

Supplemental Article : Amazon Seller Central Home Page Basic Navigation

10/11/2024 1:14 pm CDT



Who is this for: For Specialist or anyone new to Amazon Seller Central dashboard.

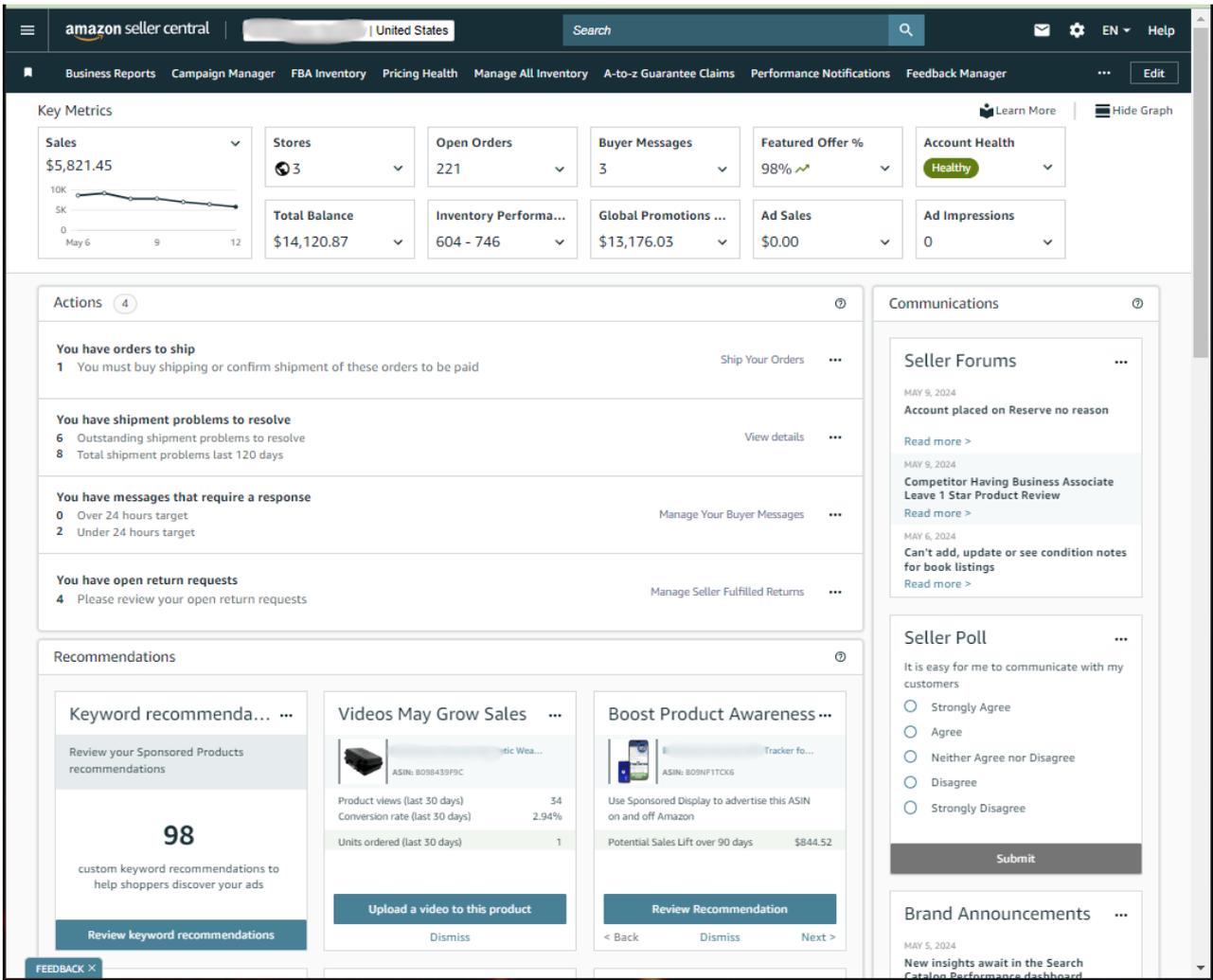


Objective: To familiarize with Seller Central homepage navigation, shortcuts and basic functions, the end part is mostly a surprise that most specialist either didn't know or ignores.

Utilizing these useful dashboard features can make account management and account health monitoring multiple folds easier.

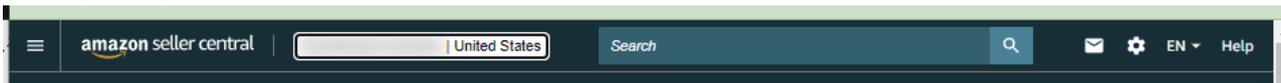
HOMEPAGE :

- Default landing page upon account selection.
- Provides minimal but important metrics pertaining to the account through card widgets and shortcut links to each attribute pages
- Immediately provides priority actions to take including suppression and deactivation warnings
- Main navigation console



MAIN BAR:

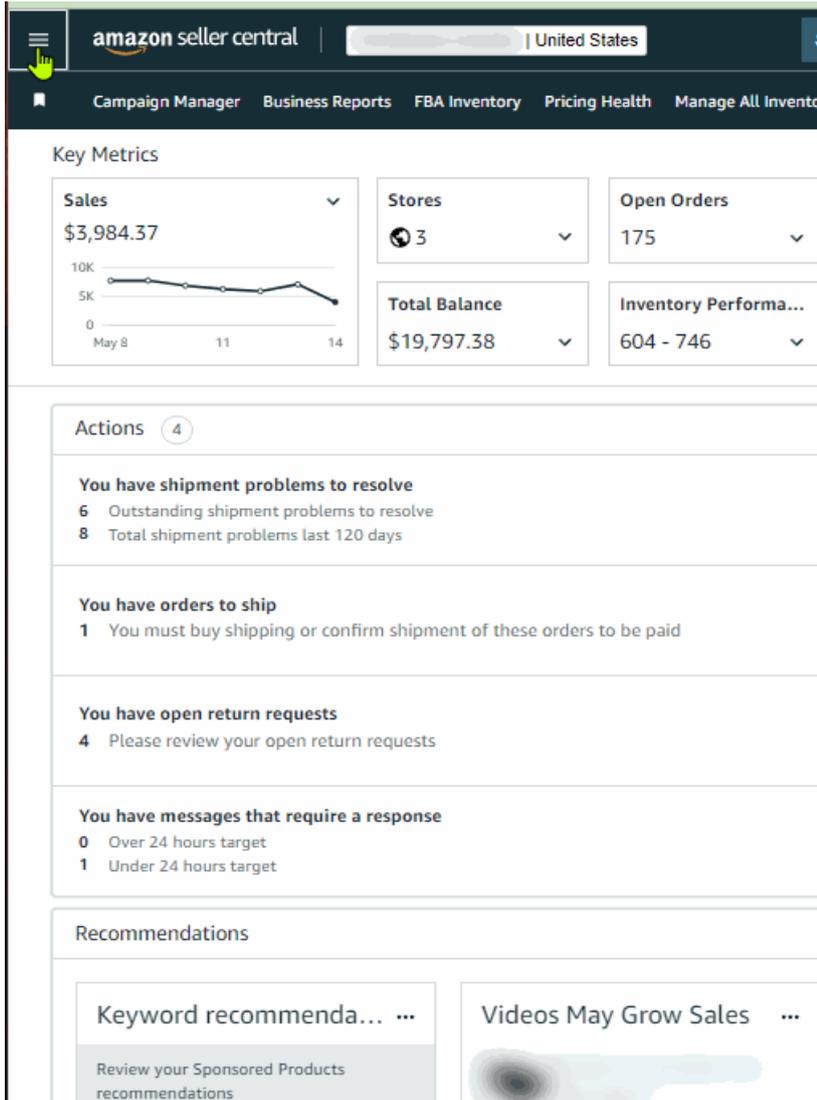
The Top most portion of the dashboard which holds:



