



Reviewbox Guide to Reports

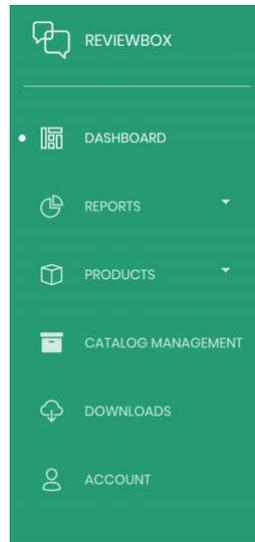
This guide is designed to help you understand how to set up, access, and understand the reports provided by Reviewbox. Each report is designed to help you understand and gain actionable insights from our data without having to do a lot of data manipulation. Let's dive in!

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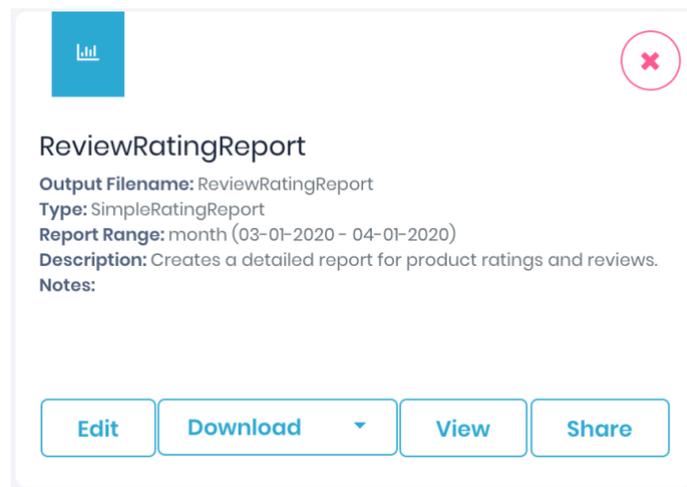
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How access your reports

To access reports in Reviewbox, log into the app (<https://beta1.getreviewbox.com>). Click on **Reports** in the green left-hand menu.



Under **Reports**, you will see your active reports and the option to create a new report. Click on **Active Reports** to view your reports. You will see a screen with several cards on it, similar to the one below. There is one card for each report or data export that is set up. You can filter to just view the reports or just the exports at the top left of the page.



Each report has the following options: **Edit**, **Download**, **View**, and **Share**. Note that the **Share** option allows you to enter someone's email address and create a password for them to view the report. They do not need a Reviewbox account.

Click **View** to see the report within the Reviewbox application. More details about each report are provided below.

How to create a new report

To create a new report, click on **+ Create** under **Reports** on the Reviewbox side menu. You will see a page that shows all the available reports and data exports with a description of each.

Note: your license allows only a limited number of simultaneous reports, but you can create, download, and then delete as many reports as you want.

Select a report and you will see a form where you can customize your report with a variety of options, including the time range, the product listings to include, and which groupings to apply to the data. Detailed information about how to set up the options for each report are included in the sections below.

Brand Report Card

The Brand Report Card provides a high-level overview of the health of your product listings across all of the Reviewbox services that you are subscribed to. The report is useful for the following:

1. Quickly identify and prioritize problem listings based on reviews, content, 3P status, or pricing
2. Understand whether you should focus on increasing your reviews or improving your content
3. Summarize the performance of your product catalog across retailers

You may download the report in Excel format or view it within the Reviewbox application.

Report Options

When you set up a Brand Report Card Report, you can customize it with the following options:

1. Set a custom name for the report.
2. Filter listings by custom fields? Select whether to filter your listings based on your custom fields. If yes, you should select one or more custom fields and specify which field values you are interested in. If no, you may select one or more individual products for the report.
3. Click **Submit** to generate the report. You will then be directed to the **Downloads** page within Reviewbox to access your report in Excel format.

Brand Report Card: Viewed in Reviewbox

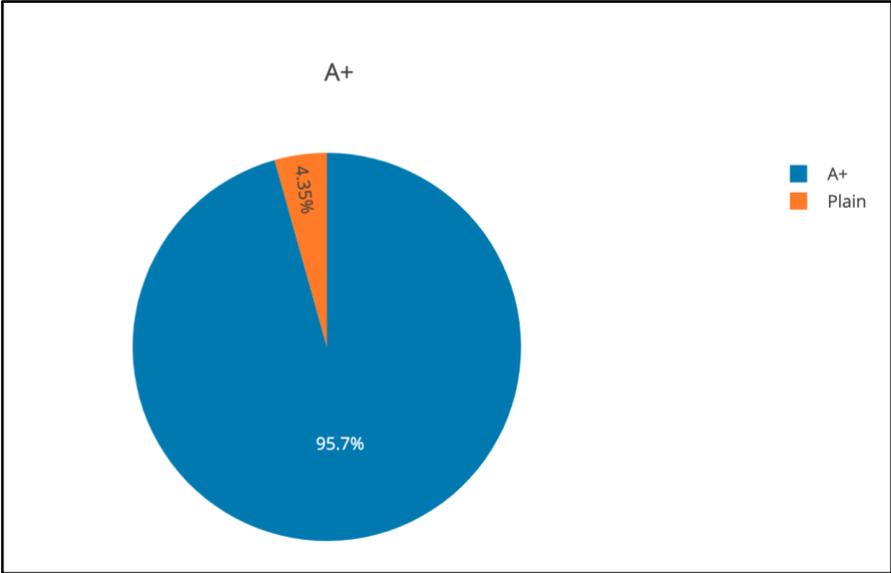
Overview

The first section of your report presents overview information, including the number of product listings, the percentage of A+ content, the average star rating across all listings, the average number of images per listing, the average number of features per listing, the average number of reviews per listing, and the total in-stock percentage across all products. Items that are favorable are colored green and items that need attention are colored red.

