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Amazon Standard Identification Number

An **Amazon Standard Identification Number (ASIN)** is a 10-character alphanumeric unique identifier assigned by Amazon.com and its partners for product identification within the Amazon organization.^[1] They were designed in 1996 by Rebecca Allen, an Amazon software engineer, when it became clear that Amazon was going to sell products other than just books. The 10-character format of the ASIN was adopted so that Amazon databases and software, which were designed to expect a 10-character International Standard Book Number (ISBN) field, would not have to be changed to accommodate the new identification format.^[2]

Usage and structure

Each product on Amazon.com is given a unique ASIN. For books with a 10-digit International Standard Book Number (ISBN), the ASIN and the ISBN are the same.^[3] The Kindle edition of a book will not use its ISBN as the ASIN, although the electronic version of a book may have its own ISBN. The ASIN forms part of the URL of a product detail page on Amazon's website.^[4]

External links

References

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2. Allen, Rebecca (8 June 2021). "The Story behind ASINs" (<https://inventlikeanowner.com/blog/the-story-behind-asins-amazon-standard-identification-numbers/>). *Invent Like an Owner*. Retrieved 21 June 2021.
3. "FAQ: ISBN-13 for Amazon Associates" (<https://affiliate-program.amazon.com/gp/associates/help/t5/a16>). *Affiliate-Program.Amazon.com*. Retrieved 29 October 2014.
4. "Find a Product's ASIN – Amazon Hacks [Book]" (<https://www.oreilly.com/library/view/amazon-hacks/0596005423/ch01s03.html>). *www.oreilly.com*. Retrieved 26 December 2019.

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