FBM Offer Deactivation: First-24-Hours & Reactivation Checklist

Companion to "Amazon Deactivated Your FBM Offer? The New Offer-Level Rules, the Four Metrics, and How to Get It Back (2027 Guide)". Work top to bottom — diagnose and fix before you submit anything.

Hour 0–1: Preserve the record

- Save Amazon's warning email as a PDF (subject, date, metric, deadline, steps)
- Screenshot the offer's entry in Account Health → Other Policy Violations, including Amazon's instructions
- Record: ASIN ___ · SKU ___ · Marketplace ___ · Metric named ___ · Deadline ___

Hour 1–4: Pin down the offer

- Handling time as set: ___ days — and as actually achieved on the worst regular day: ___ days
- Shipping template attached: ___ · Ship-from address correct? ☐
- Who fulfils it (own warehouse / 3PL / both): ___ · Cutoff time vs carrier last collection: ___
- Weekend operation matches the template's assumption? ☐

Hour 4–12: Pull the orders behind the metric

- Order IDs and dates for every failing event in the window
- Promised ship date / promised delivery date / confirmation timestamp for each
- Tracking numbers + carrier acceptance and delivery scans
- Cancellation reasons (for Cancellation Rate) / claims + feedback (for ODR)
- Group the failures — weekends? one SKU? after a promotion? one carrier or zone? The cluster is the root cause

Hour 12–24: Fix the root cause (before any submission)

- Cancellation Rate → feed frequency increased / buffer stock set / unverifiable offers paused
- Late Shipment Rate → handling time set honestly / cutoff moved earlier / confirmation at dispatch, not batched
- Order Defect Rate → removable feedback reported / listing or packaging fault corrected / buyer-messaging gap closed
- On-Time Delivery Rate → template transit times rebuilt from real zone data / SSA + AHT + Buy Shipping protection switched on
- Note the accurate-handling-time trap: if Amazon flags your handling time, correct it within 30 days or Amazon locks its own value for 180 days

The reactivation submission (only after the fix exists)

- Identify: ASIN/SKU, fulfilment method, metric, number of orders, period reviewed
- Root cause in one specific sentence (a process, a setting, a feed — never "shipping issues")
- Corrective actions in past tense, with dates
- Prevention as controls: who checks which metric, how often, at what internal trigger, what happens then

- Attach only proof that supports the cause and the fix (scans, template screenshots, inventory logs, 3PL emails)
- Calendar the weekly check — the same failure across more offers stops looking isolated

Remember the maths

- One defect breaches ODR below 100 orders / 60 days · One cancellation breaches at ≤40 orders / 7 days
- One late confirmation breaches at ≤25 orders in the window · At 20 units, the third late delivery breaks OTDR (85%)