

The 2025 **FBM** **seller's guide** to shipping & Account Health





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Introduction

This guide was built using the expertise of long-time Amazon Account Representatives. Now fully dedicated to onboarding Amazon sellers on how to set up and succeed with Veeqo, these reps have spent years advising sellers on how to navigate the challenges and opportunities of the Amazon marketplace.

This guide provides general information about Amazon's policies and Veeqo's services. Amazon's policies may change, and sellers should always refer to current Amazon Seller Central documentation for the most up-to-date requirements. Performance results may vary based on individual circumstances.



01

3 fundamental truths about shipping



Account Health

Getting these fundamentals right means more time slaying your goals and building your business.

Strap in, dear shipper, we'll walk through everything you need to know to keep your account thriving. Let's start with some fundamental truths, courtesy of our account reps.



Truth #1

Shipping to Amazon's standards is hard

Fun fact, Amazon's Q4 2024 Earnings Release reported \$98.5 billion in fulfillment costs for 2024! Amazon has invested in creating the world's most advanced fulfillment network.

As a seller, you're partnering with a company so committed to the shopping experience that they built robots, planes, and probably robot planes.

So, you're going to need a strong toolkit.





Garrett Howard

Garrett Howard has spent his 3 years at Amazon supporting sellers with optimizing and troubleshooting, advising on implementing the best options quickly to keep their businesses moving forward.

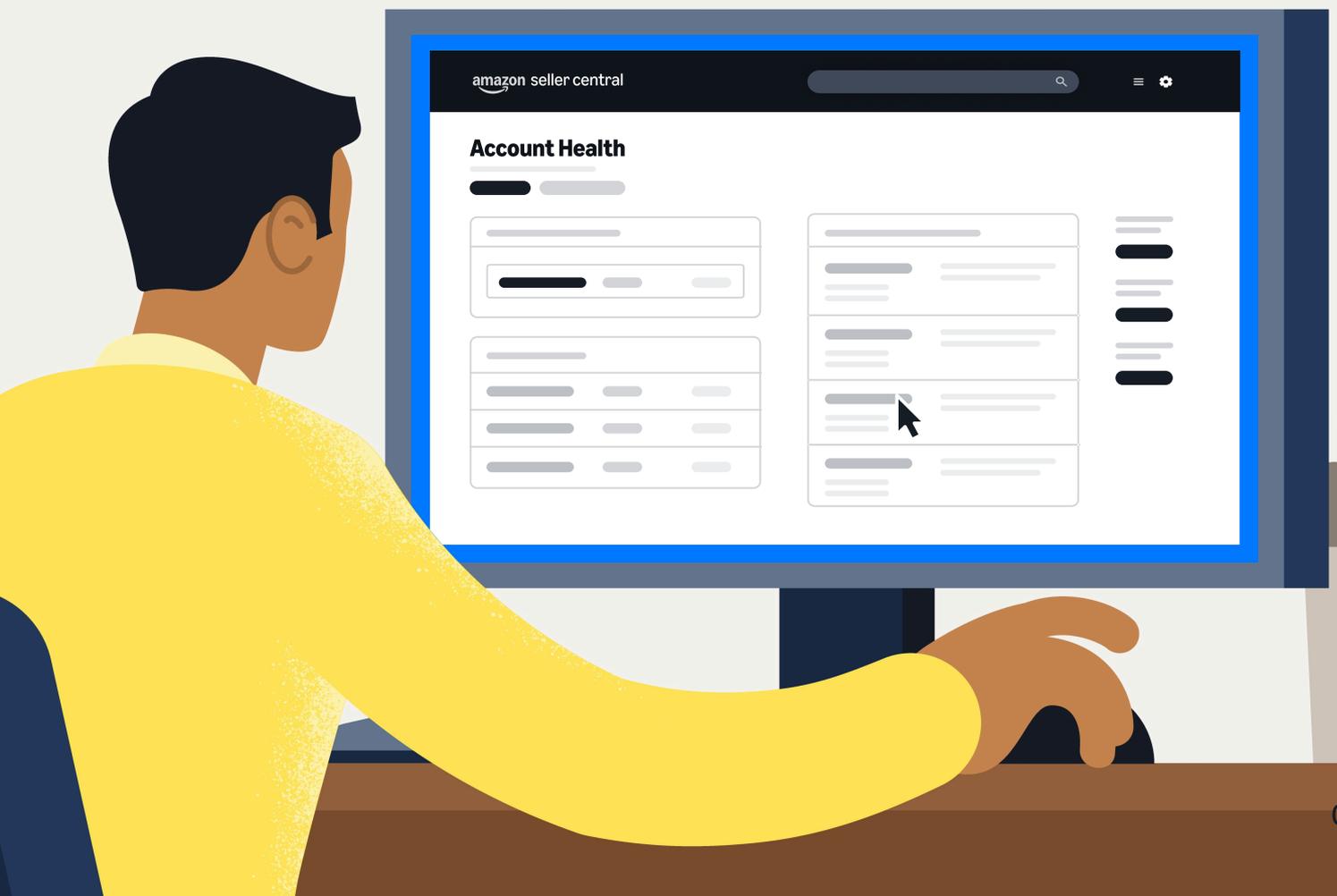


Truth #2

Data built Amazon's success and it can build yours too

Amazon finds success by leveraging insights based on data, and they provide sellers with the tools to do the same.

