amazon brand registry
Troubleshooting guide

1 **Confirm Brand Registry approval**
Check for errors throughout Brand Registry enrollment

2 **Brand name mismatch**
Verify exact brand name alignment in Brand Registry

3 **Wrong relationship status**
Vendor Central needs to be connected as Brand Representative

4 **ASINs mapped to the wrong brand entity**
Validate ASIN-to-brand mapping via AVS

5 **Another party enrolled the brand first e.g. reseller**
Validate brand via AVS or Brand Registry

6 **You are not in the BuyBox**
Performance issue – look at your listing's profitability

7 **Amazon's automated quality or compliance checks**
Take it with you into the AVNs – profitability is also linked to a stable content!

8 **Re-test content updates**
Only test content after structure is fixed

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