



Reader Addendum

For The PPC Clarity Quick Start Guide (Book 2)

Clarity beats complexity.

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Start here

- 1 Find your book in the table below.
- 2 Go to the entry and read the WHERE line.
- 3 Read the updated text in the shaded box.

This addendum lists every change made to Book 2 after your copy was printed or delivered. Your copy stays complete without these changes. They make it more accurate and more useful. Entry numbers match the full series addendum, so some numbers may be skipped.

Find your changes

Entry	Book	Where to look	What changed	Page
7	Book 2	Every page that shows an email address	Email address updated to .ca; the old .com address still works	2
5	Book 2	What PPC Can and Cannot Do for You	PPC now spelled out as pay-per-click in its first explanation	3
4	Book 2	Step 6, weekly routine table, Navigation Quick Reference	Note added that Amazon is replacing the Advertising Reports page with Unified Reporting	4

WHERE Every page that shows an email address☐ I have read this

Our contact email address is now info@ClaritySystemsPublishing.ca. Copies printed or delivered before this change show info@ClaritySystemsPublishing.com. That older address still reaches us, so either one works. This entry applies to any copy printed or delivered before the change.

Change Email address, wherever it appears

Wherever your copy shows our email address, it now reads:

UPDATED TEXT

info@ClaritySystemsPublishing.ca

WHERE What PPC Can and Cannot Do for You☐ I have read this

Book 2 explained what PPC is but did not spell out the term. The first explanation now says PPC stands for pay-per-click and that you pay only when a shopper clicks your ad. This entry applies to any copy printed or delivered before the change.

Change What PPC Can and Cannot Do for You

The first paragraph under this heading now reads:

UPDATED TEXT

PPC, which stands for pay-per-click, is the main way Amazon sellers pay to put their products in front of shoppers. When a shopper searches for a product on Amazon and sees a result marked with the word Sponsored, that is a PPC ad. The seller pays only when a shopper clicks it.

Note added that the Advertising Reports page is being replaced by Unified Reporting

October 2026

WHERE Step 6, weekly routine table, Navigation Quick Reference☐ I have read this

Amazon Ads made its Unified Reporting tool fully available on June 8, 2026. It combines Sponsored Ads and Amazon DSP reporting into one report builder. Amazon is retiring the older Sponsored Ads reports page and the older Amazon DSP reports page on December 31, 2026. Book 2 keeps its existing steps for the older page and now adds a note that the page is being replaced.

How you read the Search Term Report does not change. This entry applies to any copy printed or delivered before the note was added. Until the old pages are retired, both routes work, and menu names or screens may look different from what your copy describes.

Change A Step 6, Where to Find Your Search Term Report

A new paragraph now follows the last bullet, “Download the report when it is ready,” It reads:

UPDATED TEXT

Note: At the time of printing, Amazon had released a new Unified Reporting tool, fully available since June 8, 2026, that combines Sponsored Ads and Amazon DSP reporting into one report builder. Amazon planned to retire the older Sponsored Ads reports page and the older Amazon DSP reports page on December 31, 2026. The steps above describe the older page. If it looks different or is gone, look for the Search Term report in Unified Reporting. What you do with the report in the steps below does not change.

Change B Weekly routine table and Navigation Quick Reference table

The Pull Search Term Report row of the weekly routine table, and in the Search Term Report row of the Seller Central Navigation Quick Reference table, now end with:

UPDATED TEXT

(at the time of printing, Amazon planned to replace this page with Unified Reporting by December 31, 2026)



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Questions? info@claritysystemspublishing.ca

Clarity turns complexity into confidence.