While keeping track of acronyms (ODR, LSR, VTR, OTDR) might seem overwhelming, these numbers are the key to maintaining Account Health, improving your performance, and avoiding that dreaded 'account suspended' notification. It pays to get comfortable with them.





Vincent Emond

Vincent Emond is passionate about using data to help sellers improve their businesses.

With a background in physics, he knows how to interpret insight from data.



Truth #3

Amazon cares about how well you ship and they care a LOT

Account Health is how Amazon ensures sellers are helping create a great experience for customers, and a big part of that is offering low prices.





Here's how Amazon helps sellers lower their prices for customers

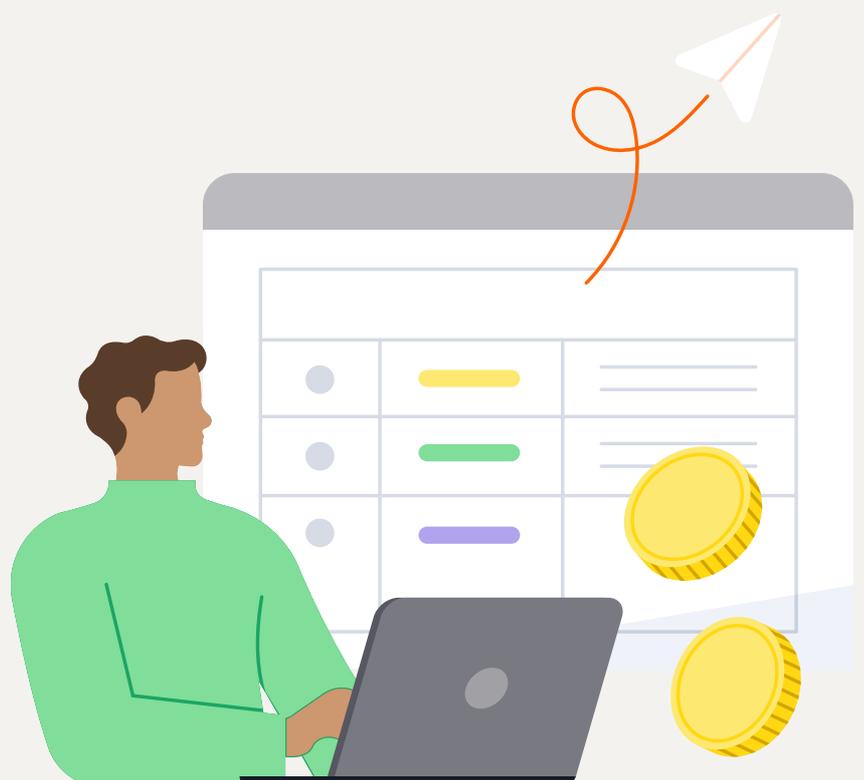
- 1.** Amazon is continuously negotiating rates with all major carriers— UPS, USPS, FedEx, DHL, and more— to secure the lowest commercially available shipping rates for sellers.
- 2.** They built a clever tool (Amazon Buy Shipping) to pick the best ship method for each order, helping you automate the right ship method for each order based on weight, size, destination, etc.
- 3.** Amazon bought Veeqo (that's us!)— a multichannel shipping tool that's now free for sellers. They integrated Buy Shipping directly into our software, which means you get the same great rates plus rate shopping experience in a multichannel format. That's alongside our inventory management, picking tools, and profit tracking.
- 4.** Amazon even went further, and by using Veeqo, you can earn up to 5% back in Veeqo Credits on eligible shipments, putting money back in your pocket.

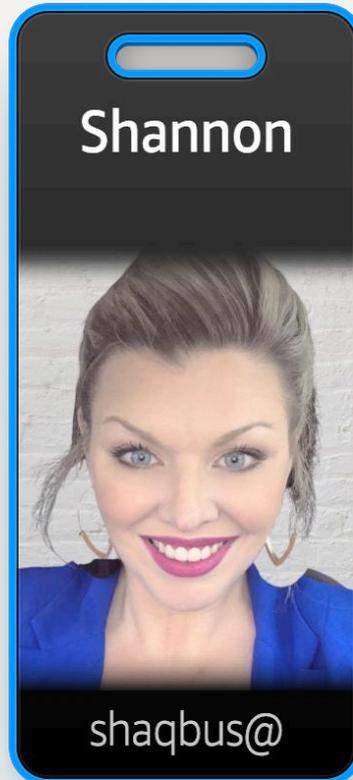




Lower costs, smarter shipping, and extra rewards, so you can grow your business while giving customers fast, affordable delivery.

You save money. Customers receive their orders fast. Everyone wins.





Shannon Bush

Shannon Bush has supported sellers across every major fulfillment workflow over the past 4 years at Amazon, including 2 years at Veeqo.

From FBA to Buy with Prime (BWP), Multi-Channel Fulfillment (MCF), and now Fulfilled by Merchant shipping through Veeqo, she brings a unique perspective on both the challenges merchants face and the solutions Amazon offers.



02

8 ways to optimize your Amazon Account Health



Taking Action

Now you know Account Health matters to ensure a good customer experience, you know why Amazon takes it seriously.