- Main Menu
- Seller Central Home Button
- Account and Marketplace Selection
- Search Tool
- Global Marketplace Messages
- Account Settings Cog
- Language Selection
- Help Button

Main Menu

Opens left tray which holds hierarchical structured shortcuts categorized accordingly to purpose. Note that Amazon changes the groupings from time to time:



- **Catalog** - Links to Listing Attributes and Documents Addition, Updating and Uploads including images, videos and documents
- **Inventory** - Links to Manage Inventory, FBA and shipments dashboards
- **Pricing** - Links to pricing management and automation options
- **Orders** - Links to manage orders FBA and FBM, order reports, returns and SAFE-T claims
- **Advertising** - Links to Campaign Manager (Ideally open this with new tab as it loads to campaign console), A+ Content Manager, Creator connections, coupons, deals and promotions consoles.
- **Stores** - Link to Brand Store management and insights (this also opens from campaigns console)
- **Growth** - Links to different Amazon suggested growth programs
- **Reports** - Primary link to different report types

- **Payments** - Links to payment dashboard
- **Performance** - Links to Account Health and Performance Contributing Factor dashboards
- **Apps and Services** - Links to Amazon recommended 3rd party Apps
- **B2B** - Links to Business to Business central, dashboard and opportunities
- **Brands** - Links to brand registered exclusive features and analytics
- **Learn** - Links to Seller university, Forums and News

Seller Central Home Button

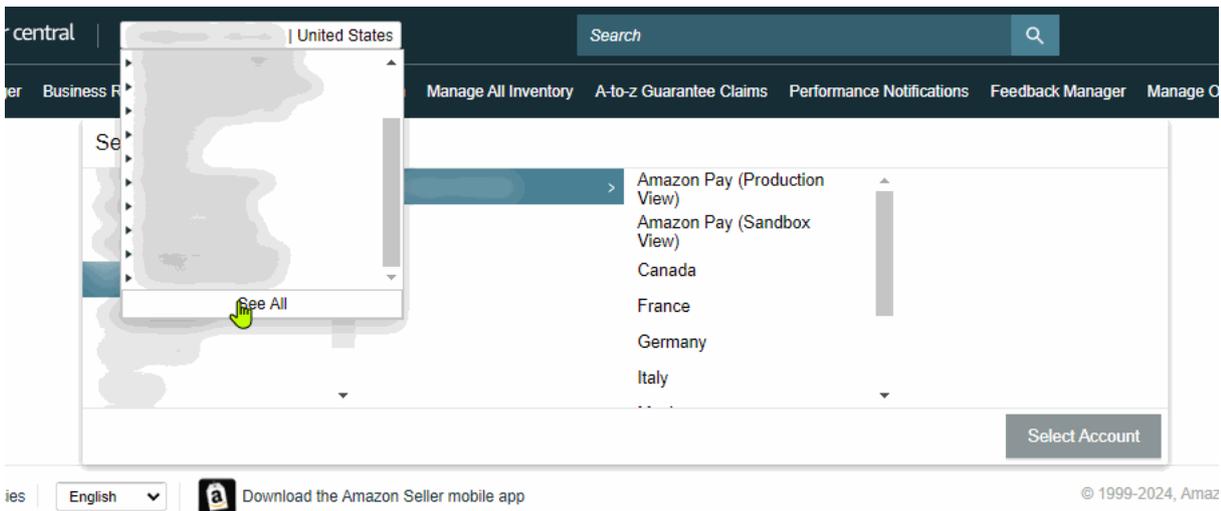
Clickable link to redirect the current page to Seller Central Home Page Dashboard

The screenshot displays the Amazon Seller Central dashboard for a user in the United States. The top navigation bar includes the Amazon Seller Central logo, a search bar, and utility icons for email, settings, and help. Below the navigation bar, there are several menu items: Campaign Manager, Business Reports, FBA Inventory, Pricing Health, Manage All Inventory, A-to-z Guarantee Claims, Performance Notifications, and Feedback Manager. The main content area is divided into several sections:

- Key Metrics:** A grid of widgets showing various performance indicators. A mouse cursor is pointing at the 'Business Reports' menu item. The widgets include:
 - Sales:** \$4,752.92 with a line graph showing a downward trend from May 8 to 14.
 - Stores:** 3
 - Open Orders:** 182
 - Buyer Messages:** 1
 - Featured Offer %:** 97%
 - Account Health:** Healthy
 - Total Balance:** \$19,860.34
 - Inventory Performance:** 604 - 746
 - Global Promotions:** \$12,640.20
 - Ad Sales:** \$2,006.25
 - Ad Impressions:** 398,001
- Actions:** A section with 4 items, each with a title, a list of counts, and a 'View details' link.
 - You have shipment problems to resolve:** 6 Outstanding shipment problems to resolve, 8 Total shipment problems last 120 days.
 - You have orders to ship:** 1 You must buy shipping or confirm shipment of these orders to be paid.
 - You have open return requests:** 4 Please review your open return requests.
 - You have messages that require a response:** 0 Over 24 hours target, 1 Under 24 hours target.
- Communications:** A section with 3 items, each with a date, a title, and a 'Read more' link.
 - Seller Forums:** MAY 13, 2024, Qualifies for LD or BD Standard, Yet No Recommendation in Sight!
 - Competitor Having Business Associate Leave 1 Star Product Review:** MAY 9, 2024
 - feedback left for wrong order:** MAY 11, 2024
- News:** A section with 1 item, dated MAY 7, 2024.

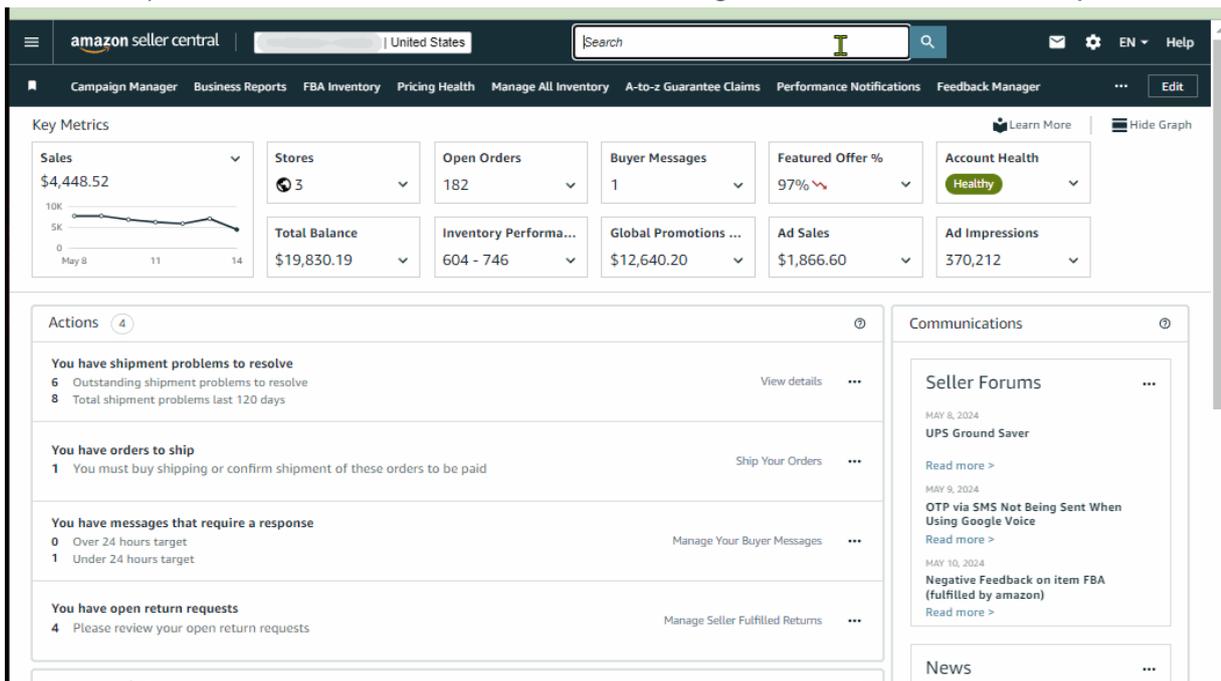
Account and Marketplace Selection

Dropdown to select managed account names, *at times there are side arrows on left which spreads dropdown for Marketplace selection without the need of selecting the account first or going to the login account selection interface.*



