

SOP: Viewing Coupon Costs and Performance






1. In order to view your Coupon Performance, select “Coupons” from the Drop-Down Menu of the “Advertising” tab on the top menu of Seller Central.
2. On the following page in the table of Coupons located below, locate the Coupon that you wish to view the performance and metrics of and take note of the following statistics in the Coupon block itself in the table:
 - ▶ The Spend, which is the sum of the costs related to this Coupon to date, that is, your discount offered plus the redemption fees for all Coupons redeemed;
 - ▶ The Clips, which is the number of times your Coupon has been clipped by unique customers;
 - ▶ The Redeemed, which is the number of times your Coupon has been redeemed against an actual purchase, noting that this data is based on the orders you have received but may not yet have been processed; and
 - ▶ The Sales, which is the revenue you generated through this Coupon, that being the number of units you have shipped multiplied by your discounted price. Note that this data is based on the orders actually shipped.
3. You can also see this data again if you click the Title Link of your Coupon to open up the Coupon Detail Page.
4. We already know that the costs associated with running a Coupon are the discount value plus the redemption fee of \$0.60 for each coupon discount redeemed by a customer.
5. A coupon is considered "redeemed" when a customer purchases a product associated with an active Coupon and that customer has attached the applicable Coupon to their account.
6. The Redemption Fee is due and payable upon shipment of the unit.
7. You are responsible for fully funding all of the Coupon discounts you offer, including any associated costs you incur based on your use of Coupons.
8. Coupon discounts will be created and administered according to the terms you provide to Amazon by the means they specify, that is, where you create your Coupon inline on the Seller Central platform.
9. Any coupon budget you provide to Amazon is for planning purposes only as mentioned previously, and Amazon calculates your fees and obligations to customers based on your actual promotional activity.
10. You are responsible for the total fees calculated. If your actual promotional activities exceed your Coupon budget, no refunds will be issued.
11. You can also view the deductions from your Coupon Campaigns by selecting “Payments” from the Drop-Down Menu of the “Reports” tab on the top menu of Seller Central.

12. Select the “Statement View” tab at the top of the page and click the Sub-Total value for the “Orders” section of the Statement.

13. On the next page, being the “Transaction View” tab, you can view additional details, such as the title of your Coupon offer and quantity per ASIN sold on the offer, by clicking on the amount in the Total column alongside the “Amazon Fees” alongside the transaction line.

14. The fee will be deducted from your account prior to Amazon making their next payment to you.

See Also:

- ▶ [SOP: Creating a Coupon](#) 
- ▶ [SOP: Editing a Coupon](#) 
- ▶ [SOP: Cancelling a Coupon](#) 
- ▶ [SOP: Running a Coupon Again](#) 
- ▶ [SOP: Managing Deactivated Coupons](#) 
- ▶ [SOP: Advertising a Coupon](#) 