To keep your Amazon business in good standing and avoid penalties or suspensions, here are the 8 most effective actions you can take to optimize your Account Health.



01. Use Amazon Buy Shipping for **great rates and reliable tracking & delivery**

Amazon's Buy Shipping is a service that makes it easy to buy and print shipping labels for your Fulfilled by Merchant orders.

Amazon manages a LOT of orders so they're able to source competitive rates with major carriers UPS, Amazon Shipping, FedEx, USPS, etc and make them available to sellers.



Buy & print label





But the real value comes in the Account Health protections, such as:



6x more Amazon-paid refunds for A-to-z claims¹:

With Amazon Buy Shipping, Amazon refunds the costs for claims when customers report that packages don't arrive.



20% fewer potential late deliveries³:

Amazon Buy Shipping uses historical data to identify shipping methods that won't deliver a given order on time reliably.



Get 1.5x more SAFE-T claim reimbursements:

For orders managed through Customer Service by Amazon and Seller Fulfilled Prime.



Help maintain your valid tracking rates (VTR) at 100% automatically:

VTR measures how often you upload a valid tracking number for your orders using an Amazon-approved carrier, and if you drop below 95%, you risk not having your offer featured or even account suspension.

Every label purchased through Amazon Buy Shipping sends valid tracking to Amazon, saving you the hassle.



How to access Amazon Buy Shipping:

1. Via Seller Central (purchase labels directly through Amazon).
2. Through third-party shipping software.
3. By using Veeqo, Amazon's free shipping software, which is built for high-volume sellers.
4. Integrate your fulfillment systems with their Shipping API.





02. Make sure Amazon is clear on your **handling time**

It's not enough to be fast you have to be consistent, too.

Be clear with Amazon about your intended handling time and capacity, and meet those expectations, no matter what.

There are 3 ways to set your handling time:

1. Automated handling time, or AHT (Amazon managed handling time for each SKU).
2. SKU-specific handling time (Seller set for each SKU).
3. Default handling time (Seller set for the account).





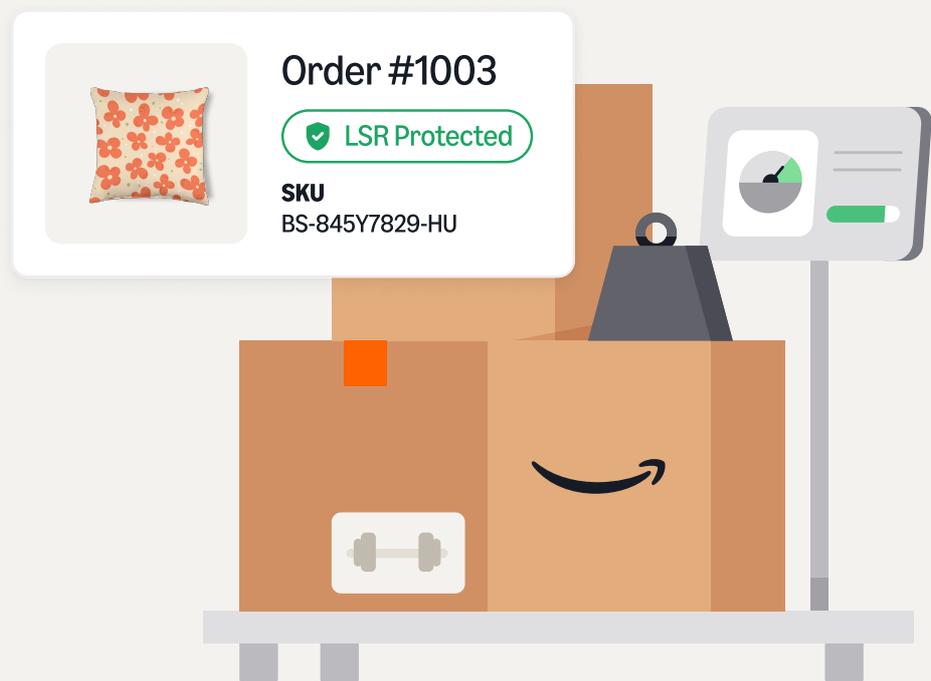
When a product has a SKU-specific handling time, it will override the default handling time.

For certain product types, such as custom, heavy and bulky, handmade, perishable, or media SKUs, you can request an exception to manually set a SKU-specific handling time that will override what AHT has configured.

Did you know?

Enable Account Health Tracking and get LST protection

If you have AHT enabled you automatically get late shipping rate (LSR) protection. To request an exception of your handling time, it's possible to contact [Selling Partner Support](#) and ask them for a handling time exception.





03. Ensure eligibility for **On-time Delivery Rate (OTDR) protection**

Amazon's OTDR policy update in August 2024 meant sellers must maintain a 90%+ OTDR to continue offering seller-fulfilled products or risk restrictions and lost sales.

They also gave clarity on the 3 things sellers have to do to protect their OTDR. Here's an explainer (and some detail on how Veeqo helps).





Use Amazon Buy Shipping and choose OTDR protected labels.

When you purchase shipping through Veeqo, all orders will ship via Amazon Buy Shipping and we'll flag the carriers and services that are OTDR protected in our UI, reliably meeting Amazon's delivery time requirements.

As of June 2025, OTDR protection is now available in Veeqo for Seller Fulfilled Prime and premium shipping orders too.

