



New Amazon Creators reporting guide

Table of Contents

03	Overview
04	Consolidated summary
05	Earning summary
08	Commission
10	Linked Product Report
12	Tracking ID report
14	Category Report
16	Daily Report
18	Bounties
20	Creator Connections
21	Associate Activity Reports
22	Tracking ID report
24	Subtag Report
27	Category Report
32	Linked Product Report
35	Linked Product Tracking Report
40	Bounty Report
42	Bounty Report with Subtag
45	FAQs
47	Glossary

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.

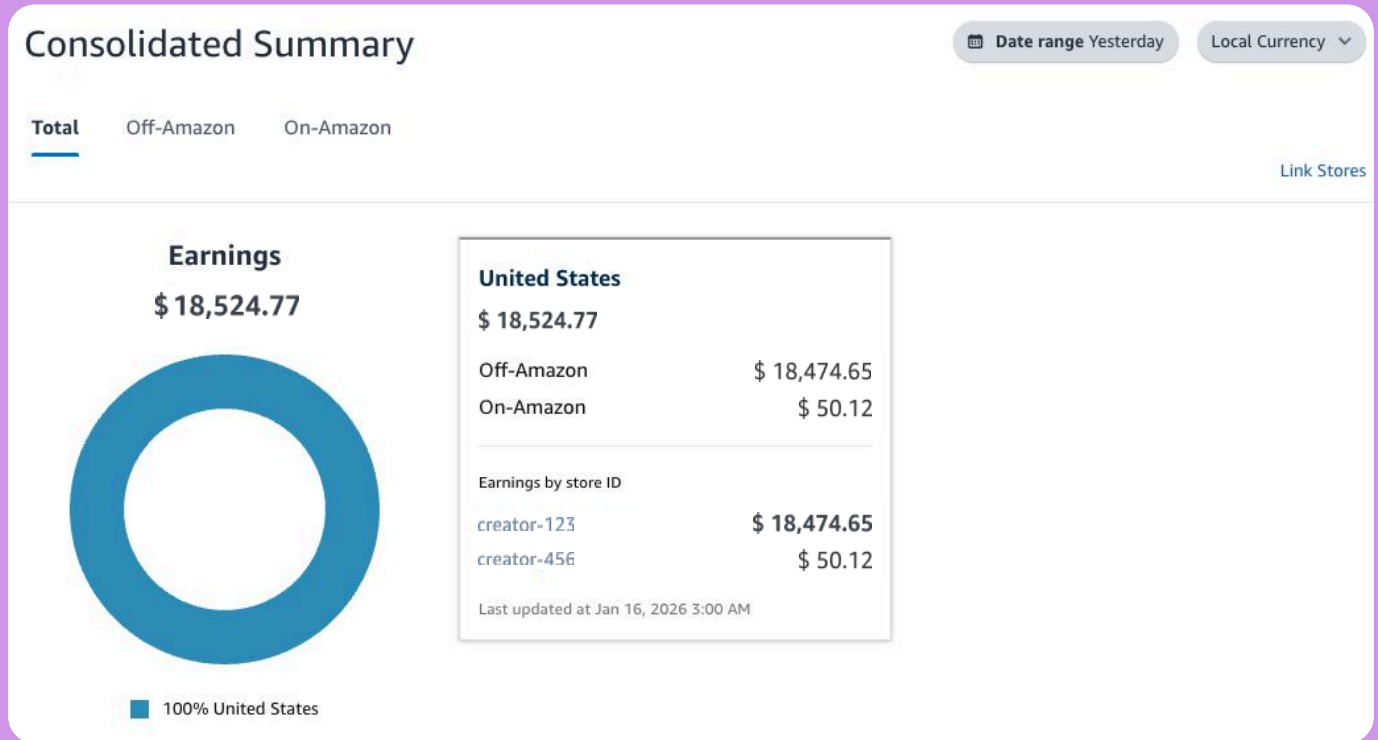
Category Report: Spot trends across the categories you promote and see what's resonating.

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

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

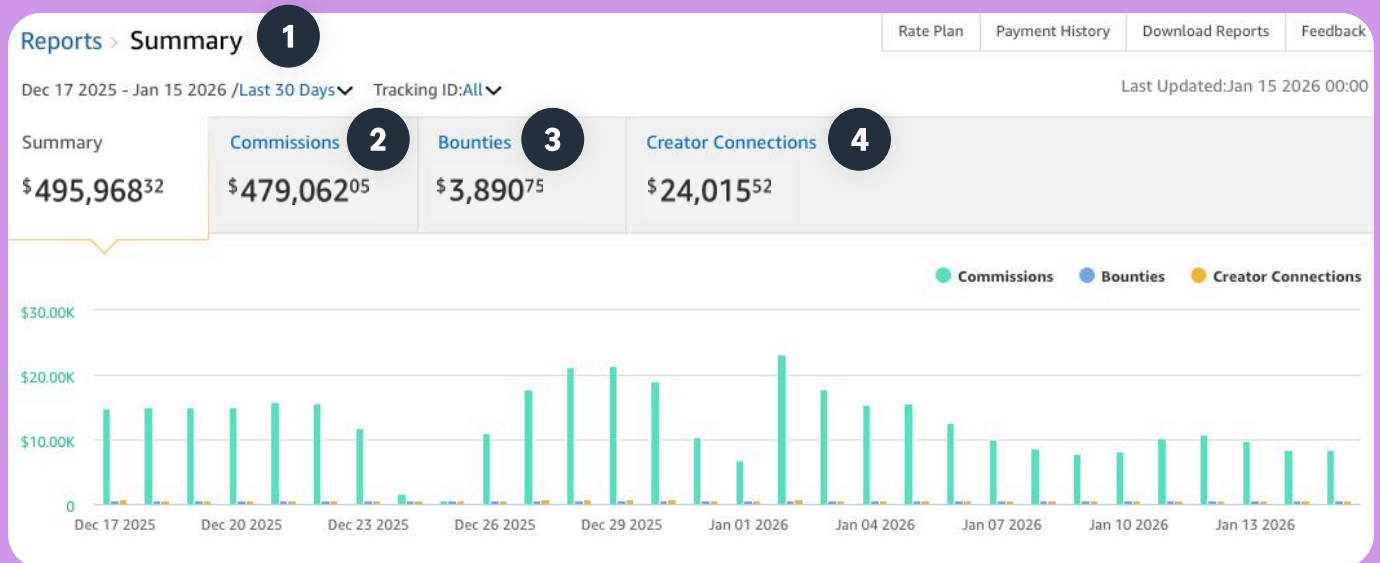
Consolidated summary

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.)

