



Sending Your Amazon Orders to StartFill via CSV

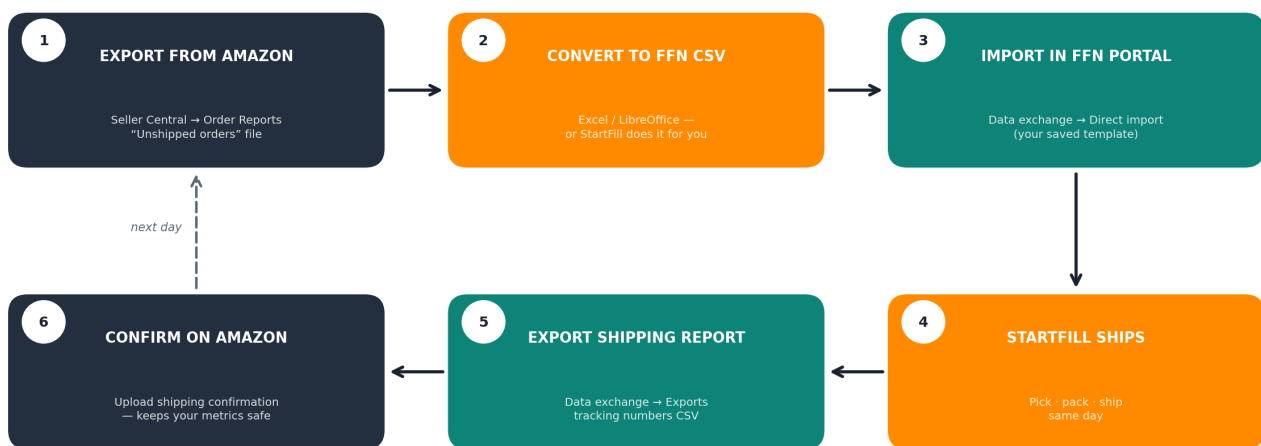
Manual fulfillment without any software or subscription —
just your free FFN account and one CSV file per day.

Who this guide is for

You sell on Amazon, you want StartFill to ship your orders — but you don't want to connect any software, install anything, or pay for a middleware subscription. The **CSV route** does exactly that: you export your open orders from Amazon as a file, upload it to the free FFN portal, and StartFill ships. All you need is the free **FFN merchant account** (see our *Accounts Guide*) — no FFN Connect, no plugin.

The honest trade-off: this route is **manual**. Someone has to run the cycle below every shipping day — including uploading the tracking numbers back to Amazon, which Amazon requires within your promised ship time. That makes CSV a great fit for **low volume** (up to roughly 10–20 orders a day, no Prime), a pilot phase, or as a fallback. Beyond that, FFN Connect at €10/month is cheaper than the daily labor.

The daily CSV cycle — about 15 minutes per day at low volume



Steps 2, 5 and 6 can be taken over by StartFill as a service — then your only job is step 1: send us the Amazon report.

Figure 1 — The daily cycle: three steps in the morning, three after we ship. StartFill can take over everything except step 1 for you.

What you need before you start

✓ Your free FFN merchant account

With the StartFill cooperation approved and our warehouse assigned — see the Accounts Guide.

✓ Articles created in the FFN

Every Amazon SKU must exist as an article with matching SKU, and stock must be delivered to StartFill.

✓ Access to Amazon Seller Central

Rights to download order reports and upload shipping confirmations.

✓ Excel or LibreOffice

To convert the Amazon report into the FFN format — or skip this: we convert for you.

Create your order import template

The FFN portal imports CSV files through **templates**: a template tells the portal once which of your CSV columns belongs to which order field — after that, every daily import is two clicks. You find everything under **Data exchange** in the portal menu:

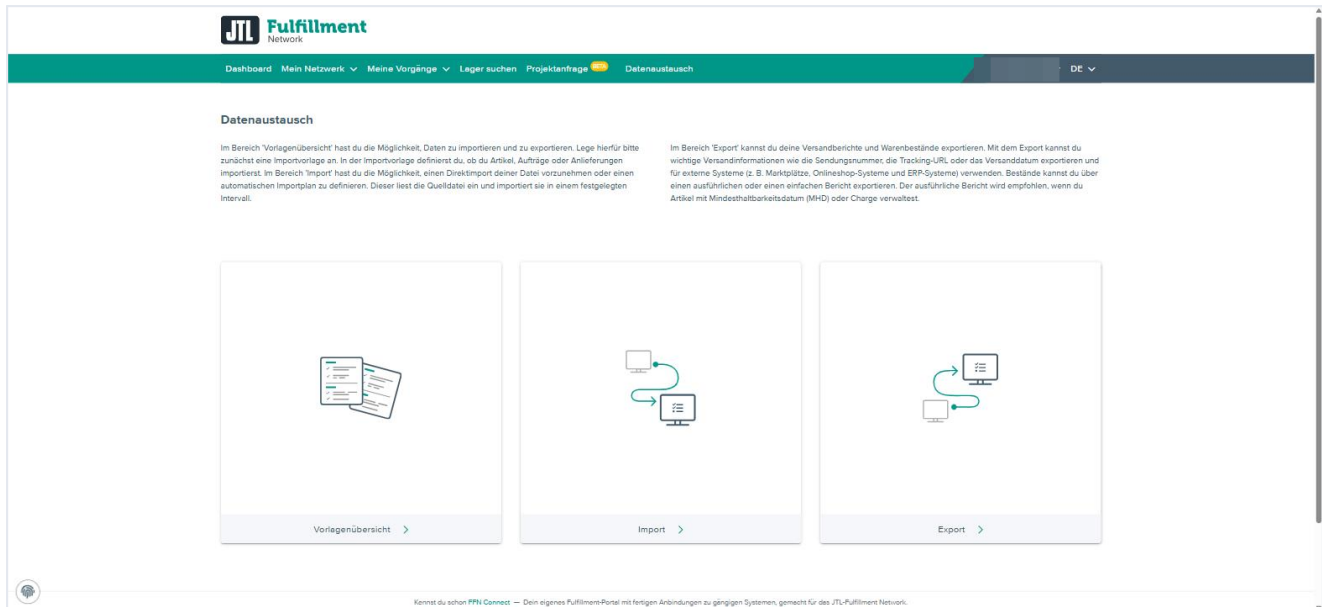


Figure 2 — The Data exchange hub: Template overview, Import and Export. (Portal shown in English — switch with the language menu, top right.)

Open **Template overview**. You will create two templates here: a **Sales order** template (for importing orders) and later a **Shipping report** template (for exporting tracking numbers):

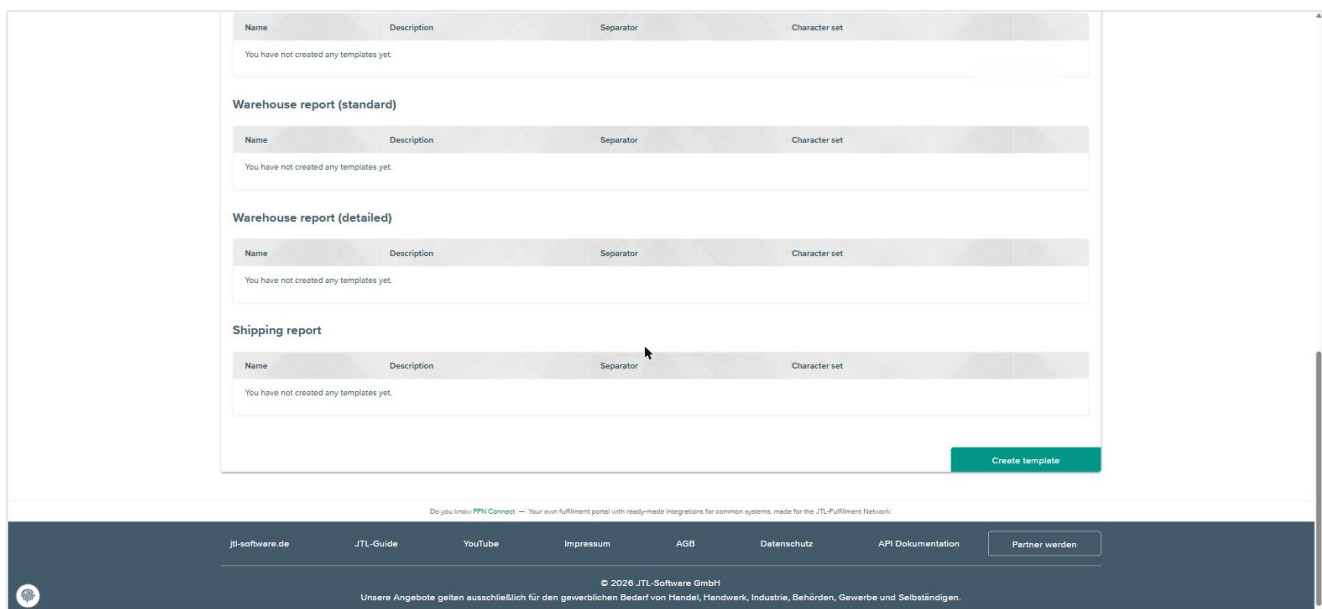


Figure 3 — The template types. “Sales order” imports orders; “Shipping report” exports tracking data.

