

AMZ Agency Academy

DAY 1

How To Connect ZonGuru to Amazon (Manual 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!

To get started it is important to connect your clients Amazon Seller Central account with ZonGuru. If you do not have direct access to your clients Seller Central login and/or your client is unwilling to grant access permissions to Seller Central you will need to ask your client to complete the below steps on your behalf.

Please note, a manual connection **will not** provide access to advertising data. The preferred method of connection is Automatic to receive access to all performance data.

--- STEPS FOR CLIENT TO COMPLETE ---

Step 1 - Login to Amazon Seller Central and navigate to [Manage Your Apps](#).
Seller Central → Apps & Services → Manage Your Apps

Step 2 - Click 'Authorize new developer'

Appstore

Manage your apps

Manage access to your seller data

Authorize new developer

Step 3 - Enter the following information for the marketplace you are wanting to connect to ZonGuru and click next:

Developers Name	ZonGuru Pte Ltd
USA Developer ID	155067298644
EU & Indian Developer ID	018986722411
Australian Developer ID	593114272766

Step 4 - Accept the agreement and click next.

Authorize new developer

Click Next below to confirm you understand this, and that you want us to give ZonGuru Pte Ltd access to your Amazon selling account.

If you give third parties access to your account, you are responsible for all actions taken by the third parties in connection with your account.

Also, do not provide your Amazon user name and password information to anyone who contacts you by email or phone and asks for this information even if they claim to be from Amazon. No one from Amazon will ever ask you to verify your user name and password outside of your own logging into your Amazon selling account.

☒ I understand that I take complete responsibility for the acts and omissions of **ZonGuru Pte Ltd** regarding my Amazon selling account and hereby direct Amazon to allow **ZonGuru Pte Ltd** to access my Amazon selling account.

Next

Step 5 - Email the following information to the agency:

- Amazon Seller Central email address
- Seller ID
- MWS Authority Token

Click Next to complete the authority.

Congratulations!

ZonGuru Pte Ltd can now access your Amazon Seller account with MWS

These are your account identifiers, which ZonGuru Pte Ltd will need to access your Amazon seller account. These are the only identifiers that you need to provide. You should not share additional credentials such as your username or password. You will need to register with ZonGuru Pte Ltd and provide these identifiers before they can make Amazon MWS API calls on your behalf.

Seller ID:

AXXX8XXX9X4XX

Marketplace ID:

ATVPDKIKX0DER

MWS Auth Token:

amzn.mws.4xxx7122-9x5x-5x37-018x-121650x6xx87

Note: To help make sure your Amazon MWS authorizations are up to date, from time to time we may ask you to confirm the developers and applications you have authorized. You can learn more about our Developer Access Renewal program [here](#).