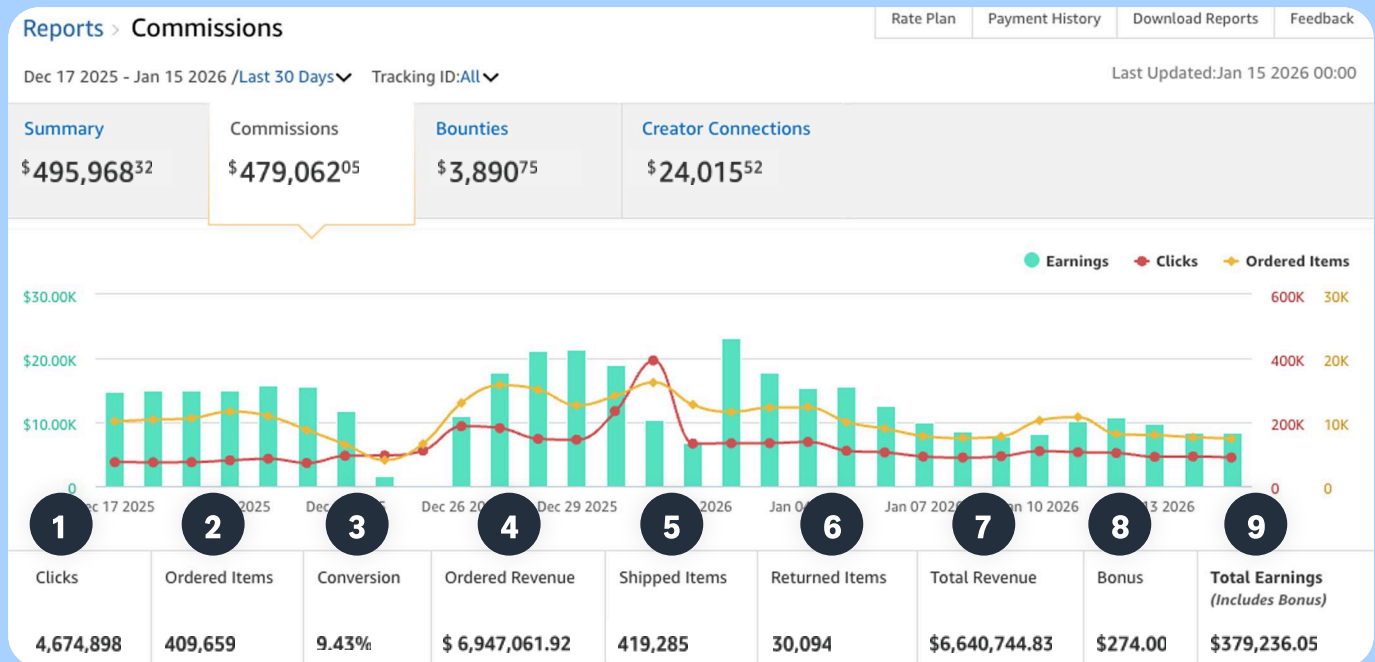
17

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.



Clicks

1 Total number of clicks on your affiliate links

Items Ordered

2 Total number of items ordered through your affiliate links

Conversion

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

Ordered Revenue

4 Total revenue from ordered items

Shipped Items

5 Total number of items that were shipped to customers

Returned Items

6 Total number of items returned by customers

Total Revenue

7 Total revenue from items that have been shipped to customers

Bonus

8 Additional promotional earnings or special incentives

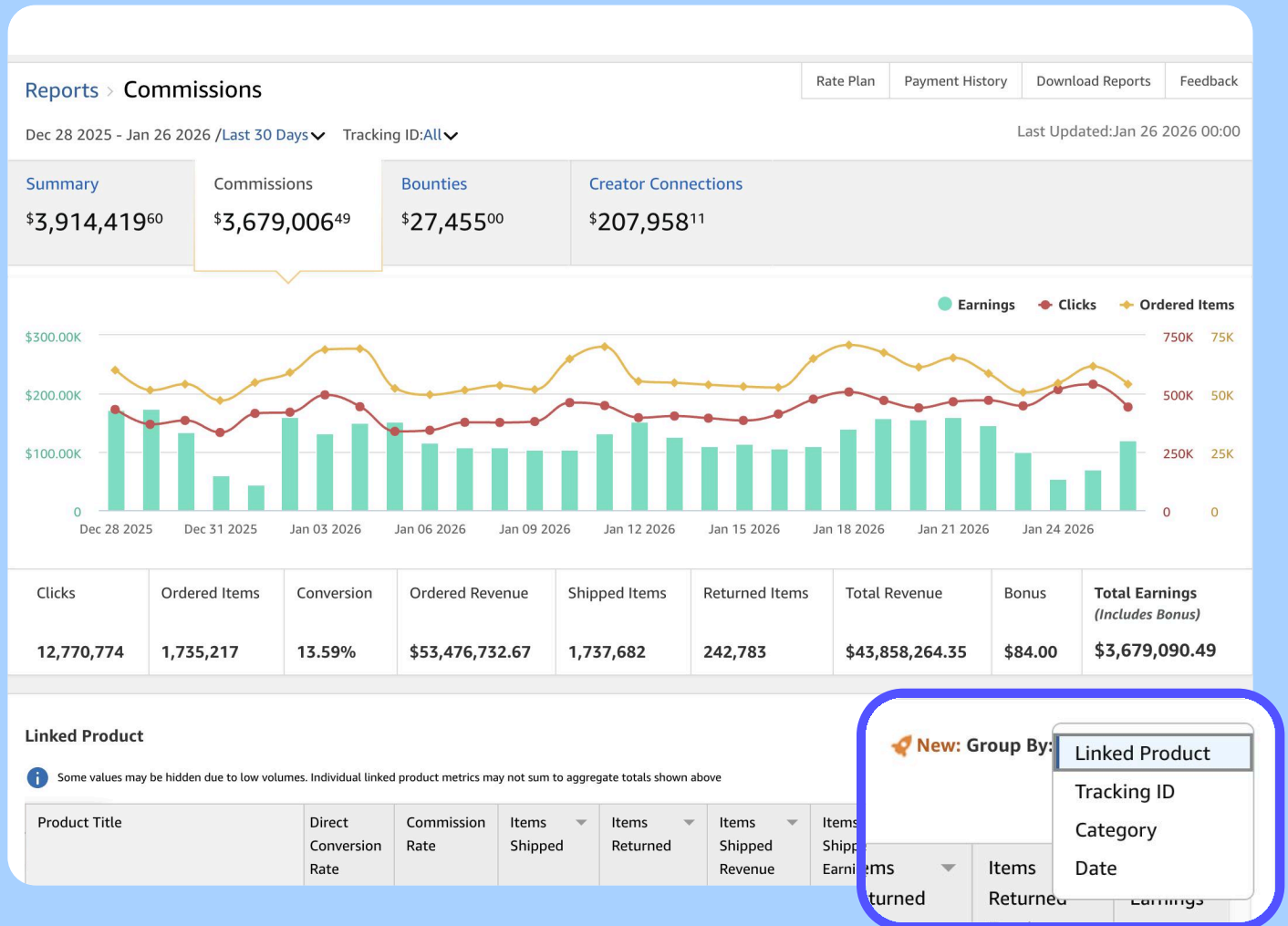
Total Earnings

9 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.