Brand Summary Statistics						
Listing Count	A+ %	Total Avg Rating	Avg Image Count	Avg Feature Count	Avg Review Count	In Stock %
46	95.65	4.32	6.76	5.17	1232.0	60.83

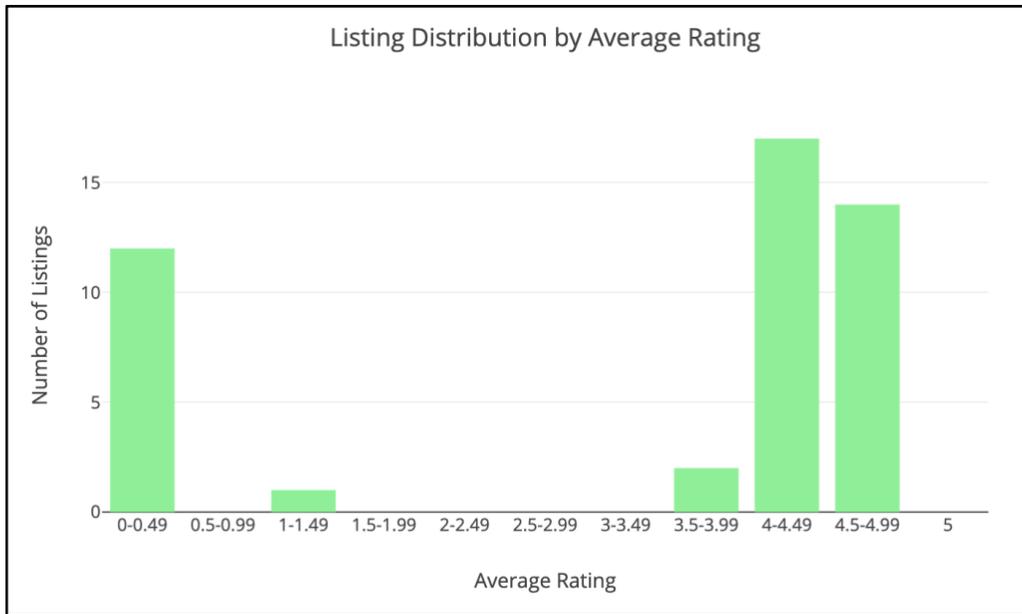
A+ Content

The next section shows a pie chart of the percent of your listings that have Amazon A+ content versus “Plain” content. Recall that A+ content is premium content provided by the manufacturer that includes more detailed product descriptions, images, and additional features to help customers make informed buying decisions.



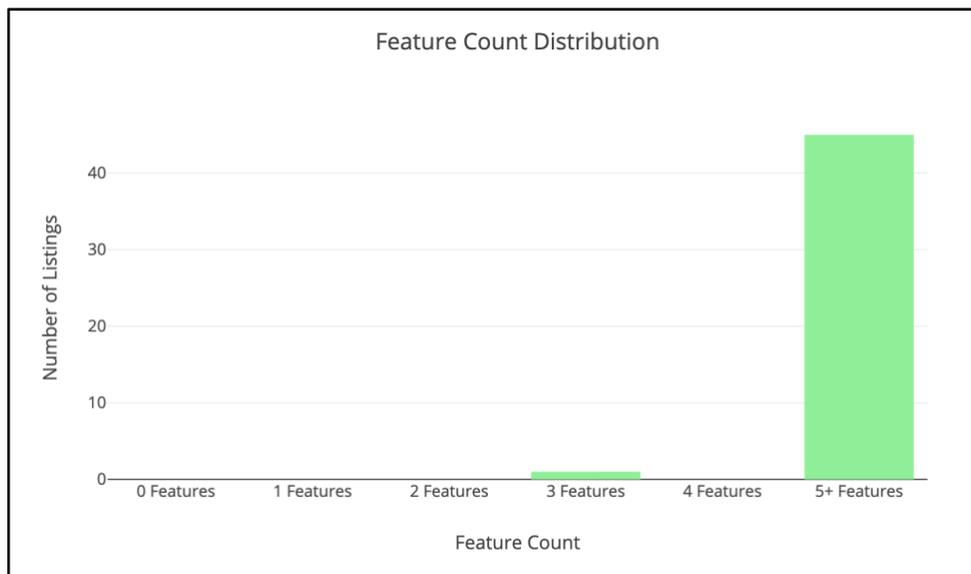
Listing Distribution by Average Star Rating

The third section shows a bar chart of listings grouped by their average star ratings. For example, in the chart below, the majority of products have average ratings above 3.5, but about 12 products have very low star ratings.