We'll also flag ship methods with the late delivery risk label so you can avoid them. Using the right labels protects your metrics, even if an order is delayed, BUT only when used in combination with the 2 other fulfillment tools below.

Rate shopping



Amazon Shipping

✓ OTDR Protected



USPS Priority Mail

\$6.73

✓ OTDR Protected



UPS Ground

\$6.99

✓ Protected



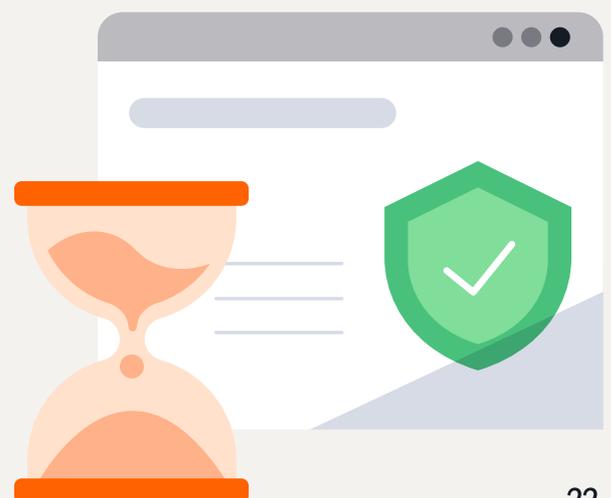


Enable Shipping Settings Automation (SSA) is an enhanced shipping template that automatically calculates precise delivery dates by analyzing:

- **Customer location:** The destination address of the buyer.
- **Warehouse locations:** The closest physical address to the customer from which you ship orders.
- **Carrier performance:** Up-to-date data on the shipping methods you use, including transit times and reliability.
- **Once enabled SSA automatically** updates delivery promises without manual intervention, ensuring they reflect real-world conditions.

Enroll in AHT and Amazon will dynamically adjust handling times based on fulfillment speed, improving compliance.

By following these steps, you'll protect your OTDR, prevent seller restrictions, and maintain control over your fulfillment strategy.





Fun Fact Time



When you purchase shipping labels on Amazon Buy Shipping or Veeqo, SSA gets smarter!

It remembers what ship method you used for each SKU used to ship to each shipping zone, and will update your delivery dates of future orders assuming you will use the same ship method.

This makes your delivery dates more accurate, often shorter, and typically leads to more sales.



Amazon has also changed the way they measure OTDR.

Previously, OTDR was calculated after any promise extensions were added to the delivery date. Promise extensions are additional days Amazon may add to the original delivery date to account for factors like weather, transportation issues, or a seller's history of late deliveries. Now, Amazon measures OTDR based on the percentage of seller-fulfilled items that were delivered on or before the original "Deliver by" date, before any promise extensions are applied.

In other words, the OTDR metric no longer includes the extra days provided by promise extensions. It's solely focused on whether items were delivered by the original promised date, not the extended date.



To get OTDR protection on Standard shipping orders you need to use SSA + AHT + Amazon Buy Shipping (or Veeqo).

However, to get OTDR protection for Seller Fulfilled Prime and Premium Shipping orders, you only need to use SSA + Amazon Buy Shipping (or Veeqo) + Ship on-time (considered as of the first carrier scan).



04. Use inventory management software to prevent overselling

Amazon policy recommends sellers to maintain a cancellation rate under 2.5% in order to sell on Amazon. A cancellation rate above 2.5% may result in deactivation of seller-fulfilled offers.

Here are some key actions you can take to keep your inventory game on point.

Inventory Tracking

All **24**

Payment required 8

Waiting stock 4

Ready to ship 10

Filter

Search order, customer, email, zip code, product name, SKU, or tracking number...



Actions



4 out of 5190 orders



Product

SKU

Location

On hand

Committed

On hand



STR-0123

All

460

2

448



STR-0123

All

145

14

132



Avoid pre-fulfillment cancellations by keeping inventory synced across sales channels

Pre-fulfillment cancellations, where you confirm an order but can't ship due to lack of stock, are a major red flag for Amazon and a common cause of negative customer experiences.

As your business scales and you sell across multiple channels, the risk grows. You can set up Veeqo to act as a master of inventory, ensuring your inventory levels are accurately synced everywhere you sell, preventing overselling and stockouts.



Forecast demand, reduce customer returns and cancellations

A significant percentage of returns and cancellations stem from inaccurate stock levels and poor demand forecasting. Selling something you don't actually have not only disappoints customers—it also damages your order defect rate (ODR) and VTR.

With Veeqo, you can forecast demand based on historic multichannel sales and manage purchasing all from the same app.



Review your supply chain regularly:

Healthy inventory practices start with reliable suppliers and forecasting. Identify slow-moving SKUs, factor in lead times, and keep a buffer stock for top sellers to avoid disruptions.



05. Keep late shipment rate (LSR) below 4%

Late shipment rate (LSR) tracks how often you confirm shipment after the expected ship date. Exceeding Amazon's 4% threshold can hurt your Account Health and lead to listing restrictions.

Set realistic handling times:

Make sure your handling time reflects what you can consistently achieve.

Overpromising on dispatch speed leads to late shipments, missed expectations, and unhappy customers.

Automate fulfillment processes:

Using software like Veeqo helps streamline your pick, pack, and ship workflows, so you hit your shipping deadlines without stress.