Linked Product Report

The Linked Product Report displays performance metrics for specific Amazon product links that you have included in your content. This report helps you understand which individual product links are generating the most clicks, orders, and earnings. Once a customer lands on Amazon having clicked on a link attributed to you, they may explore further before completing an order. That order would be attributed to a given linked product.

Linked Product New: Group By: Linked Product

1 Items may be hidden due to low volumes. 2 Indirect items may be hidden due to low volumes. 3 Direct items may be hidden due to low volumes. 4 Aggregated items may be hidden due to low volumes. 5 Items may be hidden due to low volumes. 6 7 8

Product Title	Clicks	Indirect Items Ordered	Direct Items Ordered	Items Ordered	Product Conversion Rate	Ordered Revenue	Direct Conversion Rate	Commission Rate	Items Shipped	Item Revenue
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	258

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 ▾

i 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

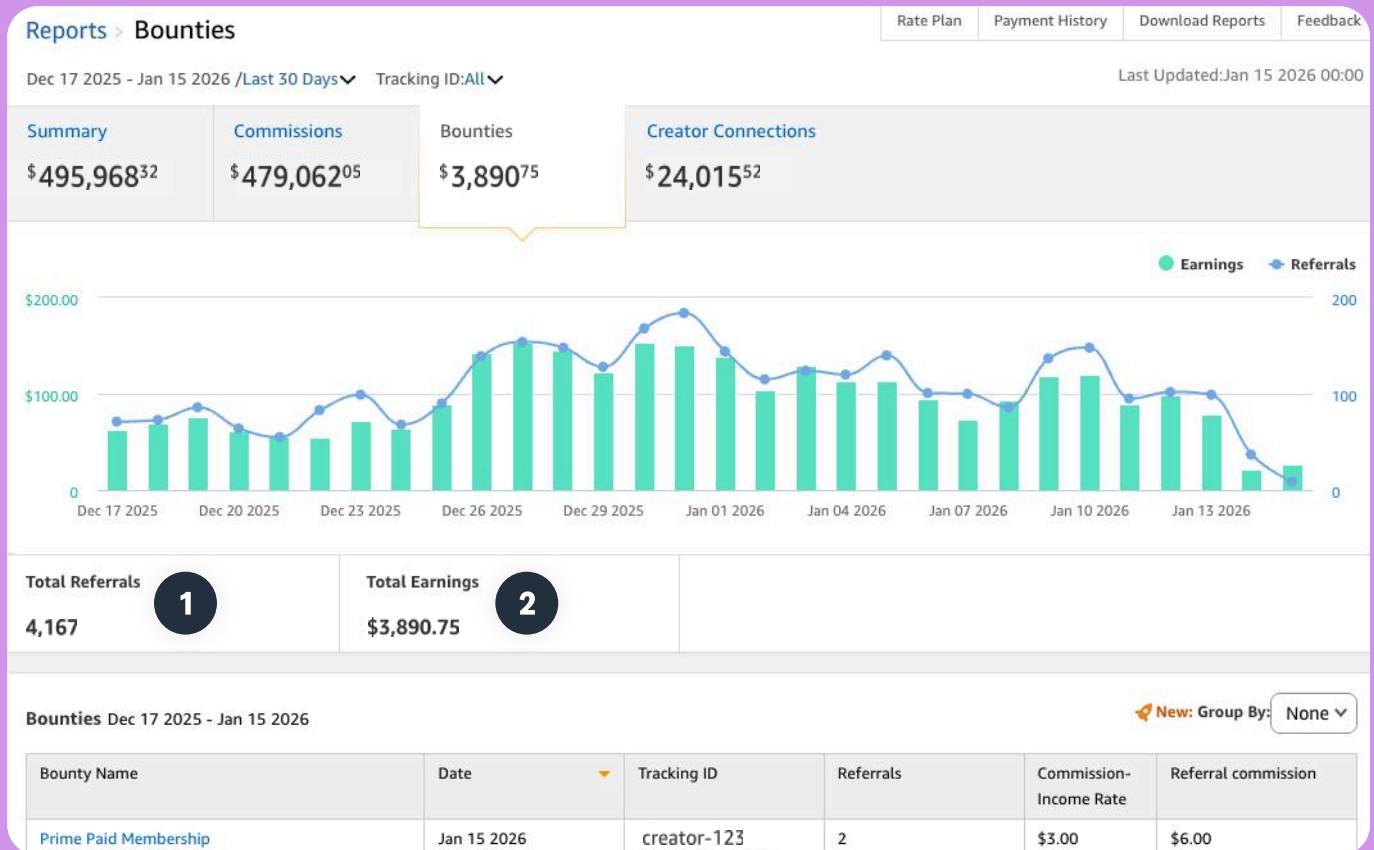


CREATOR TIP

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)

