

From: Kindle Direct Publishing <kdp-support@amazon.com>
Subject: Your Amazon KDP Inquiry
Date: **May 8, 2016** at 10:54:46 AM MDT
To: dlo@dlorton.com
Reply-To: kdp-support+[REDACTED]@amazon.com

Hello

1. Yes, that is correct.
2. When the orders have been redeemed, it will add to the sales report. However, there is no report to show which order is being added on which day. They get added as they get redeemed.
3. Redeeming a gift is customers choice. We cannot force them to redeem it. They will do it if they want to do it. They can redeem it any time they want and unless they do it, it wont reflect on the reports.
4. Please note, the Amazon Bestsellers Rank shows how items are selling in relation to one another in each Amazon marketplace. The ranking is further divided into Free and Paid lists within each Kindle Store.

We base rank calculations on Amazon sales and update them hourly to reflect newer and historical sales of every item sold on each website. Recent sales are weighted more heavily. The Bestsellers Rank is relative and may change even when there are no sales of a book, or may not change when there have been new sales. For example, if you were to sell a copy of your book and the rest of the books in the store happen to be selling more often than normal, your Bestsellers Rank may not change.

A sales rank of "34" means your book is the 34th bestselling item in that Kindle Store at the moment. If your book is listed in certain browse categories, it may also be ranked within those categories.

You can browse categories in the "Look for Similar Items by Category" section at the bottom of your book's detail page.

Category rankings will appear in the Product Details section of a book's sales page to display the appropriate rank information and cannot be manually updated or added for any book.

If your Kindle book is gifted, it counts towards a sales rank only if it is redeemed within 24 hours.

Monitoring your book's Amazon sales rank may help you gain general insight into the effectiveness of your marketing campaigns and other initiatives to drive book sales, but it's not an accurate way to track your book's sales or compare your sales in relation to books in other categories.

5. Please always use the Month-to-Date Unit Sales report to check the sales. This report will only show the gifts that has already been redeemed.

6. If your Kindle book is gifted as giveaway, it counts towards a sales rank only if it is redeemed within 24 hours.

7. Please note, we have over a million publishers in KDP and nearly 4,449,000 Kindle books in the Kindle store. If the sales report isn't working fine or sales not getting recorded, it will be all over the forums and our publisher would be talking about it as well. Sales report glitch is a serious issue and our technical team would be working on it to fix it within a few hours.

Thanks for using Amazon KDP.

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Did I solve your problem?

If yes, please click here:



If no, please click here:



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Regards,

Pratheep S
Kindle Direct Publishing
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---- Original message: ----

Dinesh-

Thanks for following up.

Could you answer some questions for me, please? (Not just ask me to trust that Amazon/KDP are doing the right thing!?)

1) Is this correct: NO book sales from giveaways show up on the

dashboard “Units Ordered” until ALL OF THE BOOKS in the giveaway have been claimed? i.e. NONE of the books will show up until ALL of the books in the giveaway have been “redeemed”?

2) Is this correct: For 2 of my giveaways (<https://giveaway.amazon.com/p/a843c36902225338> & <https://giveaway.amazon.com/p/a843c36902225338>; and <https://giveaway.amazon.com/p/153f89f4bbfc4478> & <https://giveaway.amazon.com/p/153f89f4bbfc4478> & ???), ALL of the books were “redeemed” on the same (or next??) day, and for 3 of my giveaways the books have STILL NOT been “redeemed” as of today? How can I verify that?

3) Why aren’t the books “redeemed” when the customer “wins” the prize? What does the customer have to do to “redeem” the prize so that the “units ordered” gets updated on my dashboard (and more importantly, the book ranking gets better)? Why aren’t the giveaways set up so that WINNING = REDEEMING? (Given that other customers “lose”, why aren’t you insisting that “winners” redeem the prize immediate or forfeit it?)

4) According to my records, the ranking of the books were COMPLETELY UNAFFECTED by the giveaways! (I have the data on that if you want to see it) EVEN ON THE DAYS when 50 “Units Ordered” were reported on my dashboard the book did not get better in the rankings (in fact, the book’s ranking got WORSE)!

5) How do I tell real “units ordered” from “fake” giveaway books that don’t generate further INCOME and apparently don’t change the book rankings? (The “redeeming” of giveaway books could happen days/weeks/months/years after they were PAID for! If that’s the case, I need to be able to track them so I know when REAL sales happen.)

6) When (exactly!) do I get sales ranking credit for a book in a

giveaway? How do I verify and track that?

7) I understand that you want me to TRUST that Amazon & KDP are doing the right thing, but I can't believe you actually expect publishers to do that (and I'm not sure the US Justice Department or anyone besides Amazon would be inclined to "take your word" on it.) How do I match up what books are later "redeemed" via giveaways with "units ordered" reporting? How do I find out how many giveaway books are left "unredeemed" (i.e. the money wasted)? How do I remind winners to "redeem" their free books?

Thanks for your continues help,
D.L. Orton

On **May 6, 2016**, at 6:32 AM, Kindle Direct Publishing <kdp-support@amazon.com> wrote:

Hello,

I'm following up with your inquiry about the sales reports issue.

I worked with our concerned team and can confirm there is no discrepancy in our reporting system. Please be assured that our reporting systems works fine.

Our concerned team has confirmed that they will not show up in the graph until every single order has been redeemed. Since each giveaway is counted as one order in the database, it will not show up in the orders graph until every giveaway has been redeemed.

All 50 copies of the "problematic" giveaways are listed under the same order id, so even though there have been multiple copies redeemed, they will only show up once all the giveaways under that

order id have been redeemed. However, since the payment has completed for all 50 orders (when they are bought for the giveaway) they all show up in the sales graph, despite some not being redeemed.

