Catalog SOP: How to Generate a Promotions Report

10/11/2024 11:25 am CDT

> **ⓘ** **Who is this for?** Intended for individuals who are responsible for planning, executing, and analyzing promotional activities.

> **✓** **Objective:** To provide clear instructions on how to generate a promotions report. This SOP aims to enable the designated individuals or teams to effectively track and evaluate the performance of promotional activities within a business. By generating comprehensive promotions reports, this SOP facilitates data-driven decision-making, identifies successful promotion strategies, and helps optimize future promotional campaigns.

**To generate a Promotions Report:**

1. Go to the "Reports" tab in Seller Central and select "Fulfillment" from the Drop-Down Menu.
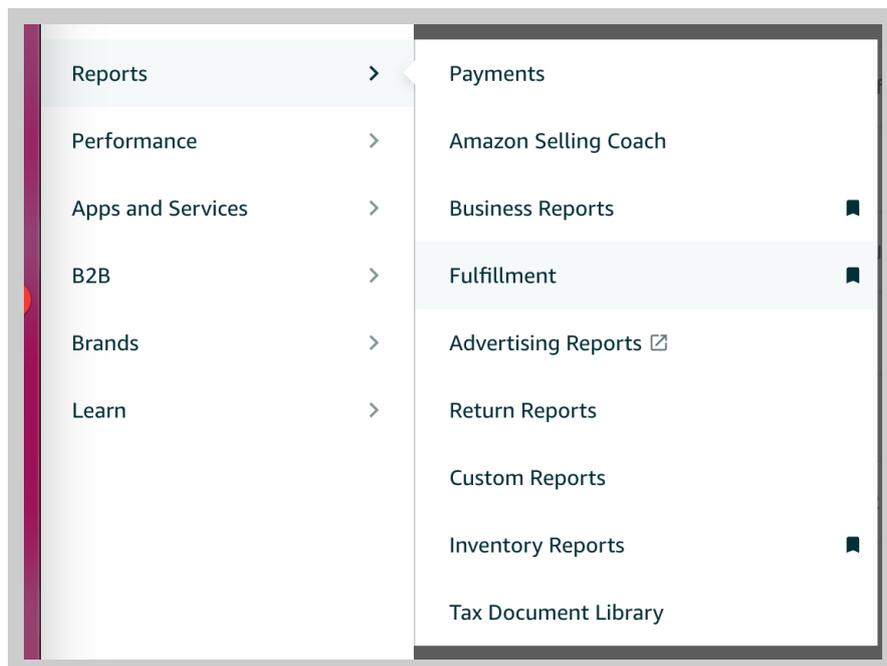

2. Click the "Promotions" link under the "Sales" header on the left-hand side of the page then click the "View download" button.
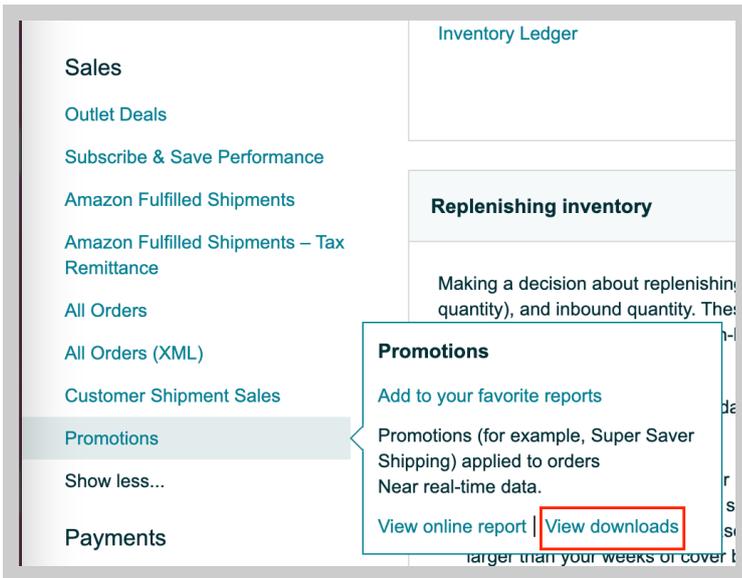
3. On the next page, choose the "Event Date" from the Drop-Down Menu Available or select "Exact Dates" and enter the "From" and "To" dates from the calendar icon.
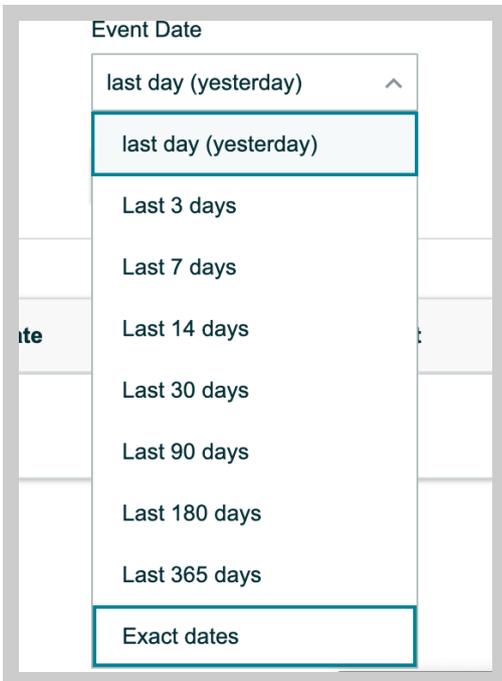
4. If you want to download the report in an excel format, click the "Request .csv Download" button. Alternatively, click the "Request .txt Download" button to download the report in a text format.
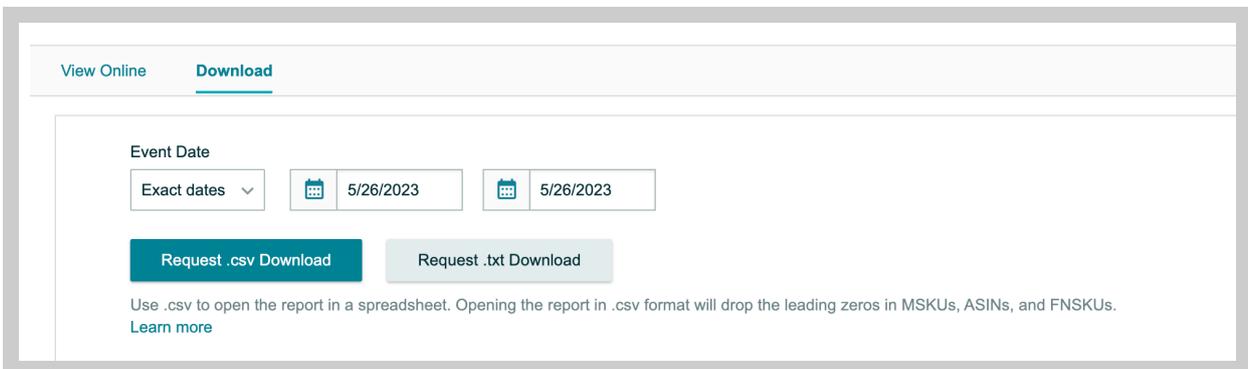
5. The "Report Status" Column in the table below will display the status as "In Progress".

Date Requested	File Format	Report Status
May 26, 2023	.txt	In Progress Cancel

6. Once the report is ready for download, click the "Download" button in the "Report Status" Column to download your report.

May 25, 2023	.txt	Download
May 24, 2023	.txt	Download