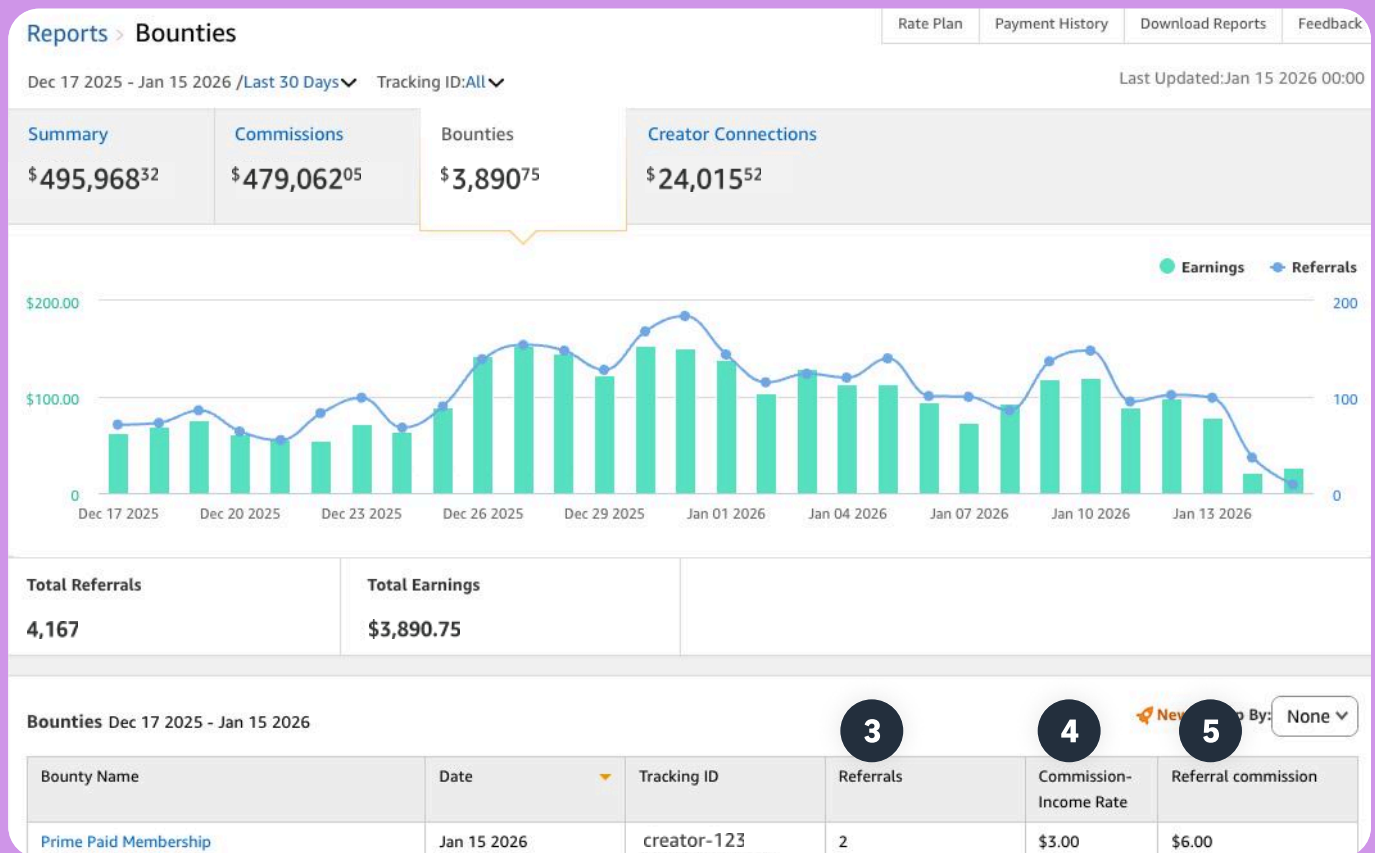
2

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

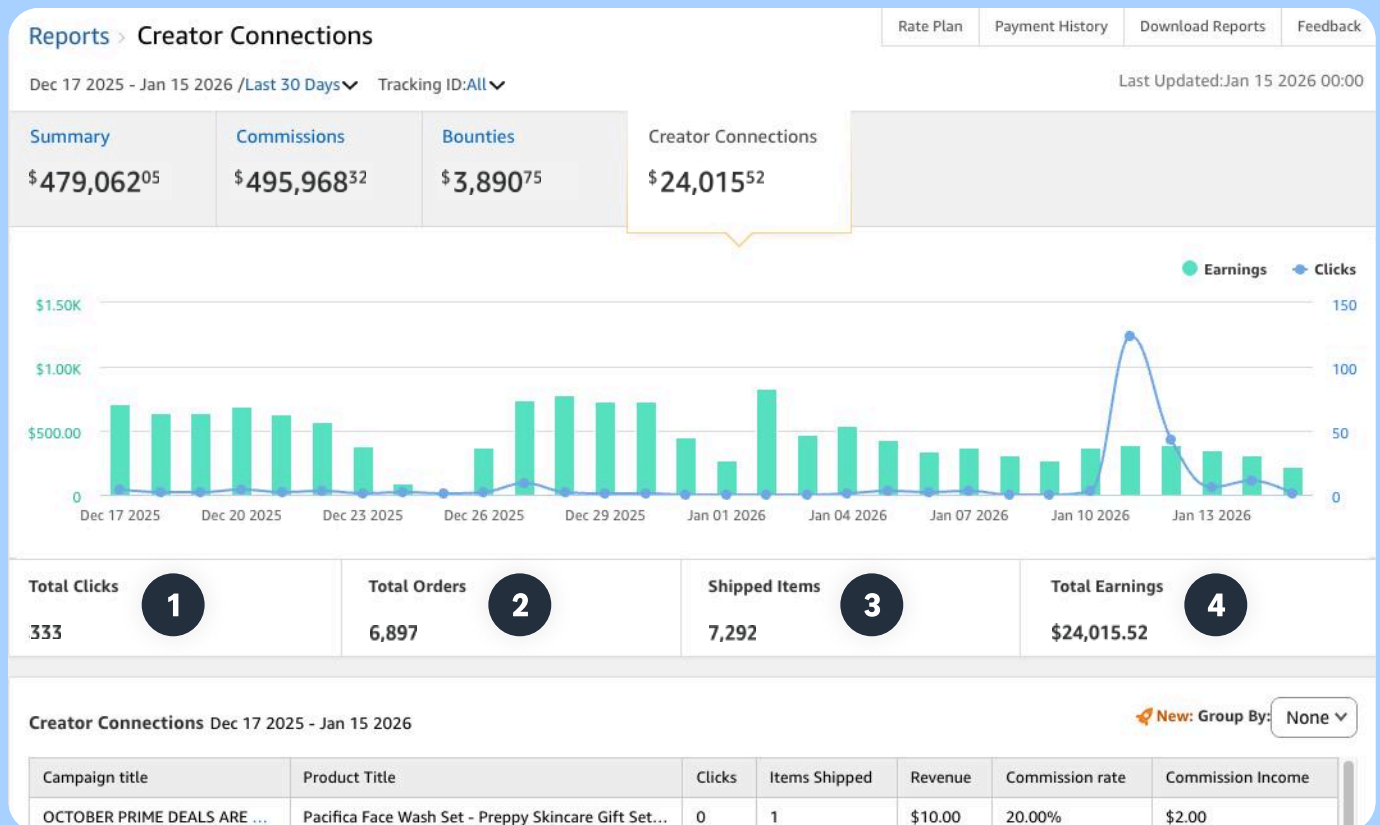


CREATOR TIP

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

Obtaining Amazon Associates Activity Reports

Amazon Associates Activity Reports are generated daily and are uploaded to a server for you to download at your convenience.

To access reports refer to this link:

https://m.media-amazon.com/images/G/01/Associates/Marketing/GTM/Reporting_API_Documentation.pdf

Tracking ID Report

Tracking ID Report File Name

The format for the daily Tracking ID report file name is:

- [StoreID]-tracking_id-report-[YYYYMMDD].[Format].gz

The format for the hourly Tracking ID report file name is:

- [StoreID]-tracking_id-report-hourly-[YYYYMMDD].[Format].gz

The format for the last 7 days and last 30 days reports are

- [StoreID]-tracking_id-report-[reporting_period]-[YYYYMMDD].[Format].gz

where:

- [StoreID]—ID distributed by Amazon Associates that uniquely identifies a store.
- [YYYYMMDD]—Date the report was generated in the form YYYYMMDD, for example, 20080918.
- [reporting_period] —Time period the report includes data for. Can be last7days or last30days
- [Format]—The format of the unzipped content, for example, XML or tsv. All reports are gzipped but the format of the content can vary. On each day, reports are made for each Format.
For example, myStore-20-tracking-report-20080428.xml.gz.

