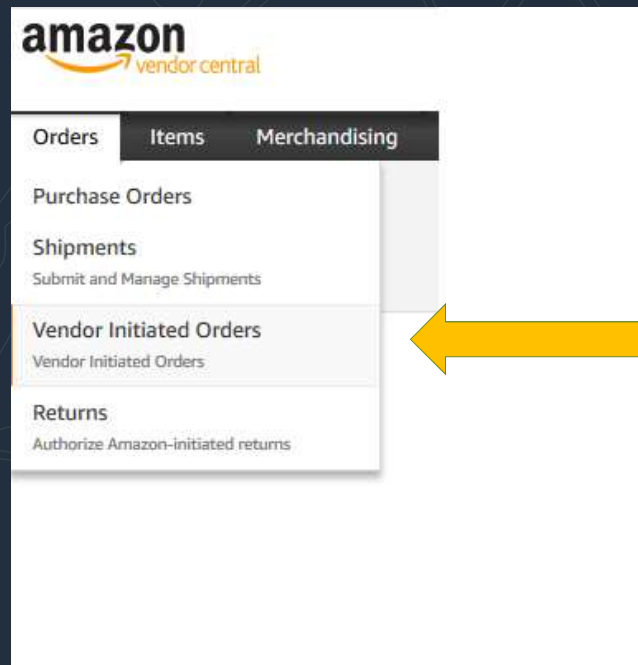
Qty: 1 







# How can I use Born to Run?



# How can I use Born to Run?

## Vendor Initiated Orders

Select one of the types to go to a program

### Born to Run

Born to Run allows you to request orders for a product by telling us how many units you expect to sell in 10 weeks. See the [Program Policy and FAQs](#)

- We will review your submission and - if approved - will buy up to that amount. Units that do not sell within 10 week sell-through period are subject to returns or retention fees (at your election).
- You can use this feature to increase your inventory position during new product launches or marketing campaigns.
- During the 2018 Born to Run pilot, enrolled ASINs saw an average 3.1x lift in sales, 1.7x decrease in out of stock rates and went from setup to first sale on average 3.3x faster than normal new product launches.
- For further questions, open a case via Contact Us and select Born To Run as the Issue Type.

[Go to the program](#)



# How can I use Born to Run?

amazon vendor central


Home | Support

US | Switch accounts | Sign out  
Hello, VendorEconomicsProdNATestAccount-1

Orders | Items | Advertising | Merchandising | Reports | Payments | EDI | Settings

Rate this page

## Born to Run

 [Create a new offer](#)

<b>Offer Name</b> Test Offer 1	<b>Submission Date</b> 02/21/2019	<b>Sell-through End Date</b> ⓘ 05/23/2019	<b>29 Days Remaining</b> <a href="#">Go to details</a>
<b>Vendor Code</b> LUJ90	<b>Offer Products</b> ⓘ Submitted: 18 items Accepted: 7 items	<b>Offer Quantity</b> ⓘ Confirmed: 422 units Total Units Sold (%): 307 units (72%)	
<b>Offer Name</b> Test Offer 2	<b>Submission Date</b> 02/13/2019	<b>Sell-through End Date</b> ⓘ 05/15/2019	<b>21 Days Remaining</b> <a href="#">Go to details</a>
<b>Vendor Code</b> LUJ90	<b>Offer Products</b> ⓘ Submitted: 1 items Accepted: 1 items	<b>Offer Quantity</b> ⓘ Confirmed: 10 units Total Units Sold (%): 10 units (100%)	
<b>Offer Name</b> Test Offer 3	<b>Submission Date</b> 02/12/2019	<b>Sell-through End Date</b> ⓘ 05/14/2019	<b>20 Days Remaining</b> <a href="#">Go to details</a>
<b>Vendor Code</b> LUJ90	<b>Offer Products</b> ⓘ Submitted: 9 items Accepted: 4 items	<b>Offer Quantity</b> ⓘ Confirmed: 38 units Total Units Sold (%): 21 units (55%)	
<b>Offer Name</b> Test Offer 4	<b>Submission Date</b> 02/11/2019	<b>Sell-through End Date</b> ⓘ 05/13/2019	<b>19 Days Remaining</b> <a href="#">Go to details</a>
<b>Vendor Code</b> LUJ90	<b>Offer Products</b> ⓘ Submitted: 1 items Accepted: 1 items	<b>Offer Quantity</b> ⓘ Confirmed: 383 units Total Units Sold (%): 383 units (100%)	

