SOP: Viewing Percentage Off Promotion Costs and Performance

1. Unlike many of the other advertising options on Seller Central, you will not be able to see the Performance Metrics of how many units you sold or how much you earned or how much you had to spend on the Percentage Off Promotion.

2. Amazon normally deducts referral fees from all your orders on Seller Central. For orders that include promotions, Amazon charges a referral fee on the total sales price after applying the promotion.

3. The total sales price includes the product price and any shipping, gift wrap or other charges.

4. Depending on the product category, a minimum referral fee can apply to all products in the buyer's order. Let's look at some examples to explain this further:

▸ Example 1: If a customer purchases product "A" and gets product "B" for free, Amazon charges a referral fee on the total sales price of product "A." Depending on the product category, both products "A "and "B" might be subject to a minimum referral fee.

▸ Example 2: If there is a discount on product "A," Amazon charges a referral fee on the total sales price after applying the discount, that is, if Product A's discount is $5 off of its standard $25 price, then Amazon will only charge the referral fee on the $20 discounted price.

5. You can view the referral fees from your Promotion Campaigns by selecting "Payments" from the Drop-Down Menu of the "Reports" tab on the top menu of Seller Central.

6. Select the "Statement View" tab at the top of the page and click the Sub-Total value for the "Orders" section of the Statement.

7. On the next page, being the "Transaction View" tab, you can view additional details, such as the Tracking ID of your Promotion 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.

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

See Also:

▸ [SOP: Creating a Percentage Off Promotion](#) ⧉

▸ [SOP: Editing a Percentage Off Promotion](#) ⧉

▸ [SOP: Cancelling a Percentage Off Promotion](#) ⧉

- ▸ [SOP: Duplicating an Existing Percentage Off Promotion](#) ⧉