Please know, not all giveaways for certain groups have been redeemed. I understand that this report can be little confusing, for this reason, we recommend that please refer to the MTD sales report for these types of discrepancies. MTD sales reports show all orders whose payment has been processed and all orders the author will definitely be paid royalty for.

Rest assured that all the sales are recorded in our system. No sales data have been lost. We always monitor sales data and reporting carefully to make sure that the reports are accurate and up to date.

Having said that, I understand your concern in this and I've forwarded your feedback to our business development team for consideration in the interest of making our platform tailored to suit the needs of our authors/publishers.

We definitely value your opinion and will continue to listen and respond to our publisher's concerns. We will make every effort to evaluate the information you have provided, and try our level best to lead it to program changes or enhancements.

Thanks for your understanding and co-operation. We look forward to providing continued support to you.

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Did I solve your problem?

If yes, please click here:



If no, please click here:



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Regards,

Dinesh. S
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---- Original message: ----

Whoa there, Swander!

I did NOT place bulk gift orders for the books.

I ran Amazon giveaways on the following dates (and PAID for the books before the giveaway started, so they SHOULD appear in my SALES dashboard!):

- 1) March 31st to April 1st (25 books) THESE BOOKS show up on my SALES dashboard on APRIL 1st AND in MTD unit sales.
- 2) April 19th (50 books) *** Missing on dashboard
- 3) April 22nd (50 books) *** Missing on dashboard
- 4) April 23rd (50 books) *** Missing on dashboard ?? or did these

show up on April 24th??

Sales of 25 books shows on April 1st and sales of 50 books shows on my dashboard on APRIL 24th, but I have no idea which giveaway those came from (or why only 50 show up and 100 more are MISSING!?).

Please answer:

1) Why did half my giveaways show up on my sales dashboard (all on one day!) and the other half did NOT show up AT ALL?

2) Given the data on my dashboard, my book rankings, and the data on my amazon Author Central page, your explanation makes NO SENSE: All 25 of the people who won my giveaway on April 1st downloaded it that day? EXACTLY 25? And EXACTLY 50 on APRIL 24th? AND NONE on the other two giveaway days (out of 100)? Do YOU believe that?

I scrape my Amazon book rankings every day and the rankings DON'T MATCH the book sales in my KDP dashboard!

What is going on??

On **Apr 28, 2016**, at 9:13 AM, Kindle Direct Publishing kdp-support@amazon.com wrote:

Hello,

I'm following-up with you regarding your concern about your sales reports.

Our website team check your reports and they found that your reports are working as designed. The reason why you see a discrepancy

between your Sales Dashboard graph and your Month-to-Date Unit Sales is because of a bulk gift order place on April 22.

Please keep in mind that the orders listed on the graph are recorded as they are placed on the Kindle store. Orders become sales only after payments are processed. In this case, you order several copies of your book to be sent as gift to customers. Although you order several copies of your book, you did it in a single order, for that reason, the graph only show one order for all your books. When customers start to redeem the gifts you sent them, you'll see them as individual orders in the Month-to-Date Unit Sales.

So the discrepancy you see is because the graph shows one bulk order that's been reported as individual sales in the Month-to-Date Unit Sales report.

We appreciate your patience and understanding. Thanks for using Amazon KDP.

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Did I solve your problem?

If yes, please click here:



If no, please click here:



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Regards,

Swander R.

Kindle Direct Publishing

<http://kdp.amazon.com>

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[forumID=9](https://kdp.amazon.com/community/forum.jspa?forumID=9)

Resources: <https://kdp.amazon.com/help>

On **Apr 20, 2016**, at 1:22 AM, Kindle Direct Publishing <kdp-support@amazon.com> wrote:

Hello,

Thank you for reaching out to us.

If you host a giveaway with your book as the prize, you will receive royalties for any titles purchased for the giveaway according to your list price and regular royalty terms for Amazon.com sales.

To be more clear and simple --> It's also like a normal sale, so the sales rank will be impacted.

Sales rank information:

The Amazon Bestsellers Rank shows how items are selling in relation to one another in each Amazon marketplace. The ranking is further divided into Free and Paid lists within each Kindle Store.

We base rank calculations on Amazon sales and update them hourly to reflect newer and historical sales of every item sold on each website. Recent sales are weighted more heavily. The Bestsellers

Rank is relative and may change even when there are no sales of a book, or may not change when there have been new sales. For example, if you were to sell a copy of your book and the rest of the books in the store happen to be selling more often than normal, your Bestsellers Rank may not change.

A sales rank of "34" means your book is the 34th bestselling item in that Kindle Store at the moment. If your book is listed in certain browse categories, it may also be ranked within those categories. You can browse categories in the "Look for Similar Items by Category" section at the bottom of your book's detail page.

If your book is borrowed from the Kindle Owners' Lending Library (KOLL), or read through the Kindle Unlimited (KU) program, your book's sales rank will be impacted. Only the first borrow or read from a customer will be counted.

If your Kindle book is gifted, it counts towards a sales rank only if it is redeemed within 24 hours.

Monitoring your book's Amazon sales rank may help you gain general insight into the effectiveness of your marketing campaigns and other initiatives to drive book sales, but it's not an accurate way to track your book's sales or compare your sales in relation to books in other categories.

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Did I solve your problem?

If yes, please click here:


If no, please click here:


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Regards,

Madhan

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---- Original message: ----

04/19/16 12:40:01

Your Name: DL Orton

Other info:null

Comments:Hello-

I just ran a giveaway for an ebook I publish with KDP. All the prizes were claimed in a matter of minutes. I took a look at my KDP sales page, and I got no credit for selling ANY ebooks, and the sales ranking for my book is unchanged.

What's the deal?

<http://www.amazon.com/dp/B01EGSC0FE>
