

Sisters in Crime – Colorado
Marketing Zoom
Learning Together

Tracking Your Book Sales on Amazon

Amazon sales data – Where do I find it?

KDP Dashboard (not Author Central)

Sales Reports – How to Read

Royalties and What Format Sells Best

Marketing Analytics

Your Dashboard



KDP Reports Dashboard – Reading the Sales Reports

Royalties Estimator

Orders

KENP

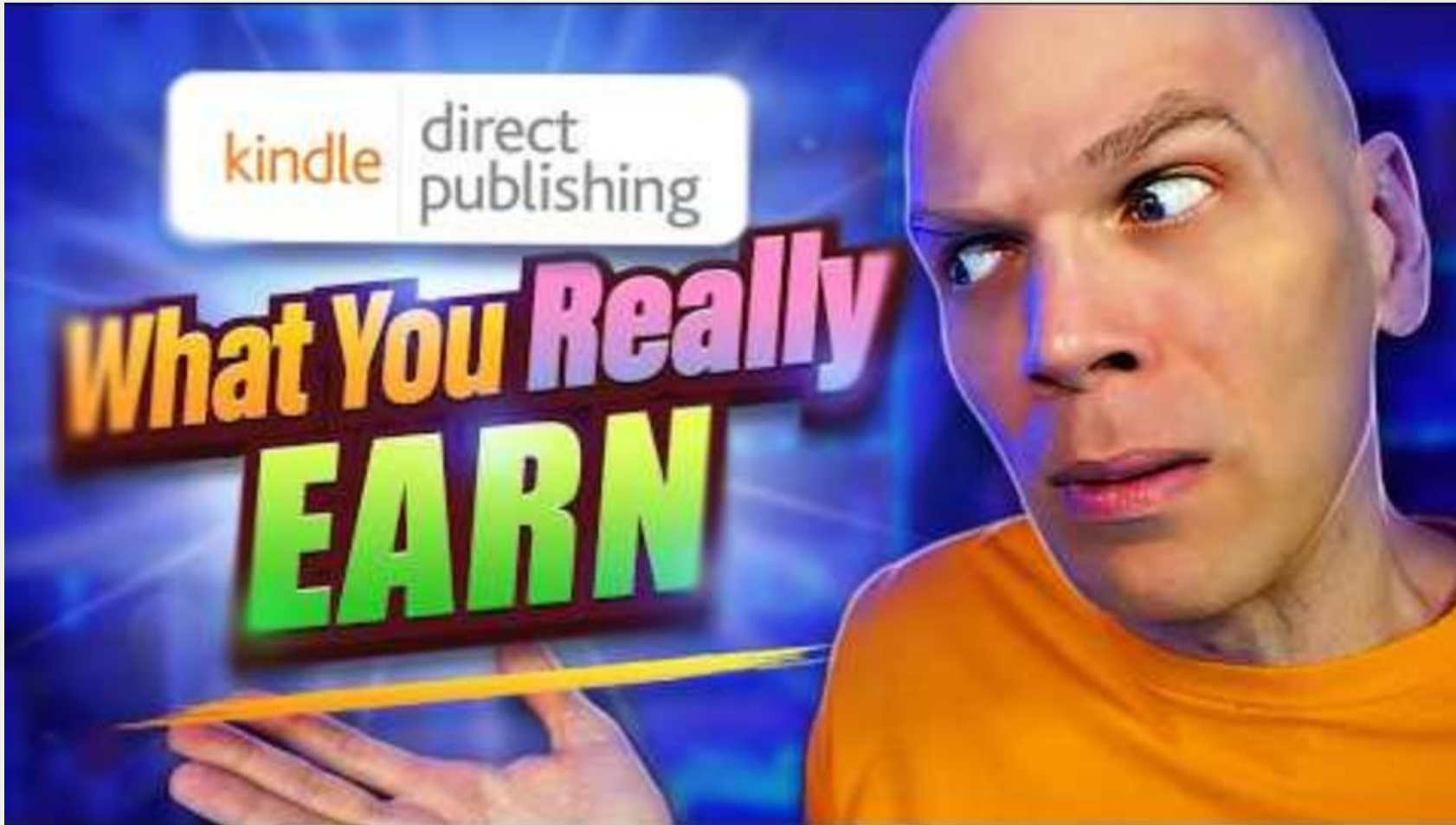
New Amazon KDP Reports: Estimated Royalties



Royalties

Contrasting ebook vs. paperback payouts, fees, VAT, and print distribution models

Royalties – Pricing Your Book and What it Means to Earnings



Marketing Analytics (ads)

Reviewing a live campaign dashboard

Ad Spend

ACOS

Cost per Click

Customer Search-Terms Report

Marketing Analytics – Tracking How Your Ads Affect Your Sales



Wrap Up and Q & A

Where to Go From Here?