



New Amazon Creators reporting guide

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Overview

Amazon Reporting is a comprehensive set of reports delivered via Associates Central (desktop) and Creator Central (mobile) that provides detailed insights into the performance and effectiveness of your Amazon Associate content.

Here are the benefits to help you succeed:

- 1. Make data-driven decisions:** Access real-time insights to optimize content, marketing, and product promotions for maximum impact.
- 2. Increased productivity:** Identify top-performing traffic sources, products, and campaigns to focus efforts where they matter most.
- 3. Get the full financial picture:** Understand payment schedules, commission timelines, and how returns/refunds affect earnings to manage expectations and cash flow.

New updates

We've changed your Reports in Associates Central (desktop) and Creator Central (mobile) to help you see what's working and earn more from your content. Here's what's new:

Linked Product Report: See how products you link to are actually performing.

Tracking ID Report: Use tracking IDs to understand which channels are driving the most clicks, orders, and earnings.

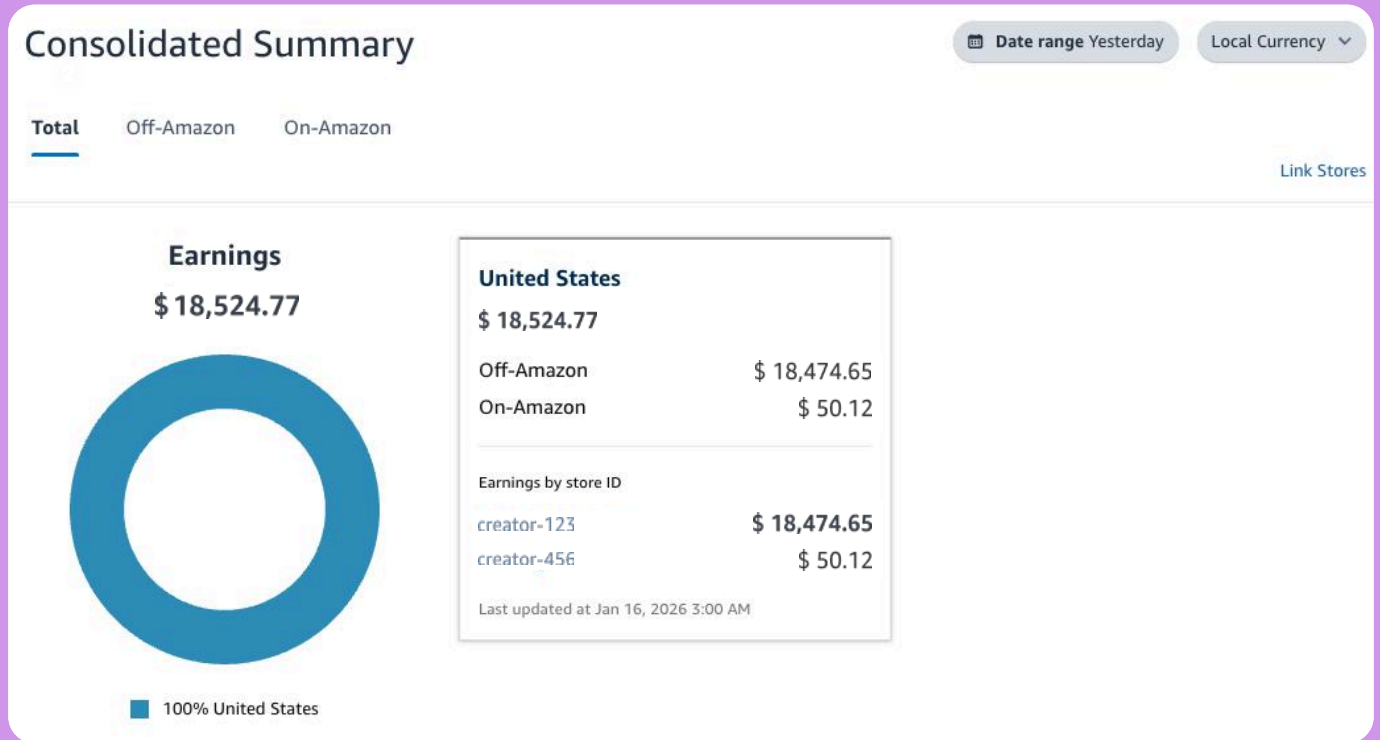
Category Report: Spot trends across the categories you promote and see what's resonating.

Date Report: Track daily performance so you can test, tweak, and improve faster.

For more information, check out [Creator University](#).

