

REPORTS SUBMISSION (5 SIMPLE STEPS)

To help us learn more about the success of our live shows, we kindly ask you to complete this simple task once a week.

1. Login to SellerCentral and head over to REPORTS:

amazon seller centra	al					1
Catalog Inventory	Pricing Orders	Advertisin	ng Stores Growth	Reports	Performar	ce Apps & Services
OPEN ORDERS 14 ~	today's sales \$47.87	~	total balance	Payments Amazon S	s Selling Coach	~
		-		Business	Reports	
Restock Inventor	у	News	5	Fulfillmer	nt	More to FBA

2. Choose the option "Detail Page and Traffic by Parent Item"

amazon seller central

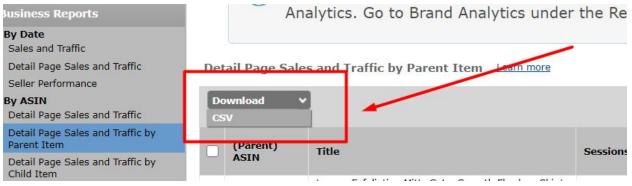
Catalog Inventory	Pricing	Orders	Advertising	Stores	Growth	Reports	Pe
Dashboards		f:					
Sales Dashboard		(i)	Sellers wh	o own a	a brand a	and are i	nte
Business Reports		\bigcirc	Analytics.	Go to E	Brand An	alytics u	nde
By Date Sales and Traffic Detail Page Sales and Traffic Seller Performance By ASIN	De	etail Page	Sales and Tra	affic by P	arent Iten	n <u>Learn mo</u>	re
Detail Page Sales and traffic							
Detail Page Sales and Traffic to Parent Item Detail Page Sales and Traffic to Child Item		(Parent) ASIN	Title			1	



3. Change the dates to reflect Monday through Friday of last week:

		<u> </u>	France 11/0	0/2020		Tex	(11 / 1	2/20	20		
		- L	From: 11/0	9/2020 💿 To: 11/13/202							
				Su	Мо	Tu	We	Th	Fr	Sa	
its	Unit	Unit Session	Ordered	1	2	3	4	5	6	7	
lered 2B	B Percentage Perc	Percentage - B2B	Product Sales	8	9	10	11	12	13	14	
	0.000	10000		15	16	17	18	19	20	21	
	200.00% 0.00%	0.00%	\$27.13	22	23	24	25	26	27	28	
				29	30						
	0.00%	0.00%	\$0.00	\$0.00)	0		0	-	TE	

4. Click the DOWNLOAD button to save this report as CSV file:



5. Repeat this task every week and send us the report to office@toprated.studio

FIRST TIME CUSTOMERS:

If this is the first time you are running this report, please make sure you send us 2 additional reports:

- For the entire last 30 days before we started our live streams.
- For the **week** before we started our live streams.

This will be our <u>point of reference</u> for checking how our lives are performing on your product listing.



PPC CONVERSION SUBMISSION (5 SIMPLE STEPS)

To see how our Amazon Live affects your PPC conversions, please go to your product PPC campaign and sort it for the last week's Monday through Friday days like you did before:

	31 91 91 70 70 7	2. 10. 101 101	101 101	6/2-18/2-0/2-10/2-10/2-10/2-10/2-10/2-10/2-10/	101.10	21,0	1. 2											on't take i March 2									
eset							1																				
ipaign	Filter by	✓ 40 res	Today Yesterd	lay	۲		Oct	ober	2020					Nove	mbe	r 202	0	,	E	xport							
Status	Туре	Start date	Last 7 d	days	Su	Мо	Tu	We	Th	Fr	Sa	Su	Мо	Tu	We	Th	Fr	Sa	0	Copy							
			This we	ek					1	2	3	1	2	3	4	5	6	7									
			Last we	eek	4	5	6	7	8	9	10		9	10	11	12	13	14	.18								
Delivering	Sponsored Products	Apr 8, 20	Last 30	days	11	12	13	14	15	16	17	15	16	17	18	19	20	21	.57	Сор							
Details 🔻	Manual targeting		This mo	onth	18	19	20	21	22	23	24	22	23	24	25	26	27	28									
Delivering Details v	Sponsored Products Manual targeting	Oct 30, 2	Year to	-	-	-		25	26	27	28	29	30	31	29	30						.71	Cop				
Pelivering	Sponsored Products																		12								
Details 🔻	Manual targeting	Jan 23, 2		e										Car	cel		Sav	e		Copy							
Delivering Details •	Sponsored Products Manual targeting	Apr 8, 20		/Los_Angeles No end date	9	5 40	0.00		_	251.	0		,	411	1.00	61.			J.46	Copy							
	paign tatus lelivering letails * letivering letails *	Paign Filter by Tatus Type Ellweing Sponsored Products Manual targeting Ellweing Sponsored Products Manual targeting Ellweing Sponsored Products Manual targeting	paign Filter by v 4 0 rec tatus Type Start date ellevering Sponsored Products Apr 8, 20 etails * Sponsored Products Oct 30, 2 etails * Sponsored Products Oct 30, 2 etails * Sponsored Products Jan 23, 2 etails * Sponsored Products Jan 23, 2	Filter by ✓ 40 re Today tatus Type Start date Vesterd tatus Sponsored Products Apr 8, 20 Last 30 vesterd Manual targeting Oct 30, 2 Last merical etails * Sponsored Products Jan 23, 2 Lifetim	Filter by ✓ 4 0re Today tatus Type Start date Last 7 days tatus Type Start date This week ellwering Sponsored Products Apr 8, 2d Last 30 days tatus * Sponsored Products Apr 8, 2d Last 30 days tatus * Sponsored Products Apr 8, 2d Last 30 days tatus * Sponsored Products Oct 30, 2 Last month tellwering Sponsored Products Jan 25, 2 Lifetime teals * Manual targeting Jan 25, 2 Lifetime	paign Filter by ✓ ✓ 40 re Today Yesterday tatus Type Start date Last 7 days Su This week Last 7 days Su This week Last 7 days This week Last 7 days Su This week Last 20 days This month 18 Sponsored Products Manual targeting Sponsored Products etails ✓ Sponsored Products Manual targeting Sponsored Products Manual targeting Sponsored Products Manual targeting Sponsored Products Manual targeting Sponsored Products Manual targeting Manual targeting Sponsored Products Manual targeting Manual targeti	Today Today Yesterday tatus Type Start date Last 7 days This week Last 7 days Su Pellowing Sponsored Products Apr.8, 20 Last 30 days Manual targeting Oct 30, 2 Bellowing Sponsored Products Manual targeting Oct 30, 2 Last month 18 19 25 Vear to date Letlivering Sponsored Products Manual targeting Jan 23, 2 Lifetime Amenica/Los_Angeles	paign Filter by ✓ ✓ 40 re tatus Type Start date Ellwering Sponsored Products Manual targeting Manual targeting Sponsored Products Manual targeting Sponsored Products Manual targeting Sponsored Products Manual targeting Sponsored Products Manual targeting Manual targeting Sponsored Products Manual targeting Ma	paign Filter by ✓ 40 ref Today Yesterday Last 7 days ✓ October 7 tatus Type Start date This week Last 7 days Last 7 days Su Mo Tu We ellwering etails * Sponsored Products Manual targeting Apr 8, 20 Last 30 days 11 12 13 14 18 19 20 21 Last month Last month 18 19 20 21 tealis * Sponsored Products Manual targeting Jan 25, 2 Lifetime Lifetime America/Los_Angeles	paign Filter by V 4 0re tatus Type Start date lelivering Sponsored Products tetals Manual targeting Man	paign Filter by < 4 0re tatus Type Start date lelivering Sponsored Products tetals * Manual targeting Sponsored Products Jan 25, 2 tetals * Manual targeting America/Los_Angeles	Paign Filter by ✓ 40 ref Today Yesterday October 2002 Sum 2002 No Tu Westerday Sum 2002 Sum 2	seet Today Today Today tatus Today Type Today Start date Type Start date Start date Last 7 days This week 1 2 S Manual targeting Apr 8, 2C Last 30 days 11 12 3 Manual targeting Oct 30, 2 Last month 25 26 27 28 20 21 2 2 Manual targeting Oct 30, 2 Last month 25 26 27 28 20 Manual targeting Oct 30, 2 Last month 25 26 27 28 20 21 22 20 <th co<="" td=""><td>seet Today Today Yesterday tatus Today Type Today Start date Tibi week