

Accelerating Product Adoption Through an Interactive Seller Activation Platform



Transformed idle verification time into productive onboarding, reducing time-to-first-listing by **33%** in pilot launch.

33%

Reduction in Average Time-to-First-Listing (60 days → 40 days)

20 DAYS

Average Time Saved to List First Product

+15%

Increase in Launch Conversion Rate (Pilot Market)

1

Pilot Market Launched (Brazil)

Q1 2026

Planned Expansion to the U.S.

9 MONTHS

From Concept to Pilot Launch

PROJECT SNAPSHOT

	PROJECT DURATION	Q2 2025 – Q4 2025 (Pilot) • U.S. Launch Planned for Q1 2026
	AUDIENCE	Newly registered third-party sellers in Brazil (prior to Seller Central access)
	PRIMARY GOAL	Increase new seller launches by removing barriers during the verification period
	MY ROLE	Initiator of the concept and owner of the marketing workstream. Led customer insights, experience design input, educational content strategy, and go-to-market for pilot launch.
	KEY RESULTS (PILOT)	- Reduced average time-to-first-listing from 60 days to 40 days (33% faster) - Increased launch conversion rate by 15% - Established a scalable framework for U.S. expansion
	PMM COMPETENCIES	Customer Research • Product Adoption • Lifecycle Marketing • Cross-Functional Leadership • Educational Content Strategy • Go-to-Market Strategy • Metrics & Analysis



EXECUTIVE SUMMARY

As part of a director-level initiative to increase new seller launches by 10%, I analyzed Amazon's seller activation funnel and discovered a critical friction point: newly registered sellers spent an average of 60 days waiting for verification before they could begin learning how to sell on Amazon and list their first product.

Waiting caused sellers to lose momentum, forget to return, or perceive the process as too difficult—resulting in abandoned registrations and missed launch opportunities.

I proposed a new solution: an interactive onboarding platform (Onboarding Lounge) that gave sellers access to education, tools, and the ability to draft their first product listings while verification was still in progress. Partnering with Product, Engineering, Seller University, Design, Branding, Brazil leadership, and cross-functional teams, we built and launched the experience in Brazil in Q4 2025.

The pilot was a success—reducing average time-to-first-listing by 20 days (33%) and increasing launch conversion by 15%. The experience was selected for expansion to the U.S. in Q1 2026, demonstrating the scalability and impact of the solution.



This initiative transformed idle time into productive onboarding, creating a better seller experience and accelerating adoption without changing the core verification process.

BUSINESS CHALLENGE & OPPORTUNITY

Newly registered sellers faced a long, unproductive wait during verification—leading to lost momentum, abandonment, and missed launch opportunities.

THE BUSINESS CHALLENGE

As part of a director-level initiative to increase new seller launches by 10% in 2025, I analyzed the seller activation funnel and uncovered a critical friction point.

- !** Newly registered sellers spent an average of 60 days waiting for verification before they could take any action to learn, prepare, or list their first product.



LONG VERIFICATION TIME

Verification could take up to 180 days, with an average of 60 days.



LOST MOMENTUM

Sellers forgot to return, lost motivation, or perceived the process as too difficult.



IMPACT ON LAUNCHES

Many sellers abandoned their journey before reaching Seller Central, resulting in lower launch conversion.

THE CURRENT SELLER JOURNEY (BEFORE)



THE RESULT: Long idle time, decreased engagement, and lost launch opportunities.

CUSTOMER INSIGHT

Through data analysis and seller conversations, I discovered that the core issue wasn't registration—it was the inability to make progress during verification.

“ I want to start selling, but I have nothing to do while I wait. I forget what I signed up for or think it must be too hard.”

— New Seller Feedback

Sellers were eager to learn and prepare; they just didn't have access to the right tools and information at the right time.



THE RISK OF INACTION

- Continued seller abandonment and lower launch conversion
- Missed revenue opportunities from new sellers
- Increased cost to re-engage dormant sellers
- Competitive disadvantage in key emerging markets



THE POTENTIAL IMPACT

- Reduce time-to-first-listing
- Increase launch conversion
- Improve seller satisfaction and long-term engagement
- Build a scalable foundation for global expansion

THE OPPORTUNITY

Rather than focusing on reducing the verification process (which was owned by another team), I saw an opportunity to transform idle time into productive onboarding.



IDLE TIME

Sellers wait 60 days on average



PRODUCTIVE TIME

Learn, prepare, and build during verification



FASTER LAUNCHES

Sellers launch sooner and with greater confidence



THE FOCUS

Remove barriers and empower sellers to take meaningful action during verification so they launch faster, with more confidence, and with a better understanding of how to succeed.

STRATEGY & EXECUTION

I proposed and shaped a product-led onboarding experience that empowered sellers to learn, prepare, and build during verification—so they could launch with confidence.



MY ROLE

I was the initiator of the concept and led the marketing workstream end-to-end.

- ✓ Identified the activation bottleneck and framed the opportunity
- ✓ Defined the vision and value proposition
- ✓ Led customer insights and journey mapping
- ✓ Shaped the product experience requirements and content strategy
- ✓ Partnered with cross-functional teams to bring the experience to life
- ✓ Planned and executed the pilot go-to-market strategy
- ✓ Measured performance and drove iterative improvements



CONCEPT OWNER.

Product Engineering led technical implementation after the concept was approved.



