

# Catalog SOP: Viewing Social Media Promo Code Costs and Performance

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## Who is this for:

- This is designed for individuals or teams responsible for monitoring and analyzing the performance and costs of Social Media Promo Code promotions on Amazon Seller Central.
- It is intended for use by finance managers, marketing managers, or any personnel involved in tracking and managing promotional expenses.



## Objective:

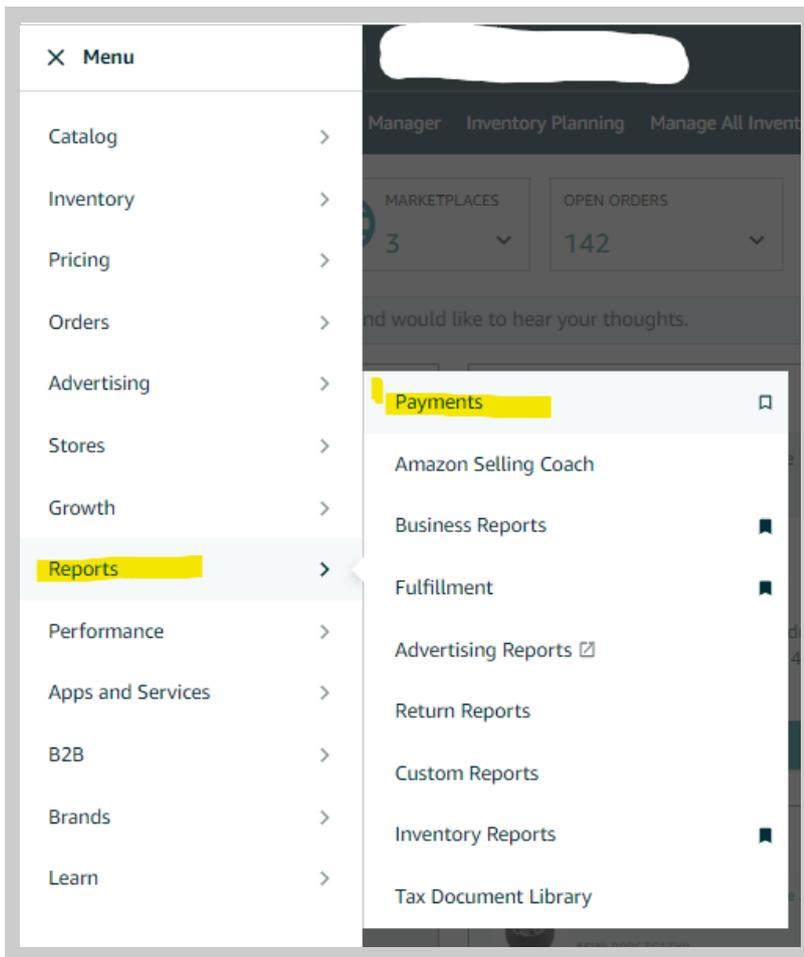
- To provide instructions on how to view the costs and performance metrics associated with Social Media Promo Code promotions.
- To educate users about the referral fees charged by Amazon and how they are calculated for orders placed through Seller Central.

The Social Media Promo Code Promotion does not provide Performance Metrics for units sold, earnings, or promotional spend, unlike other advertising options on Seller Central. Amazon charges referral fees on all orders placed through Seller Central, including those with promotions. The referral fee is calculated on the total sales price of the order, which includes the product price, shipping, gift wrap, and other charges.

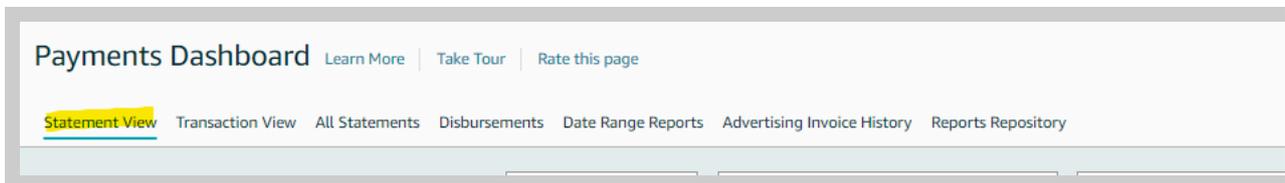
A minimum referral fee may apply to all products in the order, depending on the product category. For example, in a "buy one, get one free" promotion, Amazon charges a referral fee on the total sales price of the product purchased. Both the purchased and free product may be subject to a minimum referral fee. If a discount is applied to a product, the referral fee is calculated based on the discounted price.

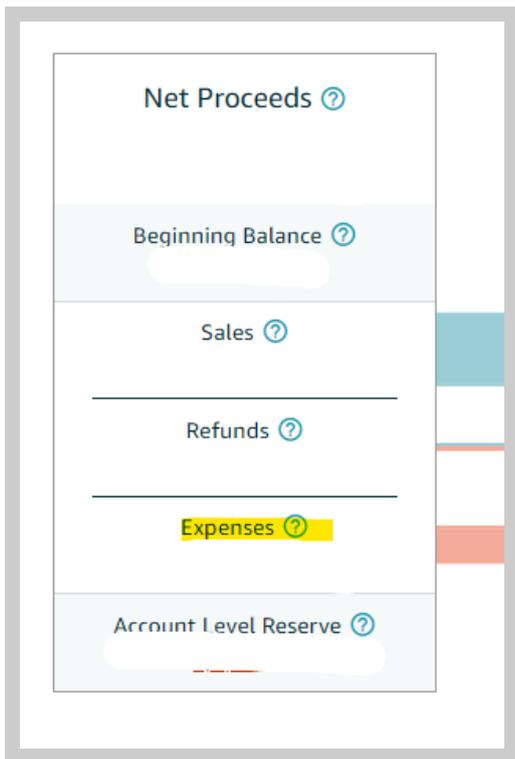
## To view the referral fees for your Promotion Campaigns:

1. Select "Payments" from the "Reports" tab on the top menu of Seller Central.



2. Click on the "Statement View" tab → Expenses to see the charges made to your account.





3. On the “Transaction View” tab, click on the amount in the Total column alongside the “Amazon Fees” to view additional details such as the Tracking ID and quantity per ASIN sold.

Transactions in the last 90 days 
[Invoiced Order Payment Settings](#)
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Date	Account Type	Transaction type	Order ID	Product Details	Total product charges	Total promotional rebates	Amazon fees	Other	Total
	Standard Orders	Order Payment							-\$8.75

4. The referral fee is deducted from your account prior to Amazon making its next payment to you.