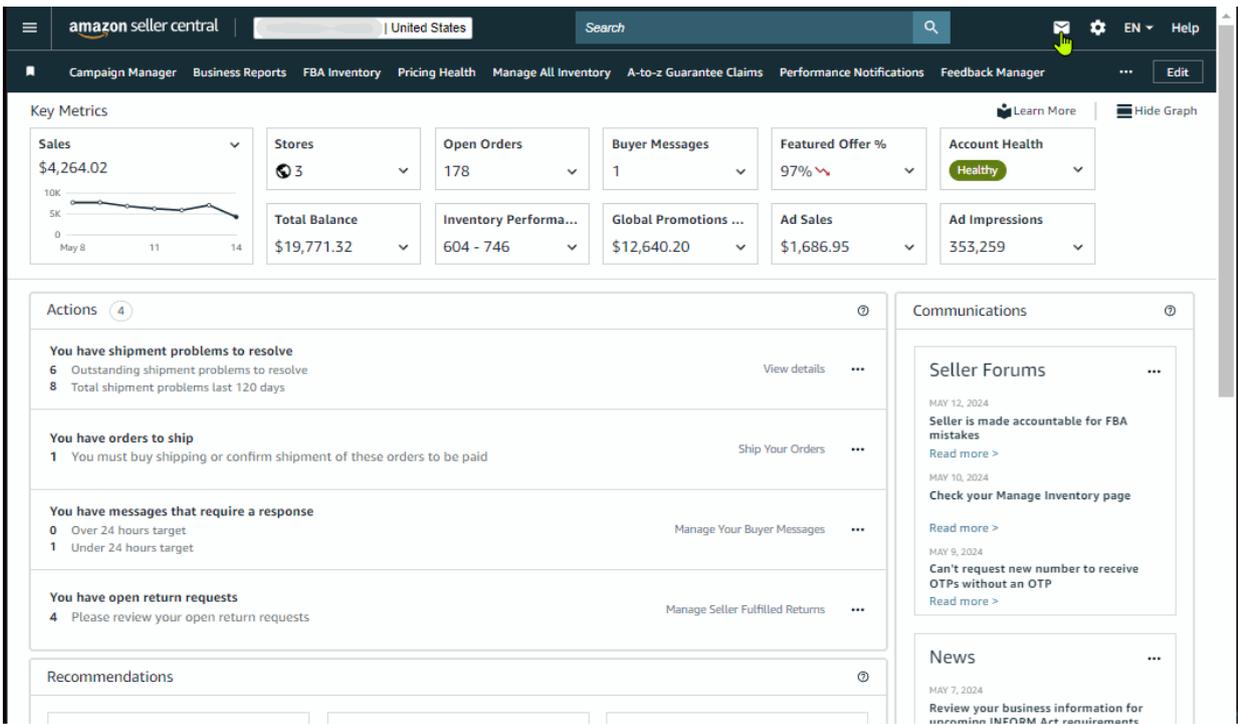
Search Tool

Very handy tool to navigate or search Seller Central for different dashboards/ reports/ articles or tools that may not be readily accessible from shortcuts and links like **ASIN Merge Tool**, **Reserved FBA Inventory Tool**.



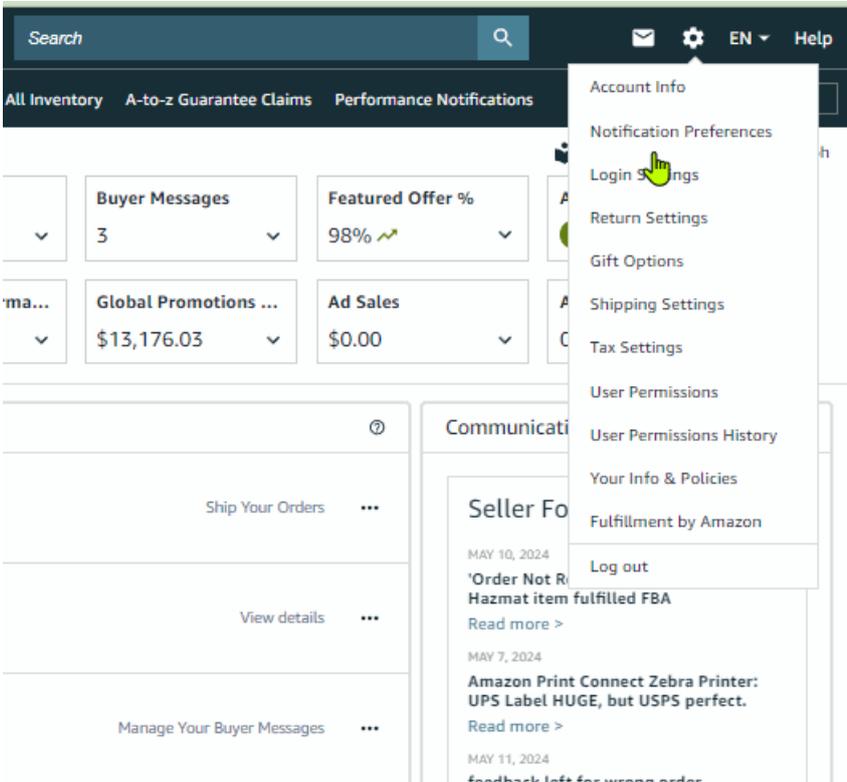
Global Marketplace Messages

Shortcut link to Shopper's collective messages from **All Marketplaces**.



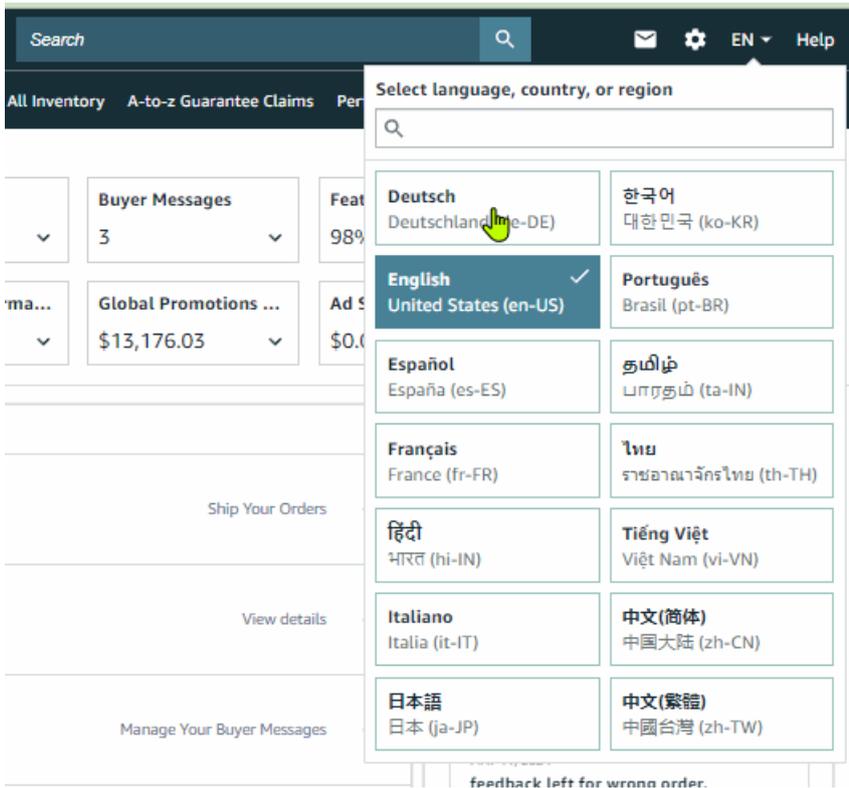
Account Settings Cog

Holds the links to Account info, primary settings such account permissions, bank and tax settings and FBA settings.



