

AMZ Agency Academy

DAY 1

How To Connect ZonGuru to Amazon (Automatic Connection)

To ensure you get maximum value from the course we recommend using a **REAL** Amazon listing. Using a real listing will unlock all the powerful ZonGuru tools as well as the added bonus of seeing real quantifiable results for your client!

Before attempting to make the connection ensure you have the correct permissions inside of Seller Central. To check permissions go to:

Amazon Seller Central → Settings → User Permissions → Manage Permissions → ensure the below permissions are marked as view & edit:

Advertising → Campaign Manager

Advertising	None	View	View & Edit
A+ Content Manager	☐	☐	☒
Campaign Manager	☐	☐	☒
Coupons	☐	☐	☒
Customer Engagement	☐	☒	☐
Customer Reviews	☐	☐	☒
Deals	☐	☐	☐
Early Reviewer Program	☐	☐	☒
Posts(Beta)	☐	☐	☒
Enable users to view, edit, and create posts.			
Prime Exclusive Discounts	☐	☒	☒
Promotions	☐	☐	☐
Register for Sponsored Products	☐	☒	☐
Vine	☐	☐	☒

Performance → Marketplace Appstore

Performance	None	View	View & Edit
Appeals Enables access to appeal listing and account deactivations.	☐	☐	☒
Brand Referral Bonus	☐	☐	☒
KPI Toolbar	☐	☒	☐
Marketplace Appstore A directory of internal and external selling tools to manage and grow your business	☐	☐	☒
Service Provider Network A directory of external providers that help with the complexity of selling on Amazon.	☐	☒	☐
Voice of the Customer Enables access to the Voice of the Customer page	☐	☐	☒

Once you have confirmed you have sufficient permissions please follow the below steps:

Step 1 - Login to ZonGuru - [here](#).
Email - [insert your email address]
Password - [insert your password]

Step 2 - Navigate to the [connect](#) tab.

Step 3 - Click 'CONNECT TO MWS' for the region your client is selling within.

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Connect & Profile

[Account](#) [Notifications](#) [Subscription](#) [Invoices](#) [Credit Card](#) [Connect](#) [Assistant Accounts](#) [Assistant Manager](#)

Connected Regions
1 / 2 connected regions

Region	"From" email address	Mws Status	Ads S
North America		Active	Active
Australia		Inactive - Please connect	Inact

CONNECT TO MWS
🇪🇺 🇩🇪 🇬🇧 🇫🇷 🇮🇹 🇪🇸
EUROPE

CONNECT TO MWS
🇦🇺
AUSTRALIA

CONNECT TO AMAZON ADVERTISING
🇪🇺 🇩🇪 🇬🇧 🇫🇷 🇮🇹 🇪🇸
EUROPE

CONNECT TO AMAZON ADVERTISING
🇦🇺
AUSTRALIA

- Step 4 -** You will receive an alert saying you are about to be navigated to Amazon to complete the connection. Click OK.



You will now be redirected to Amazon to enable access.

Please log in to seller central and accept the agreement to complete the integration with ZonGuru.

OK

- Step 5 -** Enter your Amazon login credentials.

- Step 6 -** Click the terms and conditions box and select confirm.

Authorise ZonGuru

When authorising a third party application to access selling partner data on your behalf you are responsible for all actions taken by third party in connection with your account.

ZonGuru requires access to view or edit your information pertaining to your:

Selling Partner Insights ⓘ

Amazon Fulfilment ⓘ

Pricing ⓘ

Finance and Accounting ⓘ

Product Listing ⓘ

Inventory and Order Tracking ⓘ

Buyer Solicitation ⓘ

Buyer Communication ⓘ

☐ I understand that I take complete responsibility for the acts and omissions of ZonGuru regarding my Amazon Selling Partner account and hereby direct ZonGuru to access my Amazon Selling Partner account.

Once you confirm, ZonGuru will be authorised to access selling data on your behalf.

You can review and change your authorisations at any time from the [Manage your Apps page](#)

Cancel

Confirm

- Step 7 -** Navigate back to ZonGuru ' and to the [connect](#) tab.
- Step 8 -** Click 'CONNECT TO AMAZON ADVERTISING' for the region your client is selling within.
- Step 9 -** Follow the prompts to complete the connection.