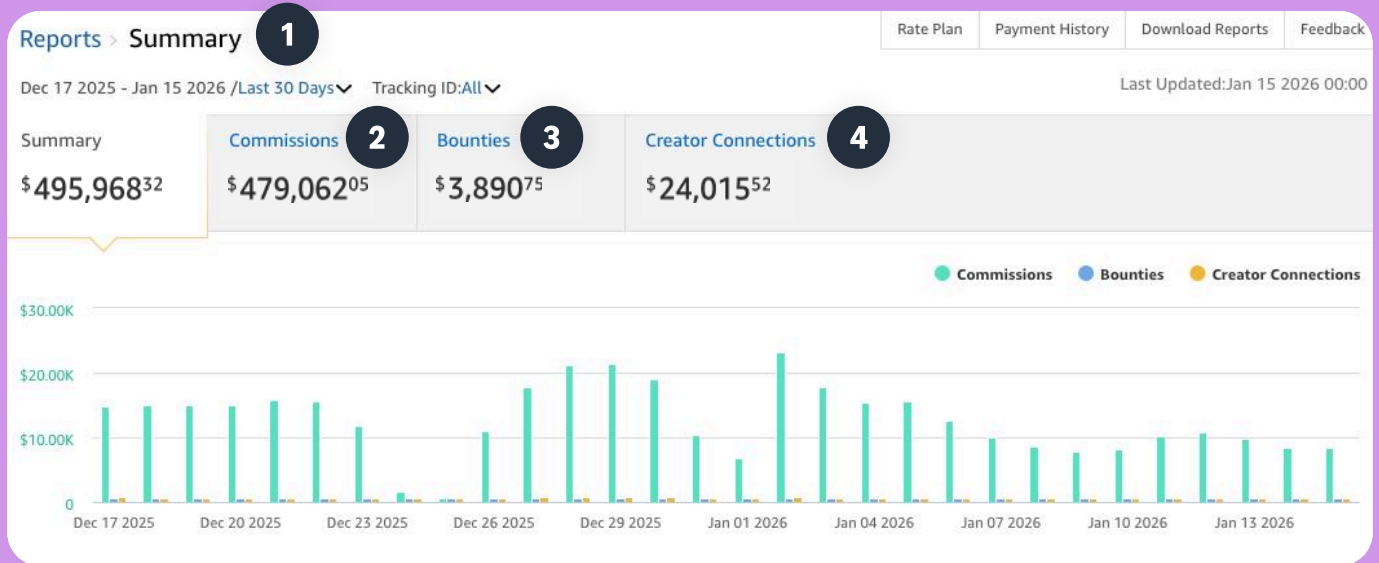
Consolidated summary

Your Consolidated Summary provides a view of total earnings as well as total offsite and total onsite earnings across all earnings types. You'll see this dashboard when accessing Consolidated Summary Reports in Associates Central. It's broken down by marketplace for a selected date range.



Earnings summary

The Earnings Summary provides a view of your overall Amazon Associates performance across all earning types. This is the main dashboard you'll see when accessing Earnings Reports in Associates Central.



Summary

1

Total earnings across all categories (Commissions + Bounties + Creator Connections)

Commissions

2

Earnings from product sales through your affiliate links

Bounties

3

Fixed commission earnings from qualifying actions (sign-ups, etc.)

Creator Connections

4

Earnings from commission through brand partnership opportunities

Earnings summary

Commissions & Creator Connections

Commissions Summary

Clicks 5	Ordered 6	Shipped 7	Bonus 8	Conversion 9
4,674,898	409,659	419,285	\$274.00	9.43%
Earnings (Includes Bonus)				\$479,236.05 10

Creator Connections Summary

Clicks 11	Ordered 12	Shipped 13	Conversion 14
83,701	6,897	7,292	8.24%
Earnings			\$24,015.52 15

Clicks

5 Total number of clicks on your affiliate links

Ordered Items

6 Number of ordered items through your affiliate links

Shipped

7 Number of items that were shipped to customers

Bonus

8 Additional earnings driven by incentives

Conversion

9 Percentage of clicks resulting in ordered items

Earnings

10 Total commission earnings including any bonuses

Clicks

11 Total clicks on Creator Connections products

Ordered

12 Number of Creator Connections products ordered

Shipped

13 Number of Creator Connections products shipped

Conversion

14 Percentage of clicks that resulted in ordered items

Earnings

15 Total earnings from Creator Connections

Earnings summary

Bounties summary

Bounties Summary

Total Number of Referrals **16**

4,167

Earnings

\$3,890.75

Total Earnings Summary *(Includes Bonus)*

\$496,142.32

17

16

Total Number of Referrals

Total number of qualifying actions completed through your affiliate links (sign-ups, etc.)

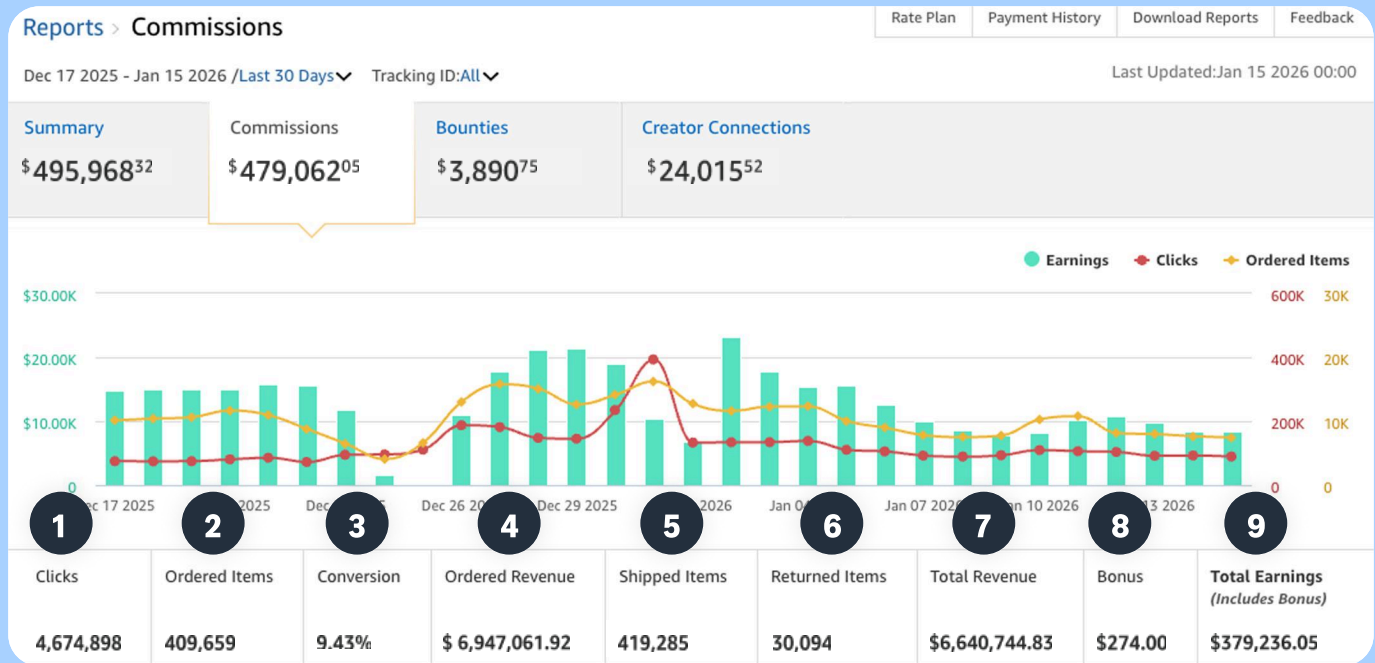
17

Total Earnings

Overall earnings (including all bonuses) across all earning types

Commissions

The Commissions Report shows your commission-based earnings from product sales through your affiliate links. This report focuses specifically on performance metrics related to product commissions, excluding bounties and Creator Connections, so you can analyze your core affiliate sales performance.