# How can I use Born to Run?

amazon vendor central Home Support Account region: US Sign out Hello, {{BusinessName}}

Orders Items Merchandising Reports Payments EDI Settings

[Back to offer listing](#)

## Create a Born to Run Offer

Enter details Add products Review offer

### Enter details

Your information will not be saved until you submit your offer for approval. All fields are required.

Offer Name <sup>?</sup>

Vendor Code <sup>?</sup>

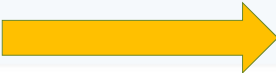
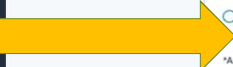
For units that do not sell within the 10 week sell-through period, your preference is\*:

- Amazon may return unsold units, taking into account weeks of cover and sell-through. In case any such unsold units are returned by Amazon, you will refund 100% of the product cost for any units so returned, plus 10% shipping and handling fees.
- Amazon will keep unsold units. You will provide Amazon a retention fee equal to 25% of the cost of the unsold units. Note that Amazon's standard terms for returning defective or damages units still applies.

\*Amazon reserves the right to return units in accordance with your normal retail terms and conditions.

For further questions, review the [Program Policy](#) and [FAQs](#) or open a case via [Contact Us](#) and select Born To Run as the Issue Type

[Continue to next](#)



[Back to offer listing](#)

### Create a Born to Run Offer



#### Add products

Your information will not be saved until you submit your offer for approval. All fields are required.

**Offer Name** Test Offer  
**Offer ID** fcc93aca5dad6267daa67b99c610b61  
**Vendor Code** LUJ90  
**Preference** Amazon will keep unsold units. You will provide Amazon a retention fee equal to 25% of the cost of the unsold units. Note that Amazon's standard terms for returning defective or damages units still applies.

Enter ASINs separated by commas or spaces.

Enter up to 10 products at a time with a maximum of 50 products per offer.

Add product(s)

Image	Product Name	ASIN/SKU	Quantity Offered	Product Cost	Actions
	Golf Balls- Green (8 Pack)	ASIN: B00LH3DMUO	<input type="text"/>	<input type="text"/>	<a href="#">Remove</a>

[Back to previous](#)

[Continue to next](#)

For further questions, review the [Program Policy](#) and [FAQs](#) or open a case via [Contact Us](#) and select Born To Run as the Issue Type

# How can I use Born to Run?

amazon vendor central Home | Support Account region: US | Sign out Hello, {{BusinessName}}

Orders Items Merchandising Reports Payments EDI Settings

< Back to offer listing

### Create a Born to Run Offer

Enter details Add products Review offer

#### Review offer

Your information will not be saved until you submit your offer for approval. All fields are required.

**Offer Name** Test Offer  
**Offer ID** fcc93aca5dad65267daa67b99c610b61  
**Vendor Code** LUJ90  
**ASINs Added** 1  
**Total Quantity** 1  
**Total Offer Value** 350  
**Preference** Amazon will keep unsold units. You will provide Amazon a retention fee equal to 25% of the cost of the unsold units. Note that Amazon's standard terms for returning defective or damages units still applies.

**Added products**

Image	Product Name	ASIN/SKU	Quantity Offered	Product Cost	ASIN Offer Value
	Golf Balls- Green (8 Pack)	ASIN: B00LH3DMUO	350		

I have reviewed the offer details summarized above and accept my selected offer terms. These would supplement and amend my existing vendor terms and conditions. I currently have ample stock of the ASIN [ASIN] in hand, and my warehouse team is ready to process the order. Submitting this offer will initiate Amazon review and ordering.

Edit details Submit Offer

For further questions, review the Program Policy and FAQs or open a case via Contact Us and select Born To Run as the Issue Type.

