

SOP: Creating an Advertising Report

1. In order to create an Advertising Report, select “Advertising Reports” from the Drop-Down Menu of the “Reports” Tab on the Top Menu of Seller Central.
2. On the next page, click the “Columns” button to the right side of the page to select which columns you would like included in your report.
3. Then click the “Create Report” button to the left side of the page to run create your Advertising Report.
4. Under the “Configuration” section of the next page, select the Campaign Type.
5. Select the Report Type from the available Drop-Down Menu.
6. Select which Time Unit you would like to use for the report.
7. Select the Report Period from the available options on the Drop-Down Menu provided.
8. Type in your report name in the text box provided if you wish to change the automatically populated name there under the “Report Settings” heading.
9. You can then select which Delivery you would like, if not the “Now” option, which even includes scheduling recurring deliveries.
10. Click the “Run Report” button in the top right side of the page.
11. You can then choose to edit the report by clicking the “Edit” button in the top right side of the page; or you can make a copy by selecting “Create Copy” from the Drop-Down Menu available from the “More” button at the top right side of the page.
12. You can also delete this report by selecting “Delete” from the Drop-Down Menu available from the “More” button at the top right side of the page.
13. Click the “Reports” link in the uppermost top left side of the page.
14. In the table of reports presented on the next page, you can download your report by clicking the download icon in the second column of the table under the column title “Download”.
15. Under the “Actions” button to the very right of your report, you can again select to “Run Report”, “Create Copy” or “Delete” the report.
16. When clicking on the Report Name, you will be taken to the details of when the report was created and can again download the report from this page by clicking the download icon in the “Download” column to the far right side of your report table.