nautilo
STUDIO

SERVICE GUIDE



AI AUTOMATION · FOR US AMAZON SELLERS

Hand the repetitive work to AI. Keep the decisions.

Which Amazon tasks AI can take over, the tools Amazon already offers and how we set up automations that always ask before they act.

AT A GLANCE

Your week has better uses than copy-paste.

AI automation takes over repetitive work like drafting listing content, watching inventory and summarizing reports. You still make the decisions.



Who it's for

Founder-led US sellers who lose hours every week to reports, listing updates and routine checks.

What you get

Two or three automations set up for your store, with a clear approval step and a short guide for each.

How we work

You approve what AI may do, and nothing changes on a live listing without your OK.

How we measure

Hours saved per week and errors caught, tracked from the first week.

WHAT AI CAN TAKE OVER

Good candidates repeat often and are quick to check.

For each task, AI does the first draft or the watching. A person makes the call.

TASK	AI CAN	YOU STILL
Listing content	Suggest titles, attributes and descriptions	Check the facts and brand voice
Inventory and account health	Flag slow-moving stock and account issues	Decide what to fix or restock
Ad concepts	Generate ad ideas and explain them	Choose what runs and set the budget
Reporting	Turn reports into short summaries	Decide what the changes mean

AI drafts and watches. People decide and approve.

That's the rule behind every automation we set up.

Start here

Weekly report summaries. Low risk, quick to check, hours back every week.

Next

Listing drafts and stock alerts, once the first automation runs smoothly.

Later

Ad ideas and growth plans, always reviewed before anything runs.

AMAZON'S OWN TOOLS

Start with what Amazon already offers.

Amazon has added AI tools to Seller Central. We help you set them up properly before adding anything else.

1 **Seller Assistant**
Amazon says it is free and available to all sellers in the US store. It can monitor inventory and account status, flag compliance issues and act with your permission.

2 **Workflows**
Custom automations in Seller Assistant that keep running. You choose whether they only surface recommendations or also take actions.

3 **Enhance My Listing**
Suggests improvements to existing listings that you can review, customize or decline. Amazon announced it as a gradual rollout, so check your access.

Safety built in

Amazon says sellers review and approve Seller Assistant's actions before they are carried out, and every action is logged.

What we do with these tools

Turn them on, choose what they may suggest or do, and set the approval steps with you.

What we don't do

Give any tool permission to act on its own, or share your account login.

HOW AN AUTOMATION WORKS

Trigger, AI, human check, action.

Every automation we set up follows the same four steps, so you always know where a person comes in.

Trigger

Something happens: Monday morning, stock below a level, a new review.

AI step

AI drafts, summarizes or flags what it found.

Your check

You approve, edit or reject. Nothing is published yet.

Action

Only then does the change go live, and it's logged.

Start with recommendations

For the first weeks, automations only suggest. You give them more to do only once you trust the results.

What a Monday summary can look like

ILLUSTRATIVE EXAMPLE

Week 7 · Northpine Goods

1. Sales up on the cutting board since the new main image.
2. Camping mug set lost the Featured Offer on Thursday: a competitor lowered the price.
3. The "mug broad" campaign spent above your margin. Consider pausing two search terms.
4. Insulated bottle stock covers about three weeks.
5. Suggested focus this week: the mug set's price.

Illustrative example with fictional numbers. Not a client result.

THREE EXAMPLE AUTOMATIONS

What we usually set up first.

Each recipe is small on purpose: easy to check, easy to switch off.

1 **Monday summary**
Trigger: every Monday. AI reads last week's sales, sessions and ad reports and writes five lines: what went up, what went down, what to look at.

2 **Listing draft**
Trigger: a new product or a listing to refresh. AI drafts a title and bullets from the facts you give. You check every claim before it goes live.

3 **Stock and health alert**
Trigger: stock below a level, or an account health warning. AI explains the issue in plain English and suggests a first step.

What we never automate

Product claims about safety, materials or results, pricing and ad budgets, and anything that publishes without your approval.

