# Valid Tracking Rate (VTR)

Valid Tracking Rate (VTR) measures how often you use valid tracking numbers on your orders. Amazon customers depend on tracking numbers to find out where their orders are and when they can expect to receive them. The Valid Tracking Rate (VTR) is a performance metric that reflects those expectations. Below are the requirements for Valid Tracking Rate:

1. **You will need to provide the information mentioned below during Ship Confirm:**

   a. The name of the delivery service provider ~~and delivery service~~ used for all merchant fulfilled orders; and
   b. The tracking ID for merchant fulfilled orders that are dispatched with a tracked delivery method/delivery service or the unique parcel ID (located above the 2D barcode on the label) in case you use the Royal Mail 24®/48® delivery methods.
   c. Ensure that you enter the above information as soon as you hand over your package to the delivery service provider, as tracking information normally takes up to 72 hrs for the VTR report and metric to reflect the changes. Providing tracking numbers post-delivery will be counted as a VTR defect.
   Please refer to the Tracking FAQ help page here for more information.

2. **You will be required to reach 95% Valid Tracking Rate (VTR):**

   a. **Domestic Deliveries: From April 19, 2021,** your domestic deliveries through Amazon.co.uk over a rolling 30-day period (i.e. if you dispatch from an address in the UK to a delivery address in the UK). We will measure the VTR for merchant fulfilled deliveries at a category level. VTR will be measured on all domestic deliveries delivered through integrated delivery service providers including any orders delivered with Royal Mail 24®/48® delivery methods. However, please be aware that for calculating VTR, we can only exclude orders from untracked delivery methods if you provide the name of an untracked delivery method that is identical to one in the **Delivery service** drop-down menu of the **Confirm dispatch** page page (you can also refer the carrier and delivery method list here).
   b. **Deliveries out of China directly to customers: From August 09, 2021**, you are required to use a delivery service provider that is delivery track integrated with Amazon for all items purchased on Amazon.co.uk that are dispatched to customers directly from China; and
      - For all packages with a **value below 5 GBP**, including delivery charges, use a tracked delivery method that provides at least one carrier scan;
      - For all packages with a value of **equal to or above 5 GBP**, including delivery charges, use a fully tracked delivery method that provides at least two scans (including a delivery scan/attempt).

We require a Valid Tracking Rate (VTR) of 95% or more over a rolling 30-day period measured on all your merchant fulfilled packages dispatched from China. We will measure the VTR for merchant fulfilled deliveries at a category level and per Amazon store (e.g. Amazon.co.uk). We may suspend merchant fulfilled offers in a category in that you do not reach a VTR of 95%. This will neither affect the merchant fulfilled offers in other categories nor your FBA offers. If any of your listings get suspended, you can submit a Plan of Action and apply for reinstatement by emailing *op-pso-vtr-appeals@amazon.com* . If your appeal is approved, your merchant fulfilled listings in the affected category will be restored.

We currently support tracking information for these CN out carriers – 4PX, China Post, DHL eCommerce, JCEX, SFC, SF Express, Yanwen, Yun Express, WanbExpress, Chukou1, Fedex, UPS, TNT, DHL.

**Note:** Please ensure that you provide us with the Carrier and Delivery method names as available in the seller central drop-down in dispatch confirm page. Using Chinese characters to manually enter tracking information is considered invalid as Amazon currently does not support carrier names in Chinese.

VTR only applies to seller fulfilled orders.

**Note:** Performance targets for Premium Shipping orders vary from the above.