# How can I use Born to Run?

amazon vendor central Home Support Account region: US Sign out Hello, {{BusinessName}}

Orders Items Merchandising Reports Payments EDI Settings

< Back to offer listing

### Create a Born to Run Offer

Enter details Add products Review offer

#### Review offer

Your information will not be saved until you submit your offer for approval. All fields are required.

**Offer Name** Test Offer  
**Offer ID** fcc93aca5dad6267daa67b99c610b61  
**Vendor Code** LUJ90  
**ASINs Added** 1  
**Total Quantity** 1  
**Total Offer Value** 350  
**Preference** Amazon will keep unsold units. You will provide Amazon a retention fee equal to 25% of the cost of the unsold units. Note that Amazon's standard terms for returning defective or damages units still applies.

Added products

Image	Product Name	ASIN/SKU	Quantity Offered	Product Cost	ASIN Offer Value
	Golf Balls- Green (8 Pack)	ASIN: B00LH3DMUO	350		

**Success**  
Your offer has been submitted successfully. It will now be reviewed and -if accepted - you should expect POs within the same day. To check the status of your offer, you can reference the "Under Review" or "Active Offers" tab on the Born to Run homepage.

For further questions, review the [Program Policy](#) and [FAQs](#) or open a case via [Contact Us](#) and select Born To Run as the Issue Type

Advertise this offer Go to offer listing

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# How can I use Born to Run?

The screenshot shows the Amazon Vendor Central interface. At the top, there's a navigation bar with 'amazon vendor central', 'Home | Support', and user information. Below that is a secondary navigation bar with 'Orders', 'Items', 'Advertising', 'Merchandising', 'Reports', 'Payments', 'EDI', and 'Settings'. The main content area is titled 'Details' and contains a list of offer attributes, a 'Products' table, and an 'Advertise this offer' button. A yellow arrow points to this button.

**Details**

[Back to offer listing](#) [Rate this page](#)

**Offer Name** Test Offer

**Vendor Code** LUJ90

**Accepted Products** 1

**Accepted Quantity** 350

**Accepted Value**

**Submission Date** 02/11/2019

**Sell-Through End Date** 05/13/2019 (19 Days Remaining)

**Preference** Amazon will return unsold units, taking into account weeks of cover and sellthrough. You will refund 100% of the product cost for any returned units, plus standard shipping/handling fees.

**Products**

ASIN	Submitted Quantity	Accepted Quantity	Confirmed Quantity	Units Sold (%)	Status
B00LH3DMUO	350 units	350 units	350 units	383 units (100%)	Accepted

[For further questions, review the Program Policy and FAQs or open a case via Contact Us and select Born To Run as the Issue Type](#)

[Advertise this offer](#)

# Advertising with Born to Run

amazonadvertising

Lui Test Vendor Advertising Stores

Hello VendorEconomicsUser English Help

## Create campaign

### Settings

#### Campaign name

Example: Holiday Favorites

#### Start

Apr 24, 2019

#### End

No end date

Choosing no end date means your campaign will run longer, and a longer timeframe can give you better insights on search terms and keyword performance to further optimize your campaign.

#### Daily budget

\$

Most campaigns with a budget over \$50.00 run throughout the day.

#### Targeting

##### Automatic targeting

Amazon will target keywords and products that are similar to the product in your ad. [Learn more](#)

Use the search term report to see which keywords triggered your ads. This can inform future advertising decisions.

##### Manual targeting

Choose keywords or products to target shopper searches and set custom bids. [Learn more](#)

Use this strategy when you know which keywords deliver the most value for your business.

### Products

Search by product name, or ASIN



Lui Test Vendor

1 product

[Remove all](#)



Golf Balls- Green (8 Pack)  
B00LH3DMUO



# Born to Run Updates

## 1. Removed 10% Ad Spend Requirement

*Born to Run now recommends that vendors advertise in whatever way they believe will drive sellthrough*

## 2. Removed 'New Product' Requirement

*Born to Run now allows vendors submit any inventory they believe has an insufficient forecast*