1 Clicks
Total number of clicks on your affiliate links

2 Ordered Items
Total number of items ordered through your affiliate links

3 Conversion
Percentage of clicks resulting in ordered items (Ordered Items / Clicks × 100)

4 Ordered Revenue
Total revenue from ordered items

5 Shipped Items
Total number of items that were shipped to customers

6 Returned Items
Total number of items returned by customers

7 Total Revenue
Total revenue from items that have been shipped to customers

8 Bonus
Additional promotional earnings or special incentives

9 Total Earnings
Net commission earnings including bonuses (earnings from shipped items - deductions from returns + bonus)

Commissions

Grouped by Report

Commissions can be viewed at a detailed level by linked product, category, tracking ID, and date.

Reports > Commissions
Rate Plan | Payment History | Download Reports | Feedback

Dec 17 2025 - Jan 15 2026 /Last 30 Days
Tracking ID: All
Last Updated: Jan 15 2026 00:00

Summary

\$495,968³²

Commissions

\$479,062⁰⁵

Bounties

\$3,890⁷⁵

Creator Connections

\$24,015⁵²

Clicks	Ordered Items	Conversion	Ordered Revenue	Shipped Items	Returned Items	Total Revenue	Bonus	Total Earnings (Includes Bonus)
4,674,898	409,659	9.43%	\$ 6,947,061.92	419,285	30,094	\$6,640,744.83	\$274.00	\$379,236.05

Linked Product

Some values may be hidden due to low volumes. Individual linked product metrics may not sum to aggregate totals shown above

Product Title	Direct Conversion Rate	Commission Rate	Items Shipped	Items Returned	Items Shipped Revenue	Items Shipped Earnings	Items Returned	Items Returned Earnings

New: Group By:

- Linked Product
- Tracking ID
- Category
- Date

Linked Product Report

The Linked Product Report displays performance metrics for specific Amazon products that you have linked to in your content. This report helps you understand which individual products are generating the most clicks, orders, and earnings through your affiliate links.

Linked Product New: Group By: Linked Product

1 Items may be hidden due to low volumes. 2 Clicks 3 Indirect items may 4 Direct items aggregated 5 Items shown above 6 Product Conversion Rate 7 Ordered Revenue 8 Direct Conversion Rate

Product Title	Clicks	Indirect Items Ordered	Direct Items Ordered	Items Ordered	Product Conversion Rate	Ordered Revenue	Direct Conversion Rate	Commission Rate	Items Shipped	Item Ret
1 Little Cottage Co. 10x10 Colonial...	68,344	9,888	0	9,888	14.47%	\$203,207.72	0.00%	8.55%	10,042	444
2 Apple 2025 MacBook Air 13-inch ...	49,500	5,245	72	5,317	10.74%	\$202,205.24	0.15%	8.19%	5,379	478
3 THORNE Creatine - Micronized Cr...	12,136	2,077	2,203	4,280	35.27%	\$146,152.78	18.15%	2.64%	4,261	63
4 GE Profile Opal 2.0 with 0.75 Gall...	41,321	4,076	13	4,089	9.90%	\$111,644.00	0.03%	8.43%	4,194	280
5 LifePro Vibration Plate Exercise ...	36,356	2,856	863	3,719	10.23%	\$275,704.06	2.37%	9.81%	3,701	259

1

Product Title

Name of the product that Amazon is paying a commission

2

Clicks

Total number of clicks on your affiliate links

3

Indirect Items Ordered

Item ordered is different from what was clicked by user. Example: a customer clicks on your link for headphones and purchases shoes

4

Direct Items Ordered

Item ordered is the same as what was clicked by customer. Example: a customer clicks on your link for a shoe and purchases the same shoe.

5

Items Ordered

Total number of items ordered (indirect items ordered + direct items ordered)

6

Product Conversion Rate

Percentage of clicks resulting in ordered items

7

Ordered Revenue

Total revenue from ordered items

8

Direct Conversion Rate

Percentage of clicks resulting in direct ordered items

Linked Product Report

cont'd

Linked Product New: Group By: Linked Product

Some values may be hidden due to low volumes. Individual linked product metrics may be aggregated.

Product Title	Direct Conversion Rate	Commission Rate	Items Shipped	Items Returned	Items Shipped Revenue	Items Shipped Earnings	Items Returned Revenue	Items Returned Earnings	Total Earnings
1 Little Cottage Co. 10x10 Colonial...	0.00%	8.47%	9,967	442	\$207,103.53	\$17,535.32	\$12,853.86	\$1,279.88	\$16,255.44
2 Apple 2025 MacBook Air 13-inch ...	0.13%	8.18%	5,170	452	\$196,490.80	\$16,079.35	\$27,291.20	\$2,448.95	\$13,630.40
3 THORNE Creatine - Micronized Cr...	17.91%	2.49%	4,258	68	\$145,214.46	\$3,615.23	\$2,017.53	\$171.46	\$3,443.77
4 GE Profile Opal 2.0 with 0.75 Gall...	0.04%	8.37%	3,770	287	\$103,595.98	\$8,666.05	\$13,589.58	\$1,282.04	\$7,384.01
5 LifePro Vibration Plate Exercise ...	2.04%	9.93%	3,647	275	\$264,322.67	\$26,241.59	\$23,882.30	\$2,543.71	\$23,697.88

9

Commission Rate

Percentage commission earned on product sales

10

Items Shipped

Number of items shipped to customers

11

Items Returned

Number of items returned by customers

12

Items Shipped Revenue

Revenue from items that have been shipped

13

Items Shipped Earnings

Earnings from shipped items

14

Items Returned Revenue

Revenue lost from returned items

15

Items Returned Earnings

Earnings deductions from returned items

16

Total Earnings

Net earnings (Items shipped earnings - Items returned earnings)



CREATOR TIP

Use this report to see **your top performers** and we recommend checking monthly.