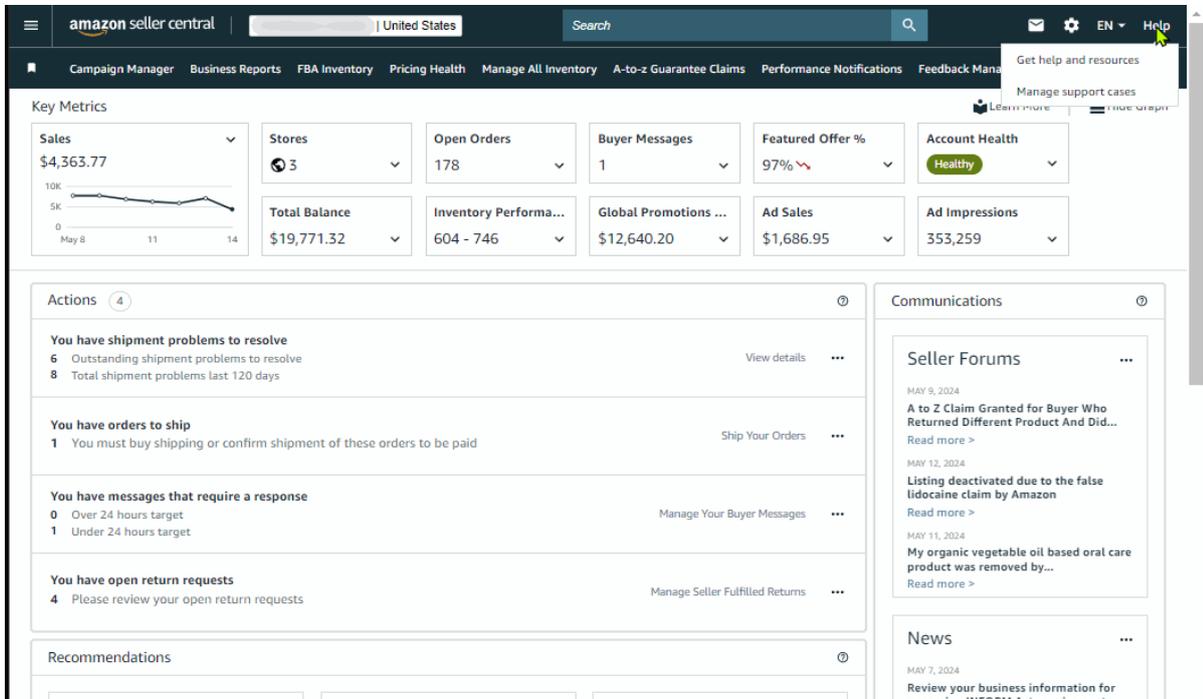
Language Selection

Simply the language selection tool



Help Button

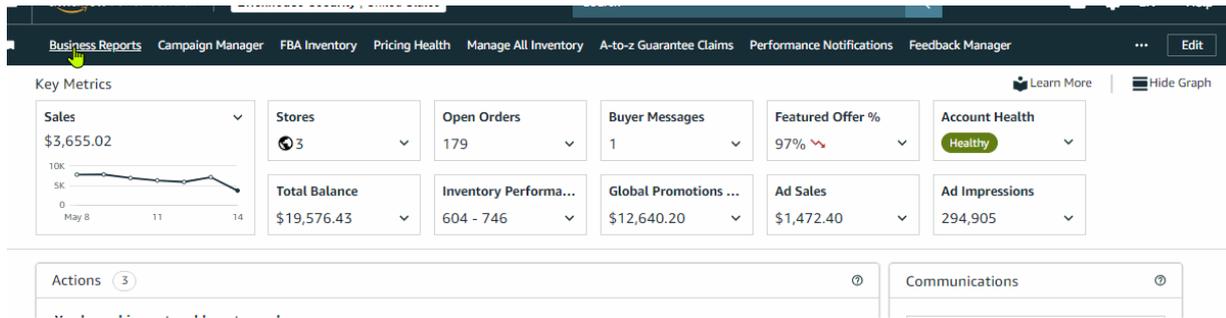
The infamous Help button to either proceed to [Seller Support Help Tool](#) or [lobby link](#) to manage existing cases.



FAVORITES/BOOKMARK BAR :

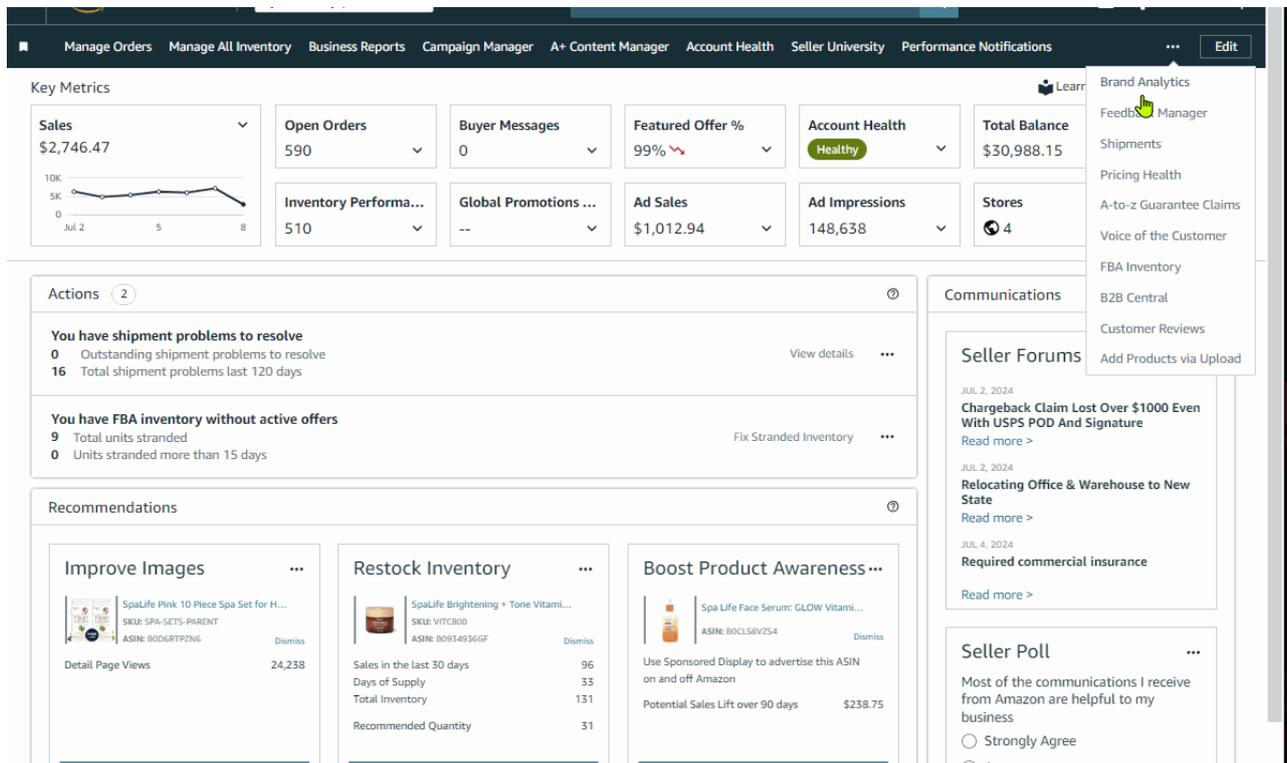
2nd Top most bar which holds favorites or custom added mostly utilized shortcut links to different Seller Central

dashboards, tools, or reports.