CROSS-FUNCTIONAL LEADERSHIP

I partnered closely across teams to design, build, and launch the experience.



PRODUCT

Partnered on vision, prioritization, experience design, and roadmap alignment



ENGINEERING

Collaborated on technical feasibility, requirements, and implementation planning



SELLER UNIVERSITY

Curated and created educational content, videos, and learning pathways



BRANDING & DESIGN

Developed UX/UI, content, and visual identity for a seamless experience



BRAZIL TEAM & LEADERSHIP

Aligned on regional needs, pilot execution, and success metrics



ALIGNING ON TIMING & OWNERSHIP

The biggest challenge was aligning on timing, roles, and decision-making—especially when teams were brought in late. I facilitated clear ownership, defined decision rights, and kept the program moving forward.



OUR STRATEGY

We created a guided, interactive experience that turned idle time into productive action. Sellers could learn, prepare, and build with confidence before accessing Seller Central.



EDUCATE

Curated learning path tailored to the seller's category and needs



PREPARE

Tools to draft listings, upload images, and complete attributes



VISUALIZE

Interactive detail page preview to see how changes impact the customer view



ACTIVATE FASTER

Sellers launch sooner with greater confidence and higher quality listings



EXPERIENCE EVOLUTION

We launched fast, learned quickly, and iterated to deliver more value with each version.

VERSION 1



FOUNDATIONAL LEARNING

Launched with a basic set of Seller University videos focused on essential topics.



VERSION 2



PERSONALIZED LEARNING

Added a short survey to tailor content and rules based on seller's product category and journey.



VERSION 3



LISTING DRAFT TOOLS

Enabled sellers to draft listings, add attributes, upload images, and save progress.



VERSION 4



INTERACTIVE DETAIL PAGE PREVIEW

Introduced a preview tool showing how field changes impact the customer-facing detail page (not live).



VERSION 5+



CONTINUOUS IMPROVEMENT

Re-arranged layout, refined content, and added features based on team input and seller feedback.



STRATEGIC PRINCIPLE

Make progress possible during every step of the journey.

We removed friction by empowering sellers to take meaningful action while they waited—building confidence, competence, and momentum.

RESULTS & BUSINESS IMPACT

The pilot exceeded expectations, delivering a 33% reduction in time-to-first-listing and improving launch conversion—while building a scalable foundation for U.S. expansion.

PILOT RESULTS (BRAZIL)

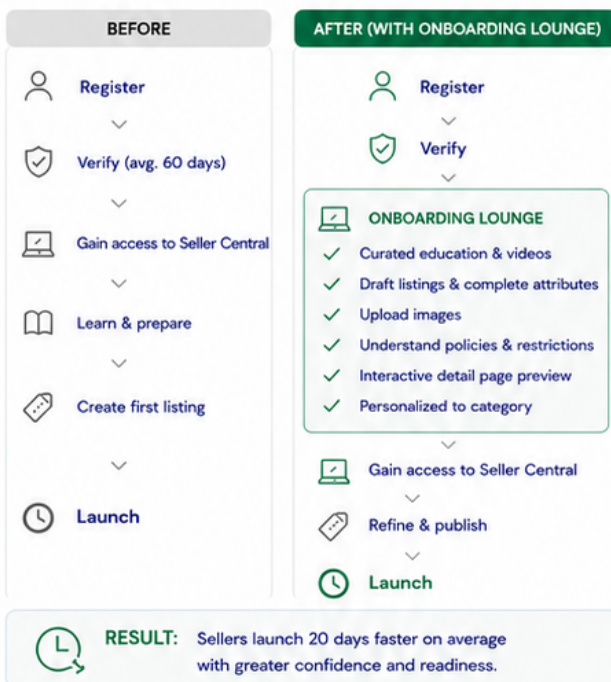


VALIDATED & SELECTED FOR EXPANSION

The program was selected for U.S. launch in Q1 2026 based on pilot performance and scalability. I was impacted by Amazon's 2026 workforce reduction prior to the U.S. launch.



BEFORE vs. AFTER THE PILOT



WHAT MADE THE DIFFERENCE



Productive Use of Idle Time

Turned a passive waiting period into an active learning and preparation experience.



Interactive Learning

Sellers saw how their information impacted the customer-facing detail page—building understanding and improving listing quality.



Personalized Experience

A short survey ensured sellers saw the most relevant content, policies, and education for their category.



Stronger Readiness

Sellers entered Seller Central better prepared, resulting in higher quality listings and fewer errors.



Scalable Foundation

A modular platform and cross-functional playbook built for global rollout.



KEY LEARNINGS



Start with the customer journey.

Mapping the end-to-end experience revealed the biggest opportunity.



Solve the right problem.

Reducing friction in the moments sellers can control created more impact than racing to optimize verification.



Make learning experiential.

Interactive tools helped sellers understand the "why" behind requirements and drove better outcomes.



Personalization drives engagement.

Relevant content based on seller intent and category increased completion and value.



Cross-functional alignment is critical.

Clear ownership and early alignment prevented rework and kept the program moving.



Iterate fast, based on behavior.

Each version was shaped by data and seller feedback, driving continuous improvement.



STRATEGIC TAKEAWAYS



Transforming idle time into productive time can unlock outsized impact.



Product-led onboarding experiences accelerate adoption without changing core operational processes.



This pilot established a repeatable model for improving activation across markets and future seller cohorts.