Tracking ID Report

The Tracking ID Report provides aggregated performance metrics for each of your tracking IDs, helping you understand which channels, websites, or content pieces are driving the most affiliate activity.

Tracking ID New: Group By: Tracking ID

Tracking ID	Clicks	Indirect Items Ordered	Direct Items Ordered	Items Ordered	Product Conversion Rate	Ordered Revenue	Direct Conversion Rate	Commission Rate	Items Shipped	Items Returned
wfg-lift-10	1,575,877	188,162	58,125	246,287	15.63%	\$5,940,453.81	3.69%	8.88%	266,175	49,900
gpe-lift-10	1,667,549	129,936	30,441	160,377	9.62%	\$8,427,925.26	1.83%	8.94%	163,030	17,049
tdp-lift-10	1,018,818	116,462	42,673	159,135	15.62%	\$6,104,181.54	4.19%	8.91%	162,059	14,642
qlf-lift-10	595,386	91,834	29,118	120,952	20.31%	\$2,696,313.06	4.89%	8.98%	128,492	21,437
mbt-lift-10	510,704	61,414	22,687	84,101	16.47%	\$1,865,584.97	4.44%	7.81%	86,876	7,835

1 Tracking ID
Unique identifier for tracking affiliate links

2 Clicks
Number of times users clicked on affiliate links with this tracking ID

3 Indirect Items Ordered
Item ordered is different from what was clicked by customer. Example: a customer clicks a link for headphones and purchases shoes.

4 Direct Items Ordered
Item ordered is the same as what was clicked by customer. Example: a customer clicks a link for shoes and purchases the same shoe.

5 Items Ordered
Total number of items ordered (indirect items ordered + direct items ordered)

6 Product Conversion Rate
Percentage of clicks resulting in product orders

7 Ordered Revenue
Total revenue from ordered items

8 Direct Conversion Rate
Percentage of direct clicks resulting in orders

9 Commission Rate
Percentage commission earned on product sales

10 Items Shipped
Number of items shipped to customers

Tracking ID Report

cont'd

Tracking ID New: Group By: Tracking ID ▾

Some values may be hidden due to low volumes. Individual tracking ID metrics may be aggregated or shown above.

Tracking ID	Conversion Rate	Commission Rate	Items Shipped	Items Returned	Items Shipped Revenue	Items Shipped Earnings	Items Returned Revenue	Items Returned Earnings	Total Earnings	Bonus
wfg-lift-10	66%	8.76%	247,030	45,734	\$5,370,456.23	\$522,172.58	\$1,539,978.09	\$157,183.21	\$370,456.23	\$6.00
gpe-lift-10	78%	8.93%	166,664	16,890	\$8,685,143.19	\$798,493.43	\$1,166,379.21	\$111,460.05	\$685,143.19	\$3.00
tdp-lift-10	24%	8.87%	161,357	14,059	\$6,471,927.88	\$549,381.69	\$750,714.34	\$76,242.30	\$471,927.88	\$9.00
qlf-lift-10	99%	8.88%	120,587	19,666	\$2,167,836.65	\$238,488.57	\$683,834.38	\$70,166.32	\$167,836.65	\$0.00
mbt-lift-10	48%	7.68%	84,158	7,634	\$1,814,502.72	\$142,632.31	\$283,377.11	\$26,581.43	\$114,502.72	\$6.00

11

Items Returned

Number of items returned by customers

12

Items Shipped Revenue

Revenue from items that have been shipped

13

Items Shipped Earnings

Earnings from shipped items

14

Items Returned Revenue

Revenue lost from returned items

15

Items Returned Earnings

Earnings lost from returned items

16

Total Earnings

Net earnings (Items shipped earnings - Items returned earnings)

17

Bonus

Additional promotional earnings or special incentives



CREATOR TIP

Use this report to understand which channels are driving the most clicks, orders, and earnings – specifically during sale events or other seasonal moments.

Category Report

The Category Report provides aggregated performance metrics for different Amazon product categories that you have promoted. This report helps you identify which product categories drive the most engagement, orders, and earnings through your affiliate links.

Note: When traffic is low, we display adjusted values that are directionally accurate rather than exact numbers.

Category New: Group By: Category

1 Values may be adjusted due to 2 3 Individual 4 Primary metric 5 Sum to aggregate 6 Totals show 7 8

Category	Clicks	Indirect Items Ordered	Direct Items Ordered	Items Ordered	Product Conversion Rate	Ordered Revenue	Direct Conversion Rate	Commission Rate	Items Shipped	Items Returned
Beauty & Grooming	1,490,677	187,056	89,159	276,215	18.53%	\$6,053,234.65	5.98%	10.17%	273,056	14,928
Health & Household	531,652	155,087	35,475	190,562	35.84%	\$4,267,798.45	6.67%	1.18%	188,768	8,434
Home	1,005,017	121,094	30,614	151,708	15.10%	\$5,728,073.09	3.05%	10.18%	151,248	24,744
Clothing & Accessories	924,439	114,789	31,407	146,196	15.81%	\$3,828,796.72	3.40%	12.17%	145,156	49,105
Grocery & Gourmet ...	174,455	99,979	6,131	106,110	60.82%	\$1,342,785.86	3.51%	1.05%	104,879	882

1

Category

Specific product category

2

Clicks

Number of times users clicked on affiliate links for a particular category

3

Indirect Items Ordered

Item ordered is different from what was clicked. Example: a customer clicks a link for headphones and purchases shoes.

4

Direct Items Ordered

Item ordered is the same as what was clicked. Example: a customer clicks a link for shoes and purchases the shoe.