How to Add:

1. Hover over the Menu Option you wish to bookmark or add as favorite
2. There will be a bookmark icon on the right of the option hovered over
3. Click the bookmark icon and option will be added to favorites bar
4. Arrange Favorites Bar according to preference



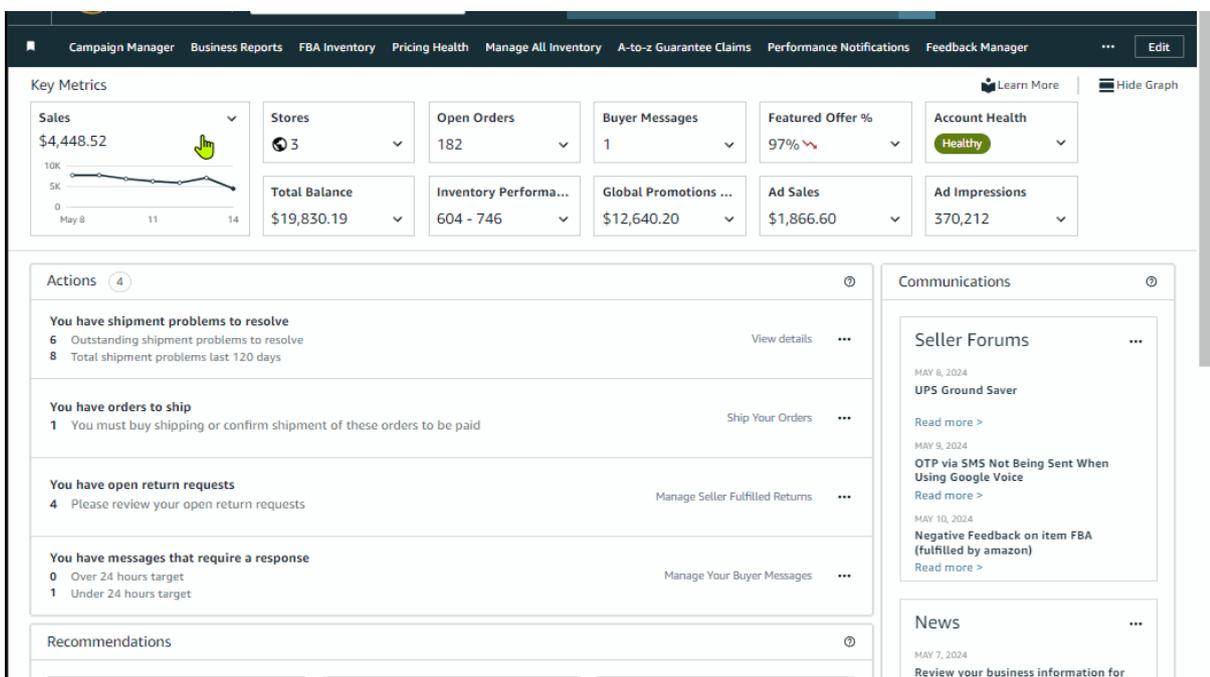
KEY METRICS:

Note that these widget cards are really useful, you can view metrics for different marketplaces without switching

back from each by simply middle/scroll wheel clicking or control clicking each market place values from the the expanded widget to open each on different tabs.

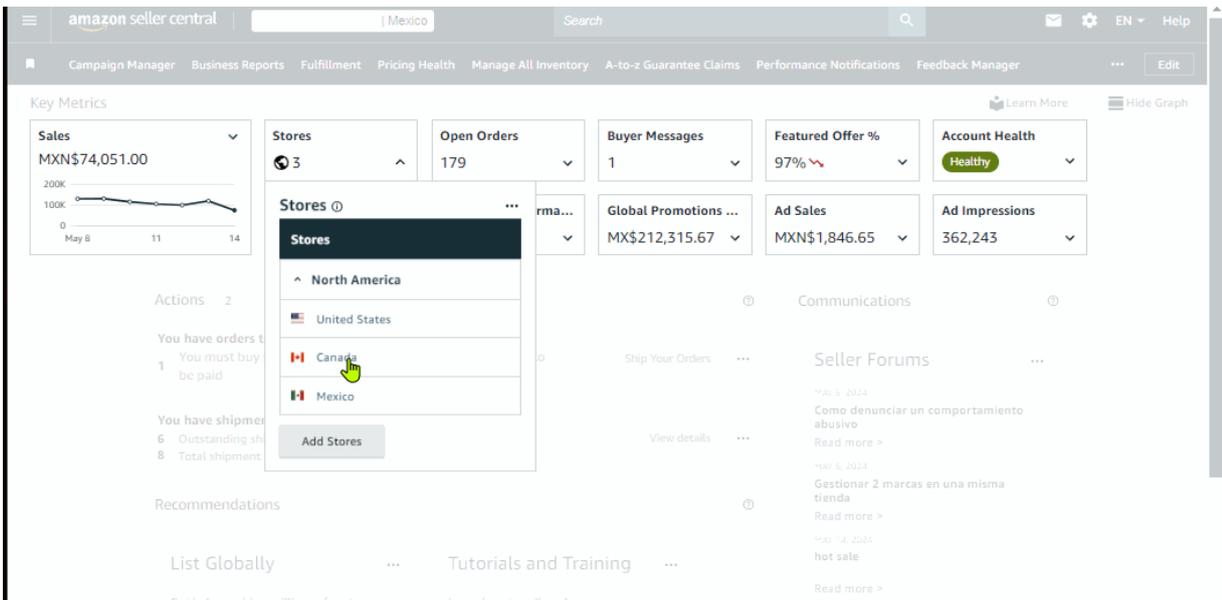
Sales Card

- Widget card that shows Global marketplace current-day-so-far Sales with simple line graph.
- When expanded there is an option to toggle between table or graph showing each marketplace sales.
- Shortcut link to current selected marketplace Business Report by clicking “Go to Sales Dashboard”
- Alternatively shortcut link to any other available marketplaces dashboard by clicking the value either of each respective “Order product sales” or “Units” without the need to use Account and Marketplace Selection.



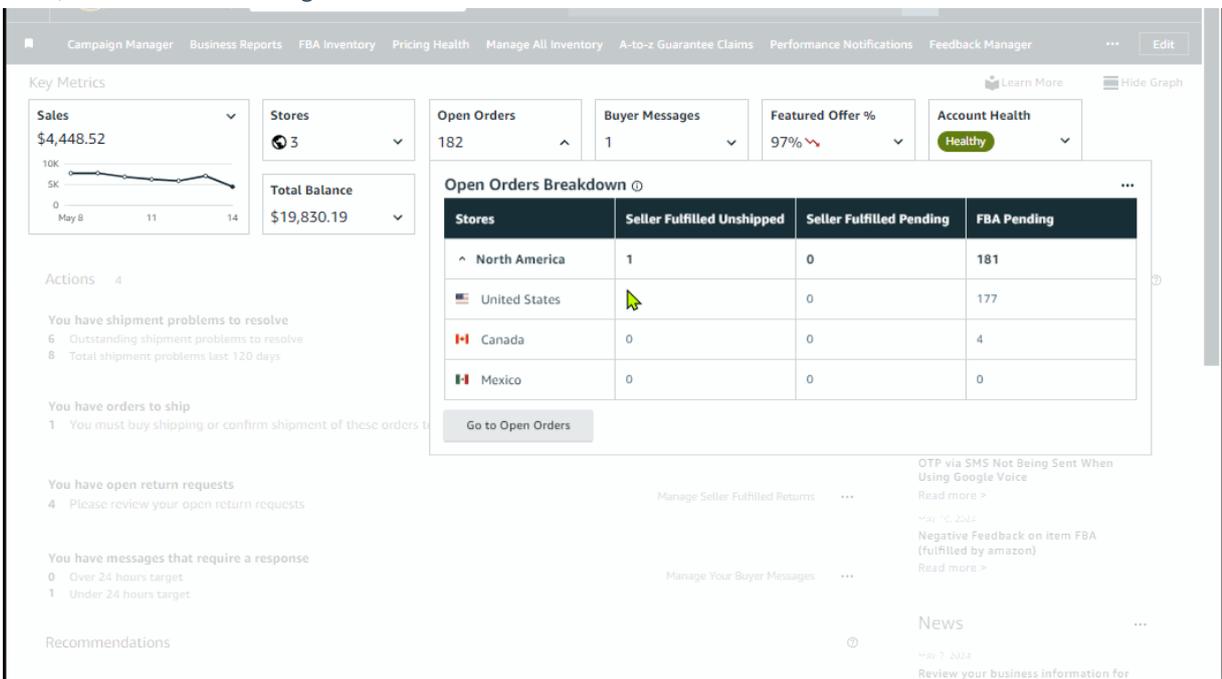
Stores Card

Quicker shortcut to switch between marketplaces.



