

The 7-Domain Account Management Audit Checklist

28 questions across the Olifant Account Operating System — Olifant Digital

Use this checklist to audit your own Amazon account, or an agency's, across the seven connected domains of account management. Answer Yes/Partial/No for each item. Any domain with more than one "No" is a structural gap — and because these domains feed each other, a gap in one will surface as a problem in another.

1. Account Health & Policy Compliance

- | | | |
|----|---|---|
| 1. | Is your Account Health Rating (AHR) checked daily, not just monthly? | ☐ Yes ☐ Partial ☐ No |
| 2. | Is your Order Defect Rate (ODR) target set below 0.5% rather than Amazon's official 1% threshold? | ☐ Yes ☐ Partial ☐ No |
| 3. | Do you have a documented process for tracking policy violations by category (critical, high, medium, low) over the 180-day lookback window? | ☐ Yes ☐ Partial ☐ No |
| 4. | Is someone on your team accountable for responding to an account health flag within hours, not days? | ☐ Yes ☐ Partial ☐ No |

2. Inventory Management & IPI Scoring

- | | | |
|----|---|---|
| 5. | Do you maintain 30–60 days of inventory coverage on high-velocity ASINs? | ☐ Yes ☐ Partial ☐ No |
| 6. | Is your IPI score actively managed across all four levers (in-stock rate, excess inventory, stranded inventory, sell-through rate)? | ☐ Yes ☐ Partial ☐ No |
| 7. | Is PPC bidding adjusted based on real-time inventory position, not run independently of it? | ☐ Yes ☐ Partial ☐ No |
| 8. | Does your Q4 inventory and ad planning start in September rather than November? | ☐ Yes ☐ Partial ☐ No |

3. Brand Protection & MAP Enforcement

- | | | |
|-----|--|---|
| 9. | Is your brand enrolled in Amazon's Brand Registry? | ☐ Yes ☐ Partial ☐ No |
| 10. | Do you actively use the Report a Violation tool and, where eligible, Project Zero? | ☐ Yes ☐ Partial ☐ No |

11	Is Amazon's Transparency program in use for both counterfeit protection and enhanced customer content?	☐ Yes ☐ Partial ☐ No
----	--	---

12	Is MAP enforcement monitored on a recurring basis rather than only when a complaint comes in?	☐ Yes ☐ Partial ☐ No
----	---	---

4. Suspension Prevention & the Appeal Process

13	Do you track ODR components weekly (negative feedback rate, A-to-Z claim rate, chargeback rate)?	☐ Yes ☐ Partial ☐ No
----	--	---

14	Do you maintain an organized, always-current folder of certifications, supplier letters, and compliance documentation?	☐ Yes ☐ Partial ☐ No
----	--	---

15	Does your Plan of Action (POA) process trace root cause and document implementation dates, rather than using a generic template?	☐ Yes ☐ Partial ☐ No
----	--	---

16	Do you have a defined escalation path for suspensions unresolved after 90 days?	☐ Yes ☐ Partial ☐ No
----	---	---

5. FBA Reimbursement Recovery

17	Is your reimbursement audit run weekly rather than quarterly or ad hoc?	☐ Yes ☐ Partial ☐ No
----	---	---

18	Have you submitted manufacturing cost data to the Inventory Defect and Reimbursement Portal for your top ASINs?	☐ Yes ☐ Partial ☐ No
----	---	---

19	Do you track the correct claim window for each reimbursement type (lost/damaged, customer returns, removals)?	☐ Yes ☐ Partial ☐ No
----	---	---

20	Do you reconcile Amazon's automated reimbursements against your own transaction data to catch what Amazon's system misses?	☐ Yes ☐ Partial ☐ No
----	--	---

6. Seller Support Escalation

21	Do you maintain a case log tracking case numbers, dates, channels, and current status for every open issue?	☐ Yes ☐ Partial ☐ No
----	---	---

22	Do escalations lead with case numbers and an explicit request for escalation, rather than a general description of the problem?	☐ Yes ☐ Partial ☐ No
----	---	---

23	Is every phone or chat interaction followed up in writing by email?	☐ Yes ☐ Partial ☐ No
----	---	---

24	Do you follow up on stalled cases every three to five business days?	☐ Yes ☐ Partial ☐ No
----	--	---

7. Analytics & Quarterly Business Reviews

- | | | |
|----|---|---|
| 25 | Are quarterly business reviews structured around all seven domains, not just PPC and revenue? | ☐ Yes ☐ Partial ☐ No |
| 26 | Do your QBRs reference Search Query Performance and Market Basket Analysis alongside standard business reports? | ☐ Yes ☐ Partial ☐ No |
| 27 | Is your launch pipeline reviewed as part of the same quarterly cadence as account health and inventory? | ☐ Yes ☐ Partial ☐ No |
| 28 | Are catalog, pricing, and SKU-sunset decisions made against quarterly trend data rather than reactively? | ☐ Yes ☐ Partial ☐ No |

Scoring guide: 24–28 Yes — your account is running as one connected operating system. 17–23 Yes — individual domains are healthy but not yet feeding each other, which is where signal gets lost. Below 17 Yes — treat this as a priority audit; gaps in one domain are very likely already surfacing as costs in another.

Olifant Digital — olifantdigital.com