Click **Create template**, choose type **Sales order**, and map your CSV column names to the FFN fields. Fields marked with * are mandatory:

Create template

Template

Use the template to specify which data will be imported.

Name: Description:

Template type: Sales order Separator: ; Character set: Automatic recognition

☒ Add bill of material components automatically if sales order contains a BOM
☒ Allow negative stock

Field
Columns with an * are mandatory

Name FFN	Name CSV	Data type	Default value	List
warehouse_id *		string	- No default value	No
merchant_outbound_number *		string		No
currency *		string		No
item_quantity *		float		No
item_merchant_sku		string		No
item_fsku		string		No
item_item_type		string	Product	No

Figure 4 — The Sales order template: enter your CSV column name next to each FFN field, or set a fixed default value.

FFN field	What it is	Recommended mapping
warehouse_id *	StartFill's warehouse ID	Set as default value (we give you the ID) — not a CSV column
currency *	Order currency	Set default value EUR
merchant_outbound_number *	Your unique order number	Amazon column order-id
item_quantity *	Quantity per line	Amazon column quantity-purchased
item_merchant_sku	Your article SKU	Amazon column sku (must match your FFN article SKU!)
shipping_address_... fields	Recipient name, street, city, ZIP, country	Amazon columns recipient-name , ship-address-1 , ship-city , ship-postal-code , ship-country

The key fields and how to map them to Amazon's "Unshipped orders" report. Amazon Prime orders additionally need `item_external_number`, `amazon_seller_id` and `external_number`.

TIP Set **warehouse_id** and **currency** as fixed default values inside the template — then your daily CSV only needs the order columns, and the Amazon report needs almost no editing. We set this template up together with you during onboarding.

Six steps, about 15 minutes

Step 1 — Export your open orders from Amazon

In Seller Central go to **Orders** → **Order Reports** → **Unshipped Orders** and request the report. Amazon generates a tab-separated text file with one line per order item — including order-id, SKU, quantity and the shipping address.

Step 2 — Convert to your FFN CSV

Open the report in Excel/LibreOffice, keep the columns your template expects, and save as **CSV (MS-DOS)** — that format imports most reliably. Column order does not matter; only the column *names* must match your template. **Or skip this step:** send us the raw Amazon report and we convert and import it for you.

Step 3 — Import in the FFN portal

Go to **Data exchange** → **Import** → **Direct import**, pick your Sales-order template and your CSV, and run the import. The processing report shows immediately whether every line was accepted; imported orders appear under **My operations** → **Sales orders** and reach the StartFill warehouse automatically:

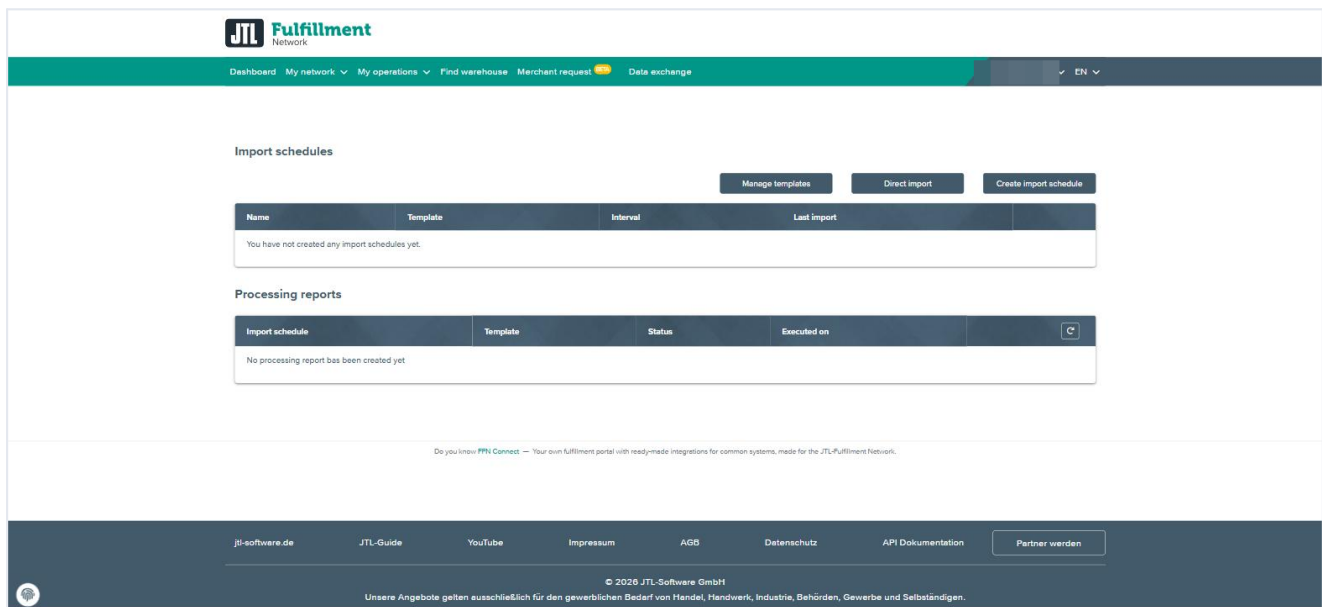


Figure 5 — The Import area: Direct import for the daily file, import schedules for FTP automation, and processing reports for error checking.

Step 4 — StartFill picks, packs & ships

Nothing to do — orders with stock are processed the same working day (see your service agreement for cut-off times). You can watch the status of every order under My operations.

Step 5 — Export the shipping report

Under **Data exchange** → **Export**, request a **Shipping report** for the day. The CSV contains, per order, the carrier, the **tracking number**, the tracking URL and the ship date — exactly what Amazon wants to hear:

Figure 6 — The Export area: request a shipping report for a date range, download it under “Downloads”, or automate it with an export schedule.

Step 6 — Confirm shipment on Amazon

In Seller Central, confirm the shipped orders with their tracking numbers — either one by one in Manage Orders, or in bulk via **Order Reports** → **Upload your order-related files** → **shipping confirmation file**. Map order-id, carrier and tracking number from the shipping report.

IMPORTANT Amazon requires shipment confirmation with valid tracking **within your promised handling time**. Missing or late confirmations hurt your Late Shipment Rate and can risk the account. If you only remember one rule from this guide: never skip step 6.

Less manual work, if you want it

Let StartFill run the loop. Many CSV customers only do step 1: they forward the daily Amazon report to us, and we convert, import, and send back the ready-to-upload shipping confirmation file. Ask your StartFill contact for conditions.

FTP schedules. The portal can also fetch your CSV from an FTP server automatically (*Import schedules*) and push shipping reports back (*Export schedules*) — a nice middle ground if your systems can drop files on an FTP.

When to switch to FFN Connect. If your volume grows past roughly 10–20 orders a day, if you use Seller-Fulfilled Prime, or if the daily routine starts slipping — switch to FFN Connect (from €10/month): orders, stock and tracking then sync automatically, and this whole guide becomes unnecessary. See startfill.com/connect-amazon. Your FFN account, articles and stock stay exactly as they are; only the transport changes.

Frequently asked questions

Q. Do I need FFN Connect or any software for the CSV route?

A. No. Only the free FFN merchant account. The whole routine runs in your browser with a spreadsheet program.

Q. How do orders know which product to ship?

A. By SKU: the “sku” column of your Amazon report must equal the article SKU at StartFill. We align this once during onboarding — after that it just works.

Q. What happens if a line fails to import?

A. The processing report names the line and the reason (unknown SKU, missing field, no stock). Fix the line in your CSV and import again — already-imported orders are not duplicated as long as the order number stays the same.

Q. Can I import several times a day?

A. Yes, as often as you like. Each import only creates orders it has not seen before.

Q. How does the tracking number get back to Amazon?

A. Via you: export the shipping report (step 5) and upload the confirmation to Amazon (step 6). This is the one step that cannot be skipped — or let StartFill do it for you as a service.

Q. Is this suitable for Prime orders?

A. We advise against it. Seller-Fulfilled Prime has strict same-day cut-offs that a manual cycle cannot reliably meet — use FFN Connect for Prime.

Q. Can other marketplaces or shops use the same CSV route?

A. Yes — the FFN import does not care where the CSV comes from. eBay, OTTO or your webshop exports work the same way with their own template mapping.

Want us to run the CSV loop for you?

Book a free 15-minute onboarding call: we create your import template together, do the first import live, and agree who handles the daily cycle.

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