



Using the new Site Metrics and Reports section in Seller Central

www.amazon.co.uk

Agenda

- ❑ Where to find the new Site Metrics section
- ❑ Overview of the key elements
- ❑ Quick Demo
- ❑ References and Q&A

Where to find the new Site Metrics section?

Go into the **Reports** tab and click **'Site Metrics and Reports'** in the drop-down list. Here, you will be able to access our new interface, with a list of the available reports in the left column.

The screenshot shows the Seller Central interface with the 'REPORTS' tab selected. A notification dialog box is displayed in the center, titled 'Beta Name: New Site Metrics and Reports'. The dialog contains the text: 'This new version of Site Metrics and Reports offers a complete redesign with many added features. Users are free to choose what columns appear in the report, as well as what columns are graphed.' Below the text are two buttons: 'Cancel' and 'Join Beta'. In the background, the 'Join Beta' link in the navigation bar is highlighted with an orange box.

The screenshot shows the Seller Central interface with the 'REPORTS' tab selected. The 'New Site Metrics and Reports' section is active. On the left, there is a list of reports under the heading 'Site Metrics'. The reports are categorized by date and SKU. On the right, there is a welcome message: 'Welcome to the New Site Metrics and Reports!' followed by 'Get started by clicking on one of the reports to the left.' Below this, there is a paragraph of text: 'We are excited to release our newly-redesigned Site Metrics and Reports section of Seller Central. enables you to add data to your reports, choose date ranges that make sense, export data and ch'. Below that, another paragraph: 'We'd love to hear your thoughts on what you like and don't like about the new tool and what we c in the grey horizontal bar below the Seller Central tabs.' The 'Exit Beta' link in the navigation bar is highlighted with an orange box.

What kind of reports are available?

This new user interface is here to provide you with an easier way to view and customize the reports available in this section. To make things easier we have also renamed some of these reports:

New Report Name	Formerly Known As
By Date	
Sales and Traffic	Sales and Traffic Time Series
Detail Page Sales and Traffic	Detail Page Sales and Traffic Time Series
Seller Performance	Seller Performance Time Series
By SKU	
Detail Page Sales and Traffic	Detail Page Sales and Traffic by SKU
Detail Page Sales and Traffic by Parent Item	Detail Page Sales and Traffic by (Parent) Item
Detail Page Sales and Traffic by Child Item	Detail Page Sales and Traffic by (Child) Item
Listings with Missing Information	(Same name)

There are 2 main types of reports:

- The 'By Date' reports provide graphs and aggregated figures per day/week/month
- The 'By SKU' reports provide detailed tables per item

Key Elements of the 'By Date' reports

The screenshot shows the Amazon Seller Central Reports interface. At the top, there are navigation tabs for INVENTORY, ORDERS, STORE DESIGN, WEBSTORE DESIGN, REPORTS, and SETTINGS. Below this is a sub-navigation bar with links for Customer Metrics, Feedback, Payments, Seller Performance, Site Metrics and Reports, and Fulfillment. The main content area is titled 'Sales and Traffic' and features a line graph showing 'Orders Placed' and 'Sessions' over time. A table below the graph displays daily sales and traffic data. On the right side, there is a 'Sales Traffic' sidebar with a 'Show/Hide Fields' section and a 'Graph' section. Numbered callouts (1-9) point to various UI elements: 1. Menu bar, 2. Graph, 3. Graph key, 4. Toggle Display, 5. Date range selector, 6. Right navigation bar, 7. View short cuts, 8. Totals, 9. Column headers.

