

The Amazon Influencer Hub is here!

Big news: The Influencer Hub has launched in the United States and United Kingdom! Designed to be the home for all your influencer needs, the Influencer Hub includes more streamlined reporting, robust educational resources, and easier access to content creation and your Amazon Storefront. And it's all just a few taps away in the Amazon mobile app.

Here's how to access the Influencer Hub

STEP 1

Open the Amazon app and log in with your Influencer account

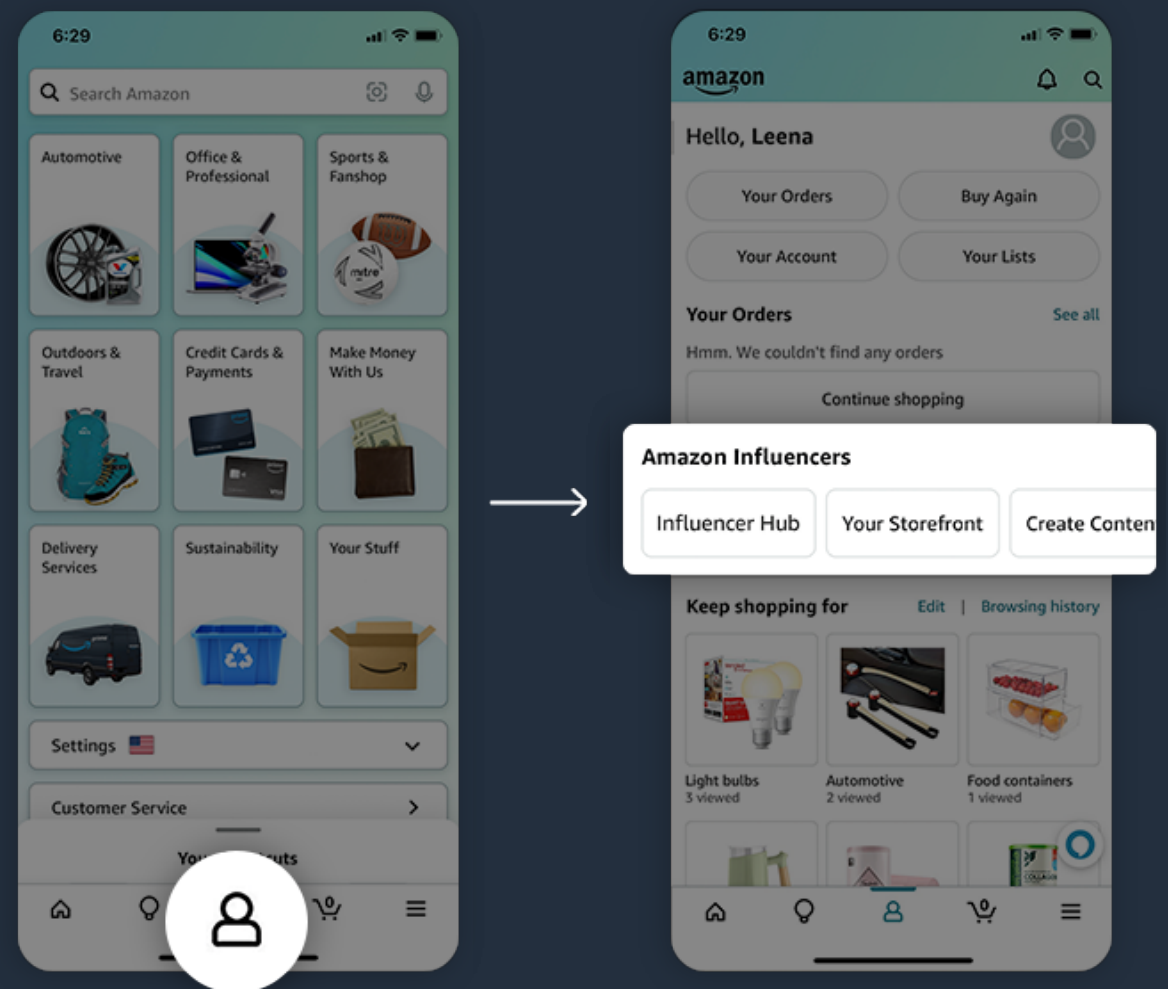
**Note that only the primary account holder can access.*