06. Set up your warehouse for the **fastest possible handling time**

Invest in this while you scale, as it only gets harder to pick, pack, and ship fast as you grow.



Set up your warehouse properly

Get all your SKUs set up properly across your warehouse. Set up using aisles, locations (yes, like Ikea). Store best-selling items near packing stations for faster retrieval.



Pick in batches

Process multiple orders at once. Bulk purchase and print labels. (Veeqo allows printing 1,000 labels at once)



Sync inventory levels across sales channels

To prevent stockouts and backorders.



Pre-pack popular items

To reduce time spent on packaging.



Ensure accurate package weight & dimensions

To avoid unexpected shipping delays.



Use a digital barcode scanner to speed up order picking



You can see Veeqo's in action [here](#). Scanners like this help you track warehouse efficiency and identify bottlenecks in the fulfillment process.

Set up operating days and order cut-off times



On each warehouse location in your order fulfillment settings in Seller Central.

Did you know?

If a seller has same-day handling time, any order received before their order cut-off time needs to be shipped the day that order was received. Any order received after the cut-off time will have an extra business-day to ship. Extending your order cut-off time can reduce your delivery dates for buyers shopping during that time.

If you process orders on weekends, make sure to enable Saturday, Sunday or both on your shipping settings in Seller Central, or your delivery dates may be unnecessarily long since handling time is measured in business operating days.



07. Regularly audit & improve your **shipping process**

Optimize packaging, carrier selection, and delivery estimates to improve efficiency.

Optimize your packaging:

- Use lightweight yet sturdy materials to minimize weight-based shipping fees.
- Avoid oversized boxes to reduce dimensional weight charges.
- Consider eco-friendly packaging if it aligns with your brand and customer expectations.

Multi-carrier shipping strategy:

- Different carriers have different strengths—some are better for small parcels, others for international shipping.
- Use shipping software that automatically selects the best carrier based on cost and delivery speed.

Insurance considerations:

- For orders over £100, consider purchasing additional insurance to protect against lost or damaged items.
- Some carriers include basic insurance in their rates, so review their policies before buying extra coverage.

Did you know?

If a seller has same-day handling time, any order received before their order cut-off time needs to be shipped the day that order was received



08. Proactively manage customer communication and reduce order defect rate (ODR)

Respond to inquiries quickly and resolve issues before they escalate

Customers expect clear communication about their orders and prompt resolution of any problems. Without these, minor issues can quickly turn into formal disputes. Aim to reply to all buyer messages within 24 hours.

Even a quick update or apology can prevent an issue from turning into a complaint or negative review. Consider using templated responses to handle common questions quickly and consistently.

Provide clear, trackable shipping updates

Use services that automatically send accurate tracking info to Amazon and your customers. With Veeqo, tracking numbers are applied correctly, every time – helping you hit your VTR goals and build trust with buyers.

Protect your account with Claims Protected labels

Even when things go wrong, you can safeguard your metrics. Veeqo's Claims Protected labels help sellers win 6x more A-to-z claims and 1.5x more SAFE-T claim reimbursements, turning potential Account Health risks into recoverable incidents.

These services improve the chances of successful A-to-z appeals and help maintain clean metrics, even when problems arise.

Footnotes for this section:(1)Average uplift seen in 360 days following enrollment; based on data from Sep 2021 to June 2023(2)Average positive response rate as of Jan 2025(3) Compared to sellers on Amazon managing their own customer service; based on data from Jan 2024 to Dec 2024 (4) Average waiting time for customers that reach out to sellers about FBM orders



Use Customer Service by Amazon (CSBA)

CSBA is a paid program where Amazon takes care of customer service on your behalf for your self-fulfilled orders.

US sellers that enroll in CSBA see a 4% uplift in sales as a result of offering a best-in-class post-order experience.

Top Tip

Don't miss Amazon Account Health notifications!

You can sign up to hear about changes to Amazon Account Health policies [here](#).

Customers that order a seller-fulfilled product and get help from CSBA:

- 1.** Give 92% positive responses when asked if their issue was resolved
- 2.** Are 40% less likely to require a second contact to resolve their issue
- 3.** Wait less than 1 minute on average for a reply, instead of over 14 hours average response time for seller responding via buyer-seller messages.

Footnotes for this section:(1)Average uplift seen in 360 days following enrollment; based on data from Sep 2021 to June 2023(2)Average positive response rate as of Jan 2025(3) Compared to sellers on Amazon managing their own customer service; based on data from Jan 2024 to Dec 2024 (4) Average waiting time for customers that reach out to sellers about FBM orders