Open Orders Card

Very efficient shortcut link to Manage Orders directly to each marketplace selected and filtered accordingly to FBM, FBA and FBA Pending



Buyer Messages Card

More efficient version of Global Messages from the Main Bar. Global Messages links to the summary or combined shoppers messages from all marketplaces while this card gives the summary count per marketplace and per SLA

which also leads to each marketplace directly when clicked.

The screenshot shows the Amazon Seller Central dashboard. At the top, there is a navigation bar with links: Campaign Manager, Business Reports, FBA Inventory, Pricing Health, Manage All Inventory, A-to-z Guarantee Claims, Performance Notifications, Feedback Manager, and an Edit button. Below the navigation bar is the 'Key Metrics' section, which includes several cards: Sales (\$4,363.77), Stores (3), Open Orders (179), Buyer Messages (1), Featured Offer % (97%), Account Health (Healthy), Total Balance (\$19,771.32), Inventory Performance (604 - 746), Global Promotions (\$12,640.20), Ad Sales (\$1,786.80), and Ad Impressions (362,243). Below the Key Metrics is the 'Actions' section, which has 4 items: 'You have shipment problems to resolve' (6 outstanding, 8 total last 120 days), 'You have orders to ship' (1 order), 'You have messages that require a response' (0 over 24 hours target, 1 under 24 hours target), and 'You have open return requests' (4 requests). To the right of the Actions section is the 'Communications' section, which includes 'Seller Forums' with several posts from May 2024.

Featured Offer % Card

Card that shows Brand Featured Offer % or Buy Box % from 2 days ago or for the past 30 days.

Links to Pricing Health Dashboard either of the current marketplace or the selected marketplace from the card.

The screenshot shows the Amazon Seller Central dashboard. At the top, there is a navigation bar with links: Campaign Manager, Business Reports, FBA Inventory, Pricing Health, Manage All Inventory, A-to-z Guarantee Claims, Performance Notifications, Feedback Manager, and a Learn button. Below the navigation bar is the 'Key Metrics' section, which includes several cards: Sales (CDN\$5,104.26), Stores (3), Open Orders (177), Buyer Messages (1), Featured Offer % (97%), Account Health (Healthy), Total Balance (\$26,927.12), Inventory Performance (604 - 746), Global Promotions (\$17,274.48), Advertisement Sales (CDN\$1,487.35), and Advertisement Impressions (302,157). Below the Key Metrics is the 'Actions' section, which has 1 item: 'You have shipment problems to resolve' (6 outstanding, 8 total last 120 days). Below the Actions section is the 'Recommendations' section, which has 3 items: 'Videos May Grow Sales' (for Brickhouse Security Completely Co.), 'Restock Inventory' (for Brickhouse Security 140-Day LTE M...), and 'Help Grow Sales' (for TrackPort GPS Tracker for Vehicles...). Below the Recommendations section is the 'Communications' section, which includes 'Seller Forums' with several posts from May 2024 and a 'News' section with several articles from May 2024.

Account Health Widget Card

Quick view for each marketplace account health scores or status and quick links to each respective account health dashboard.

The screenshot displays the Amazon Seller Central dashboard with the following sections:

- Key Metrics:** A grid of 12 cards showing various performance indicators: Sales (\$3,874.67), Stores (3), Open Orders (175), Buyer Messages (1), Featured Offer % (97%), Account Health (Healthy), Total Balance (\$19,752.55), Inventory Performance (604 - 746), Global Promotions (\$12,640.20), Ad Sales (\$1,547.20), and Ad Impressions (320,450).
- Actions (4):** A list of critical tasks: "You have shipment problems to resolve" (6 outstanding, 8 total), "You have orders to ship" (1 order), "You have messages that require a response" (0 over 24h target, 1 under 24h target), and "You have open return requests" (4 requests).
- Recommendations:** Two cards: "Keyword recommenda..." with a score of 98, and "Videos May Grow Sales" for a product (ASIN: B098439F9C) showing 36 product views, 2.78% conversion rate, and 1 unit ordered.
- Communications:** A section for "Seller Forums" and "News" with several articles from May 2024, including "Time to say goodbye to Amazon?", "Contributing to Your Own Demise?", "the seller support on this platform is a disaster", "Review your business information for upcoming INFORM Act requirements", "Updates to the Return Insights dashboard and Returns Processing Fee...", and "How we use AI to deliver customer orders with less packaging".

Total Balance Card

Quick view for each marketplace's Account balance which also quick links to each Payment dashboards.

The screenshot shows the Amazon Seller Central dashboard for the United States. The 'Key Metrics' section includes a Sales card with a line graph showing sales from May 8 to 14, and a Total Balance card showing \$19,860.34. A dropdown menu for 'Total Balance Breakdown' is open, showing a table with columns 'Stores' and 'Total Balance'.

Stores	Total Balance
North America	\$19,860.34
United States	\$20,302.29
Canada	-\$414.78
Mexico	-\$27.17

Other metrics shown include Open Orders (182), Buyer Messages (1), Featured Offer % (97%), and Account Health (Healthy). The dashboard also features sections for Actions, Recommendations, and Seller Forums.

Inventory Performance Card

Quick view and quick link for each marketplace's Inventory Performance Index Score

This screenshot highlights the 'Inventory Performance Index Breakdown' card. The 'Key Metrics' section shows Sales at \$3,655.02 and Total Balance at \$19,576.43. The 'Inventory Performance' card shows a score of 604 - 746. A dropdown menu is open, displaying a table of IPI scores by store.

Stores	IPI Scores
North America	604 - 746
United States	746
Canada	604
Mexico	-

The dashboard also includes sections for Actions, Recommendations, and various promotional cards like 'Keyword recommendations', 'Videos May Grow Sales', and 'Enroll to FBA'.

Global Promotions Card

Quick view for each marketplace's Global Promotions Sales indicator monitors marketplace-level sales generated

from promotion tools of Coupons and Deals (Best deals and Lightning deals) for the selected time period in the breakdown, while 7 days is shown on the front card. **Only links to Current Marketplace's Coupons and Deals Dashboard.**

[Business Reports](#)
[Campaign Manager](#)
[FBA Inventory](#)
[Pricing Health](#)
[Manage All Inventory](#)
[A-to-z Guarantee Claims](#)
[Performance Notifications](#)
[Feedback Manager](#)

[Learn More](#)

5.06

Stores

3

Open Orders

179

Buyer Messages

1

Featured Offer %

97%

Account Health

Healthy

Total Balance

\$26,753.74

Inventory Performa...

604 - 746

Global Promotions ...

\$17,274.48

Advertisement Sales

CDN\$1,472.40

Advertisement Impr...