5

Items Ordered

Total number of items ordered (indirect items ordered + direct items ordered)

6

Product Conversion Rate

Percentage of clicks resulting in ordered items

7

Ordered Revenue

Total revenue from ordered items

8

Direct Conversion Rate

Percentage of clicks resulting in direct ordered items

Category Report

cont'd

Category New: Group By:

Some values may be adjusted or hidden due to rounding. Items in Category may not sum to totals shown.

Category	Direct Conversion Rate	Commission Rate	Items Shipped	Items Returned	Items Shipped Revenue	Items Shipped Earnings	Items Returned Revenue	Items Returned Earnings	Total Earnings	Bonus
Beauty & Grooming	99%	10.07%	273,265	14,277	\$6,016,572.21	\$605,882.32	\$436,710.83	\$47,661.36	\$558,220.96	\$0.00
Health & Household	66%	1.08%	188,232	8,000	\$4,229,686.69	\$45,530.22	\$316,176.27	\$6,244.83	\$39,285.39	\$0.00
Home	01%	10.07%	149,602	23,301	\$5,656,867.21	\$569,813.31	\$948,229.43	\$104,116.43	\$465,696.88	\$0.00
Clothing & Accessories	35%	12.78%	145,881	46,883	\$3,812,306.44	\$487,091.46	\$1,495,578.80	\$195,973.76	\$291,117.70	\$0.00
Grocery & Gourmet ...	53%	1.05%	105,214	846	\$1,333,750.60	\$13,945.46	\$13,761.12	\$139.05	\$13,806.41	\$0.00

9

Commission Rate

Percentage commission earned on product sales

10

Items Shipped

Number of items shipped to customers

11

Items Returned

Number of items returned by customers

12

Items Shipped Revenue

Revenue from items that have been shipped

13

Items Shipped Earnings

Earnings from shipped items

14

Items Returned Revenue

Revenue lost from returned items

15

Items Returned Earnings

Earnings lost from returned items

16

Total Earnings

Net earnings (Items shipped earnings - Items returned earnings)

**CREATOR TIP**

Use this report to spot trends across the categories you promote and see what's resonating.

Daily Report

The Daily Report provides key performance metrics daily for the selected timeframe.

Date New: Group By: Date

1 Values may be hidden due to low volume. **2** Individual clicks. **3** Items may not sum to total. **4** Aggregate total. **5** Revenue. **6** Items.

Date	Clicks	Items Ordered	Product Conversion Rate	Ordered Revenue	Items Shipped	Items Returned	Total Revenue	Total Earnings	Bonus
2026-01-15	89,184	7,429	8.33%	\$139,207.27	7,805	687	\$131,463.44	\$8,453.65	\$0.00
2026-01-14	92,490	7,647	8.27%	\$146,629.56	7,827	706	\$130,129.69	\$8,342.87	\$0.00
2026-01-13	91,604	7,966	8.70%	\$153,431.77	8,890	814	\$152,175.81	\$9,735.86	\$0.00
2026-01-12	103,675	8,127	7.84%	\$151,323.91	10,037	822	\$168,971.29	\$10,892.37	\$0.00
2026-01-11	105,954	10,765	10.16%	\$193,422.65	10,294	601	\$161,275.73	\$10,141.47	\$0.00
2026-01-10	109,526	10,273	9.38%	\$185,044.37	8,659	829	\$128,955.81	\$8,170.71	\$0.00
2026-01-09	93,068	7,744	8.32%	\$142,228.82	7,890	933	\$122,260.02	\$7,886.51	\$0.00
2026-01-08	89,039	7,509	8.43%	\$134,670.26	8,633	829	\$139,251.22	\$8,636.18	\$0.00
2026-01-07	92,187	7,811	8.47%	\$141,087.27	9,407	894	\$157,151.36	\$10,010.59	\$0.00
2026-01-06	105,168	8,951	8.51%	\$163,966.94	11,670	1,056	\$199,172.29	\$12,550.44	\$0.00
2026-01-05	110,425	10,005	9.06%	\$185,280.55	13,388	914	\$239,595.74	\$15,590.91	\$0.00

1

Date

Date of the report data

2

Clicks

Number of times users clicked on affiliate links with this tracking ID

3

Items Ordered

Total number of items ordered (indirect items ordered + direct items ordered)

4

Product Conversion Rate

Percentage of clicks resulting in ordered items (Ordered Items / Clicks x 100)

5

Ordered Revenue

Total revenue from ordered items

6

Items Shipped

Number of items shipped to customers

Daily Report

cont'd

Date New: Group By:

Some values may be hidden due to low volumes. Individual day metrics may not sum to aggregate totals shown above

Date	Clicks	Items Ordered	Product Conversion Rate	Ordered Revenue	Items Shipped	Items Returned	Total Revenue	Total Earnings	Bonus
2026-01-15	89,184	7,429	8.33%	\$139,207.27	7,805	687	\$131,463.44	\$8,453.65	\$0.00
2026-01-14	92,490	7,647	8.27%	\$146,629.56	7,827	706	\$130,129.69	\$8,342.87	\$0.00
2026-01-13	91,604	7,966	8.70%	\$153,431.77	8,890	814	\$152,175.81	\$9,735.86	\$0.00
2026-01-12	103,675	8,127	7.84%	\$151,323.91	10,037	822	\$168,971.29	\$10,892.37	\$0.00
2026-01-11	105,954	10,765	10.16%	\$193,422.65	10,294	601	\$161,275.73	\$10,141.47	\$0.00
2026-01-10	109,526	10,273	9.38%	\$185,044.37	8,659	829	\$128,955.81	\$8,170.71	\$0.00
2026-01-09	93,068	7,744	8.32%	\$142,228.82	7,890	933	\$122,260.02	\$7,886.51	\$0.00
2026-01-08	89,039	7,509	8.43%	\$134,670.26	8,633	829	\$139,251.22	\$8,636.18	\$0.00
2026-01-07	92,187	7,811	8.47%	\$141,087.27	9,407	894	\$157,151.36	\$10,010.59	\$0.00
2026-01-06	105,168	8,951	8.51%	\$163,966.94	11,670	1,056	\$199,172.29	\$12,550.44	\$0.00
2026-01-05	110,425	10,005	9.06%	\$185,280.55	13,388	914	\$239,595.74	\$15,590.91	\$0.00