STEP 2

Tap the person icon on the bottom of the Amazon app

STEP 3

Scroll to the 'Amazon Influencers' section and tap 'Influencer Hub'



Key Features



Quick Access to Content Creation Tools and Storefront

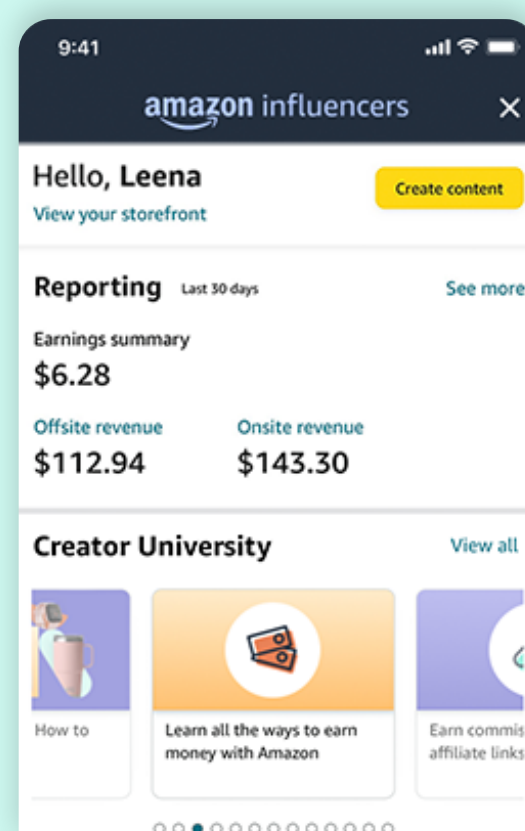
Visit your Storefront and quick link to Content Creation tabs to create and post straight from your phone.



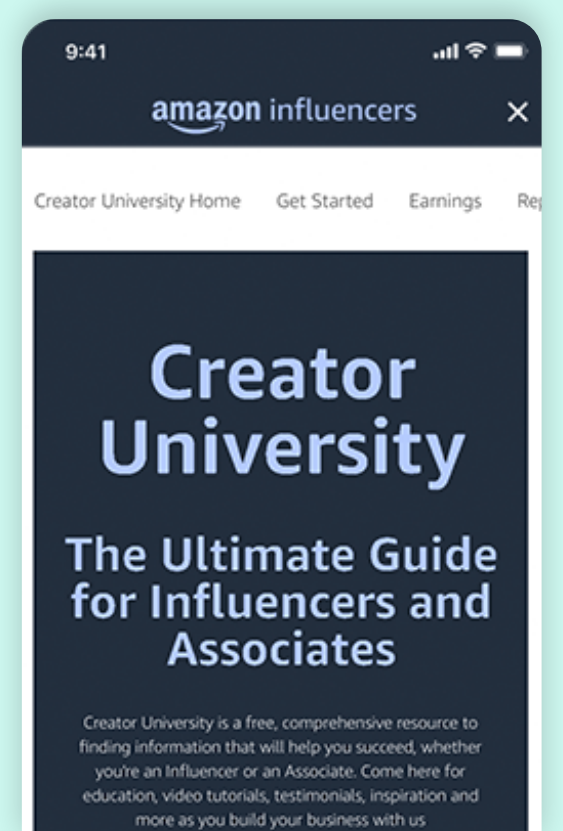
Robust Educational Materials

Visit Creator University and learn about all things influencer.