294,905

Global Promotions Sales Breakdown

7 days | CAD

Stores	Deals	Coupons
North America	--	\$17,274.48
United States	--	\$17,274.48
Canada	--	--
Mexico	--	--

[Go to Coupons](#)
[Go to Deals](#)

May Grow Sales

Brickhouse Security Completely Co...
ASIN: B09FFR26LY

Sales (last 30 days): 15
Conversion rate (last 30 days): 0%
Orders (last 30 days): 0

[Load a video to this product](#)

Restock Inventory

Brickhouse Security 140-Day LTE M...
SKU: A-5N7XB
ASIN: B07R3T0WKG

Sales in the last 30 days: 0
Days of Supply: 0
Total Inventory: 0
Recommended Quantity: 26

[Restock Now](#)

News

10-MAY-2024
Potential Canadian rail strike star...

Ad Sales Card

Sponsored Products Sales Breakdown shows the total value of purchases attributed to your Sponsored Products campaigns, alongside the average amount you've paid for a Sponsored Products click (cost per click) and your Sponsored Products attributed product sales divided by total ad spend (ROAS). Please note that attribution of the sale depends on campaign and account type. Only links to current marketplace's Campaign Manager.

5.06

Stores

🌐 3

Open Orders

179

Buyer Messages

1

Featured Offer %

97% ↘

Account Health

Healthy

Total Balance

\$26,753.74

Inventory Performa...

604 - 746

Global Promotions ...

\$17,274.48

Advertisement Sales

CDN\$1,472.40

Advertisement Impr...

294,905

Sponsored Products Sales Breakdown

Today so far

Sponsored Products Attributed Sales	Ad Spend	Sponsored Products Cost Per Click	Sponsored Products ROAS
CDN\$1,472.40	CDN\$3,322.96	CDN\$3.38	0.44

ⓘ This card refreshes every 15 mins. Data in the campaign manager could be delayed up to 12 hours.

[Go to campaign manager](#)

May Grow Sales

Brickhouse Security Completely Co...	ASIN: B08FFR26LY	Sales (last 30 days)	15
		Click rate (last 30 days)	0%
		Order (last 30 days)	0

[Load a video to this product](#)

Restock Inventory

Brickhouse Security 140-Day LTE M...	SKU: A-5N7XB	Sales in the last 30 days	0
	ASIN: B07R3T0VKG	Days of Supply	0
		Total Inventory	0
		Recommended Quantity	26

[Restock Now](#)

Use MCF for all orders

Deliver your orders from any sales channel in as fast as one day

communications

Seller Forums

5-MAY-2024
amazon lost my entire fba shipme
[Read more >](#)

9-MAY-2024
Ungated ... But Concerned There
Zero Other FBA Sellers On This Br
[Read more >](#)

10-MAY-2024
VTR Valid Tracking Rate PUROLA
[Read more >](#)

News

10-MAY-2024
Potential Canadian rail strike star
...

Ad Impressions Card

Sponsored Products Impressions Breakdown shows the total number of times your Sponsored Products ads have been served to users. You can also see the count of how many times customers have clicked your Sponsored Products ads (clicks), and the ratio of how often shoppers click your Sponsored Products ad when it's shown (click through rate %). Only links to current marketplace's Campaign Manager

5.06	Stores 3	Open Orders 179	Buyer Messages 1	Featured Offer % 97%	Account Health Healthy
	Total Balance \$26,753.74	Inventory Performa... 604 - 746	Global Promotions ... \$17,274.48	Advertisement Sales CDN\$1,472.40	Advertisement Impr... 294,905

Sponsored Products Impressions Breakdown

Today so far

Sponsored Products Impressions	Sponsored Products Clicks	Sponsored Products Click Through Rate %
294,905	983	0.33%

This card refreshes every 15 mins. Data in the campaign manager could be delayed up to 12 hours.

[Go to campaign manager](#)

shipment problems to resolve
ending shipment problems to resolve
shipment problems last 120 days

Recommendations

How May Grow Sales

Brickhouse Security Completely Co...
ASIN: B08FFR26LX

Sales (last 30 days)	15
Conversion rate (last 30 days)	0%
Orders (last 30 days)	0

[Load a video to this product](#)

Restock Inventory

Brickhouse Security 140-Day LTE M...
SKU: A-5N7XB
ASIN: B07R3T0WKG

Sales in the last 30 days	0
Days of Supply	0
Total Inventory	0
Recommended Quantity	26

[Restock Now](#)

Use MCF for all orders

Deliver your orders from any sales channel in as fast as one day



Ungated ... But Concerned There
Zero Other FBA Sellers On This Br
[Read more >](#)

10-MAY-2024
VTR Valid Tracking Rate PUROLA
[Read more >](#)

News

10-MAY-2024
Potential Canadian rail strike star
...

ACTIONS INDICATOR :

Prioritize these key outstanding or upcoming actions to ensure your business is in good health which includes but not limited to outstanding pending orders to ship, shipment issues, listing issues and risk of deactivation.

Business Reports Campaign Manager FBA Inventory Pricing Health Manage All Inventory A-to-z Guarantee Claims Performance Notifications Feedback Manager Edit

Key Metrics Learn More Hide Graph

Sales \$5,841.40	Stores 3	Open Orders 215	Buyer Messages 3	Featured Offer % 98%	Account Health Healthy
	Total Balance \$14,226.79	Inventory Performa... 604 - 746	Global Promotions ... \$13,176.03	Ad Sales \$0.00	Ad Impressions 0

Actions (4)

- You have orders to ship**
1 You must buy shipping or confirm shipment of these orders to be paid [Ship Your Orders](#)
- You have shipment problems to resolve**
6 Outstanding shipment problems to resolve
8 Total shipment problems last 120 days [View details](#)
- You have messages that require a response**
0 Over 24 hours target
2 Under 24 hours target [Manage Your Buyer Messages](#)
- You have open return requests**
4 Please review your open return requests [Manage Seller Fulfilled Returns](#)

Recommendations

Communications

Seller Forums

MAY 6, 2024
Customer damaged returns
[Read more >](#)

MAY 10, 2024
Need mod help for an OTP issue
[Read more >](#)

MAY 9, 2024
EIN number
[Read more >](#)

Seller Poll

It is easy for me to communicate with my customers

RECOMMENDED ACTIONS:

Additional widgets according to Amazon recommendations or suggested programs which contributes to account growth and health.