Tracking Report Response Elements

Tracking reports are divided into two large divisions:

- OneTag element, which contains multiple attributes.
- Remainder of the elements

The following table describes the attributes associated with the OneTag element:

Attribute	Description
Clicks	Number of clicks for this tracking ID
OrderedRevenue	Revenue produced by ordered items associated with this tracking ID
OrderedUnits	Number of items ordered through this tracking ID
ShippedEarnings	The earnings from shipped items from this tracking ID

ShippedRevenue	Revenue produced by shipped items associated with this tracking ID
ShippedUnits	The number of items shipped associated with this tracking ID
Tag	Tracking ID
TotalEarnings	Total earnings from this tracking ID

The following table describes the other XML elements returned in the Tracking report:

Attribute	Description
Data	Container for all of the elements in the report
OneTag	There is one OneTag element for each of the Associate's tracking IDs that had activity. It contains all of the attributes listed in the previous table
TagDetails	Container for OneTag elements
Totals	Summation of all of the attribute values in the OneTag elements

Tracking Report Snippet

```
<?xml version="1.0"?>
<Data>
  <TagDetails>
    <OneTag Clicks="5" OrderedRevenue="0.00" OrderedUnits="0"
ShippedEarnings="0.00"
      ShippedRevenue="0.00" ShippedUnits="0" Tag="adobe_print"
      TotalEarnings="0.00"/>

    <OneTag Clicks="194" OrderedRevenue="94.28" OrderedUnits="5"
ShippedEarnings="15.45"
      ShippedRevenue="310.16" ShippedUnits="13" Tag="adobe_web"
      TotalEarnings="15.45"/>
  </TagDetails>
  <Totals Clicks="199" OrderedRevenue="94.28" OrderedUnits="5"
ShippedEarnings="15.45"
    ShippedRevenue="310.16" ShippedUnits="13"
    TotalEarnings="15.45"/>
</Data>
```

Subtag Report Response Elements

Tracking ID Report File Name

The format for the daily Subtag report file name is:

- [StoreID]-subtag-report-[YYYYMMDD].[Format].gz

The format for the last 7 days and last 30 days reports are:

- [StoreID]-subtag-report-[reporting_period]-[YYYYMMDD].[Format].gz

The format for the hourly Subtag report file name is:

- [StoreID]-tracking_id-report-hourly-[YYYYMMDD].[Format].gz

Subtag reports are divided into two large divisions:

- Item element, which contains multiple attributes.
- Remainder of the elements

The following table describes the attributes associated with the Item element:

Attribute	Description
Subtag	The subtag parameter value used in the link
Clicks	Number of clicks for this subtag
IndirectItemsOrdered	Item ordered is different from what was clicked by user. For example, a customer clicks a link for headphones and purchases shoes.
DirectItemsOrdered	Item ordered is the same as what was clicked by user. For example, a customer clicks a link for shoes and purchases the same shoe.
ItemsOrdered	Total number of items ordered (direct + indirect) associated with this subtag

OrderQuantity	Number of orders containing items associated with this subtag
OrderedRevenue	Total revenue from items ordered with this subtag
ItemsShipped	Number of items that have been shipped to customers associated with this subtag
ItemsReturned	Number of items returned by customers associated with this subtag
ShippedRevenue	Revenue from items that have been shipped associated with this subtag
ShippedEarnings	Commission earned from shipped items associated with this subtag
ReturnedRevenue	Revenue lost from returned items associated with this subtag
ReturnedEarnings	Commission deductions from returned items associated with this subtag
Bonus	Additional earnings from special promotions or incentives associated with this subtag
TotalEarnings	Net earnings (shipped earnings - returned earnings + bonus) associated with this subtag

The following table describes the other XML elements returned in the Subtag report:

Element	Description
Data	Container for all of the elements in the report
Item	There is one Item element for each of the Associate's subtags that had activity. It contains all of the attributes listed in the previous table.

Items	Container for Item elements
Totals	Summation of all of the attribute values in the Item elements

Subtag Report Snippet

```
<?xml version="1.0"?>
<Data>
  <Items>
    <Item Subtag="Other" Clicks="13412" IndirectItemsOrdered="877"
DirectItemsOrdered="130"
      ItemsOrdered="1007" OrderQuantity="728"
OrderedRevenue="42,674.60"
      ItemsShipped="895" ItemsReturned="35"
ShippedRevenue="33,763.11"
      ShippedEarnings="2,206.11" ReturnedRevenue="1,895.09"
ReturnedEarnings="147.17"
      Bonus="0.00" TotalEarnings="2,058.94"/>
    </Items>
    <Totals Clicks="13412" IndirectItemsOrdered="877"
DirectItemsOrdered="130"
      ItemsOrdered="1007" OrderQuantity="713"
OrderedRevenue="42,674.60"
      ItemsShipped="895" ItemsReturned="35"
ShippedRevenue="33,763.11"
      ShippedEarnings="2,206.11" ReturnedRevenue="1,895.09"
ReturnedEarnings="147.17"
      Bonus="0.00" TotalEarnings="2,058.94"/>
  </Data>
```

Category Report

Category Report File Name

The format for the daily Category report file name is:

- [StoreID]-category-report-Y[YYYYMMDD].[Format].gz

The format for the hourly Tracking ID report file name is:

- [StoreID]-category-report-hourly-[YYYYMMDD].[Format].gz

The format for the last 7 days and last 30 days reports are

- [StoreID]-category-report-[reporting_period]-[YYYYMMDD].[Format].gz

where:

- [StoreID]—ID distributed by Amazon Associates that uniquely identifies a store.
- [YYYYMMDD]—Date the report was generated in the form YYYYMMDD, for example, 20080918.
- [reporting_period] —Time period the report includes data for. Can be last7days or last30days
- [Format]—The format of the unzipped content, for example, XML or tsv. All reports are gzipped but the format of the content can vary. On each day, reports are made for each Format.
For example, myStore-20-category-report-20080428.xml.gz.