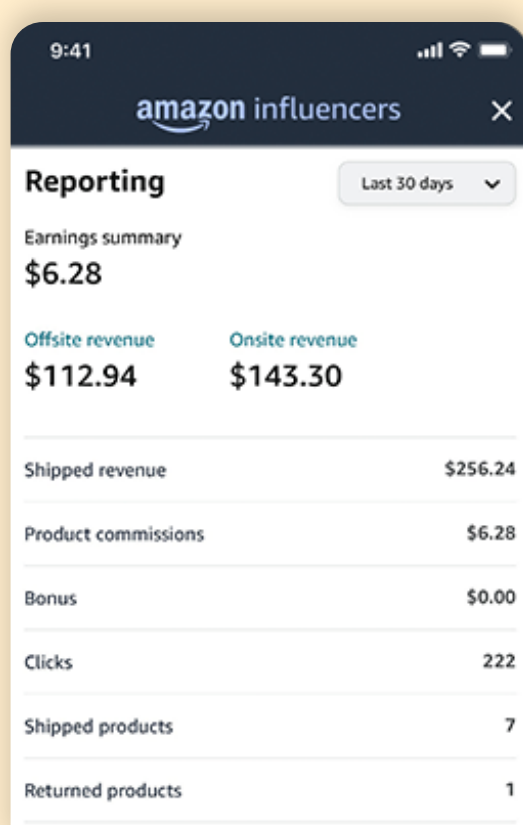
Homepage of the Hub



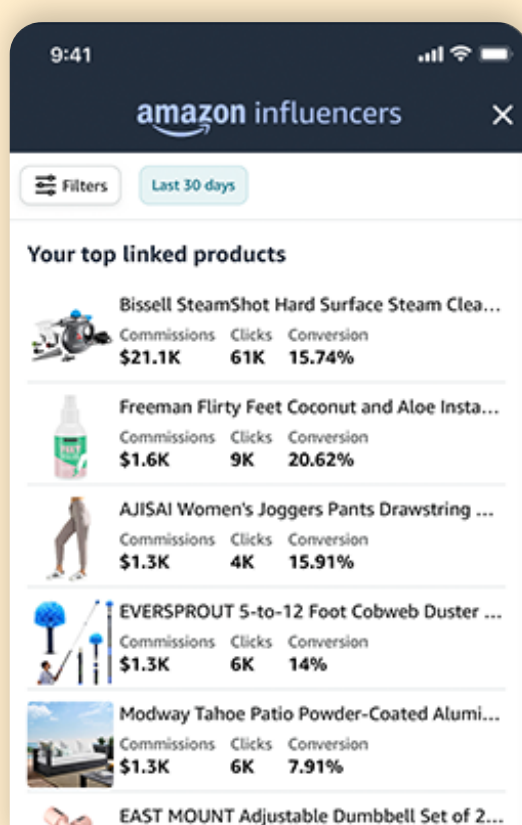
Educational Materials



Reporting at a Glance



Top Linked Products and Categories



Easy-To-Read Reporting

Check earnings and performance metrics in a consolidated interface, updated daily.

View your stand-out products driving the highest commissions, clicks, or conversion rate so you can plan your next content with confidence. These will start showing up as soon as you've got high-performing, standout links. Share these top products on-the-go using [Mobile Get Link](#).



FAQs

My reports aren't matching with what I see in Associates Central. Why?

Reports in Influencer Hub are consolidated across your default store IDs (default onsite store ID and default offsite store ID). These default store IDs are created when you sign up for AIP. Additionally, the reports only show for the country you're viewing in, so if you are in the US, you will only see reporting for the US. For a full picture of earnings across all store IDs and marketplaces, you should continue to use the [Consolidated Summary Report in Associates Central](#).

What counts towards my Top Linked Products?

Top Linked Products displays products that you have linked. Any products that your followers purchase after clicking on your link are included in the summary of the linked products. For example, if you linked nail polish, and the customer clicked on the link for nail polish and then clicked on eyeliner and bought that eyeliner, the eyeliner purchase would be included in the metrics for the nail polish.

Why aren't top linked products/categories showing up for me?

Your top linked products and categories will start showing up as soon as you've got high-performing, standout links. Keep creating and posting content to drive sales and view your performance!

What categories can I see?

You'll see the Amazon categories associated with the products that you linked so you can tell which kinds of products are most engaging to your audience (e.g. Furniture, Beauty, Apparel).

What does 'bonus' mean in my report?

Bonus represents extra commissions you can earn if your followers are new Amazon customers or are shopping in a new category for the first time.

Why are my commissions negative?

Returns are applied against your product commissions on the day that the return is processed. These are applied with a net-60 basis, meaning that commissions earned from products returned within 60 days of the original order shipment will be subtracted from your earnings.

Why can't I see my reporting information?

You will see reporting information as you start driving clicks and earnings. Keep creating and posting content to view insights about your performance.

When will my commission be paid?

Commission income is paid approximately 60 days after the end of the month.

Is this experience available on desktop?

No, the Influencer Hub is only available within the Amazon mobile app. For a desktop experience, continue to use Associates Central.

Experiencing issues? Contact us [here](#).