

SOP: Viewing 7-Day Deal Costs and Performance

1. You will be charged after a 7-Day Deal runs on its scheduled date and time.
2. When the fee is processed, it will show up as a Deal Fee transaction on your Seller Central statement, which you can view by selecting “Payments” from the Drop-Down Menu of the “Reports” tab on the top menu of Seller Central.
3. Select the “Statement View” tab at the top of the page and click the Sub-Total value for the “Orders” section of the Statement.
4. On the next page, being the “Transaction View” tab, you can view additional details, such as which Deal is associated with the fee, by clicking on the amount in the Total column alongside the “Amazon Fees” alongside the transaction line.
5. The fee will be deducted from your account prior to Amazon making their next payment to you.
6. It is important to note that Amazon does not guarantee sales from running a 7-Day Deal, nor provides refunds if your 7-Day Deal doesn’t perform well.
7. You will not receive a refund if you sell zero (0) units or only a few units.
8. Additionally, running a 7-Day Deal does not guarantee that you’ll be the Featured Offer.
9. Amazon will also not charge you if you cancel the 7-Day Deal before the scheduled start time, or Amazon cancels the 7-Day Deal before the scheduled start time.
10. You will be charged the full Deal fee if you cancel a 7-Day Deal while it is running.
11. In order to view the results of a 7-Day Deal, select “Deals” from the Drop-Down Menu of the “Advertising” tab on the top menu of Seller Central.
12. On the following page, you can enter the ASIN or SKU you know is in your Deal in the search bar, select the status of your Deal from the Drop-Down Menu provided under “Status”, select your 7-Day Deal from the “Type” Drop-Down Menu provided and the date option in the Drop-Down Menu of the “Dates” option.
13. Once you have located your 7-Day Deal you will immediately be able to see the following performance metrics in the 7-Day Deal table block:
 - ▶ Total Sales made in monetary value;
 - ▶ Total Units sold in the deal; and
 - ▶ The percentage of the Fee per Sales.
14. You can also choose to click the “View” button to the right of the 7-Day Deal to go to the 7-Day Deal page where the same results will be displayed.

See Also:

- ▶ [SOP: Creating a 7-Day Deal](#) 
- ▶ [SOP: Editing a 7-Day Deal](#) 
- ▶ [SOP: Cancelling a 7-Day Deal](#) 
- ▶ [SOP: Managing Suppressed 7-Day Deals](#) 