Category Report Response Elements

Category reports are divided into three main divisions:

- Item elements within Items, which contain multiple attributes
- Totals element with summary metrics
- ProductLine_array containing product category mappings

The following table describes the attributes associated with the Item element:

Attribute	Description
Category	The category for the product
Clicks	Number of clicks for products in this category

IndirectItemsOrdered	Item ordered is different from what was clicked by user. For example, a customer clicks a link for headphones and purchases shoes.
DirectItemsOrdered	Item ordered is the same as what was clicked by user. For example, a customer clicks a link for shoes and purchases the same shoes.
ItemsOrdered	Total number of items ordered (direct + indirect) in this category
DirectConversionRate	Percentage of direct clicks resulting in orders in this category
OrderQuantity	Number of orders containing items from this category
ProductConversionRate	Percentage of clicks resulting in product orders in this category
OrderConversionRate	Percentage of clicks resulting in any order in this category
CommissionRate	Percentage commission earned on category sales
OrderedRevenue	Total revenue from items ordered in this category
ItemsShipped	Number of items from this category that have been shipped to customers
ItemsReturned	Number of items from this category returned by customers
ShippedRevenue	Revenue from items in this category that have been shipped
ShippedEarnings	Commission earned from shipped items in this category
ReturnedRevenue	Revenue lost from returned items in this category

ReturnedEarnings	Commission deductions from returned items in this category
Bonus	Additional earnings from special promotions or incentives associated with this category
TotalEarnings	Net earnings (shipped earnings - returned earnings + bonus) associated with this category

The following table describes the other XML elements returned in the Category report:

Element	Description
Data	Container for all of the elements in the report
Items	Container for Item elements
Item	There is one Item element for each category that had activity. It contains all of the attributes listed in the previous table.
Totals	Summation of all of the attribute values across all categories
ProductLine_array	Container for ProductLine elements that map category codes to human-readable names
ProductLine	Contains mapping between GLProductGroup (category code) and ProductGroupName (human-readable category name).
GLProductGroup	The category code used in the Item elements
ProductGroupName	Human-readable name of the product category

Category Report Snippet

```
<?xml version="1.0"?>
<Data>
  <Items>
    <Item Category="gl_fresh_produce" Clicks="16"
ItemsOrdered="861" OrderQuantity="174"
      ProductConversionRate="5381.25"
OrderConversionRate="1087.5" CommissionRate="7.19"
      OrderedRevenue="2,728.21" ItemsShipped="1091"
ItemsReturned="0"
      ShippedRevenue="3,589.90" ShippedEarnings="258.21"
ReturnedRevenue="0.00"
      ReturnedEarnings="0.00" Bonus="39.00"
TotalEarnings="297.21"/>
    <Item Category="gl_kitchen" Clicks="30869"
IndirectItemsOrdered="2658" DirectItemsOrdered="751"
      ItemsOrdered="3409" DirectConversionRate="22.03"
OrderQuantity="2845"
      ProductConversionRate="11.04" OrderConversionRate="9.22"
CommissionRate="10.0"
      OrderedRevenue="109,828.92" ItemsShipped="3765"
ItemsReturned="216"
      ShippedRevenue="131,808.12" ShippedEarnings="13,184.41"
ReturnedRevenue="8,720.61"
      ReturnedEarnings="872.29" Bonus="0.00"
TotalEarnings="12,312.12"/>
  </Items>
  <Totals Clicks="30885" IndirectItemsOrdered="2658"
DirectItemsOrdered="751"
    ItemsOrdered="4270" OrderQuantity="3019"
OrderedRevenue="112,557.13"
    ItemsShipped="4856" ItemsReturned="216"
ShippedRevenue="135,398.02"
    ShippedEarnings="13,442.62" ReturnedRevenue="8,720.61"
ReturnedEarnings="872.29"
    Bonus="39.00" TotalEarnings="12,609.33"/>

```

```
<ProductLine_array>
  <ProductLine>
    <GLProductGroup>gl_fresh_produce</GLProductGroup>
    <ProductGroupName>Amazon Fresh Products</ProductGroupName>
  </ProductLine>
  <ProductLine>
    <GLProductGroup>gl_kitchen</GLProductGroup>
    <ProductGroupName>Kitchen & Dining</ProductGroupName>
  </ProductLine>
</ProductLine_array>
</Data>
```

Linked Product Report

Linked Product Report File Name

The format for the daily Linked Product report file name is:

- [StoreID]-linked_product-report-Y[YYYYMMDD].[Format].gz

The format for the hourly Tracking ID report file name is:

- [StoreID]-linked_product-report-hourly-[YYYYMMDD].[Format].gz

The format for the last 7 days and last 30 days reports are

- [StoreID]-linked_product-report-[reporting_period]-[YYYYMMDD].[Format].gz

where:

- [StoreID]—ID distributed by Amazon Associates that uniquely identifies a store.
- [YYYYMMDD]—Date the report was generated in the form YYYYMMDD, for example, 20080918.
- [reporting_period] —Time period the report includes data for. Can be last7days or last30days
- [Format]—The format of the unzipped content, for example, XML or tsv. All reports are gzipped but the format of the content can vary. On each day, reports are made for each Format.
For example, myStore-20-linked_product-report-20080428.xml.gz.

Linked Product Report Response Elements

Linked Product reports are divided into two main divisions:

- Item elements within Items, which contain multiple attributes
- Remainder of the elements (if applicable)

The following table describes the attributes associated with the Item element:

Attribute	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)
Product	Product title - Name of the product for which Amazon is paying the Associate a commission

ItemsOrdered	Total number of items ordered for this specific product
OrderQuantity	Number of orders containing this product (may be less than ItemsOrdered if multiple items in one order)
ProductConversionRate	Percentage of clicks resulting in orders of this specific product
OrderConversionRate	Percentage of clicks resulting in any order containing this product
OrderedRevenue	Total revenue from orders containing this product
ItemsShipped	Number of this product that have been shipped to customers
ItemsReturned	Number of this product returned by customers
ShippedRevenue	Revenue from this product that has been shipped
ShippedEarnings	Commission earned from shipped items of this product
ReturnedRevenue	Revenue lost from returned items of this product
TotalEarnings	Net earnings from this product (shipped earnings - returned earnings)
ReturnedEarnings	Commission deductions from returned items of this product

The following table describes the other XML elements that may be returned in the Linked Product report:

Element	Description
Data	Container for all of the elements in the report
Items	Container for Item elements
Item	There is one Item element for each specific product that had activity. It contains all of the attributes listed in the previous table.
Totals	Summation of all of the attribute values across all products (if included).