Recommendations 🔍

<p>Keyword recommenda... ⋮</p> <p>Review your Sponsored Products recommendations</p> <div style="text-align: center; font-size: 24px; font-weight: bold; margin: 10px 0;">98</div> <p>custom keyword recommendations to help shoppers discover your ads</p> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">Review keyword recommendations</p>	<p>Videos May Grow Sales ⋮</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> Magnetic Wea... ASIN: B000000000 </div> <p>Product views (last 30 days) 34 Conversion rate (last 30 days) 2.94% Units ordered (last 30 days) 1</p> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">Upload a video to this product</p> <p style="text-align: center; font-size: 8px; margin-top: 5px;">Dismiss</p>	<p>New Selection Insights ⋮</p> <p>View trends in your product categories</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 20%; text-align: center; font-size: 24px; font-weight: bold;">4</td> <td>Number of Amazon stores to compare trends</td> </tr> <tr> <td style="text-align: center; font-size: 24px; font-weight: bold;">30</td> <td>Categories with insights into top customer preferred features</td> </tr> </table> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">View Recommendations</p>	4	Number of Amazon stores to compare trends	30	Categories with insights into top customer preferred features
4	Number of Amazon stores to compare trends					
30	Categories with insights into top customer preferred features					
<p>Enroll to FBA ⋮</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> Magnetic Wea... SKU: B000000000 ASIN: B000000000 </div> <p>Sales in the last 90 days \$139.80 Potential Sales Lift over 90 Days \$524.30</p> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">View all Recommendations</p> <p style="text-align: center; font-size: 8px; margin-top: 5px;">Dismiss</p>	<p>High Return Rate Notice ⋮</p> <p>ASIN B000000000</p> <p>Return rate 6.8% Return rate benchmark 1.2% Returned units (30 days) 70</p> <p>Top reasons Detail page incorrect, Too large</p> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">View Return Data</p> <p style="text-align: center; font-size: 8px; margin-top: 5px;">Dismiss</p>	<p>Get Customer Reviews ⋮</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> Camscura 160... ASIN: B000000000 </div> <p>Boost sales up to 30% with insightful reviews from Amazon Vine</p> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">View Recommendation Details</p> <p style="font-size: 8px; margin-top: 5px;">< Back Dismiss Next ></p>				
<p>Boost Product Awareness ⋮</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> GPS Tracker fo... ASIN: B000000000 </div> <p>Use Sponsored Display to advertise this ASIN on and off Amazon</p> <p>Potential Sales Lift over 90 days \$844.52</p> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">Review Recommendation</p> <p style="font-size: 8px; margin-top: 5px;">< Back Dismiss Next ></p>	<p>Help Grow Sales ⋮</p> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> Weatherproof ... ASIN: B000000000 </div> <p>Use Sponsored Products to help lift sales of this product</p> <p>Potential Sales Lift over 90 Days \$1,167.81</p> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">Review Recommendation</p> <p style="font-size: 8px; margin-top: 5px;">< Back Dismiss Next ></p>	<p>Track Your Savings ⋮</p> <p>Track your program savings and benefits usage on the benefits dashboard, for...</p> <div style="text-align: center; margin-top: 20px;"> </div> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">View Savings</p>				
<p>Global product demand ⋮</p> <p>Your US catalogue is in high demand in other countries</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 20%; text-align: center; font-size: 24px; font-weight: bold;">99</td> <td>Products with global demand in your US catalog</td> </tr> <tr> <td style="text-align: center; font-size: 24px; font-weight: bold;">6</td> <td>International marketplaces to start selling products</td> </tr> </table> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">Expand products globally</p>	99	Products with global demand in your US catalog	6	International marketplaces to start selling products	<p>Tutorials and Training ⋮</p> <p>Learn how to sell on Amazon</p> <div style="text-align: center; margin-top: 10px;"> </div> <p style="background-color: #00728f; color: white; text-align: center; padding: 5px; margin-top: 10px;">Visit Seller University</p>	
99	Products with global demand in your US catalog					
6	International marketplaces to start selling products					

COMMUNICATIONS WIDGET:

Alternative to Main Menu > Learn, Stay informed about the latest news and community discussions.

Communications ⊞

Seller Forums ⋮

MAY 6, 2024
Customer damaged returns
[Read more >](#)

MAY 10, 2024
Need mod help for an OTP issue
[Read more >](#)

MAY 9, 2024
EIN number
[Read more >](#)

Seller Poll ⋮

It is easy for me to communicate with my customers

Strongly Agree

Agree

Neither Agree nor Disagree

Disagree

Strongly Disagree

Submit

Brand Announcements ⋮

MAY 5, 2024
New insights await in the Search Catalog Performance dashboard
[Read more >](#)

MAY 5, 2024
Optimize your content and increase sales with Manage Your Experiments
[Read more >](#)

MAY 5, 2024
Don't miss out on the ultimate strategy guide for new product launches!
[Read more >](#)

News ⋮

MAY 7, 2024
Review your business information for upcoming INFORM Act requirements
[Read more >](#)

MAY 10, 2024
How we use AI to deliver customer orders with less packaging
[Read more >](#)

MAY 8, 2024
UPS® Ground Saver is now available with Buy Shipping
[Read more >](#)

QUICK ACCESS LINKS:

Links to everything from Main Menu on a single view. Ideally utilize to open what you need on another tab by middle/scroll clicking or control clicking the link.

Campaign Manager Business Reports FBA Inventory Pricing Health Manage All Inventory A-to-z Guarantee Claims Performance Notifications Feedback Manager

Key Metrics

Sales \$3,734.92 	Stores 3	Open Orders 177	Buyer Messages 1	Featured Offer % 97%	Account Health Healthy
	Total Balance \$19,703.30	Inventory Performance 604 - 746	Global Promotions \$12,640.20	Ad Sales \$1,472.40	Ad Impressions 302,157

Actions 3

You have shipment problems to resolve
 6 Outstanding shipment problems to resolve
 8 Total shipment problems last 120 days
[View details](#)

You have messages that require a response
 0 Over 24 hours target
 1 Under 24 hours target
[Manage Your Buyer Messages](#)

You have open return requests
 4 Please review your open return requests
[Manage Seller Fulfilled Returns](#)

Recommendations

Keyword recommendations
 Review your Sponsored Products recommendations

98
 custom keyword recommendations to help shoppers discover your ads

[Review keyword recommendations](#)

Videos May Grow Sales

BrickHouse Security Magnetic Wea...
 ASIN: B098439F9C

Product views (last 30 days) 36
 Conversion rate (last 30 days) 2.78%
 Units ordered (last 30 days) 1

[Upload a video to this product](#)
[Dismiss](#)

New Selection Insights

View trends in your product categories

4	Number of Amazon stores to compare trends
30	Categories with insights into top customer preferred features

[View Recommendations](#)

Communication

Seller Forum

MAY 10, 2024
Copyright Infringement
[Read more >](#)

MAY 9, 2024
Amazon lost you random SKU to c
[Read more >](#)

MAY 9, 2024
Someone attempt leaving negative
[Read more >](#)

News

MAY 7, 2024
Review your bus upcoming INFO
[Read more >](#)

MAY 14, 2024
Updates to the R dashboard and R
[Read more >](#)

MAY 10, 2024
How we use AI to orders with less
[Read more >](#)

FEEDBACK x

BONUS: HELPFUL LINKS

Help for Amazon Sellers :

One Stop Page for SC Questions you may be asking.

Suggest changes to your product detail page:

Helpful Tool for PDP updating issues

User Friendly Help Hub :

This only works by going to Marketplace Mexico or marketplace other than US and Canada then going down the Homepage, look for and click on Help.

Campaign Manager Business Reports FBA Inventory Pricing Health Manage All Inventory A-to-z Guarantee Claims Performance Notifications Feedback Manager Edit

Key Metrics Learn More Hide graph

Sales CDN\$8,081.14

20K
10K
0
May 9 12 15

Stores 3

Open Orders 209

Buyer Messages 0

Featured Offer % 97%

Account Health Healthy

Global Promotions ... \$16,637.36

Advertisement Sales CDN\$2,574.15

Advertisement Impr... 407,889

Stores

- North America
- United States
- Canada
- Mexico

Add Stores

Actions 1

You have shipment problems to resolve

- 6 Outstanding shipment problems to resolve
- 8 Total shipment problems last 120 days

Recommendations

Videos May Grow Sales

How useful is this information?
☆☆☆☆☆

Select a category:

Do you have any comments or suggestions?

Submit

Hide card

Restock Inventory

How useful is this information?
☆☆☆☆☆

Select a category:

Do you have any comments or suggestions?

Submit

Hide card

Help Grow Sales

How useful is this information?
☆☆☆☆☆

Select a category:

Do you have any comments or suggestions?

Submit

Hide card

Use MCF for all orders

How useful is this information?
☆☆☆☆☆

Select a category:

Do you have any comments or suggestions?

Submit

Hide card

Communications

Seller Forums

- 5 May 2024
AMAZIP: What browser should I use to access Amazon's platforms?
Read more >
- 15 May 2024
MFN return terribly damaged, what to do?
Read more >
- 12 May 2024
Help im new
Read more >

News

- 10 May 2024
Potential Canadian rail strike starting May 22
Read more >
- 10 May 2024
How we use AI to deliver customer orders with less packaging
Read more >
- 3 May 2024
Increase sales with new metrics available on the Build Your Brand page
Read more >

Brand announcements

- 12 May 2024
Seller University Module: Search Query Performance dashboard
Read more >
- 12 May 2024
International advertising just became easier

Hidden 0

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