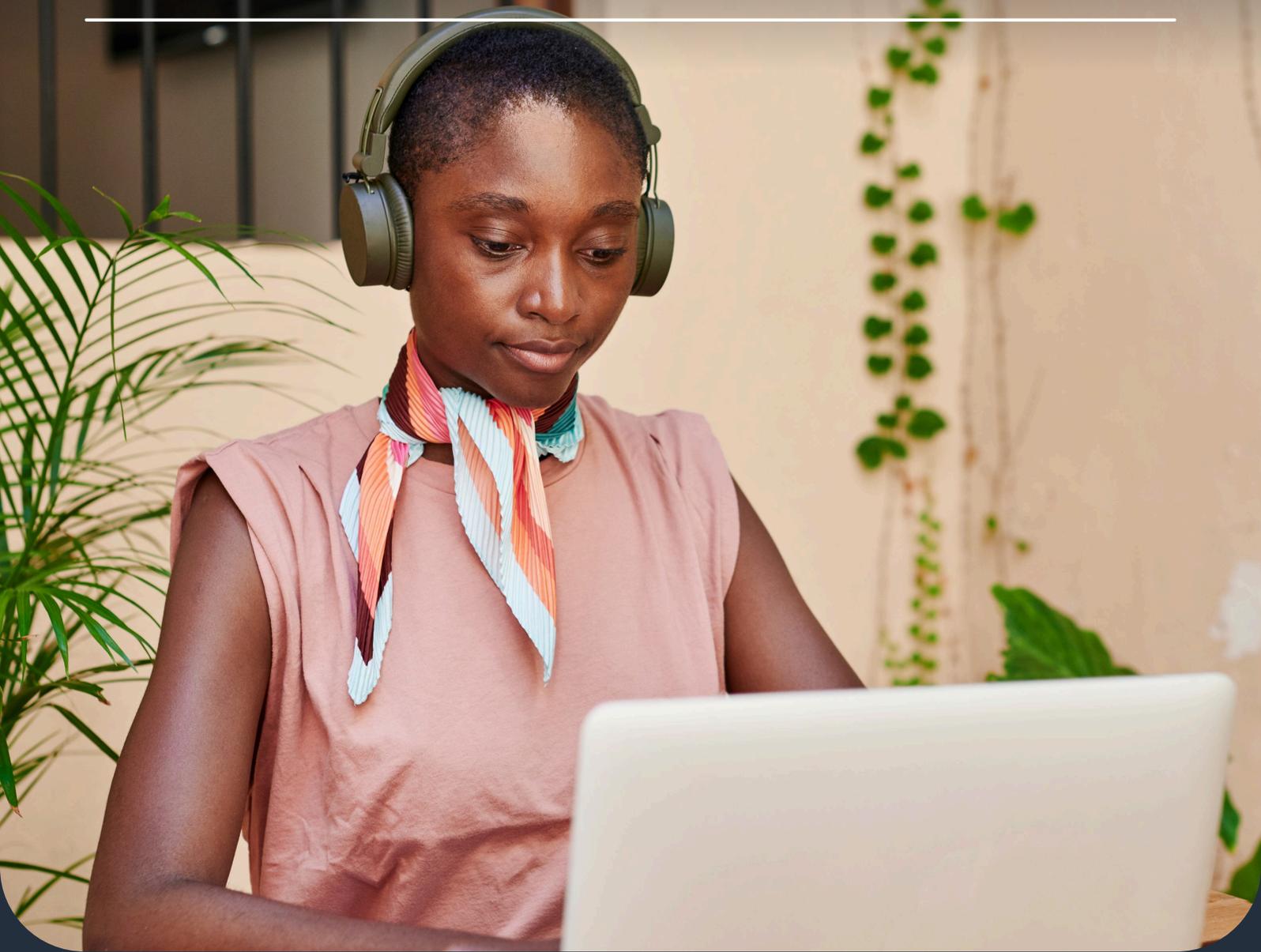
Disclaimers

¹ Your OTDR will not be impacted by late deliveries for an order if 1) The SKU delivered late was assigned to a shipping template with Shipping Settings Automation (SSA) enabled, 2) Your account has Automated Handling Time (AHT) and 3) You purchased an "OTDR Protected" shipping label on Veeqo to fulfill this order.

² Late delivery claims as compared to Amazon sellers who purchase shipping labels outside Veeqo and ship on time.

³ A-to-z claims. As compared to claims received for orders shipped on-time outside Veeqo. To be eligible for A-to-z claim protection you must: 1) Purchase the shipping label on Veeqo, 2) Ship on time, which will be considered at the moment of the carrier's 1st scan, not when you confirm shipment, and 3) Respond to any customer inquiry in buyer-seller messages within 48 hours.

⁴ SAFE-T claims. As compared to claims submitted for orders shipped on-time outside Veeqo. To be eligible for SAFE-T claim reimbursement you must: 1) Purchase the shipping label on Veeqo, 2) Ship on time, which will be considered at the moment of the carrier's first scan, not when you confirm shipment.



03

Account Health seller FAQs



FAQs

1. Where can I access support for issues with Account Health?

Professional sellers can contact the Account Health Support (AHS) team directly via contact us on the [Account Health page](#) or in the seller app; they're available 7 days a week. Individual sellers can use Seller University, help pages, or post in the Account Health forum.

2. Where can I learn about policy violations?

Use the **Account Health dashboard in Seller Central**, which lists all policy and performance violations. Click each violation to view Amazon's policy text and detailed info on what was violated.

3. How do I gain approval to sell a brand or ASIN?

Go to **Seller Central > Inventory > Add a Product**.

If the listing is gated, you'll see an option to "Request Approval". Follow the process and submit required documents (invoices, authorization letters, etc.).

4. How do I find out if a product is prohibited/restricted?

Search **Seller Central help** for restricted products or policy sections. If a product is restricted, Amazon will flag it when listing. Review the **product compliance** page for category-by-category guidance.

