

Seller performance policy

We always want to ensure buyers have a great experience on AMP. To help ensure this, we've put in place minimum performance standards for areas within a seller's control, such as handling time and prompt problem resolution. You can keep track of your performance against these standards through your [Seller Standards Dashboard](#), and our full policy guidelines below provide additional details about how your performance is calculated.

Frequently Asked Questions

What's AMP's performance evaluation period?

We evaluate your performance every month. The length of time we look at in each evaluation depends on how many recent transactions you've had. If you've had 400 or more transactions in the last three months, you're evaluated over that three-month period. If you've had fewer than 400 transactions in the last three months, you're evaluated on the past 12 months. These timelines help us make sure we're evaluating you as fairly as possible.

What happens if I don't meet minimum standards?

If you're not meeting our minimum performance standards, we may place buying and selling restrictions on your account. There are other consequences listed in our full policy below.

We want you to be a high performing seller so please view your [Seller Dashboard](#) for tips on how you can make sure you're providing the best service possible to your customers.

Read our full policy

Seller performance policy overview

AMP expects sellers to consistently provide service that results in a high level of buyer satisfaction. This includes setting and meeting buyer expectations by providing excellent customer service from beginning to end.

As a seller, you're expected to:

Promptly resolve customer issues

Air ads on time

Manage your listings and keep current

Charge reasonable production and installation costs

Specify costs in the listing

Follow through on your return policy

Respond to buyers' questions promptly

Be helpful, friendly, and professional throughout a transaction.

Make sure the listing is delivered to the buyer as described in the listing

For more information on meeting buyers' expectations, see our [selling practices policy](#). Keep in mind, too, that if you don't meet buyers' expectations, it can lead to:

Not meeting the late shipment rate requirements

Exceeding minimum requirements for **defect** rate

A bad experience for you and the buyer

Low detailed seller ratings

Negative or neutral feedback from a buyer

A buyer requesting a rebate on an item that was not received

A buyer asking us to step in and help with a transaction issue

Transaction defect rate requirements

The transaction defect rate is the percentage of your transactions that have one or more of the following defects:

AMP Money Back Guarantee and PayPal Purchase Protection cases closed without seller resolution

Seller-initiated transaction cancellation

To meet our minimum standard, you can only have up to 2% of transactions with one or more defects over the most recent evaluation period. To qualify as a Top-Rated Seller, you can only have up to 0.5% of transactions with one or more defects over the most recent evaluation period. Only your transactions with US buyers count toward your seller performance rating on AMP.com.

The defect rate won't affect your seller performance status until you have transactions with defects with at least 2 different buyers, or at least 4 different buyers to impact Top Rated status, within your evaluation period.

You can have a maximum of 0.3% of AMP Money Back Guarantee or PayPal Purchase Protection closed cases without seller resolution over the most recent evaluation period. That means the buyer reported they didn't receive an item, asked to return an item, or opened a PayPal or Stripe Purchase Protection case, you weren't able to resolve it, the buyer asked us to step in and help, and we found you responsible.

Sellers with 40 or more transactions over the past 3 months are evaluated based on the past 3 months and sellers with fewer than 40 transactions are evaluated based on the past 12 months.

Buyers won't see your defect rate. Keep in mind that buyers still see your feedback rating and detailed seller ratings.

You'll be recognized for on-time posting if tracking shows your item was either posted within the stated air time or delivered by the estimated delivery date. If there's no tracking available, we'll check with your buyer. If your buyer confirms the item was delivered on time—you'll be recognized for on-time posting.

We'll only consider a listing as late if:

Tracking shows the ad was delivered after the estimated delivery date,

The buyer confirms the ad was delivered after the estimated delivery date

Cases closed without seller resolution

For the AMP Money Back Guarantee, when a buyer initially starts a return because the item didn't match the listing description or reports that they didn't receive an item, the transaction issue is called a "request." If the buyer and seller can't resolve the problem, and the buyer or seller asks us to step in and help with the transaction, the request then becomes a "case." For PayPal or Stripe Purchase Protection, the transaction issue is a "case" throughout the process.

The number of cases closed without resolution is an important indicator of how well a seller may be meeting buyer expectations on AMP and is a measure of overall seller performance.

A case closed without seller resolution is any case the seller is unable to resolve with the buyer prior to the buyer asking us to step in and help with a request, or escalating a case to PayPal for review, and AMP or PayPal / Stripe determines the seller is responsible.

Here are the minimum case requirements all sellers are expected to meet. The percentage requirement applies after the account has exceeded the maximum number of occurrences.

| Rates of cases based on | Percentage of cases | Maximum number of occurrences |
|--|----------------------------|--------------------------------------|
| Cases closed without seller resolution | 0.30% | 2 |

Notes:

Sellers with 40 or more transactions over the past 3 months are evaluated on their transactions with US buyers from the last 3 calendar months. For all other sellers, the rate is calculated from transactions with US buyers over the last 12 calendar months

Any case or return that is referred to AMP or PayPal for review and is found in your favor—or found to be no fault of the buyer or seller—won't count against your performance rating

To [become a Top Rated Seller](#), you must meet higher requirements than those above. You can get more information on [cases that impact seller performance](#).

Fair performance evaluation

To measure your overall performance accurately, we look at your performance as a whole. We also consider a buyer's pattern for opening requests and cases and leaving low detailed seller ratings—and protect you when necessary.

What happens if you don't meet the standards?

If you don't meet the minimum performance standards, we may put limits on your selling activity or lower your search placement until your performance improves. We may also restrict you from selling items on AMP if your performance falls significantly below the minimum requirements. If you have a Premium, Anchor, or Enterprise [AMP Store](#) and have been below standard for 60 days, we may downgrade your Store to the Basic level.

If your account doesn't meet the standards, you:

- Need to resolve all issues on the account before buying or selling with other accounts
- Can't register for a new account
- Can't use an existing AMP account to avoid buying and selling limits or other policy consequences
- Pay a higher percentage rate for [final value fees](#)

Note: We monitor www.advertisingmarketplace.com for sellers who may be creating poor buying experiences at higher rates, in shorter timeframes, or in different areas than other sellers, according to these standards. These accounts may be restricted, limited, suspended, or have their seller level changed to below standard.

Learn more about [using multiple accounts](#). For guidelines on meeting buyers' expectations, see our [selling practices policy](#).