7

Items Returned

Number of items returned by customers

8

Total Revenue

Total revenue from items that have been shipped to customers

9

Total Earnings

Net earnings (Items shipped earnings - Items returned earnings)

10

Bonus

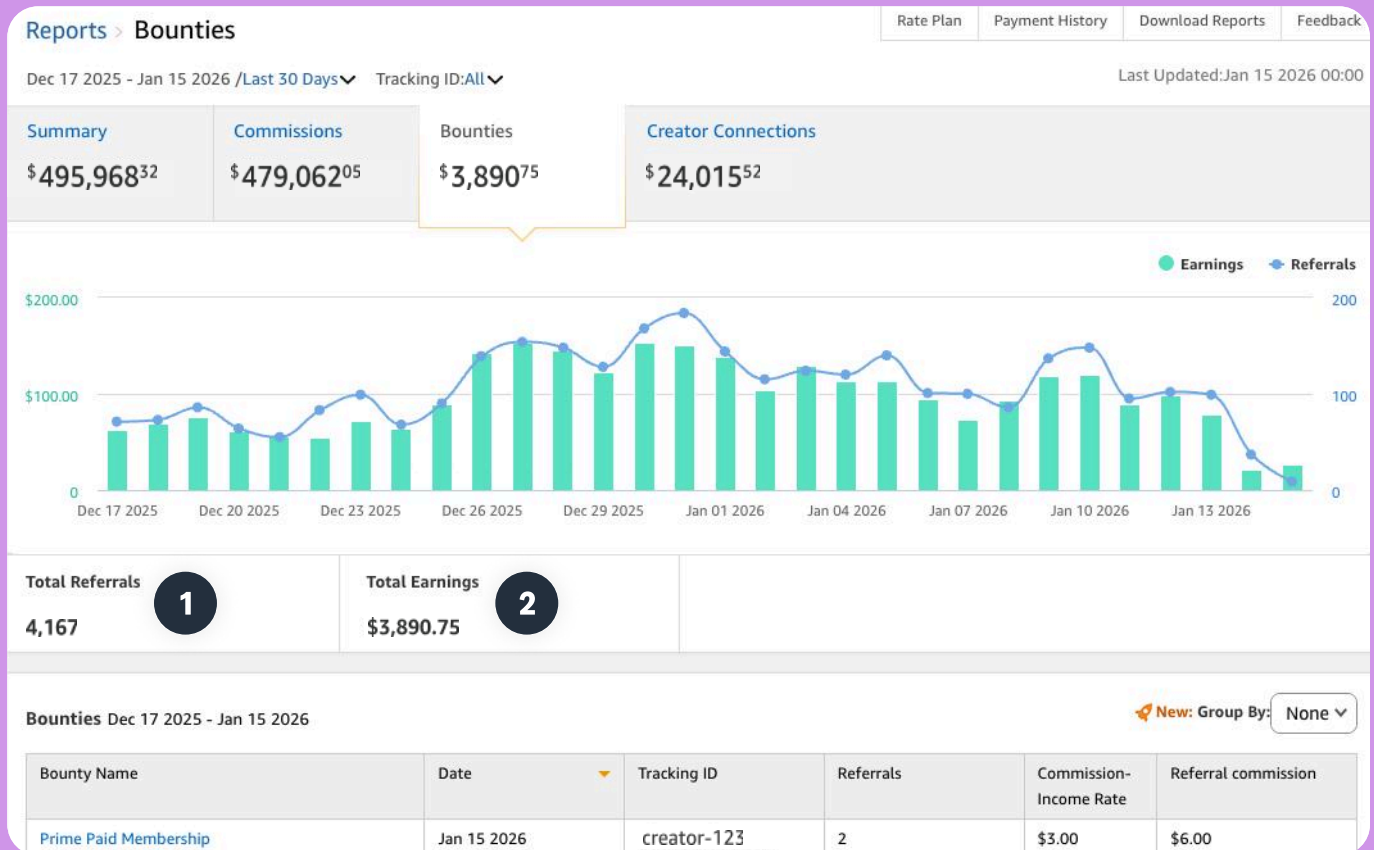
Additional promotional earnings or special incentives

**CREATOR TIP**

Use this report to track daily performance so you can test, tweak, and improve faster.

Bounties

The Bounties report shows your bounty program earnings from qualifying actions such as sign-ups, trial starts, and other fixed-commission activities. Unlike commission-based earnings that vary by product price, bounties provide fixed payment amounts for each qualifying action completed through your affiliate links.



1

Total Referrals

Total number of qualifying actions completed through your affiliate links (e.g., sign-ups, trial starts, program enrollments)

