



SHARK LABS
WE BUILD BRANDS

AMAZON BADGES CHEAT SHEET

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Badge Picture	Badge Description:	Placement
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Best Seller

Amazon's Choice

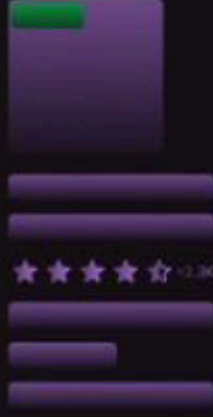
as known as

- New Arrival Pick ⓘ
- Popular Brand Pick ⓘ
- Overall Pick ⓘ

Given to top 1 seller in any particular category or subcategory. Badge is updated hourly based on the sales data

Keyword-specific badge. Given to Amazon products that show the best match for the keyword that the shopper entered in the search bar.

Top left corner of the product image on the search results and product page



CLIMATE PLEDGE FRIENDLY

Limited time deal

Small Business ↕

#1 Top Rated

Save 25% with coupon or Save \$5.00 with coupon

Works with Alexa ↕

prime

Product satisfies specific environmental or sustainability standards. Symbol of Amazon's values

Created for limited-stock deals which run for 24 hours or 7 days

Given to businesses with fewer than 100 employees and less than \$50 million in annual revenue. A brand must be registered in the Amazon Brand Registry or participate in the Handmade program.


New badge, not a lot of info yet. Assumption: given to the product with the highest and best reviews.

Coupon provided by seller.

This product is certified by Amazon to work with Alexa. This product can be controlled with your voice through Alexa-enabled devices.

The product offers a high-speed delivery with no additional charge for Prime customers.

Under the product title on the product page and on search results



#1 New Release

#2 Most Gifted

Granted to newly released products that generate high sales during the first few days of being listed. Badge is accessible for the first 90 days after selling the product.

Not a lot of info yet. Most likely it's showing the ranking of products that are getting mostly gift-wrapped

Under the product title on the product page