Last 7 days Tibi week Last 7 days Tibi week Last 7 days Tibi week Last 8 week 4 5 6 7 8 9 10 genosored Products Apr 8, 2C Last 30 days 11 12 13 14 15 16 17 genosored Products Apr 8, 2C Last month 18 19 20 21 22 23 24 22 23 tetalis* Manual targeting Oct 30, 2 Last month 25 26 27 28 29 30 tetalis* Manual targeting Jan 23, 2 Lifetime America/Los_Angeles Filterian</td><td>seet Today Su Mo Tu We Th Fr S This week Last veek 4 5 6 7 8 9 10 This week Last week 11 12 13 14 15 16 17 genosred Products Apr 8, 2C Last month 18 19 20 21 22 23 24 genosred Products Jan 23, 2 Lfetime Manual targeting Jan 23, 2 Lfetime America/Los_Angeles Care</td><td>seet Today Yesterday tatus Type Start.dat Sponsored Products Sponsored Products Manual targeting Manual targeting</td><td>Start date November 202 tatus Today Type Today Start date Tis week Last 7 days Tis week Last 7 days Tis week Last 30 days Tis month Last month Last 10 date Last 30 days Tis month Last month Last month Last month Last month Last date Last month Last month Last month Last month Last month Last month Last month</td><td>seet Start date Type Start date Start date Start date Sponsored Products Apr 8, 20 This week Last 30 days This week Last week 4 5 of 7 8 November 2020 Image: Sponsored Products Apr 8, 20 This month Last 30 days This month Last 30 days This month 1 2 23 24 25 26 T November 2020 Image: Sponsored Products Apr 8, 20 Image: Sponsored Products Apr 20 Sponsored Products 20 21 2 Image: Sponsored Products Jan 23, 2 Z Cancel Sam 20 Manual targeting Sponsored Products Jan 23, 2 Lifetime <th <="" colspan="6" td=""><td>Sect Today Yesterday Start date Today Yesterday Su Mo Tu We Th Fr So Sonsored Products Sponsored Products Hellwering Apr 8, 2C Manual targeting Last 7 days This month Last work V We Th Fr So Ta 2 Su Mo Tu We Th Fr So Tu 1 Tu 2 Tu 2</td><td>paign Filter by 40 ref Today Cocober 2020 November 2020 November 2020 1 I I I I I 2 3 4 5 6 7 8 9 10 11 12 3 4 15 6 7 8 9 10 11 12 3 4 15 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 71 etails* Sponsored Products Manual targeting Apr 8, 2C Last 30 days This month Vear to date 18 19 20 21 22 23 24 25 26 27 28 etails* Manual targeting Oct 30, 2<br date<="" th="" to="" vear=""/> Last month<br date<="" th="" to="" vear=""/> 25 26 27 28 29 30 31 29 30 71 etails* Manual targeting Jan 23, 2<br date<="" th="" to="" vear=""/> Lifetime America/tos_Mageles 20 21</td></th></td></th>	<td>seet Today Today Yesterday tatus Today Type Today Start date Tibi week Last 7 days Tibi week Last 7 days Tibi week Last 7 days Tibi week Last 8 week 4 5 6 7 8 9 10 genosored Products Apr 8, 2C Last 30 days 11 12 13 14 15 16 17 genosored Products Apr 8, 2C Last month 18 19 20 21 22 23 24 22 23 tetalis* Manual targeting Oct 30, 2 Last month 25 26 27 28 29 30 tetalis* Manual targeting Jan 23, 2 Lifetime America/Los_Angeles Filterian</td> <td>seet Today Su Mo Tu We Th Fr S This week Last veek 4 5 6 7 8 9 10 This week Last week 11 12 13 14 15 16 17 genosred Products Apr 8, 2C Last month 18 19 20 21 22 23 24 genosred Products Jan 23, 2 Lfetime Manual targeting Jan 23, 2 Lfetime America/Los_Angeles Care</td> <td>seet Today Yesterday tatus Type Start.dat Sponsored Products Sponsored Products Manual targeting Manual targeting</td> <td>Start date November 202 tatus Today Type Today Start date Tis week Last 7 days Tis week Last 7 days Tis week Last 30 days Tis month Last month Last 10 date Last 30 days Tis month Last month Last month Last month Last month Last date Last month Last month Last month Last month Last month Last month Last month</td> <td>seet Start date Type Start date Start date Start date Sponsored Products Apr 8, 20 This week Last 30 days This week Last week 4 5 of 7 8 November 2020 Image: Sponsored Products Apr 8, 20 This month Last 30 days This month Last 30 days This month 1 2 23 24 25 26 T November 2020 Image: Sponsored Products Apr 8, 20 Image: Sponsored Products Apr 20 Sponsored Products 20 21 2 Image: Sponsored Products Jan 23, 2 Z Cancel Sam 20 Manual targeting Sponsored Products Jan 23, 2 Lifetime <th <="" colspan="6" td=""><td>Sect Today Yesterday Start date Today Yesterday Su Mo Tu We Th Fr So Sonsored Products Sponsored Products Hellwering Apr 8, 2C Manual targeting Last 7 days This month Last work V We Th Fr So Ta 2 Su Mo Tu We Th Fr So Tu 1 Tu 2 Tu 2</td><td>paign Filter by 40 ref Today Cocober 2020 November 2020 November 2020 1 I I I I I 2 3 4 5 6 7 8 9 10 