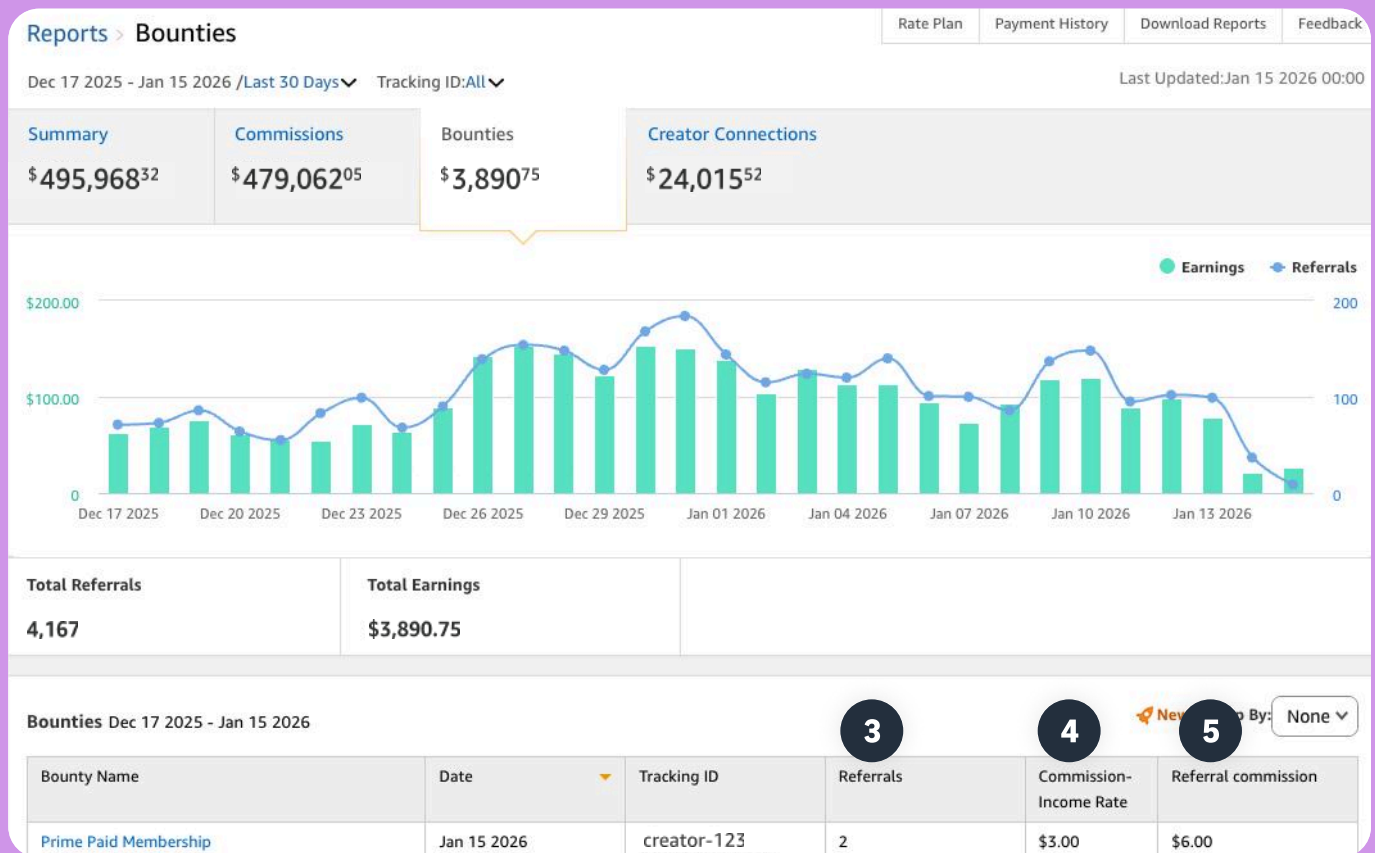
2

Total Earnings

Total bounty earnings from all qualifying actions

Bounties

cont'd



Referrals

3

Number of qualifying actions completed through your affiliate links based on dropdown selected such as date

