

Catalog SOP: Viewing Lightning Deal Costs and Performance

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Who is this for: This is designed for sellers on the Seller Central platform who want to track and analyze the costs and performance of their Lightning Deals.



Objective: To guide sellers in understanding the costs and performance of their Lightning Deals on Amazon. To enable sellers to assess the financial impact and effectiveness of their Lightning Deals, helping them make informed decisions and optimize their promotional strategies on Amazon.

Each successfully run Lightning Deal will incur a charge. The Deal Fee will not be affected by changes to variations, quantity, or price. However, it will vary depending on the country and week in which the Deal is run. Weeks with higher fees coincide with higher customer traffic on Amazon, such as holidays or Black Friday. If your Deal is scheduled during a high-traffic period, the fee will be higher and visible on the Lightning Deal page and Deals page. You will be charged after the scheduled date and time of the Lightning Deal.

1. Go to the menu on the Seller Central homepage, select "Advertising," and then choose "Deals."



2. The fee can be found on the Lightning Deals page, under "Deal Fee".



3. The fee can also be displayed during deal creation. Click the "Create a new deal" button located in the top right corner of the Deals page.



4. Select the listing for which you want to create the deal.



5. The Deal fee will be visible under the "Schedule Deal" tab.



The fee will also appear as a "Deal Fee" transaction on your Seller Central statement, accessible via the "Payments" option in the "Reports" tab.

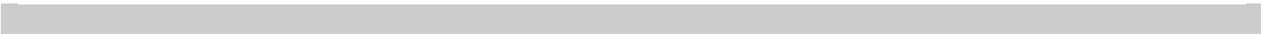
Note: Payments report may not be visible if client did not provide access

1. To view the transaction details from Reports > Payments, select "Transaction View" tab.



2. Then click on the total amount of the transaction under "Amazon Fees" to see the associated Deal. The fee will be

deducted from your account before Amazon's next payment to you.



Note: Running a Lightning Deal does not guarantee sales, and there are no refunds for poor performance. No refund will be issued for zero or low sales. Running a Lightning Deal does not guarantee Featured Offer status. You won't be charged if you cancel the Deal before the scheduled start time, or if Amazon cancels it. If you cancel while the Deal is running, the full fee will apply.

To view the Deal results:

1. Go to the "Deals" page under the "Advertising" tab and search for your ASIN or SKU.
2. Select the Deal status, type, and date range to narrow down your search.



3. Once you locate your Deal, you can view performance metrics such as total sales, units sold, and fee percentage.
 4. You can also click the "View" button for more details on the Lightning Deal page.
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