Date	Ordered Product Sales	Units Ordered	Orders Placed	Product Sales per Order	Units per Order	Average Selling Price	Sessions	Order Session Percentage	Average Offer Count
09/28/2010	\$0.00	220	192	\$0.00	1.15	\$0.00	11,054	1.74%	59,317
09/29/2010	\$0.00	267	191	\$0.00	1.40	\$0.00	11,973	1.60%	59,396
09/30/2010	\$0.00	196	163	\$0.00	1.20	\$0.00	11,540	1.41%	58,527
10/01/2010	\$0.00	191	152	\$0.00	1.26	\$0.00	10,898	1.39%	58,243
10/02/2010	\$0.00	218	168	\$0.00	1.30	\$0.00	11,149	1.51%	59,711
10/03/2010	\$0.00	233	171	\$0.00	1.36	\$0.00	10,219	1.67%	59,617
10/04/2010	\$0.00	248	190	\$0.00	1.31	\$0.00	11,241	1.69%	59,642
10/05/2010	\$0.00	219	187	\$0.00	1.17	\$0.00	10,940	1.71%	59,689
10/06/2010	\$0.00	236	169	\$0.00	1.40	\$0.00	10,075	1.68%	59,591
10/07/2010	\$0.00	213	179	\$0.00	1.19	\$0.00	10,075	1.78%	61,099
10/08/2010	\$0.00	247	161	\$0.00	1.53	\$0.00	10,057	1.60%	61,071
10/09/2010	\$0.00	289	154	\$0.00	1.88	\$0.00	9,984	1.54%	61,042
10/10/2010	\$0.00	206	155	\$0.00	1.33	\$0.00	9,851	1.57%	61,119
10/11/2010	\$0.00	228	180	\$0.00	1.27	\$0.00	11,138	1.62%	61,642
10/12/2010	\$0.00	242	179	\$0.00	1.35	\$0.00	12,461	1.44%	61,715
10/13/2010	\$0.00	207	165	\$0.00	1.25	\$0.00	11,057	1.49%	61,625
10/14/2010	\$0.00	258	170	\$0.00	1.52	\$0.00	11,025	1.54%	61,538
10/15/2010	\$0.00	259	199	\$0.00	1.30	\$0.00	10,530	1.89%	61,370
10/16/2010	\$0.00	217	144	\$0.00	1.51	\$0.00	10,862	1.33%	61,307
Total	\$0	84,119	63,038	\$0	1.21	\$0	26,302,16	0.36%	43,004.78

Legend:

- | | | |
|--------------|-------------------------|--------------------|
| 1. Menu bar | 4. Toggle Display | 7. View short cuts |
| 2. Graph | 5. Date range selector | 8. Totals |
| 3. Graph key | 6. Right navigation bar | 9. Column headers |

Key Elements of the 'By SKU' reports

amazon services
seller central

HOME | MESSAGES | HELP | LOGOUT

INVENTORY | ORDERS | STORE DESIGN | WEBSTORE DESIGN | REPORTS | SETTINGS

Customer Metrics | Feedback | Payments | Seller Performance | Amazon Selling Coach | Site Metrics and Reports | Fulfillment

Merchant: [Redacted]

You are currently trying out the new Reports UI. [Tell us what you think](#) | [Give me the old reports](#)

Detail Page Sales and Traffic From: 11/08/2010 To: 12/08/2010

Export Total Records: 1254

(Parent) ASIN	(Child) ASIN	Title	SKU	Sessions	Session Percentage	Page views	Page Views Percentage	Buy Box Percentage	Units Ordered
B000053	B000053	Penguin Caffeinated Mints 4 Pack, Peppermints - 1 set	PenguinCaff	0	0.00%	0	0.00%	0%	1
B0000	B0000	Rodelle Organic Pure Vanilla Extract, 4-Ounce	RodelleVanillaExtract4oz	2	0.00%	2	0.00%	100%	1
B0000C	B0000C	Lee Kum Kee Chili Garlic Sauce	LeeKumKee	25	0.02%	29	0.02%	100%	2
B000001	B000001	Butterscotch Drops	7oz-C&HButtersctch	0	0.00%	0	0.00%	0%	1
B00000	B00000	Forest Honey by Langnese (17.5 ounce)	LangneseForest17	18	0.02%	19	0.02%	53%	5
B00000	B00000	Dave's Original Insanity Hot Sauce - 5oz	DavesInsanity5oz	143	0.14%	179	0.14%	28%	3
B00000	B00000	Dave's Gourmet Hurtin' Jalapeno Hot Sauce - 5 oz	DaveJalapeno5oz	8	0.01%	10	0.01%	100%	11

Sales Traffic

Show/Hide Fields:

- (Parent) ASIN
- (Child) ASIN
- Title
- SKU
- Sessions
- Session Percentage
- Page views
- Page Views Percentage
- Buy Box Percentage
- Units Ordered
- Unit Session Percentage
- Ordered Product Sales
- Orders Placed
- Listing Defects

Legend:

- 1. Menu Bar
- 2. Date range selector
- 3. Right navigation bar
- 4. Column Headers

While this is similar to the previous interface, it does include enhanced functionality, such as a right navigation bar, dynamic column headers and product titles.

