

Amazon news roundup

Q3 2023

AI to the rescue?

Following starting legal action against 10,000 Facebook group administrator's [back in 2022](#), Amazon continues to invest in more advanced AI tools to combat fake reviews. Read more about it on [this BBC report](#).

Pinning the Pinterest partnership

Back in April, Pinterest announced a strategic phased ad partnership with Amazon, hoping to bring more traffic and to offer a more seamless checkout experience. Learn more by visiting [this article](#) by TechCrunch.

Vacation mode for FBM

If you're an FBM seller and are wanting to go on vacation, you should check out [this page](#) by JungleScout, which explains how to toggle the setting, and things that you should do before activating it.

INFORM Consumers Act

Whilst it is always best practice to keep your records up-to-date, The INFORM Consumers Act came into effect this year, requiring compliance by June 27 2023. It means that it is essential for certain sellers to keep their information updated, or be at risk of account suspension. You can read more about this on [eSeller365's post](#).

Amazon to start charging for returns to UPS Stores

It's no secret that Amazon has always had a very customer-centric approach, so you might be surprised to discover that Amazon has begun to charge customers for in-store UPS returns. You can find out more details on the subject by reading [this post](#) by Inc.

Amazon Ad strategies

Regardless of how you are managing your Amazon Ads, it is always worth knowing what mistakes to avoid. See [eComEngine's article](#) for more information.

Heightened Amazon fees and how to navigate them

Amazon is known to occasionally increase fees, [this Forbes interview](#) covers how to navigate them whilst increasing your ROI.