




SOP: Viewing Lightning Deal Costs and Performance

1. You will be charged for each Lightning Deal that is submitted and has successfully run.
2. The fee is displayed as part of the Deal creation when you select the dates you want your deal to run under the "Schedule Deal" tab.
3. You will also see it in your Lightning Deal Block in the table of Lightning Deals on your Deals page under the heading "Deal Fee".
4. Changes to the number of variations, quantity, and price will not affect your Deal Fee.
5. However, the country in which you run the deal and the week you choose to run the Deal will affect your Deal Fee.
6. The weeks with higher fees are a time period during which customer traffic to Amazon is significantly higher, leading to greater exposure and potential sales for your Deal, such as a holiday or significant event like Black Friday.
7. If your Deal is scheduled during this higher traffic time period, you will be charged a higher fee, which will be displayed on the Lightning Deal page when you select the "View" button to the right of the Deal as well as the table of Deals on the Deals page under the heading "Deal Fee".
8. You will be charged after a Lightning Deal runs on its scheduled date and time.
9. 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.
10. Select the "Statement View" tab at the top of the page and click the Sub-Total value for the "Orders" section of the Statement.
11. 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.
12. The fee will be deducted from your account prior to Amazon making their next payment to you.
13. It is important to note that Amazon does not guarantee sales from running a Lightning Deal, nor provides refunds if your Lightning Deal doesn't perform well.
14. You will not receive a refund if you sell zero (0) units or only a few units.
15. Additionally, running a Lightning Deal does not guarantee that you'll be the Featured Offer.
16. Amazon will also not charge you if you cancel the Lightning Deal before the scheduled start time, or Amazon cancels the Lightning Deal before the scheduled start time.
17. You will be charged the full Deal fee if you cancel a Lightning Deal while it is running.

18. In order to view the results of a Lightning Deal, select “Deals” from the Drop-Down Menu of the “Advertising” tab on the top menu of Seller Central.
19. 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 Lightning Deal from the “Type” Drop-Down Menu provided and the date option in the Drop-Down Menu of the “Dates” option.
20. Once you have located your Lightning Deal you will immediately be able to see the following performance metrics in the Lightning Deal table block:
 - Total Sales made in monetary value;
 - Total Units sold in the deal out of the quantity committed originally; and
 - The percentage of the Fee per Sales.
21. You can also choose to click the “View” button to the right of the Lightning Deal to go to the Lightning Deal page where the same results will be displayed.

See Also:

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