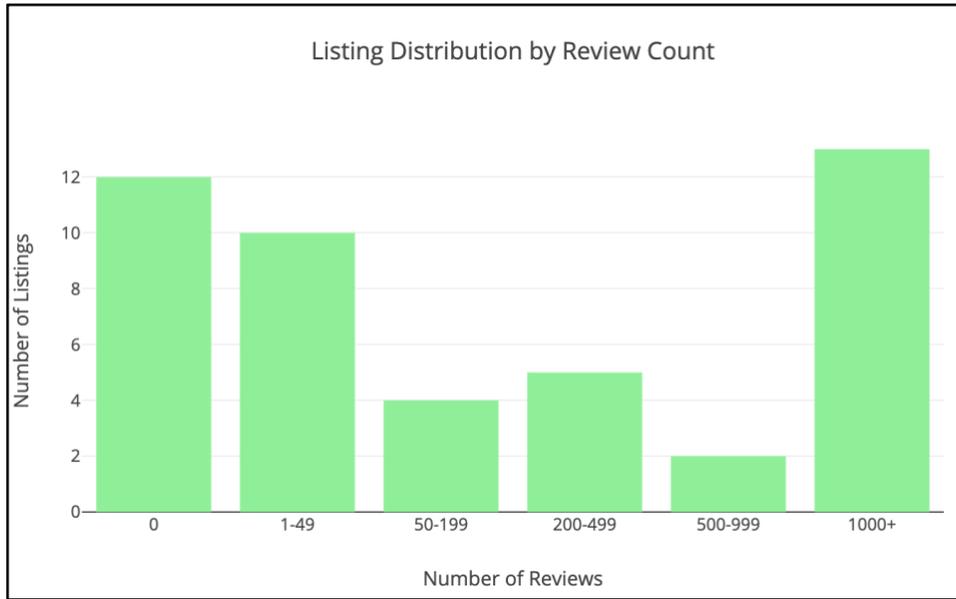
Feature and Image Count

The next section shows a bar chart of the listings grouped by the number of features and another chart with the number of images on the product detail page. From these charts you can determine if any listings need more features or images.



Number of Reviews

The next section shows the number of listings that have a particular number of total reviews. From this graph you can determine whether any of your listings are lacking reviews.



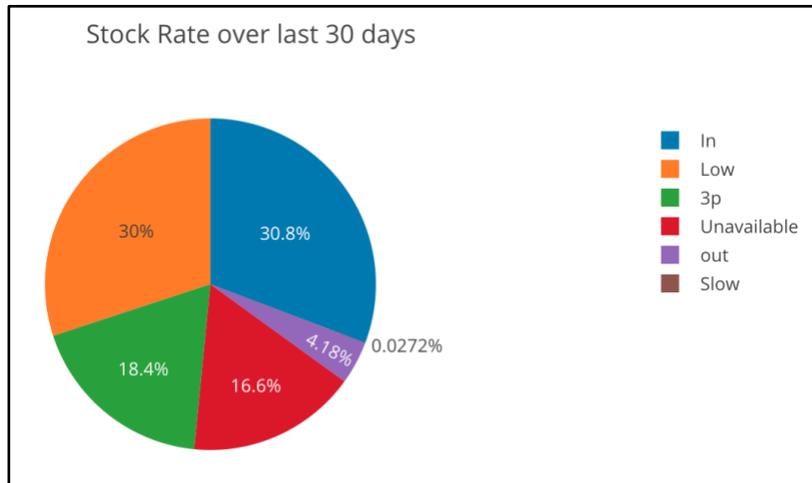
Review Distribution by Stars

The next section provides a bar chart of the number of total reviews across all products that have each star rating from 1 to 5 stars.



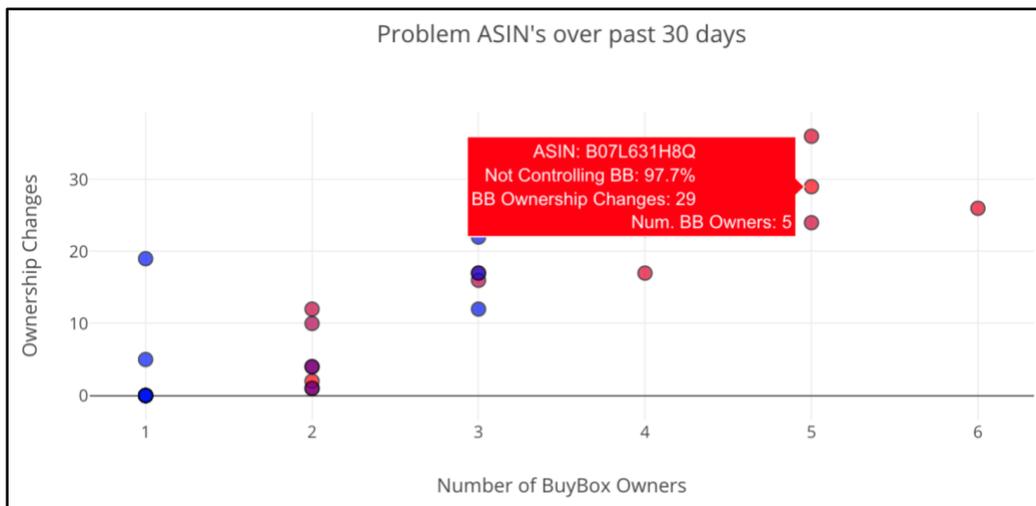
Stock Rate over the last 30 days

The next section provides a breakdown of the stock status across all products over the last 30 days. From this pie chart you can see what proportion of your listings have been out of stock or unavailable.



