



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:

The screenshot shows the Amazon Seller Central navigation menu. The 'Reports' tab is highlighted with a red box. A red arrow points from the 'Reports' tab to the 'Business Reports' option in the dropdown menu, which is also highlighted with a red box. Other tabs include Catalog, Inventory, Pricing, Orders, Advertising, Stores, Growth, Performance, and Apps & Services. The main dashboard area shows metrics for OPEN ORDERS (14), TODAY'S SALES (\$47.87), and TOTAL BALANCE (\$830.39).

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

The screenshot shows the Amazon Seller Central Business Reports menu. The 'Detail Page Sales and Traffic by Parent Item' option is highlighted with a red box. A red arrow points from this option to the 'Detail Page Sales and Traffic by Parent Item' link in the main content area. The main content area also shows a 'Download' button and a table with columns for '(Parent) ASIN' and 'Title'. A notification banner at the top right says 'Sellers who own a brand and are interested in Brand Analytics. Go to Brand Analytics under...'



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

| Items ordered 2B | Unit Session Percentage | Unit Session Percentage - B2B | Ordered Product Sales |
|------------------|-------------------------|-------------------------------|-----------------------|
| | 200.00% | 0.00% | \$27.13 |
| | 0.00% | 0.00% | \$0.00 |

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

Business Reports

By Date

- Sales and Traffic
- Detail Page Sales and Traffic
- Seller Performance

By ASIN

- Detail Page Sales and Traffic
- Detail Page Sales and Traffic by Parent Item**
- Detail Page Sales and Traffic by Child Item

Download

CSV

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 point of reference 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:

Learn more
*Compared to advertisers who don't take this action. Amazon internal data, US, March 2020

Reset

Filter by 40 results

| Status | Type | Start date |
|------------|-------------------------------------|--------------|
| Delivering | Sponsored Products Manual targeting | Apr 8, 2019 |
| Delivering | Sponsored Products Manual targeting | Oct 30, 2019 |
| Delivering | Sponsored Products Manual targeting | Jan 23, 2020 |
| Delivering | Sponsored Products Manual targeting | Apr 8, 2019 |

Today
Yesterday
Last 7 days
This week
Last week
Last 30 days
This month
Last month
Year to date
Lifetime

October 2020
November 2020

Export

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

All
Conversions
Performance
Settings

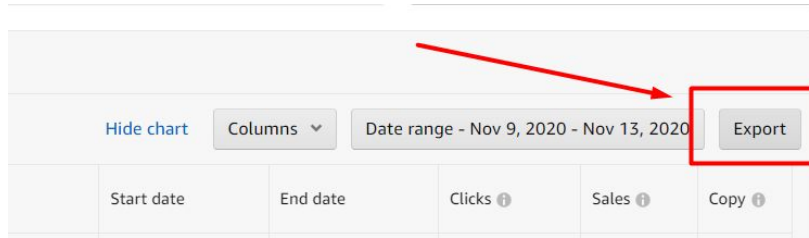
Available metrics Select all

Quick search

- Budget
- Impressions
- Clicks
- Clickthrough rate (CTR)
- Spend
- Cost-per-click (CPC)
- Orders
- Sales
- 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
- % of sales new-to-brand (NTR)

Cancel Apply

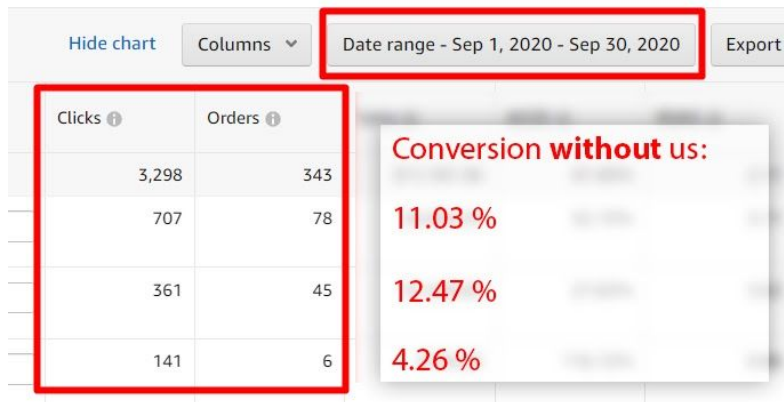
You can either click the **EXPORT** button:



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:



WITH TOP RATED:

