

Catalog SOP: Viewing Percentage Off Promotion Costs and Performance

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Who is this for:

- This is intended for individuals or teams responsible for managing promotions and analyzing advertising performance on Amazon Seller Central.
- It is relevant for marketing managers, campaign managers, or personnel involved in assessing the effectiveness and financial impact of Percentage Off Promotions.



Objective:

- To provide guidance on how to view the costs and performance of a Percentage Off Promotion on Seller Central.
- The SOP aims to help users understand the referral fees associated with promotional orders, how they are calculated, and how to access relevant payment and transaction details.

Note : Payments report may not be visible if client did not provide access

In contrast to other advertising options available on Seller Central, you cannot access the Performance Metrics for the Percentage Off Promotion to view units sold, earnings, or advertising spend. Amazon deducts referral fees from all orders placed through Seller Central, including those that involve promotions. For promotional orders, the referral fee is calculated based on the total sales price after the promotion has been applied.

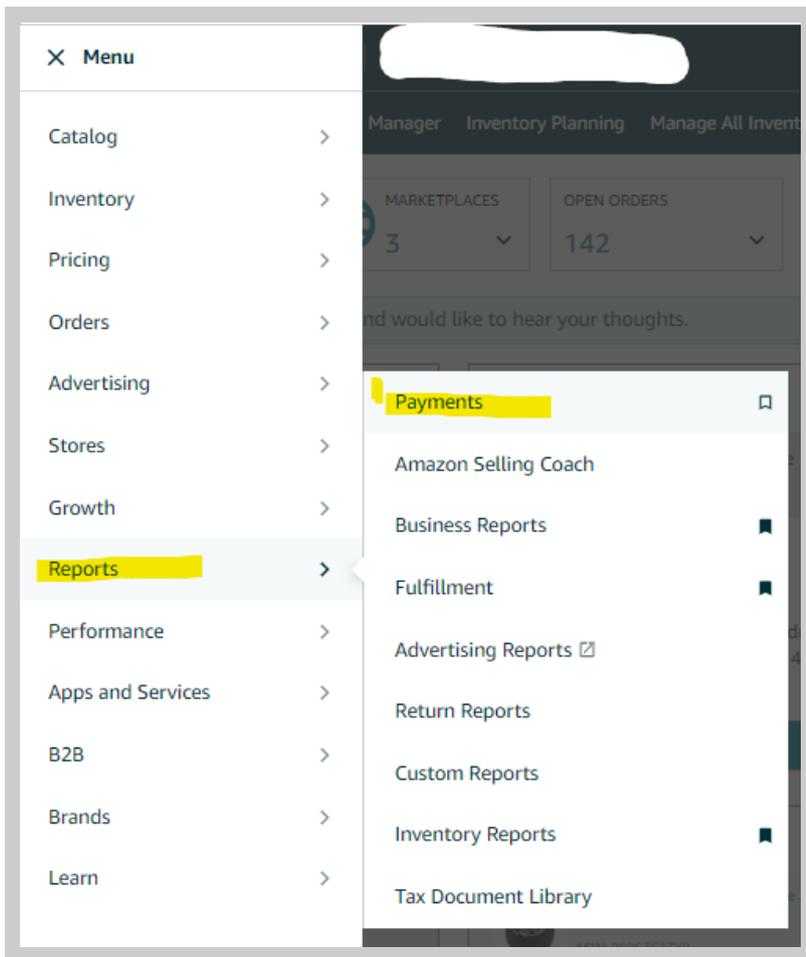
The total sales price includes the product price as well as any additional charges, such as shipping or gift wrapping fees. In some product categories, there may be a minimum referral fee that applies to all products in a buyer's order.

Here are a few examples:

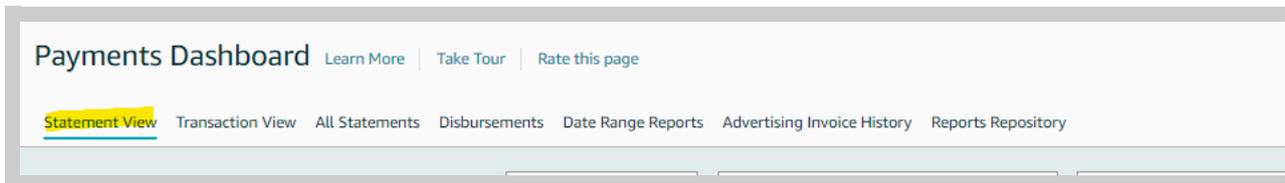
- Example 1: If a customer purchases product "A" and receives product "B" for free, Amazon will charge a referral fee on the total sales price of product "A." Depending on the product category, both products "A" and "B" may be subject to a minimum referral fee.
- Example 2: If product "A" is discounted, Amazon will charge a referral fee on the total sales price after the discount is applied. For instance, if product A normally costs \$25 but is discounted by \$5, Amazon will charge the referral fee on the \$20 discounted price.

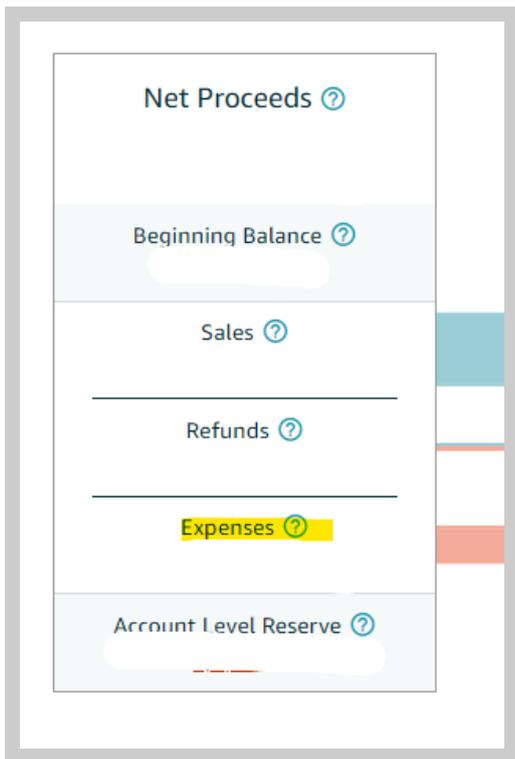
To view the referral fees for your Promotion Campaigns,

1. Navigate to the "Reports" on the top menu of Seller Central and select "Payments" from the drop-down menu.



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





3. You can also view additional details in the "Transaction View" tab such as the Tracking ID of your Promotion offer and the quantity of ASINs sold by clicking on the amount in the Total column alongside the "Amazon Fees" for the relevant transaction line.

Transactions in the last 90 days [Invoiced Order Payment Settings](#) [Download](#)

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 fee will be deducted from your account before Amazon makes its next payment to you.