'By SKU' reports examples

Product is looked at by buyers, but your offer is not attractive enough to convert into sales:

Detail Page Sales and Traffic From: 28/03/2011 To: 28/04/2011

Export Sales Traffic

Total Records: 2735

(Parent) ASIN	(Child) ASIN	SKU	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Orders Placed
B00474HK	B00474HK	118-028-03	11,670	3.79%	15,303	3.83%	100%	1,637	14.03%	£7,646.50	1,598
B003U4Z	B003U4Z	117-076-001	8,229	2.67%	11,065	2.77%	100%	1,311	15.93%	£8,830.56	1,246
B003QIG	B003QIG	006-076-00	7,476	2.43%	9,482	2.37%	88%	2,092	27.98%	£7,066.19	2,019
B0040J8	B0040J8	117-028-012	7,371	2.39%	10,031	2.51%	100%	1,658	22.49%	£12,722.13	1,597
B00474H	B00474H	118-028	4,950	1.61%	6,507	1.63%	100%	33	0.67%	£134.35	33
B003U11	B003U11	006-002-056	4,825	1.57%	6,100	1.53%	100%	1,151	23.85%	£5,016.65	1,130
B003QIK	B003QIK	004-076-00	4,730	1.54%	5,744	1.44%	99%	500	10.57%	£1,867.83	453
B003D6	B003D6	009-075-002	4,264	1.38%	5,179	1.30%	100%	241	5.65%	£2,131.68	204
B003QIM	B003QIM	118-076-001	4,098	1.33%	4,952	1.24%	100%	371	9.05%	£1,668.64	364

Show/Hide Fields:

- (Parent) ASIN
- (Child) ASIN
- Title
- SKU
- Sessions
- Session Percentage
- Page Views
- Page Views Percentage
- Buy Box Percentage
- Units Ordered
- Unit Session Percentage
- Ordered Product Sales
- Orders Placed
- Listing Defects

Nobody is looking at your products, try to increase their visibility:

Detail Page Sales and Traffic by Parent Item From: 28/03/2011 To: 28/04/2011

Export Sales Traffic

Total Records: 2735

(Parent) ASIN	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Ordered Product Sales	Orders Placed
B000C9V	1	0.00%	100%	2	£13.98	1
B000J20	101	0.03%	59%	21	£103.96	19
B000LXE	949	0.24%	19%	40	£283.60	39
B000N	29	0.01%	24%	3	£18.30	3
B000N6	36	0.01%	42%	6	£41.94	6
B000N6S	1	0.00%	100%	4	£23.96	3
B000PU	1	0.00%	100%	0	£0.00	0
B000VCV	4	0.00%	25%	2	£4.80	1
B000W	0	0.00%	0%	2	£7.98	1

Show/Hide Fields:

- (Parent) ASIN
- (Child) ASIN
- Title
- SKU
- Sessions
- Session Percentage
- Page Views
- Page Views Percentage
- Buy Box Percentage
- Units Ordered
- Unit Session Percentage
- Ordered Product Sales
- Orders Placed
- Listing Defects

'By SKU' reports examples

Try to win the Buybox as much as possible to increase your sales conversion:

Detail Page Sales and Traffic by Child Item

From: 28/03/2011 To: 28/04/2011

	(Parent) ASIN	(Child) ASIN	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Orders Placed
<input type="checkbox"/>	B000C9	B000C9	1	0.00%	1	0.00%	100%	2	200.00%	£13.98	1
<input type="checkbox"/>	B000J2	B000J2	81	0.03%	101	0.03%	59%	21	25.93%	£103.96	19
<input type="checkbox"/>	B000LX	B000LX	774	0.25%	949	0.24%	19%	40	5.17%	£283.60	39
<input type="checkbox"/>	B000N	B000N	21	0.01%	29	0.01%	24%	3	14.29%	£18.30	3
<input type="checkbox"/>	B000N6	B000N6	28	0.01%	36	0.01%	42%	6	21.43%	£41.94	6
<input type="checkbox"/>	B000	B000	1	0.00%	1	0.00%	100%	4	400.00%	£23.96	3
<input type="checkbox"/>	B000PV	B000PV	1	0.00%	1	0.00%	100%	0	0.00%	£0.00	0
<input type="checkbox"/>	B000V	B000V	2	0.00%	4	0.00%	25%	2	100.00%	£4.80	1
<input type="checkbox"/>	B000W	B000W	0	0.00%	0	0.00%	0%	2	0.00%	£7.98	1

Sales Traffic

Show/Hide Fields:

- (Parent) ASIN
- (Child) ASIN
- Title
- SKU
- Sessions
- Session Percentage
- Page Views
- Page Views Percentage
- Buy Box Percentage
- Units Ordered
- Unit Session Percentage
- Ordered Product Sales
- Orders Placed
- Listing Defects

- ❑ [Site Metrics and Reports](#): Help section on the site metrics
- ❑ [New Site Metrics](#): help relating to the new interface
- ❑ [FBA Reports](#): Help section on the FBA reports
- ❑ [Webinar Recordings](#): Our previous webinars (FBA-related)

Thank you!

<http://services.amazon.co.uk/>