5. What should I do if a customer says something is damaged/not as promised?

Respond quickly (within 24 hours), offer a refund or replacement, and resolve the issue before it becomes an A-to-z claim or negative feedback. Use BAD-FIT processes to prevent escalation.

6. Can a Veeqo account rep reinstate my account?

No. Only Amazon can reinstate your account. Veeqo reps can help you understand alerts, help you understand how Veeqo can help set you up for success, and offer advice, but reinstatement come through Amazon.

7. Are there situations where protections won't be applied even if I use Amazon Buy Shipping?

Yes. Protections only apply for shipments that meet Amazon's criteria—approved carriers, proper label type, and valid tracking. If you use third-party or unapproved services, protection may not apply.



8. I bought a protected label in Veeqo. Why was the customer claim still approved by Amazon? use Amazon Buy Shipping?

Protected labels only increase the chance of a successful appeal—they don't prevent all claims. Amazon may still approve A-to-z or SAFE-T claims if the customer's evidence is compelling. Veeqo's Claims Protected labels boost your chances of successful appeals—sellers typically see 6x more reimbursed A-to-z claims and 1.5x more SAFE-T payouts.

While Veeqo can't directly reverse Amazon-approved claims, it automates appeals and provides the documentation to support reversals.

9. I don't want to use AHT/SSA, will I still be protected? I have a huge catalog, SKU-based handling time and now I can't get protected?

Veeqo allows per-SKU handling time settings, so you can avoid AHT/SSA altogether if you prefer. Claims protection still applies based on each shipment's handling-time accuracy once configured correctly—no requirement to enroll in SFP across the board.

However, if you want OTDR protection, you are required to use SSA and AHT for standard orders, or SSA and ship on time for SFP and Premium Shipping orders.

10. I don't understand the overall Account Health rating scale—what's a good score? And what are the biggest things I can do to move it?

A healthy AHR status scores between 200-1,000, indicating your account is not at risk of deactivation. At risk status (scores 100-199) means your account is vulnerable to deactivation, while an unhealthy status (scores 0-99) means your account is either eligible for or already deactivated.

To improve your AHR score, you can:

- Address outstanding policy violations on your Account Health page through successful appeals or disputes.
- Successfully fulfill orders, as you gain four points for every 200 successful orders fulfilled over the last 180 days.
- Avoid repeat violations, as multiple violations of the same policy will cause your AHR to degrade faster.
- Promptly address any critical violations within the 3-day grace period to prevent account deactivation.