Linked Product Report Snippet

```
<?xml version="1.0"?>
<Data>
  <Items>
    <Item ASIN="B0CSRC9JP5" Category="assoc-gl-107_wireless"
      Product="Oura Ring Gen3 Heritage - Silver - Size 8 -
Smart Ring - Size First with Oura Ring Gen3 Sizing Kit - Sleep
Tracking Wearable - Heart Rate - Fitness Tracker - 5-7 Days Battery
Life"
      Clicks="14" ItemsOrdered="5" OrderQuantity="4"
ProductConversionRate="35.71"
      OrderConversionRate="28.57" OrderedRevenue="40.62"/>

    <Item ASIN="B0BPX4T6X7" Category="assoc-gl-309_shoes"
      Product="BRONAX Slides for Women Lavender Pillow Slippers
Summer House Home Shoes for Ladies Female Sandals Non-Slip Size
7Comfy Cushioned Thick Sole 37-38 Light Purple"
      Clicks="36" ItemsOrdered="4" OrderQuantity="4"
ProductConversionRate="11.11"
      OrderConversionRate="11.11" OrderedRevenue="71.37"/>

    <Item ASIN="B07JQLP46B" Category="assoc-gl-201_home"
      Product="MAYTEX Pixel Ultra Soft Stretch Slipcover, 2-
Piece Sofa, Steel Blue"
      CommissionRate="8.6" ItemsShipped="8" ItemsReturned="4"
ShippedRevenue="180.37"
      ShippedEarnings="15.51" ReturnedRevenue="77.76"
ReturnedEarnings="8.04"
      TotalEarnings="7.47"/>
  </Items>

  <Totals Clicks="50" IndirectItemsOrdered="0"
DirectItemsOrdered="9"
      ItemsOrdered="9" OrderQuantity="8" OrderedRevenue="111.99"
      ItemsShipped="8" ItemsReturned="4" ShippedRevenue="180.37"
      ShippedEarnings="15.51" ReturnedRevenue="77.76"
ReturnedEarnings="8.04"
      TotalEarnings="7.47"/>
</Data>
```

Linked Product Tracking Report

Linked Product Tracking Report File Name

The format for the daily Linked Product Tracking report file name is:

- [StoreID]-linked_product_tracking-report-Y[YYYYMMDD].[Format].gz

The format for the hourly Tracking ID report file name is:

- [StoreID]-linked_product_tracking-report-hourly-[YYYYMMDD].[Format].gz

The format for the last 7 days and last 30 days reports are

- [StoreID]-linked_product_tracking-report-[reporting_period]-[YYYYMMDD].[Format].gz

where:

- [StoreID]—ID distributed by Amazon Associates that uniquely identifies a store.
- [YYYYMMDD]—Date the report was generated in the form YYYYMMDD, for example, 20080918.
- [reporting_period] —Time period the report includes data for. Can be last7days or last30days
- [Format]—The format of the unzipped content, for example, XML or tsv. All reports are gzipped but the format of the content can vary. On each day, reports are made for each Format.

For example, myStore-20-linked_product-report-20080428.xml.gz.

Linked Product Report Response Elements

Linked Product reports are divided into two main divisions:

- Item elements within Items, which contain multiple attributes
- Totals element with summary metrics

The following table describes the attributes associated with the Item element:

Attribute	Description
ASIN	Amazon Standard Identification Number
Category	The category for the product

TagValue	The tracking ID is associated with this product performance
Product	Product title - Name of the product for which Amazon is paying the Associate a commission
Subtag	Additional parameter used to track specific placements or campaigns
Clicks	Number of clicks on this specific product link with this tracking ID/subtag
ItemsOrdered	Total number of items ordered for this product with this tracking ID/subtag
OrderQuantity	Number of orders containing this product with this tracking ID/subtag
ProductConversionRate	Percentage of clicks resulting in orders of this specific product with this tracking ID/subtag
OrderConversionRate	Percentage of clicks resulting in any order containing this product with this tracking ID/subtag
CommissionRate	Percentage commission earned on sales of this product with this tracking ID/subtag
OrderedRevenue	Total revenue from orders containing this product with this tracking ID/subtag
ItemsShipped	Number of this product that have been shipped to customers via this tracking ID/subtag
ItemsReturned	Number of this product returned by customers who purchased via this tracking ID/subtag
ShippedRevenue	Revenue from this product that has been shipped via this tracking ID/subtag

ShippedEarnings	Commission earned from shipped items of this product via this tracking ID/subtag
ReturnedRevenue	Revenue lost from returned items of this product via this tracking ID/subtag
ReturnedEarnings	Commission deductions from returned items of this product via this tracking ID/subtag
TotalEarnings	Net earnings from this product via this tracking ID/subtag (shipped earnings - returned earnings)

The following table describes the other XML elements returned in the Linked Product Tracking report:

Element	Description
Data	Container for all of the elements in the report
Items	Container for Item elements
Item	There is one Item element for each specific product/tracking ID/subtag combination that had activity. It contains all of the attributes listed in the previous table
Totals	Summation of all of the attribute values across all products/tracking IDs/subtags

Linked Product Report Snippet

```
<?xml version="1.0"?>
<Data>
  <Items>
    <Item ASIN="B09LC836QG" Category="assoc-gl-309_shoes"
      Product="shevalues Orthopedic Sandals for Women Arch
      Support Recovery Flip Flops Pillow Soft Summer Beach Shoes, Black 39
      (7.5-8 Women/6-6.5 Men)"
      TagValue="mystore-20" Subtag="[ mystore|
      2241.a.66551414[src mystore -us"
      Clicks="45" ItemsOrdered="6" OrderQuantity="4"
      ProductConversionRate="13.33"
      OrderConversionRate="8.89" CommissionRate="9.49"
      OrderedRevenue="104.75"
      ItemsShipped="12" ItemsReturned="0"
      ShippedRevenue="228.96"
      ShippedEarnings="21.73" ReturnedRevenue="0.00"
      ReturnedEarnings="0.00"
      TotalEarnings="21.73"/>
    <Item ASIN="B0CKGTMN8C" Category="assoc-gl-198_luggage"
      Product="Olosar Suitcase Organizer, Travel Luggage
      Organizer Portable Hanging Travel Shelves Collapsible Hanging Packing
      Cubes for Carry on Suitcase, Black"
      TagValue=" mystore -20" Subtag="[ mystore|
      2241.a.66551414[src mystore -us"
      Clicks="116" ItemsOrdered="15" OrderQuantity="11"
      ProductConversionRate="12.93"
```

```

OrderConversionRate="9.48" CommissionRate="9.94"
OrderedRevenue="283.26"
    ItemsShipped="22" ItemsReturned="0"
ShippedRevenue="407.76"
    ShippedEarnings="40.55" ReturnedRevenue="0.00"
ReturnedEarnings="0.00"
    TotalEarnings="40.55"/>

    <Item ASIN="1955710228" Category="assoc-gl-201_home"
        Product="Good Housekeeping Quick and Easy 28-Day
Mediterranean Diet; Delicious 30-minute recipes and a 28-day meal
plan to help you lose weight, ward off diabetes, fight inflammation
and boost your health."
        TagValue=" mystore-20" Subtag="[ mystore|
2241.a.66551414[src mystore -us"
        Clicks="41" ItemsOrdered="8" OrderQuantity="5"
ProductConversionRate="19.51"
        OrderConversionRate="12.2" OrderedRevenue="129.07"
ItemsShipped="0"
        ItemsReturned="0" ShippedRevenue="0.00"
ShippedEarnings="0.00"
        ReturnedRevenue="0.00" ReturnedEarnings="0.00"
TotalEarnings="0.00"/>
    </Items>

    <Totals Clicks="202" IndirectItemsOrdered="0"
DirectItemsOrdered="29"
        ItemsOrdered="29" OrderQuantity="20" OrderedRevenue="517.08"
        ItemsShipped="34" ItemsReturned="0" ShippedRevenue="636.72"
        ShippedEarnings="62.28" ReturnedRevenue="0.00"
ReturnedEarnings="0.00"
        TotalEarnings="62.28"/>
</Data>