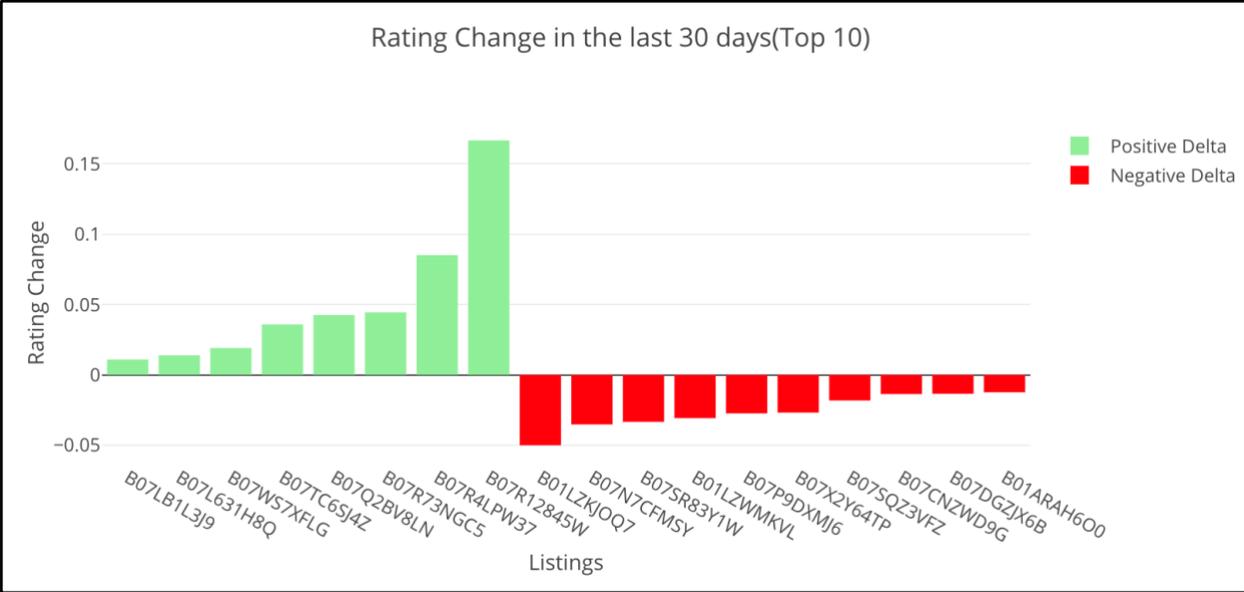
Problem ASINs and Sellers

The following two charts help you to identify any problem ASINs or 3P Sellers. You can see details about the specific seller or ASIN by hovering the mouse over the dots on the chart. For example, in the chart below, the highlighted ASIN has had a high rate of 3P buybox ownership (97.7%) and 29 buybox ownership changes in the past 30 days.



New Reviews and Ratings Changes in the last 30 days

This section identifies the top 10 listings that have received the most new reviews and the listings that have had the biggest positive and negative star rating changes in the past 30 days. In each chart, you can view the ASIN and product name by hovering over the bar chart.



Brand Report Card: Viewed in Excel

The Brand Report Card is also provided as an excel file (*.xlsx) with the filename prefix “BrandAuditReport”. The report contains one sheet called **Report Card**.

The Report Card includes a single large table of information providing a color-coded overview of the status of reviews, prices, copy, and search rank for each product listing. Each listing is presented on a single spreadsheet row, and each column provides high-level information about that listing. Missing information, including services that you are not subscribed to, is shown in black on the spreadsheet.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
1	Overall Score	5.16																								
2	Reviewable Score	5.29																								
3	Pricebox Score	5.52																								
4	Copybox Score	5.50																								
5	Starbox Score	5.50																								
6	Listing	name	Category	# Reviews	Delta # Reviews	Star Rating	Delta Star Rating	Reviewable Score	Max Violations	% Ownership	Visibility	# Sellers	% In Stock	Pricebox Score	# Images	# Features	As	# Compliance Issues	Copybox Score	Organic Page 1 Text	Sponsored Page 1 Text	Organic Average	Sponsored Average	Searchbox Score	Overall Score	
7	B07L3JH8Q	amazon		9194	1100	4.90	0.01	96.5	0		48	6	87.64	48.59	7	5 True	0	0	100						60.77	
8	B0702JH8B	amazon		1594	179	4.57	-0.01	91.66	0		8	2	95.5	55.57	7	5 True	0	0	100						41.84	
9	B07P9DXMJ6	amazon		1891	54	4.59	-0.01	93.39	0		7	2	100	55.83	7	5 True	0	0	100						52.24	
10	B07P8BY2W	amazon		2010	82	3.95	-0.01	89.52	0		10	4	92.88	51.71	7	5 True	0	0	100						60.56	
11	B07N7CFMSY	amazon		9871	160	4.66	-0.01	94.36	0		28	5	45.94	38.69	7	5 True	0	0	100						38.27	
12	B07FCM3Y	amazon		1996	198	4.28	-0.01	92.83	0		19	1	98.87	51.17	7	5 True	0	0	100						61	
13	B07N73NGC5	amazon		2080	19	4.58	-0.01	93.83	0		22	8	79.81	47.98	7	5 True	0	0	100						60.16	
14	B075QZ3VFZ	amazon		1134	112	4.61	-0.01	94.13	0		21	4	91.91	50	7	5 True	0	0	100						61.51	
15	B07L1L3j9	amazon		3876	488	4.82	0.01	93.15	0		17	1	96.41	54.76	7	5 True	0	0	100						62	

Lost Buybox Report

This report is specific to the Amazon marketplace. This report provides percent Buy Box ownership for each ASIN (or SKU) and also tracks Buy Box ownership over time per merchant.

You may download the report in Excel or csv format, or view it within the Reviewbox application.

Report Options

When you set up an Advanced Buy Box Report, you can customize it with the following options:

1. Set a custom name for the report
2. Set the date range for the reviews to include. Options include: Today, Yesterday, This Week, Last Week, This Month, Last Month, This Year, Last Year, Last 30 Days, Last 60 Days, Last 90 Days, All, or enter a custom date range.
3. Include all products? You have the option to include all the products in your catalog, or to manually select which ones to include in the report.
4. Recurring export? You have the option to set up a recurring report that will auto-generate each day, week, or month. If you select a recurring report, you will have the option to have the file sent to your cloud storage, or to have it emailed to a list of addresses.
5. Finally, there is a notes field for you to record any notes about your custom report.
6. Click **Submit** to generate the report. You will then be directed to the **Downloads** page within Reviewbox to access your report in Excel format.

