

On-Time Delivery Rate (OTDR) Programme Policy

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What is On-Time Delivery Rate (OTDR)

On-Time Delivery Rate (OTDR) measures the percentage of tracked seller-fulfilled units delivered on or before the seller-promised "Deliver by" date. This date is calculated using the seller's set Handling Time and Transit Time, before any promise extensions are added. Promise extensions are additional days added to the delivery date as part of our effort to protect customer experience. These extensions account for logistical factors that may delay a delivery, such as extreme weather, transportation network constraints, or a seller's recent history of delivering shipments after their set delivery date. Sellers are expected to maintain a minimum 90% OTDR when fulfilling Fulfilled by Merchant (FBM) orders on Amazon.co.uk.

How OTDR is calculated

OTDR is calculated over a rolling 14-day window. The calculation considers delivered units with a promised delivery date in the last 21 days, excluding the most recent 7 days (as these may still be in transit).

Note: Only tracked shipments (with valid delivery scan) will be considered for OTDR evaluation.

For example, if you had 130 FBM units with a promised delivery date in the last 21 days, and 30 of those units had a promised delivery date in the last 7 days, OTDR will be calculated excluding the 30 units from the last 7 days ($130 - 30 = 100$). Of those 100 units, if 90 of those units were delivered on or before the promised "Deliver by" date, your OTDR would be 90%.

Note: We use the seller promised "Deliver by" date to determine which units are included in OTDR, not the date shown to customers (which may include promise extensions).

View your OTDR performance

Sellers can view their OTDR metric on Seller Central:

1. From the Performance menu, select Account Health.
2. Locate the Shipping Performance section and select the "On-time delivery rate" tab.
3. To download the OTDR defect report, click on View Details and Download Report.

Note: Allow 72 hours for the report and metrics to reflect any updates or edits.

OTDR Requirements

We expect all FBM sellers to maintain a minimum 90% OTDR, measured over a rolling 14-day period as described below when listing products on Amazon.co.uk. For optimal customer experience, we recommend maintaining a 95% or higher OTDR. This policy is specific to FBM offers and applies to all FBM products sold on Amazon.co.uk.

Warning and Enforcement Timeline:

We evaluate sellers OTDR performance every month. We pull data from shipments that had a promised delivery date in the last 21 days and exclude the most recent 7 days as the shipments from last 7 days may still be in the process of being delivered. Sellers will receive a warning notification if their average OTDR from this 14-day evaluated period is below 90%. If OTDR performance does not improve within 30 days of such warning, sellers may face actions ranging from temporary deactivation of individual listings to restrictions on their ability to list FBM products. We will start sending out informative warnings from the 16th of October 2025 but we will not apply enforcement measures before February 2nd, 2026.

Enforcement actions by OTDR performance level:

OTDR 80-90%:

For sellers in this performance range, individual product listings with OTDR below 90% will be temporarily deactivated until the seller reactivates them. Sellers can reactivate these listings immediately through their Account Health dashboard without needing to submit additional documentation. This process allows sellers to quickly address OTDR issues.

OTDR 60-80%:

For sellers in this performance range, the following consequences will apply: Initially, individual product listings below the 80% threshold will be deactivated with the option to reactivate them immediately through the Account Health dashboard without needing to submit additional documentation. If performance doesn't improve above OTDR 80% over the next 30 days, any additional listings whose performance falls below the 80% threshold will also be deactivated, and all deactivated listings will require a request for reactivation. The reactivation request process will require Sellers to detail specific steps being taken to improve delivery performance (as explained below). If OTDR continues to remain below 80% OTDR in the next monthly evaluation after the reactivation, sellers may lose the ability to list any seller-fulfilled products on Amazon.co.uk and will need to submit a new reactivation request to be reinstated.

OTDR below 60%:

For sellers in this performance range, if OTDR does not improve within 30 days of the initial warning, account level enforcement will be applied and sellers will lose the ability to have seller-fulfilled products listed on Amazon.co.uk. To reinstate selling privileges, sellers must submit a reactivation request. If OTDR continues to

remain below 60% OTDR in the next monthly evaluation after the reactivation, sellers will need to submit a new reactivation request to be reinstated.

Reactivation request:

To reinstate deactivated listings or selling privileges, sellers must submit a comprehensive Plan of Action that:

- Identifies root causes of delivery performance issues
- Details specific steps being implemented to improve performance
- Provides a timeline for improvements
- Demonstrates understanding of OTDR requirements

Amazon will review the request within 72 hours. Sellers can alternatively choose to use a combination of Automated Handling Time (or 0–1-day handling time), Shipping Settings Automation, and Buy Shipping for at least 180 days to regain selling privileges.

OTDR Exemptions

Orders will have no negative impact on your OTDR when fulfilled using all three of Amazon automation tools:

1. Shipping Settings Automation (SSA) enabled on shipping templates
2. Automated Handling Time (AHT) enabled on your account OR a 0–1-day Default Handling Time enabled
3. Buy Shipping labels purchased through Manage Orders, Shipping API, or select multi-channel integrators with access to Buy Shipping.

Note: You will still be expected to ship on time and meet the account level requirement on Late Shipment Rate (LSR).

Sellers with fewer than 20 shipped units in the 14-day measurement period are also exempt from OTDR requirements.

How to improve your OTDR

Sellers can improve OTDR performance by:

1. Manually adjusting Handling Time and Transit Time settings for accuracy.
2. Choosing reliable carriers that consistently meet delivery promises.
3. Utilizing available tools designed to offer accurate promises and reduce late deliveries:
 - a. [Automated Handling Time \(AHT\)](#), sets handling times at SKU level based on how long it usually takes you to process and handover that product to carriers.

- b. [Shipping Settings Automation \(SSA\)](#), sets transit times based on up-to-date carrier delivery performance from your warehouse locations to different customer destinations.
- c. [Buy Shipping](#), helps you choose a shipping label for a service that can meet the delivery promise to the customer.

Important Update: Effective 19/01/2026, we will also make changes to Shipping Settings to provide customers with accurate and fast delivery promises. The maximum transit times available in standard domestic shipping templates for UK Mainland will change from 5 days to 4 days based on observed actual carrier transit times. Non-Mainland and certain remote areas will be excluded from this change. For a detailed list of excluded areas and item level exceptions, please refer to the [Default Transit Time](#) page.