

Zendesk quick start guide

Starting May 13th, 2024, Amazon Advertising's API support team will migrate from their current Jira support platform to Zendesk. This change aims to enhance the efficiency of support associates in managing their ticket queues, which will contribute to quicker resolution of tickets and more prompt updates for customers. Zendesk's adaptable ticket submission system will enable customers to easily provide all required information upfront, minimizing the need for additional communication and thus streamlining the interaction process.

APIs in scope and our SLA promise

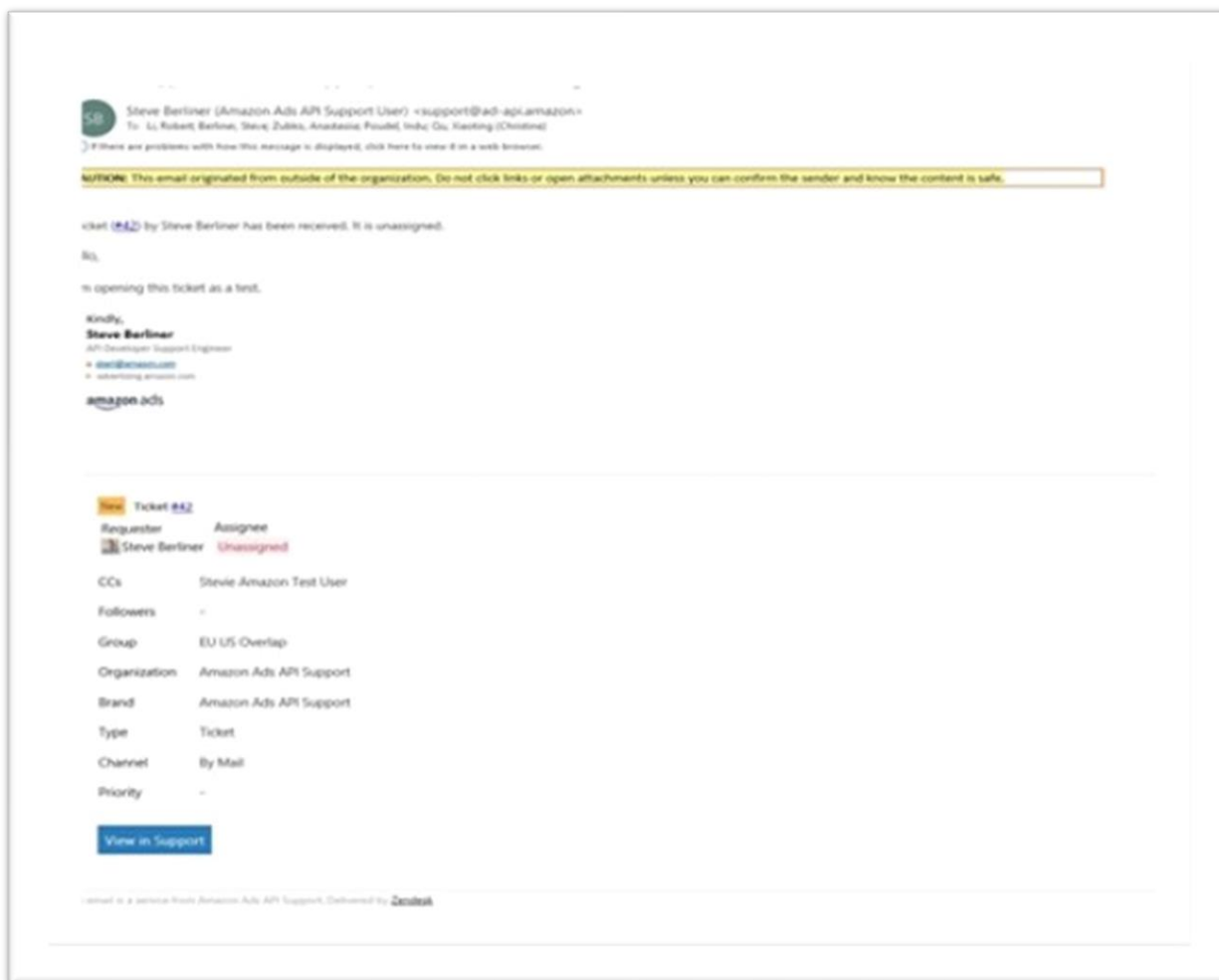
Amazon's Advertising API team offers in-product and email support to external partners and advertiser developers who have successfully integrated with the Amazon Advertising API. This assistance covers issues related to Amazon's Advertising API; comprising of sponsored ads (Sponsored Products, Sponsored Brands, Sponsored Display, and STV), Amazon DSP, Amazon Marketing Stream, and Amazon Marketing Cloud (AMC). The Amazon Advertising API team does not provide support for onboarding or data provider APIs, which remained managed in Jira.