11 12 3 4 15 6 7 8 9 10 11 12 3 4 15 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 71 etails* Sponsored Products Manual targeting Apr 8, 2C Last 30 days This month Vear to date 18 19 20 21 22 23 24 25 26 27 28 etails* Manual targeting Oct 30, 2<br date<="" th="" to="" vear=""/> Last month<br date<="" th="" to="" vear=""/> 25 26 27 28 29 30 31 29 30 71 etails* Manual targeting Jan 23, 2<br date<="" th="" to="" vear=""/> Lifetime America/tos_Mageles 20 21</td></th></td>	seet Today Today Yesterday tatus Today Type Today Start date Tibi week Last 7 days Tibi week Last 7 days Tibi week Last 7 days Tibi week Last 8 week 4 5 6 7 8 9 10 genosored Products Apr 8, 2C Last 30 days 11 12 13 14 15 16 17 genosored Products Apr 8, 2C Last month 18 19 20 21 22 23 24 22 23 tetalis* Manual targeting Oct 30, 2 Last month 25 26 27 28 29 30 tetalis* Manual targeting Jan 23, 2 Lifetime America/Los_Angeles Filterian	seet Today Su Mo Tu We Th Fr S This week Last veek 4 5 6 7 8 9 10 This week Last week 11 12 13 14 15 16 17 genosred Products Apr 8, 2C Last month 18 19 20 21 22 23 24 genosred Products Jan 23, 2 Lfetime Manual targeting Jan 23, 2 Lfetime America/Los_Angeles Care	seet Today Yesterday tatus Type Start.dat Sponsored Products Sponsored Products Manual targeting	Start date November 202 tatus Today Type Today Start date Tis week Last 7 days Tis week Last 7 days Tis week Last 30 days Tis month Last month Last 10 date Last 30 days Tis month Last month Last month Last month Last month Last date Last month Last month Last month Last month Last month Last month Last month	seet Start date Type Start date Start date Start date Sponsored Products Apr 8, 20 This week Last 30 days This week Last week 4 5 of 7 8 November 2020 Image: Sponsored Products Apr 8, 20 This month Last 30 days This month Last 30 days This month 1 2 23 24 25 26 T November 2020 Image: Sponsored Products Apr 8, 20 Image: Sponsored Products Apr 20 Sponsored Products 20 21 2 Image: Sponsored Products Jan 23, 2 Z Cancel Sam 20 Manual targeting Sponsored Products Jan 23, 2 Lifetime <th <="" colspan="6" td=""><td>Sect Today Yesterday Start date Today Yesterday Su Mo Tu We Th Fr So Sonsored Products Sponsored Products Hellwering Apr 8, 2C Manual targeting Last 7 days This month Last work V We Th Fr So Ta 2 Su Mo Tu We Th Fr So Tu 1 Tu 2 Tu 2</td><td>paign Filter by 40 ref Today Cocober 2020 November 2020 November 2020 1 I I I I I 2 3 4 5 6 7 8 9 10 11 12 3 4 15 6 7 8 9 10 11 12 3 4 15 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 71 etails* Sponsored Products Manual targeting Apr 8, 2C Last 30 days This month Vear to date 18 19 20 21 22 23 24 25 26 27 28 etails* Manual targeting Oct 30, 2<br date<="" th="" to="" vear=""/> Last month<br date<="" th="" to="" vear=""/> 25 26 27 28 29 30 31 29 30 71 etails* Manual targeting Jan 23, 2<br date<="" th="" to="" vear=""/> Lifetime America/tos_Mageles 20 21</td></th>	<td>Sect Today Yesterday Start date Today Yesterday Su Mo Tu We Th Fr So Sonsored Products Sponsored Products Hellwering Apr 8, 2C Manual targeting Last 7 days This month Last work V We Th Fr So Ta 2 Su Mo Tu We Th Fr So Tu 1 Tu 2 Tu 2</td> <td>paign Filter by 40 ref Today Cocober 2020 November 2020 November 2020 1 I I I I I 2 3 4 5 6 7 8 9 10 11 12 3 4 15 6 7 8 9 10 11 12 3 4 15 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 71 etails* Sponsored Products Manual targeting Apr 8, 2C Last 30 days This month Vear to date 18 19 20 21 22 23 24 25 26 27 28 etails* Manual targeting Oct 30, 2<br date<="" th="" to="" vear=""/> Last month<br date<="" th="" to="" vear=""/> 25 26 27 28 29 30 31 29 30 71 etails* Manual targeting Jan 23, 2<br date<="" th="" to="" vear=""/> Lifetime America/tos_Mageles 20 21</td>						Sect Today Yesterday Start date Today Yesterday Su Mo Tu We Th Fr So Sonsored Products Sponsored Products Hellwering Apr 8, 2C Manual targeting Last 7 days This month Last work V We Th Fr So Ta 2 Su Mo Tu We Th Fr So Tu 1 Tu 2 Tu 2	paign Filter by 40 ref Today Cocober 2020 November 2020 November 2020 1 I I I I I 2 3 4 5 6 7 8 9 10 11 12 3 4 15 6 7 8 9 10 11 12 3 4 15 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 71 etails* Sponsored Products Manual targeting Apr 8, 2C Last 30 days This month Vear to date 18 19 20 21 22 23 24 25 26 27 28 etails* Manual targeting Oct 30, 2 Last month 25 26 27 28 29 30 31 29 30 71 etails* Manual targeting Jan 23, 2 Lifetime America/tos_Mageles 20 21