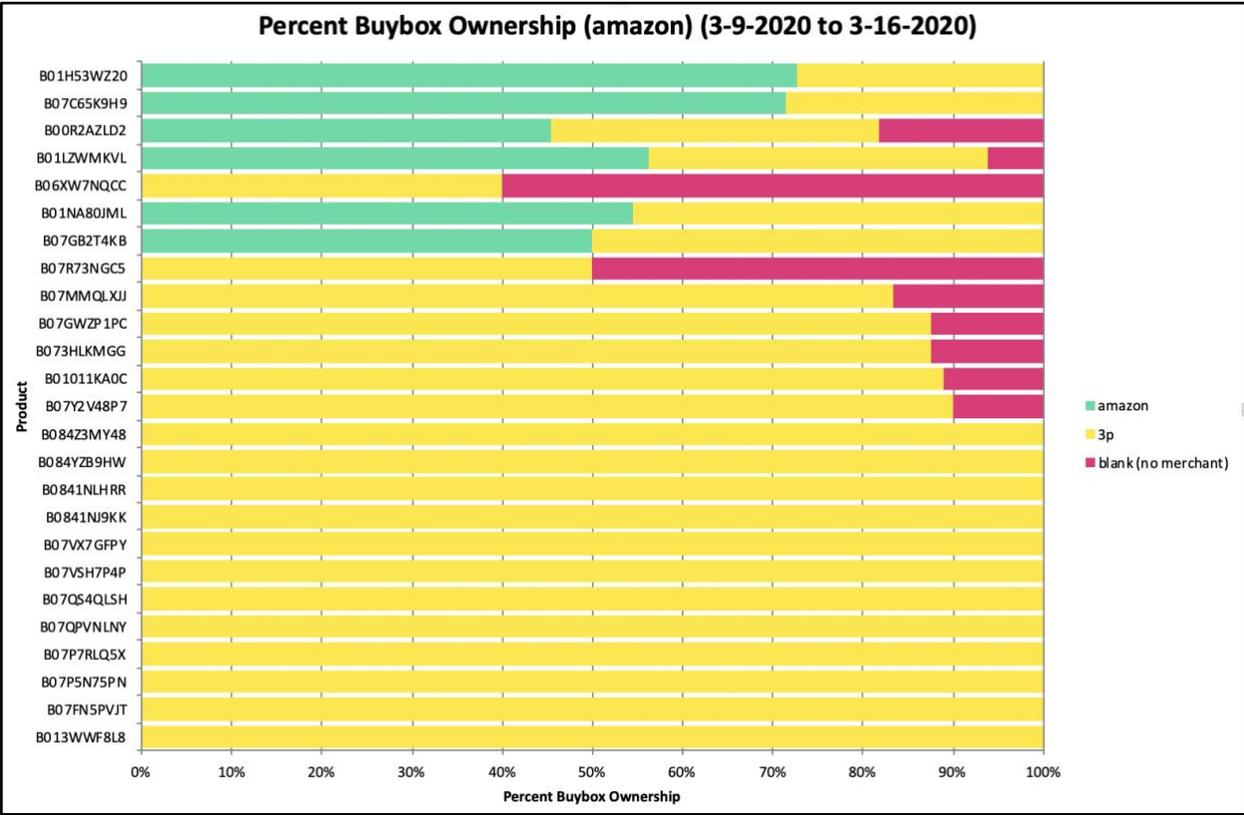
Lost Buy Box Report: Viewed in Reviewbox

The Reviewbox Reports page shows each of your active reports. You can open the Buy Box Report by clicking **View**. This opens the report in the Reviewbox page. You can also download the Excel or csv version, or share the report with someone.

Percent Buy Box Ownership

The Percent Buybox Ownership section displays a graph of the total percent buybox ownership by merchant during the specified time period for a given product. A separate graph is generated for each Amazon marketplace (such as Amazon US, Amazon.uk, Amazon.de, or Amazon.ca).

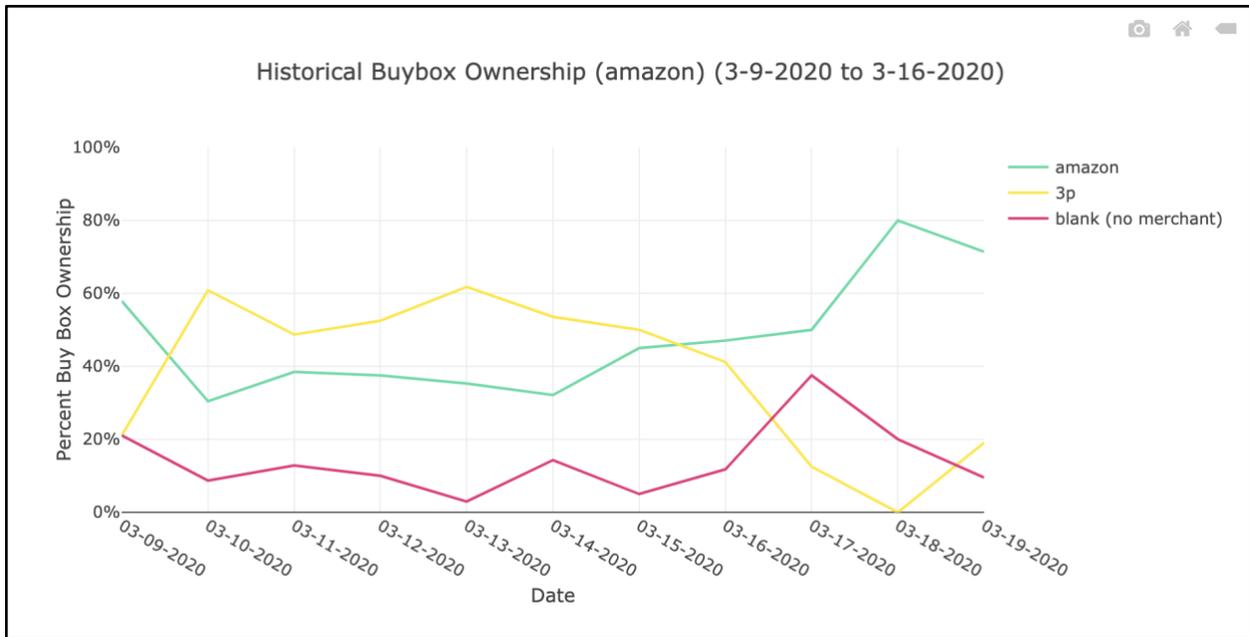
In the charts, the buy box owner may be one of three options: 'Amazon' is the merchant; '3p' indicates any other sellers besides Amazon; or 'blank' for when no merchant has the buy box. A 'blank' merchant may occur when the item is out of stock and/or no buy box is shown on the product detail page. However, the product may still be available from other 3p merchants by clicking on "See All Buying Options" on the product detail page. An example of the percent buybox ownership graph is shown below. If you hover over the graph in the Reviewbox online report, you can see the exact values of the buy box percentage for each product.