Concerning service level agreements (SLAs), although there are no guaranteed response times, the Advertising API team strives to address support requests within 24 hours from Monday to Friday. For additional details, please refer to the relevant article in our Help Center, <https://amazon-ads-api.zendesk.com/hc/en-us/articles/21711672614811-Our-SLA-Promise>.

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Email to Ticket

New in Zendesk, the Advertising API support team will offer support via email.



- Tickets can be opened by emailing your inquiry to **ads-api-support@amazon.com**.
- Priority cannot be set in case of tickets opened by email, default level will be set to low.
- Anyone can be CC'd on the ticket.
- Once someone is CC'd, they can contribute to the ticket by email as well.

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New Email-to-Ticket Functionality & Ensuring Our Emails Reach You

We are pleased to announce that moving forward, you can reach our support team directly through the new email address: **ads-api-support@amazon.com**.

This change aims to provide a more direct and recognizable channel for assistance, streamlining the initial step of ticket creation. This is an improvement from our prior system under Jira, where direct email support is not available.

To ensure seamless communication, please add **ads-api-support@amazon.com**, **ads-api-onboarding@amazon.com**, and **support@amazon-ads-api.zendesk.com** to your email's safe sender list. This action will help prevent our communications from being inadvertently marked as spam, allowing us to provide timely and effective support through Zendesk.

Looking ahead, we want to assure you that we are actively exploring alternative solutions to further improve our support process. Our goal is to make future interactions more seamless, eliminating the need for manual filtering of our emails.

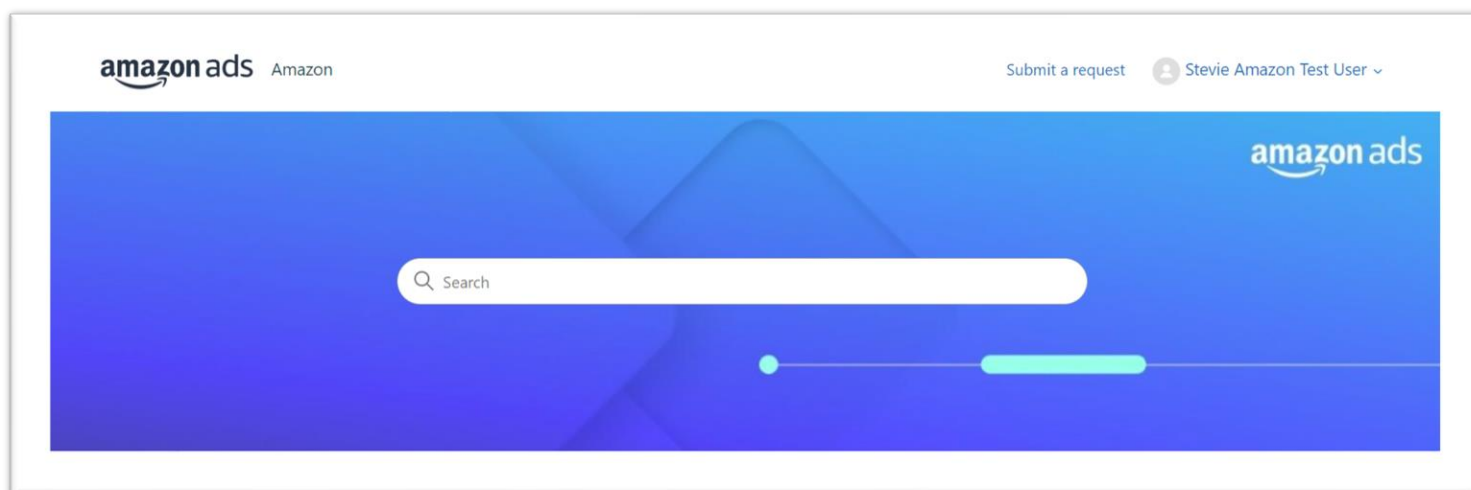
We appreciate your cooperation and understanding as we implement these changes. If you have any questions or need further assistance, please do not hesitate to reach out to us at the new support email address.

Thank you for your continued partnership.

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Help center

Like Jira, the Advertising API support team will offer support via Help Center. The Help Center can be accessed at amazon-ads-api.zendesk.com.



For ticket submissions in the portal, a login is required. Customers can obtain a login by reaching out to our team at ads-api-support@amazon.com or by signing-up at amazon-ads-api.zendesk.com.

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Submit a request

- To submit a ticket, click on “Submit a request” in the top right corner and select from these ticket forms; or go to <https://amazon-ads-api.zendesk.com/hc/en-us/requests/new>.
- Select the form (“Report a bug, Ask a question, or Request a new feature” or “Other”).
- Fields marked without (optional) are mandatory.