# Born to Run Best Practices

## Prior to Born To Run Submission

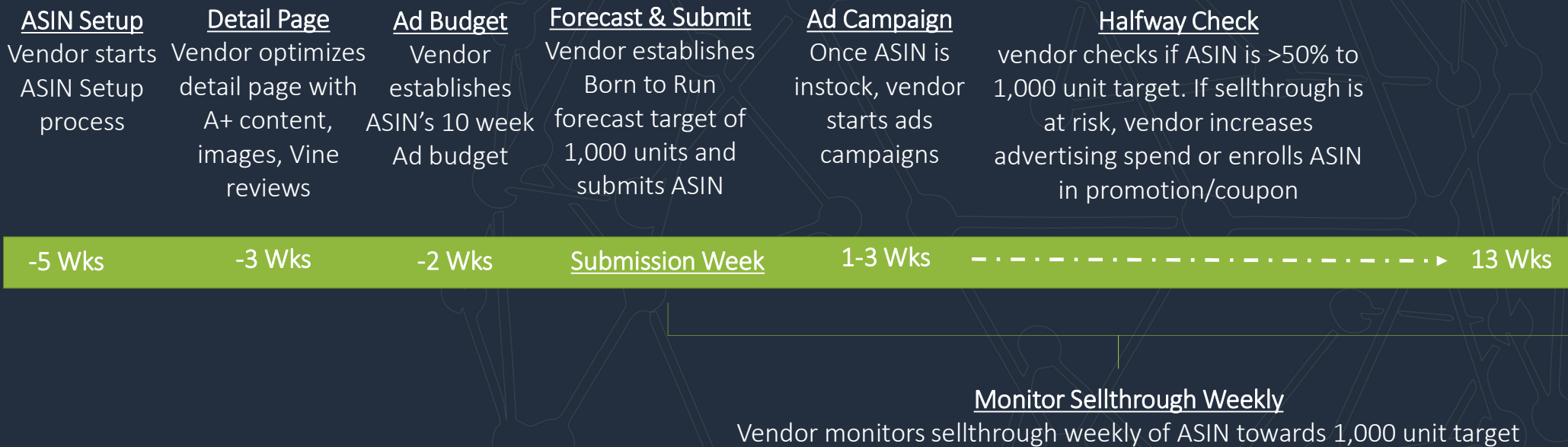
Ensure Correct ASIN Setup	Avoid submission/processing failures
Forecast Conservatively	Avoid potential return/retention fee
Establish Ads Budget Upfront	Utilize for offers not meeting sellthrough targets
Detail Page Excellence: A+ Content, Vine, High Quality Images etc	Better Customer Experience, driver of sellthrough
Connect with Warehouse team	To be prepared to fulfill the Born To Run POs and avoid delays in shipments

## During 10 Week Sellthrough Period

Track Sellthrough progress weekly	Keep up to date on sellthrough metrics
Leverage Advertising	To drive Sellthrough
Check for ASINs at risk halfway through sellthrough	Implement strategies for offers not meeting targets

# Happy Path: New Product in Born To Run

Scenario: Vendor is launching a flagship new vacuum, and wants to make sure the launch is successful on Amazon due to National Media Investment



# Born to Run Case Study: Vendor Level



*“Once we got access to Born to Run, we understood the program and its benefits immediately. We like that we can do it on our own and don’t need to bother our Vendor Manager or wait for approvals. We are often thinking about adding new flavors [of Pet food] on Amazon, and knowing we can use Born to Run to launch them and get them moving is great.”*

**— National Account Manager,  
Top 100 Pets Vendor**

- Pets Vendor used Born to Run to increase their catalog on Amazon, launching 56 products that had previously not been on Amazon (increasing Amazon catalog size 47% Y/Y)
- Born to Run ASINs drove \$1.1M in incremental PCOGS in <6 months
- Born to Run sellthrough rate of 92% meant 0 units were returned
- Vendor’s business on Amazon has increased from 40% Y/Y pre Born to Run to 70% Y/Y today.