```

Bounty Report

Bounty Report File Name

The format for the daily Bounty report file name is:

- [StoreID]-bounty-report-Y[YYYYMMDD].[Format].gz

The format for the last 7 days and last 30 days reports are

- [StoreID]-bounty-report-[reporting_period]-[YYYYMMDD].[Format].gz

where:

- [StoreID]—ID distributed by Amazon Associates that uniquely identifies a store.
- [YYYYMMDD]—Date the report was generated in the form YYYYMMDD, for example, 20080918.
- [reporting_period] —Time period the report includes data for. Can be last7days or last30days
- [Format]—The format of the unzipped content, for example, XML or tsv. All reports are gzipped but the format of the content can vary. On each day, reports are made for each Format.
For example, myStore-20-bounty-report-20080428.xml.gz.

Bounty Report Response Elements

Bounty reports show earnings from Amazon Associates bounty programs, which provide fixed commission amounts for specific qualifying actions (such as program sign-ups, trial starts, or trade-ins) rather than percentage-based commissions on product sales.

The following table describes the attributes associated with the TagItem element:

Attribute	Description
TagValue	The tracking ID value used in the link that generated this bounty
Date	The date when the qualifying action occurred (in YYYY-MM-DD format)
eDate	The epoch timestamp (Unix time) representing the date of the qualifying action

Earnings	The bounty amount earned in dollars for this qualifying action
Quantity	The number of qualifying actions that generated this bounty earning
Description	Human-readable description of the bounty program (e.g., "US Electronics Trade-In", "Kindle Unlimited Free trial start")

The following table describes the XML elements returned in the Bounty report:

Element	Description
Data	Container for all of the elements in the report
TagItem	There is one TagItem element for each tracking ID and bounty program combination that had qualifying activity. It contains all of the attributes listed in the previous table.

Bounty Report Snippet

```
<?xml version="1.0"?>
<Data>
  <TagItem TagValue="abc123-20" Date="2024-02-01"
eDate="1706774400"
    Earnings="1.4" Quantity="2.0" Description="US Electronics
Trade-In"/>
</Data>
```

Bounty Report with Subtag

Bounty Report with Subtag File Name

The format for the Bounty report with Subtag file name is:

- StoreID-bounty-subtag-report-YYYYMMDD.Format.gz

Where:

- [StoreID]—ID distributed by Amazon Associates that uniquely identifies a store.
- YYYYMMDD—Date the report was generated in the form YYYYMMDD, for example, 20080918.
- Format—The format of the unzipped content, for example, XML or tsv. All reports are gzipped but the format of the content can vary. On each day, reports are made for each Format.
- [Format]—The format of the unzipped content, for example, XML or tsv. All reports are gzipped but the format of the content can vary. On each day, reports are made for each Format. For example, myStore-20-bounty-subtag-report-20240301.xml.gz.

The format for the daily Bounty with Subtag report file name is:

- [StoreID]-bounty_subtag-report-Y[YYYYMMDD].[Format].gz

The format for the last 7 days and last 30 days reports are

- [StoreID]-bounty_subtag--report-[reporting_period]-[YYYYMMDD].[Format].gz

Where:

- [StoreID]—ID distributed by Amazon Associates that uniquely identifies a store.
- [YYYYMMDD]—Date the report was generated in the form YYYYMMDD, for example, 20080918.
- [reporting_period]—Time period the report includes data for. Can be last7days or last30days
- [Format]—The format of the unzipped content, for example, XML or tsv. All reports are gzipped but the format of the content can vary. On each day, reports are made for each Format. For example, myStore-20-bounty_subtag-report-20080428.xml.gz.

Bounty Report with Subtag Response Elements

Bounty reports with Subtag provide the same bounty earnings information as the standard Bounty report but include subtag tracking, allowing you to analyze bounty performance across different campaigns, placements, or content sources.

The following table describes the attributes associated with the SubTagItem element:

Attribute	Description
SubTag	The subtag parameter value used to track specific placements or campaigns (displays "-" if no subtag was used)
TagValue	The tracking ID value used in the link that generated this bounty
Date	The date when the qualifying bounty action occurred (in YYYY-MM-DD format)
eDate	The epoch timestamp (Unix time) representing the date of the qualifying action
Earnings	The bounty amount earned in dollars for this qualifying action
Quantity	The number of qualifying actions that generated this bounty earning

Description	Human-readable description of the bounty program (e.g., "Kindle Unlimited Free trial start", "Amazon Prime Free trial start")
-------------	---

The following table describes the XML elements returned in the Bounty report with Subtag:

Element	Description
Data	Container for all of the elements in the report.
SubTagItem	There is one SubTagItem element for each subtag, tracking ID, and bounty program combination that had qualifying activity. It contains all of the attributes listed in the previous table.

Bounty Report with Subtag Snippet

```
<?xml version="1.0"?>
<Data>
  <SubTagItem SubTag="-" TagValue="mystore-20" Date="2024-03-01"
eDate="1709280000"
    Earnings="4.0" Quantity="1.0" Description="Kindle Unlimited
Free trial start"/>
</Data>
```

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.

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?

The Linked Product, Tracking ID, Category, Daily, and Bounty Reports available in Associates Central and are updated hourly.

Once generated, reports available from Associates Central for download are not updated, but newly generated reports will include data updated hourly.

The "hourly" reports available via Creators API are updated hourly. All other reports that are created daily and available via Creators API (daily, last 7 days, last 30 days) are not updated once created.

Most orders will be reported within three hours of being placed. Earnings data across reports is current as of the previous day. For example, if you're looking at your earnings data on Tuesday, you'll see your earnings through Monday.

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 product 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)
Date	Date of the report data
Product Title	Name of the product for which Amazon is paying the Associate 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: $(\text{Ordered Items} / \text{Clicks}) \times 100$</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	<p>Returned item earnings deductions</p> <p><i>Formula: Returned item earnings deductions</i></p>
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) Shipped <i>Formula: Shipped Earnings - Returned Earnings + Bonus</i>