Next

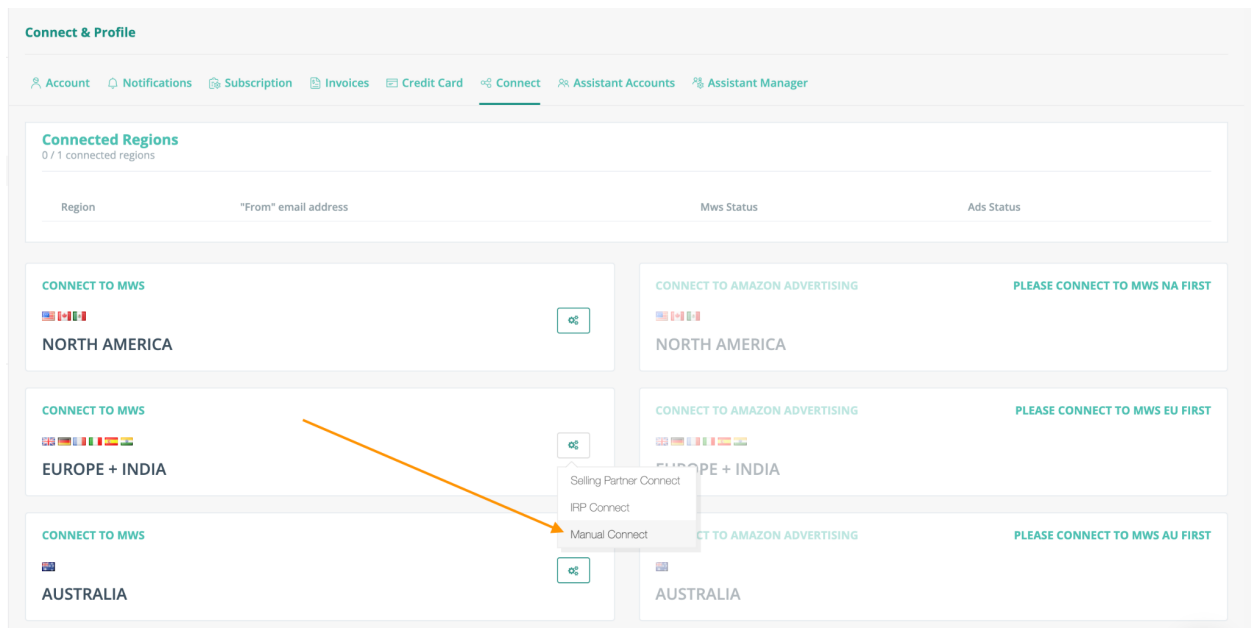
--- STEPS FOR AGENCY TO COMPLETE ---

Step 1 - Login to [ZonGuru](#).

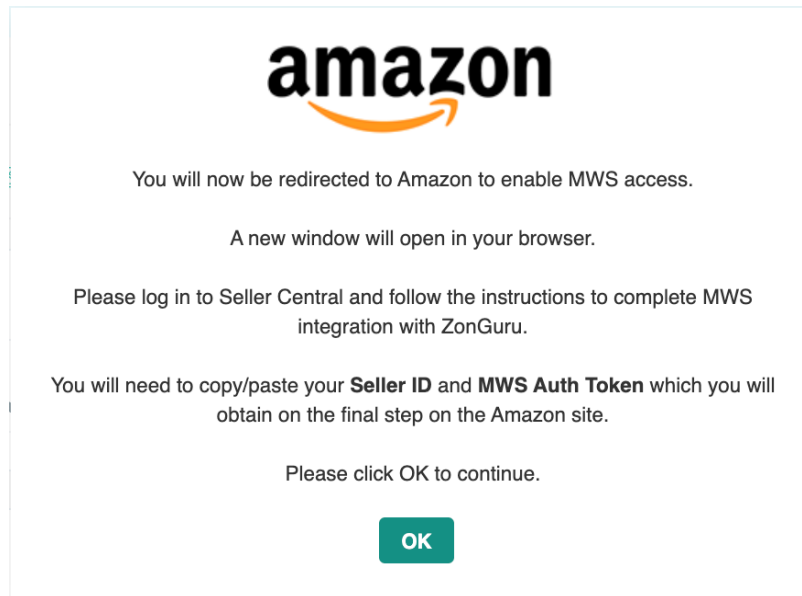
Step 2 - Navigate to the [connect](#) tab.

Step 3 - Click the cog wheel for the region your client is selling within and select

'manual connect'.



Step 4 - You will receive an alert saying you are about to be navigated to Amazon to complete the connection. Click OK and close the new browser window. This step has already been completed by your client.



Step 5 - Enter the Seller ID and MWS Authority Token provided by your client and click 'Connect'.

This image shows a form titled "CONNECT TO MWS" in teal. Below the title are flags for the United Kingdom, Germany, France, Italy, Spain, and India. To the right of the flags is a gear icon in a teal box. Below the flags, the text "EUROPE + INDIA" is displayed. The form contains two input fields. The first is labeled "Seller ID" and contains the placeholder text "Paste your Seller ID here" with an orange arrow pointing left. The second is labeled "MWS Auth Token" and contains the placeholder text "Paste your MWS Auth Token here" with an orange arrow pointing left. At the bottom right of the form is a teal button labeled "Connect".