Submit a request

Please choose your issue below

-

Report a bug, Ask a question, or Request a new feature

Onboarding

Other

Report a bug, Ask a question, or Request a new feature

- This ticket form can be used to submit a ticket with maximum information. Providing this information serves to expedite the troubleshooting process and eliminate back and forth with the support team.

Onboarding

- This ticket form allows customers to reach onboarding support engineers directly for onboarding related issues.

Other

- This ticket form can be used to submit a ticket with minimal information - assuming all information may not be available.

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Request Queue

- Tickets can be managed within users' help center queue.

amazon ads Amazon Advertising API Support Steve Berliner

My requests

My requests Requests I'm CC'd on

Search requests Status: Any

Subject	Id	Created	Last activity	Status
Zendesk Migration Project Update 2/5/2024	#61	2 days ago	2 days ago	Open
[Update] DSE Zendesk Migration - 1/29/24	#55	9 days ago	8 days ago	Open
Test Ticket Creation 999999999	#34	1 month ago	12 days ago	Solved
[Update] DSE Zendesk Migration - 1/5/24	#35	1 month ago	15 days ago	Solved
test presentation rik	#45	20 days ago	15 days ago	Solved
Test Ticket for Walkthrough	#42	1 month ago	15 days ago	Solved
[Update] DSE Zendesk Migration - 1/22/24	#46	16 days ago	16 days ago	Open

Amazon Advertising API Support

- The ticket queue comprises of two distinct tabs:
 - One for tickets initiated by users.
 - Another for tickets they are involved in as an email CC recipient.

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Minimal disruption assured

Throughout this transition period, our top priority is to minimize disruption to our ongoing support operations. Rest assured that our team is going through extensive training and testing to ensure a smooth and seamless migration. We offer you the choice of continuing conversations in Zendesk or resolving existing tickets within Jira—whatever suits your preference. However, we kindly request that all new tickets you create with our team be initiated in Zendesk. Official communications regarding the migration were sent to all Jira customers, commencing on May 9th, 2024.

Onboarding Assistance

Effective July 8th, 2024, the API Onboarding support team will be transitioning from Jira to Zendesk as their primary platform for managing customer support tickets. This migration to Zendesk represents a key advancement in our efforts to continuously improve our services. For issues with onboarding, you can reach our support team directly at [**ads-api-onboarding@amazon.com**](mailto:ads-api-onboarding@amazon.com).

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What impact will the Zendesk migration have on the beta/pilots process?

As of May 13th, 2024, we anticipate no alterations to the beta/pilots process; thus, there are no modifications at this time. After the migration, we will assess whether it's necessary to transition the process to Zendesk.

How will the transition to Zendesk affect ongoing support operations?

Throughout this transition period, our top priority is to minimize disruption to our ongoing support operations. Rest assured that our team is going through extensive training and testing to ensure a smooth and seamless migration. We offer you the choice of continuing our conversation in Zendesk or resolving existing tickets within Jira—whatever suits your preference. However, we kindly request that all new tickets you create with our team be initiated in Zendesk. Official communications regarding the migration were sent to all Jira customers, commencing on May 9th, 2024.

For what duration will partners retain access to Jira?

As of now, our strategy is to maintain access to Jira for several months. This period is intended to ensure a smooth transition for our customers to Zendesk. We will closely monitor the migration process and, once we ascertain those operations have successfully transitioned, we will formally communicate the timeline for phasing out our team's use of Jira.

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Need AMC Support?

Support for Amazon's Marketing Cloud (AMC) APIs can be found in this help center (<https://amazon-ads-api.zendesk.com/hc/en-us>). However, non-API AMC issues are managed elsewhere in Zendesk at amazonmarketingcloud.zendesk.com.

You have the following options to access their support team for AMC's non-API issues:

1. Support from the AMC team is available via email at amc-support@amazon.com;
2. Support from the AMC team is available via help center at <https://amazonmarketingcloud.zendesk.com>; or
3. You can open a ticket with the Advertising API team, and we will forward your request to the AMC team.

Data Provider Endpoint Assistance

Even though Amazon's Advertising API support team and Amazon's Data Provider team share some supported endpoints, you can still find the data provider teams within Jira. If you have any questions related to data provider endpoints, please feel free to open a ticket here: <https://amzn-clicks.atlassian.net/servicedesk/customer/portal/2>. Unfortunately, there isn't an email contact for the Data Provider team. If you would like to see the Jira team transition to Zendesk, we would appreciate your feedback. You can do so by rating and reviewing our functionality or by providing suggestions for improvement via ticket or review.