04

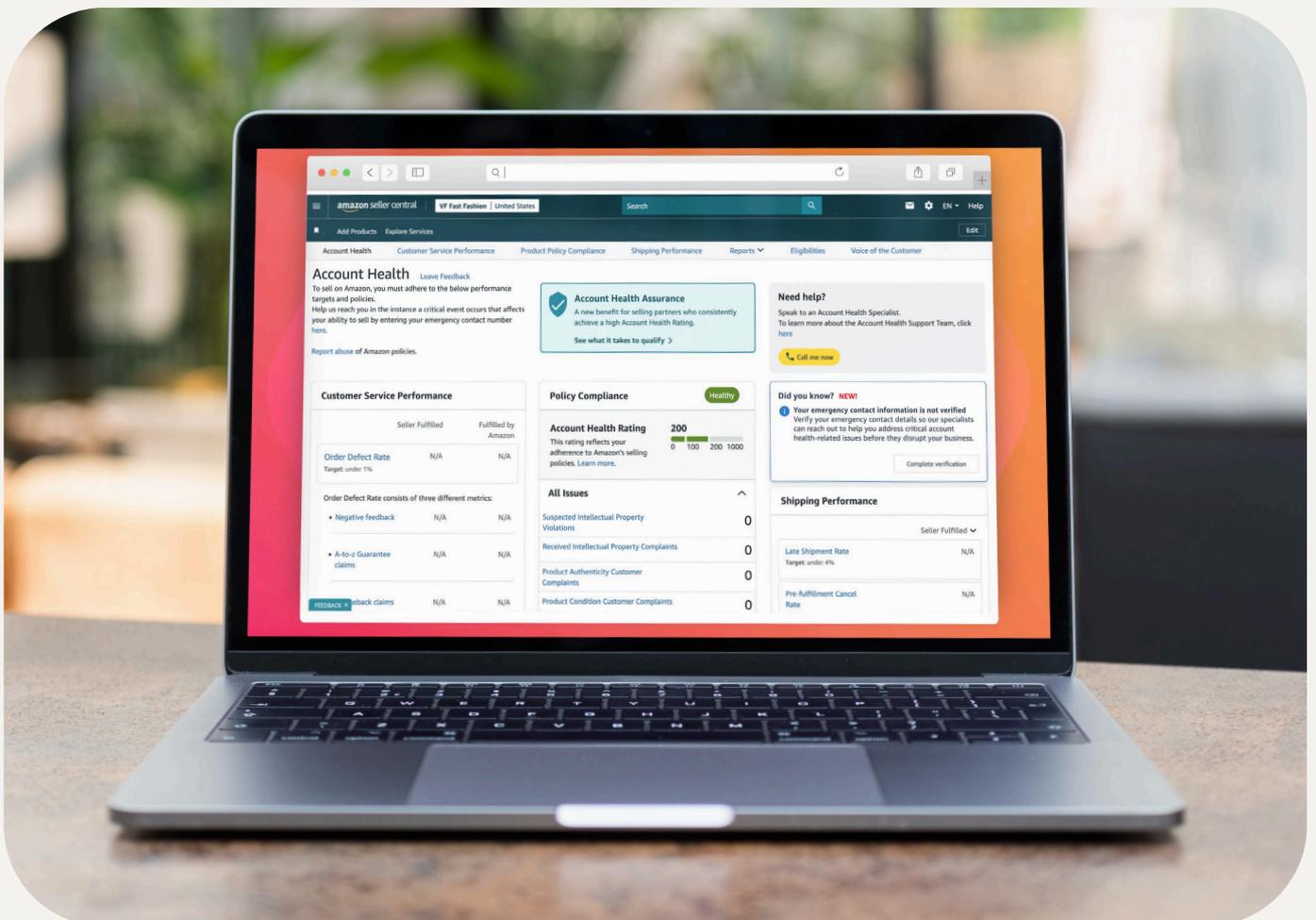
Account Health metrics demystified



Account Health metrics demystified

Your performance as a seller is broken into 3 sections of Amazon Account Health: 1) Customer service performance, 2) Policy compliance, and 3) Shipping performance.

Let's dig into these so you know what's needed from you, and why it matters to Amazon.





4.1

Customer service performance - ie, how well you handle customer interactions and resolve issues



Order defect rate (ODR)

- **What it is:** The percentage of orders with negative feedback, A-to-z Guarantee claims, or chargebacks.
- **Amazon's requirement:** Below 1% over a 60-day period.
- **Why it matters:** A high ODR signals poor customer experience and can lead to account suspension.



A-to-z Guarantee claims

- **What it is:** When a customer requests a refund through Amazon because of late delivery, an undelivered
- **Why it matters:** Too many claims raise ODR and can result in penalties.



Customer feedback rating

- **What it is:** A score based on buyer reviews about product quality and service.
- **Why it matters:** Negative feedback can hurt rankings and deter future customers.



4.2

Policy compliance - ie, following Amazon's rules



Policy violations

- **What it is:** Any breach of Amazon's selling policies, including intellectual property complaints, listing policy violations, or restricted product sales.
- **Why it matters:** Repeated violations can result in listing removal or account suspension.



Restricted product violations

- **What it is:** Selling items that are banned or require specific approvals (e.g., hazardous materials).
- **Why it matters:** Violating restricted product policies can lead to legal consequences and a permanent ban.



Intellectual property (IP) complaints

- **What it is:** Claims from brands or rights holders stating that a seller is using copyrighted or trademarked material without permission, or selling counterfeit goods.
- **Why it matters:** Sellers with multiple unresolved IP complaints may lose their ability to sell certain products or be suspended.



4.3

Shipping performance - ie, your ability to fulfill orders to Amazon's standards



On-time delivery rate (OTDR)

- **What it is:** The percentage of orders delivered by the estimated delivery date.
- **Amazon's requirement:** Above 90% as a minimum, but recommended 95%+.
- **Why it matters:** A low OTDR can lead to shipping restrictions or suspension of seller-fulfilled orders.



Valid tracking rate (VTR)

- **What it is:** The percentage of orders with valid tracking numbers uploaded.
- **Amazon's requirement:** Above 95%.
- **Why it matters:** Missing tracking information increases customer disputes and lowers trust.



Late shipment rate (LSR)

- **What it is:** The percentage of orders shipped after the expected ship date.
- **Amazon requirement:** Amazon's requirement: Below 4%.
- **Why it matters:** A high LSR may cause Amazon to remove your ability to fulfill orders yourself.



Pre-fulfillment cancellation rate

- **What it is:** The percentage of orders canceled by the seller before shipping.
- **Amazon's requirement:** Below 2.5%.
- **Why it matters:** High cancellation rates indicate poor inventory management and hurt seller performance.



SAFE-T (Seller assurance for ecommerce transactions)

- **What it is:** Amazon's reimbursement program that protects sellers against unfair or erroneous customer claims. SAFE-T is crucial for protecting sellers from unjust losses and ensuring fair handling of disputes in Amazon's marketplace.
- **How it works:** If a customer files a return request, A-to-z Guarantee claim, or chargeback that results in a loss for the seller, the seller can submit a SAFE-T claim to request reimbursement. Amazon reviews the claim and may issue a reimbursement if they determine that the return was fraudulent, the item was returned in unsellable condition, or the claim was improperly granted.



When can you file a SAFE-T claim?

- **Item not returned or damaged:** If a buyer is refunded but fails to return the product or returns it in an unsellable condition.
- **Return policy violations:** If the return does not comply with Amazon's stated return policies.
- **A-to-z Guarantee misuse:** If the claim was wrongly approved against the seller.
- **Customer fraud:** If a customer falsely claims an issue to receive a refund.



How to submit a SAFE-T claim:

- **Go to Seller Central** → Orders → SAFE-T Claims.
- **Provide evidence (photos, tracking, receipts, etc.)** proving the claim is invalid.
- **Amazon reviews the request** and decides within a few days.



Start shipping in minutes with Veeqo

Sign up with your Amazon account and start shipping
in minutes.

[Sign up for FREE](#)

[Book a demo](#)