Note, only the first 16 products are shown in the online version of the report, and 25 products are shown in the excel version.

Historical Buybox Ownership

The Historical Buybox Ownership graph displays the percent buybox ownership for amazon, 3p, and blank (no merchant) for each day over the selected time range, aggregated across all products. An example of the graph is shown below. If you hover over the graph, you can see the exact values of the buy box percentage on each day.



Lost Buy Box Report: Viewed in Excel

The Advanced Buy Box Report is also provided as an excel file (*.xlsx) with the filename prefix "ReviewRatingReport". The report contains three sheets: **Report_info**, **BuyboxOwnershipPerAsin**, and **HistoricalBuybox**.

1. The **Report_Info** sheet contains some explanatory information.
2. The **BuyboxOwnershipPerAsin** sheet contains the same information and graph as the Percent Buybox Ownership section of the online report. It displays the buybox ownership (either amazon, 3p, or blank (no merchant)) for a given product during the report timeframe.
3. The **HistoricalBuybox** sheet provides the percent buybox ownership over the report timeframe aggregated for all products. This is the same content as the Historical Buybox Ownership graph above.

Ratings and Reviews Report

This report summarizes your review data by providing a rolling 30-day average across your catalog. It also highlights changes in average product rating over time as well as the review frequency in the timeframe of interest. The data can be broken out by retailer or can be subset based on custom fields added by the user. The report is useful for the following:

1. Determine if the frequency of your reviews is increasing or decreasing
2. Identify positive or negative changes in ratings per product, per brand, or by another user-defined category, over a specific time period
3. Inspect the details of the reviews that contributed to a positive or negative change in ratings

Report Options

When you set up a ratings and reviews report, you can customize it with the following options:

1. Set a custom name for the report
2. Set the date range for the reviews to include. Options include: Today, Yesterday, This Week, Last Week, This Month, Last Month, This Year, Last Year, Last 30 Days, Last 60 Days, Last 90 Days, All, or enter a custom date range.
3. Over what period of time do you want to calculate ratings changes? Options include: By Week, or By Month
4. Group by custom field? If you have entered any custom fields into your Reviewbox product catalog, you can choose to group the ratings and reviews by one of these fields.
5. Use all products? You have the option to include all the products in your catalog, or to manually select which ones to include in the report. If you click 'No', a box will appear that allows you to select the products you want to include.
6. Recurring export? You have the option to set up a recurring report that will auto-generate each day, week, or month. If you select a recurring report, you will have the option to have the file sent to your cloud storage, or to have it emailed to a list of addresses, each time it is generated.
7. Finally, there is a notes field for you to record any notes about your custom report.
8. Click **Submit** to generate the report. You will then be directed to the **Downloads** page within Reviewbox to access your report in Excel format.

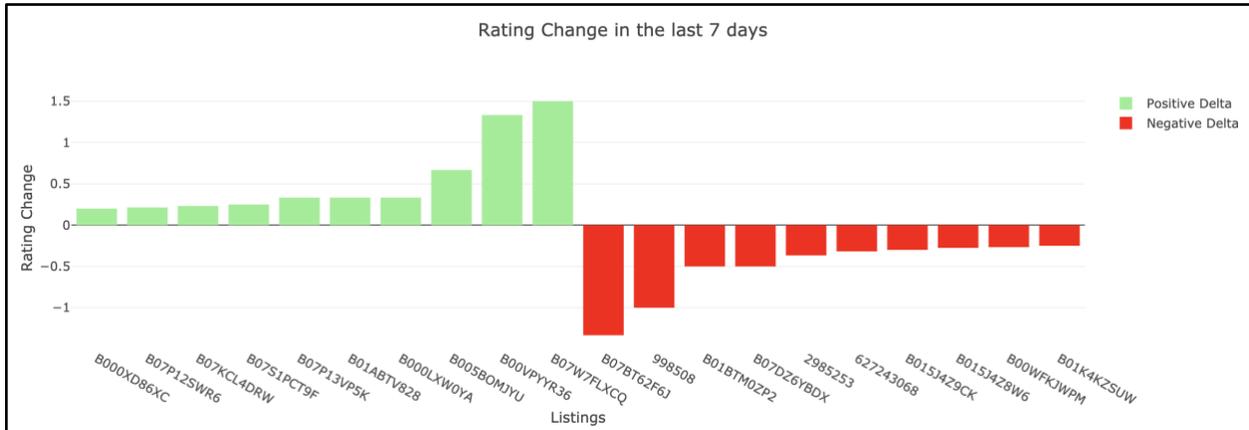
Ratings and Reviews Report: Viewed in Reviewbox

The Reviewbox **Reports** page shows each of your active reports. You can open an existing Ratings and Reviews Report by clicking **View**. This opens the report in the Reviewbox application. You can also download the Excel version, or share the report with someone.

