



Learn how to list, price, fulfil, and advertise with Amazon, or explore advanced topics to take your business to the next level.

Topic	Type	UK	DE	FR	IT	ES	NL	SE	PL	BE	IE
Development Opportunity: Business Health											
Metric: Lost Feature Offer %											
Winning the Buy Box: Your Cost Recommendations	VIDEO	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>					<a href="#">IE Link</a>
Ensure Your Items Can be Bought on Amazon	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>		<a href="#">IE Link</a>
Fixing blocked products with Amazon Selection Assistant	VIDEO	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>					<a href="#">IE Link</a>
Metric: NetPPM %											
Profitability at Amazon	RECORDED WEBINAR	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Introduction to Analytics	VIDEO	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Amazon Retail Analytics: Net PPM Dashboard	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Development Opportunity: Amazon Business											
Metric: Vendor-Funded discount redeemed as % of AB PCOGS											
Amazon Business	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>					
Development Opportunity: Selection											
Metric: Brand Coverage B2C %											
Welcome to Brand Coverage	VIDEO	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>		
Brand Coverage FAQs	PDF	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>		
Development Opportunity: CX, Marketing and Advertising											
Metric: Customer Initiated Returns % of shipped units											
Return type definitions and best practices	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Metric: Ads GMS penetration %											
Introduction to Amazon Ads	VIDEO	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Set up your Amazon Ads account	VIDEO	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Metric: IDQ Score %											
Item Data Quality (IDQ)	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
A+ Content Manager	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
A+ Detail Pages Best Practices	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Development Opportunity: Deals											
Metric: Deal OPS											
Promotions: Run successful campaigns	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Metric: SnS Revenue Penetration %, SnS Coupon Coverage %											
Get Started with Subscribe and Save	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>				<a href="#">IE Link</a>
Development Opportunity: Sustainability											
Metric: CPF share % of OPS											
Intro to Climate Pledge Friendly	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>					
Certifications in the Climate Pledge Friendly program	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>					
Metric: SIPP% penetration											
Introducing Sustainability Solutions Hub	VIDEO	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>					
Compact by Design	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>					
Development Opportunity: Supply Chain Management											
Metric: SoROOS %											
Amazon Retail Analytics: Forecasting Dashboard	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Amazon Retail Analytics: Inventory Dashboard	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Demand Forecast and Inventory Planning report	VIDEO	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Metric: Vendor Confirmation Rate - Sourceable											
Purchase Order Confirmation Rate	VIDEO	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	
Metric: Perfect Inbound Defect Pct %											
Introduction to the Supply Chain Performance Dashboard	VIDEO	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	
Metric: Initial Shortage Rate %											
Shortages 101: Learn about shortages and what may cause them	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Shortages 101: How you can dispute a shortage claim	E-LEARNING	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>
Metric: D2FC %											
Delivery defects and how to avoid them	COURSE	<a href="#">UK Link</a>	<a href="#">DE Link</a>	<a href="#">FR Link</a>	<a href="#">IT Link</a>	<a href="#">ES Link</a>	<a href="#">NL Link</a>	<a href="#">SE Link</a>	<a href="#">PL Link</a>	<a href="#">BE Link</a>	<a href="#">IE Link</a>