

How to send us your product data

Your report is built from Amazon's own data in your Seller Central account. This guide shows how to download it. It takes about **5 minutes per product idea**.

What you need

- A Seller Central account (you'll use **Product Opportunity Explorer**, which is free inside Seller Central).
- Your list of product ideas: up to 25 for an Expert Review (any number in the free checker).
- A computer. The downloads are small CSV files; you don't need Excel.

Step by step

1 Write your list of product ideas

Write each idea the way a shopper would search for it on Amazon. Spelling matters: we use these names as your main keywords.

Good	Not good
ebike display	Dispaly
bike basket	Bowl_set
ebike brake pads	break_pads

2 Open Product Opportunity Explorer

Sign in to Seller Central. Type **Opportunity Explorer** in the search box at the top and open **Product Opportunity Explorer**. (You can also find it in the menu under **Products** → **Research products**.)

3 Download the ASIN View for each idea

- Type your first idea in the search box, for example *ebike display*, and search.
- Click the **ASIN View** tab (not Niche View).
- Click **Download**. A file named like `AsinExplorerSearchResults_...csv` is saved.
- Repeat for every idea on your list.

This is the only file we need. The two steps below are optional extras that make the report more accurate.

4 Optional: real search volume (Search Terms)

On the same search, click **Niche View**, open the niche that best matches your product, go to the **Search Terms** tab and click **Download**. This gives Amazon's real yearly search counts for each keyword.

5 Optional: 30-day demand (recommended)

In Opportunity Explorer, open **Discover Unmet Demand**, search your product word (for example *ebike stand*) and click **Download**. This shows real searches and purchases from the last 30 days.

6 Put each idea's files in its own folder

Make one folder per idea and name it exactly like the idea. Put that idea's downloads inside. You don't need to rename the files.

```
My product ideas/  
  ebike display/  
    AsinExplorerSearchResults_10_06_2026.csv  
    MarketDemand_10_06_2026.csv      (optional)  
  bike basket/  
    AsinExplorerSearchResults_10_06_2026.csv  
  ebike charger/  
    AsinExplorerSearchResults_10_06_2026.csv
```

7 Zip the folder and send it

Right-click the main folder and choose **Compress** (Mac) or **Send to → Compressed (zipped) folder** (Windows). Upload the zip file in the order form, or reply to your order email with it attached.

You'll receive your report within **2 business days**.

Before you send: quick check

- ☐ Every idea has its own folder, spelled the way shoppers search
- ☐ Each folder has an ASIN View download (not Niche View)
- ☐ No folder contains the same download twice
- ☐ The ideas are different products (not the same search under two names)

Your privacy

- We **never** ask for your Seller Central login or password. Please don't send it.
- We only use the files you send, only for your report, and delete them after delivery.
- Scores and keyword numbers in the report are estimates based on Amazon's data. They help you compare ideas but can't guarantee sales.
- We are an independent service and are not affiliated with or endorsed by Amazon.