# Born to Run Case Study: Vendor Level



*Born to Run has been a great opportunity for us, and allows us to relaunch all of our new products through Amazon very quickly. We now have a lot of new products we plan to launch in the future due to Born to Run.*

**— National Account Manager,  
Top 50 Kitchen Vendor**

- Kitchen Vendor recently transitioned from FBA to Retail
- Vendor used Born to Run to launch top 10 FBA ASINs onto Retail platform
- During 10 week sellthrough period:
  - 5% OOS rate (vs 35% pre-Born to Run)
  - \$1.8M in PCOGS (vs \$2k in 10 weeks pre-Born to Run)
  - 299% sellthrough rate vs submitted quantity



# Born to Run Case Study: ASIN-level



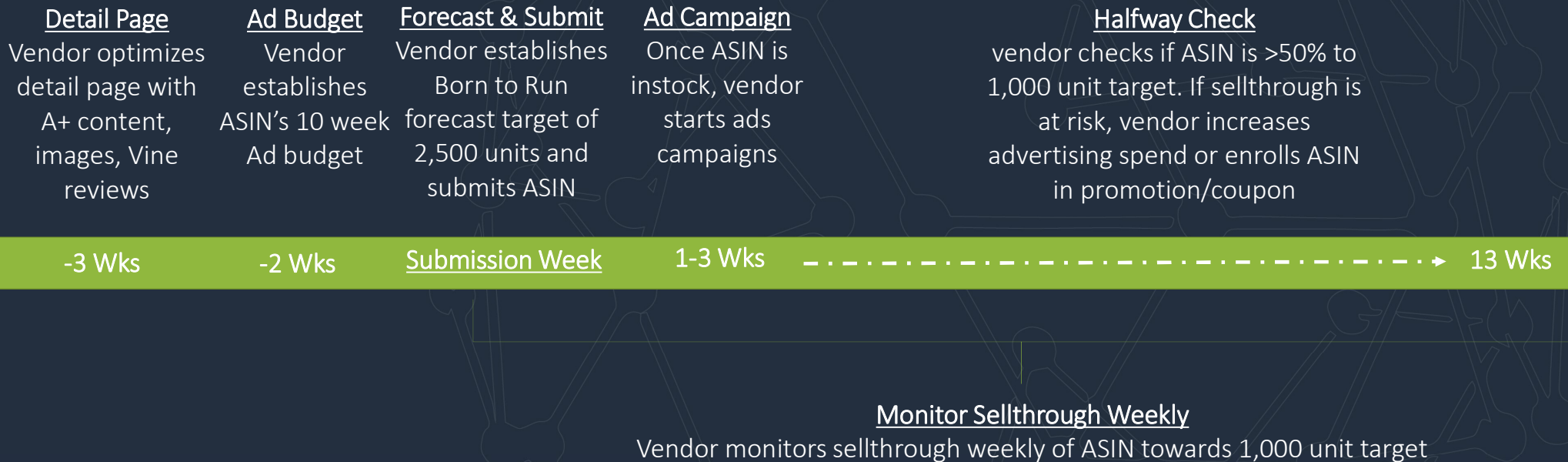
*“We will use Born to Run for every new product launch going forward.”*

— Head of E-Commerce  
Top 10 Amazon Vendor

- Top 10 Amazon Vendor launched new product to replace old model originally launched in 2017
- Vendor used Born to Run to supplement an additional 500 units beyond what Amazon ordered
- Born to Run kept product 98.6% instock; sold 500 units in first 2 weeks (initiating system generated rebuys) and 4,000 units in first 10 weeks
- Successful launch earned ‘#1 New Release’ badge for their category on Born to Run ASIN

# Happy Path: Non-new ASIN in Born to Run

Scenario(s): ASIN will be featured on a TV show; ASIN was removed from Amazon platform and is being re-introduced; ASIN advertised in Super Bowl commercial  
ASIN Feature/Advertisement/Relaunch Occurs



# Born to Run Case Study: ASIN-level



*“This tool gives us the ability we need to grow our business faster.”*

— Account Manager  
Top 25 Office Vendor

- Top Office Vendor launched a more profitable casepack variation of a popular ASIN that was discontinued earlier in the year due to profitability concerns
- Vendor used Born to Run to supplement an additional 350 units. The Amazon 10 week forecast on the new ASIN was 74 units.
- The ASIN actually sold 21k units in the 10 week period, doubling the weekly demand of its predecessor.