7-Day Ratings Changes

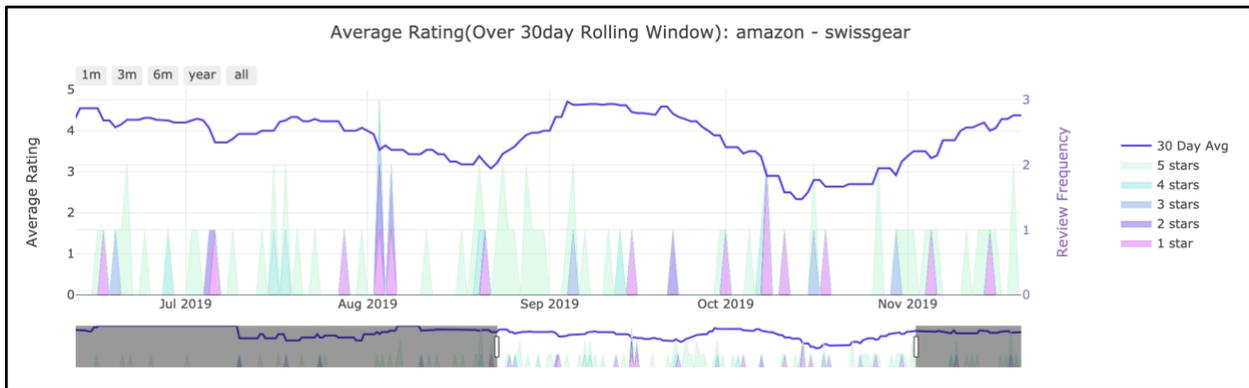
The first item shown in the report is a graph of any listings with significant ratings changes in the last 7 days. Listings that had only negligible changes in their ratings are not shown. If you hover

over the graph, you can see the exact values of the rating change, the retailer, and the name of the product.



Average Rating over Time

The next item is a series of interactive graphs showing the average rating calculated (over a 30-day rolling window) for all product listings by retailer. If you choose to group the ratings and reviews by a custom field, then a separate graph is produced for each combination of custom field and retailer.



The 30-day rolling average star rating is shown with a heavy blue line, and the individual reviews are shown with colored areas at the bottom of the chart. You can change the time range of the chart, or zoom in on particular time ranges within the graph. If you hover over the graph, you can see the exact values of the average rating and the reviews received on a particular day.

Ratings and Reviews Report: Viewed in Excel

The Ratings and Reviews Report is also provided as an excel file (*.xlsx) with the filename prefix "ReviewRatingReport". You can access the Excel version from the Reports page or the

Downloads page within Reviewbox. The report contains multiple sheets: there is a **Trends** sheet for each retail source, and a sheet for **Delta**, and **Details**.

1. The **Trends** sheet contains two graphs and several tables of data that summarize the star rating of the monitored products on Amazon or other retail source over time. If your catalog includes listings on multiple retailers, each will be shown in a separate sheet.
 - The **Average Rating Over Time** graph is a line plot of the average star rating over the user-specified time range, with a separate trend line for each user-specified category or custom field.
 - The **Review Frequency** graph is a bar chart showing the number of reviews received each week or month, grouped by the custom field.
 - The **Rating Data** table shows the calculation of the average star rating shown in the Average Rating Over Time graph. Average Rating is the average over a rolling 30 day window; Note that there must be 30 days of data to calculate this value.
 - The **Delta Data** table shows the difference in star rating from one time-period to another, broken out by each custom field.
 - The **Review Frequency Data** table shows the same data that is displayed in the Review Frequency graph.
2. The **Delta** sheet provides the same information as the Delta Data table. It is the difference in star rating from one time-period to another, broken out by each custom field.
3. The **Details** sheet provides the full text of every review received during this timeframe, with the product listing ID, retailer, and star rating.

Share of Voice Report

This report analyzes what percentage of the search page your listings are occupying for a specific search term. You can view the percentage of organic search results and sponsored listing spots you have captured, as well as identifying your top competitors for those spots. The data is also provided in a week-over-week comparison. The Share of Voice report is useful for the following:

1. Identify changes in the percent of spots within the first few pages of search results occupied by your listings
2. Be aware of changes in the search rank of your top-selling items
3. Understand which competitors (brands and specific items) are also ranking on specific search terms
4. Identify or verify search terms that would be good additions to an Amazon advertising campaign

Report Options

When you set up a Share of Voice report, you can customize it with the following options:

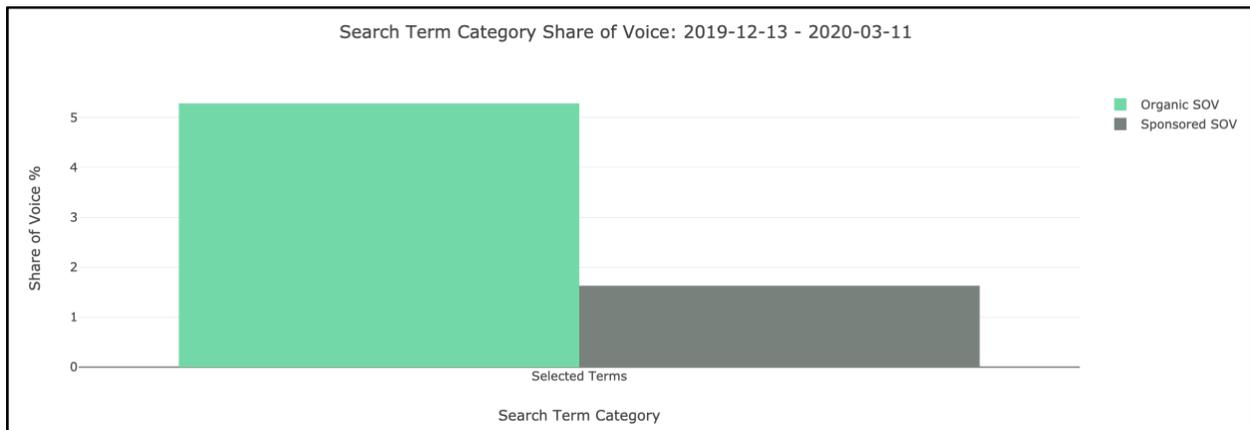
1. Set a custom name for the report. The default name is 'SOVReport'.
2. Set the Date Range for the search results. Options include: Today, Yesterday, This Week, Last Week, This Month, Last Month, This Year, Last Year, Last 30 Days, Last 60 Days, Last 90 Days, All, or enter a custom date range.
3. Maximum page results: Specify the number of pages of results you want to include from each search term. Options include: 1st page, 2nd page, ... up to the 10th page of search results.
4. How would you like to view results? Select how to group the results: by week or by month.
5. How would you like to group keywords? By custom fields or manually (by search term). If you have entered any custom fields for search terms, you can choose to group the share of voice calculations by one of these fields. Otherwise, you can include or exclude each search term individually.
6. Select search terms for detailed performance data. You can select up to ten search terms.
7. Recurring export? You have the option to set up a recurring report that will auto-generate each day, week, or month. If you select a recurring report, you will have the option to have the file sent to your cloud storage, or to have it emailed to a list of addresses, each time it is generated.
9. Finally, there is a notes field for you to record any notes about your custom report.
10. Click **Submit** to generate the report. You will then be directed to the **Downloads** page within Reviewbox to access your report in Excel format.

Share of Voice Report: Viewed in Reviewbox

The Reviewbox **Reports** page shows each of your active reports. You can open the Share of Voice Report by clicking **View**. This opens the report in the Reviewbox page. You can also download the Excel version, or share the report with someone.

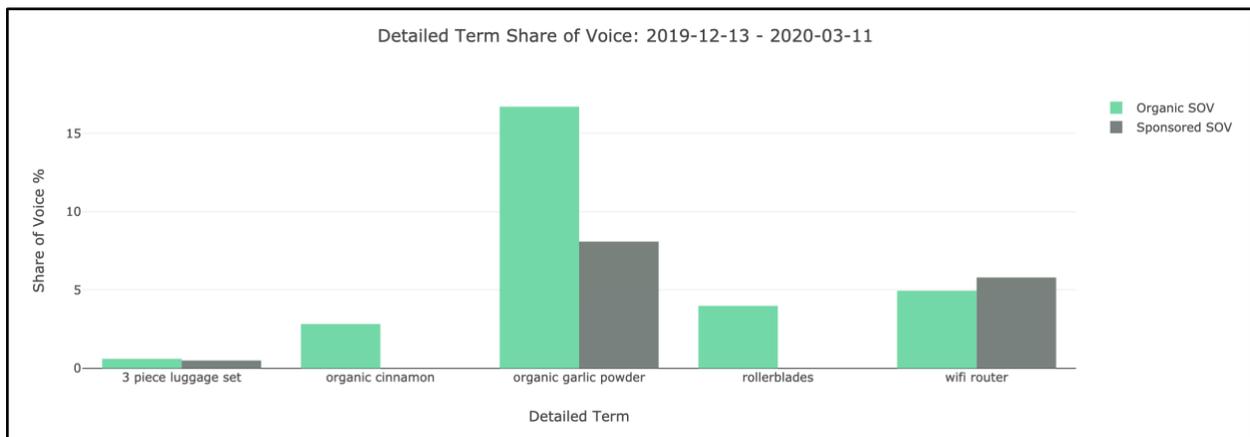
Overall Share of Voice

The first item shown in the report is a graph of the overall percent Share of Voice for organic and sponsored listings across your entire catalog and all selected search terms during the time range you selected.



Detailed Share of Voice by Term

The next item is a graph of the percent Share of Voice for organic and sponsored listings broken out by search term during the time range you selected. If you hover over the graph, you can see the exact values of the organic and sponsored share of voice for each term.



Share of Voice Report: Viewed in Excel

The Share of Voice Report is also provided as an excel file (*.xlsx). The report contains multiple sheets depending on how many search terms you are tracking.

1. The **Category Insights Overview** sheet provides an overview of the Share of Voice for each of your search terms during your selected timeframe. The product listings tracked as part of your Reviewbox catalog are labeled as “Your Brand” and the top five competitor brands are also listed. SoV results for organic listings are on the left and sponsored results are on the right.
2. The **Organic Category Timeseries** sheet shows the organic share of voice over time within your selected grouping or custom fields. There is a graph of SoV over time as well as separate tables of data and graphs for each week or month.
3. The **Sponsored Category Timeseries** sheet shows the sponsored share of voice over time within your selected grouping or custom fields. There is a graph of SoV over time as well as separate tables of data and graphs for each week or month.
4. There may be multiple **Term Insights** sheets, one for each search term. These sheets provide detailed Share of Voice percentages for each search term during your selected timeframe. The product listings tracked as part of your Reviewbox catalog are labeled as “Your Brand” and the top five competitor brands are also identified and listed. SoV results for organic listings are on the left and sponsored results are on the right.