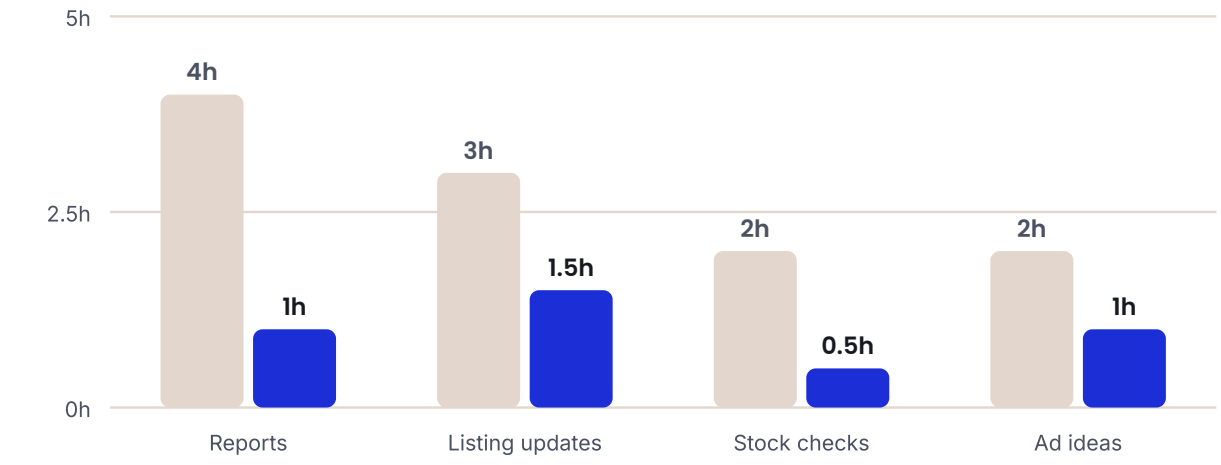
EXAMPLE SCENARIO

Where the hours go back.

Northpine Goods is a fictional US brand selling kitchen and outdoor products, used only to show how we work. Before automation, its founder spent most of Monday on reports and listing updates. These are the hours that came back.

Hours per week on routine tasks

ILLUSTRATIVE EXAMPLE



Illustrative example with fictional numbers. Not a client result.

Before

11 h / week

After

4 h / week

HOW WE WORK

Small steps, always reversible.

We start with one automation, prove it works, then add the next.

1 **Free listing review**
You send one listing. We email you what we would improve first.

2 **Task audit**
We list your repetitive tasks and pick the one that costs most time.

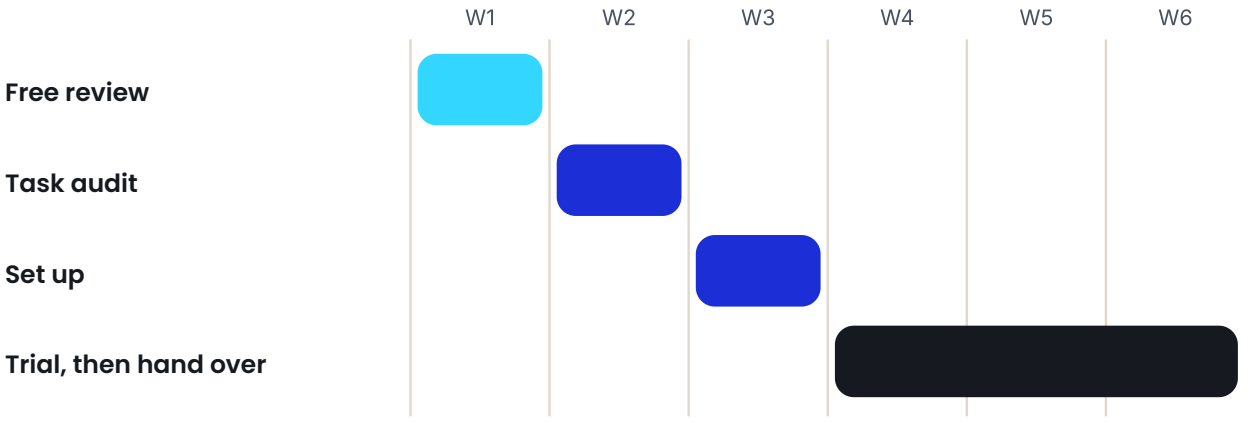
3 **Set up**
Amazon's tools first, then any extra AI step, always with an approval step.

4 **Trial period**
Recommendations only, checked together.

5 **Hand over**
A short guide for each automation, so you can run or switch it off yourself.

Example plan

ILLUSTRATIVE EXAMPLE



Each automation runs as recommendations first, so nothing changes until you trust it.

Example timing to show the order of the work. Real timing is set with you after the free listing review.

BEFORE YOU AUTOMATE

Ten checks for safe automation.

Use this list before you switch on any AI tool, with or without us.

- [ ] The task repeats at least weekly
- [ ] You can check the result in minutes
- [ ] A person approves before anything goes live
- [ ] Product claims are always checked by a person
- [ ] Pricing and budgets stay manual
- [ ] Every action is logged
- [ ] You know how to switch it off
- [ ] You start with recommendations only
- [ ] You review the results after two weeks
- [ ] You add one automation at a time

AI doesn't replace a marketing team

It takes over repetitive work, while strategy, brand decisions and final approval stay with people.

NEXT STEP

Start with one listing. It's free.

Send us a link to one Amazon listing. We review its title, bullets, A+ content and images, then email you what we would improve first. Prefer to talk? Book a free 30-minute consultancy session.

Get a free listing review

nautilostudio.com/#review

Book a free 30-minute session

nautilostudio.com/#contact · nautilostd@gmail.com

About Nautilo Studio

Nautilo Studio is a marketing agency for US Amazon sellers, run by four students at TBS Education Barcelona. We work on data, listings, search and AI automation with you, so you stay in control of your store.

About the numbers in this guide

We are a new agency and don't have client results to share yet. Every chart, scenario and brand marked "Illustrative example" uses fictional numbers to show how we work. Facts about Amazon come from Amazon's own pages, listed below.

References

1. Amazon, Seller Assistant and agentic AI: www.aboutamazon.com/news/innovation-at-amazon/seller-assistant-agentic-ai
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