Commission-Income rate

4

Commission rate applicable to the referral

Referral commission

5

Commission for referral (commission-income rate) * Referrals

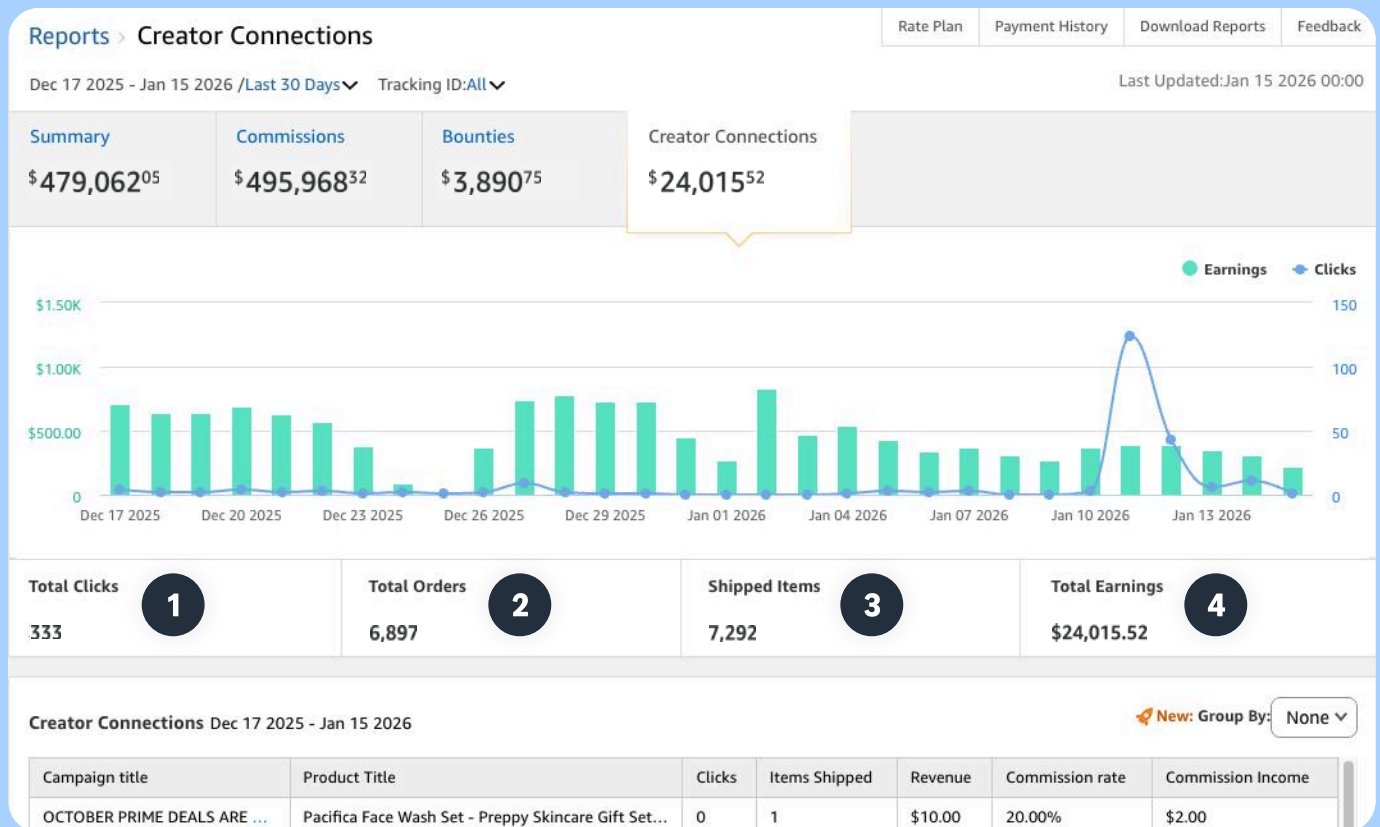


CREATOR TIP

Use this view to see bounty performance by Tracking ID, Bounty Name, and/or Date.

Creator Connections

This report focuses on performance metrics for Creator Connections, a specialized earning stream that connects content creators with brand partnerships and exclusive opportunities separate from standard commissions and bounties. Using the group by, campaign performance can also be viewed for individual campaigns.



1

Total Clicks

Total number of clicks on your Creator Connections links

2

Total Orders

Total number of orders placed through your Creator Connections links

3

Shipped Items

Total number of items that have been shipped to customers through Creator Connections

4

Total Earnings

Total earnings from Creator Connections activities

FAQs

What are “-”s in the reports?

When traffic is low, some metric values are hidden and appear as “-”. These values are automatically combined into the “Others” row in your download reports, ensuring you can view complete performance in your reports.

Recommendations:

Select a larger timeframe to view metrics. Additionally, to ensure less data is hidden in the tracking id report, or in downloaded reports that filter for specific tracking ids, you can update your tracking id usage to be less granular to ensure greater volume for a given tracking id.

What are adjusted values?

When traffic is low, we adjust the metric values. In these cases, rather than hiding the data entirely, we display adjusted values that are directionally accurate but slightly adjusted from the exact numbers. Note: We only adjust values in the Category report. For remaining reports, values shown are either hidden or actuals.

What is the “Others” row in my download reports?

The “Others” row in Reports aggregates all metrics where there was not sufficient volume to display in its own individual row. This data is included in “Other” row metrics, and all metrics in this row will always be shown. This row is not shown in the Associates Central reporting experience.

What are the “None/Storefront/Category” rows in my reports?

Creators may link to pages other than product detail pages. In some cases, these pages will have a stand-in “product” for the purposes of aggregation in the linked product report. Example: You may see a row of data associated with links to your storefront with a product title of “Storefront”. In other cases, there is no stand-in value associated with a page. Data for these links will appear in the row with Product title set to “None”.

Why am I not able to see shipped metrics when I select “Today” filter?

Shipment data (example: shipped units) is updated every 24 hours. If shipped metrics do not show up when you select “Today” filter, use a different time frame such as yesterday instead.

FAQs

How frequently are the reports refreshed?

All reports available via Associates Central and Download tools are refreshed several times a day.

Can you explain the Consolidated Summary Report?

To understand the consolidated summary report, go to the Consolidated Summary Reports under Reports Menu within Associates Central. Click on “Learn more.”

What is meant by “Linked Product” in the linked product report

Linked product represents the Amazon product a customer lands on when clicking on a Creator’s link.

What is meant by “Category” in Category report

Category represents the product category of customer orders (the category of the actual products purchased).

Glossary

Metric	Description
ASIN	Amazon Standard Identification Number that's a unique 10-character product ID that helps you find and share exactly what you're looking for
Category	Amazon product category (e.g., Home & Kitchen, Fashion, etc)
Date	Date of the report data
Product Title	Name of the product for which Amazon is paying the Creator a commission
Tracking ID	Unique identifier for tracking affiliate links
Bonus	Additional earnings driven by incentivization programs. Examples of events that can trigger bonus earnings include driving an Amazon purchase from a customer who is new to Amazon, or driving an Amazon purchase from a product category that a customer has not previously made a purchase from.
Bounties	Fixed commission earnings from qualifying actions (sign-ups, trials, etc.)
Clicks	Total number of clicks on your affiliate links
Commission Rate	Percentage commission earned on product sales
Conversion	Percentage of clicks that resulted in ordered items <i>Formula: (Ordered Items / Clicks) × 100</i>

Direct Conversion Rate	<p>Percentage of clicks resulting in direct ordered items. See Direct Items Ordered definition below for detailed definition of direct ordered items</p> <p><i>Formula: (Direct Items Ordered / Clicks) × 100</i></p>
Direct Items Ordered	The item purchased is the exact same item the user clicked on (e.g., user clicks a shoe and purchases that same shoe)
Indirect Items Ordered	<p>The item purchased differs from the item the user clicked on (e.g., user clicks headphones but buys shoes)</p> <p><i>Formula: (Direct Items Ordered / Clicks) × 100</i></p>
Items Ordered	Total number of items ordered
Items Returned	Number of items returned by customers
Items Returned Earnings	Returned item earnings deductions
Items Returned Revenue	Revenue deductions resulting from returned items
Items Shipped	Total number of items that were shipped to customers
Items Shipped Earnings	<p>Earnings from shipped items</p> <p><i>Formula: Items Shipped Revenue × Commission Rate</i></p>
Items Shipped Revenue	Revenue from shipped items

Order Conversion Rate	Percentage of clicks resulting in an order <i>Formula: (Order Quantity / Clicks) × 100</i>
Order Quantity	Number of orders (may contain multiple items)
Ordered Items	Total number of items ordered through your affiliate links
Ordered Revenue	Total revenue from ordered items
Product Conversion Rate	Percentage of clicks resulting in ordered items <i>Formula: (Items Ordered / Clicks) × 100</i>
Total Earnings (includes Bonus)	Total Earnings (includes Bonus) <i>Formula: Shipped Earnings - Returned Earnings + Bonus</i>