The columns we want to see are only CLICKS and SALES:

~

All	Available metrics		Select a
Conversions	Q Quick search		
Performance	Budget		
Settings	Impressions		
	Clicks		
	🗾 Clickthrough rate (CTR)		
/	Spend		- 1
/	Cost-per-click (CPC)		
	Orders		
	Advertising cost of sales (ACOS)		
	Return on ad spend (ROAS)		
	New-to-brand (NTB) orders		
	% of orders new-to-brand (NTB)		
	New-to-brand (NTB) sales		
	06 of cales new-to-brand (NITR)		
		Cancel	Apply
			Construction of the
suvering spons	Aug 7, 2020 No end date	\$	20.00

You can either click the EXPORT button:

Hide chart Columns ~ Date range - Nov 9, 2020 - Nov 13, 2020 Exp		TO P RATED	
Hide chart Columns Y Date range - Nov 9, 2020 - Nov 13, 2020 Exp			
		 2020 - Nov 13, 2020	

Or if you have just 2 or 3 campaigns, you can take a screenshot and email it to us, and we will enter it into our system. Our email is office@toprated.studio

Here's an example of what we see from other sellers:

WITHOUT TOP RATED:

Hide chart	Columns 👻 Da	ate range - Sep 1, 2020 - Sep 30, 2020 Expor
Clicks 🚯	Orders	Conversion without us:
3,298	343	conversion without us:
707	78	11.03 %
361	45	12.47 %
141	6	4.26 %

WITH TOP RATED:

Hide chart	Columns 👻 D	ate range - Oct 1, 2020 - Oct 31, 2020 Expor
Clicks 🔒	Orders 📵	Conversion with Tan Dated
3,447	369	Conversion with Top Rated:
496	75	15.12 %
344	44	12.79 %
201	20	9.95 %