
KC / RESEARCH NOTES - OCTOBER 1, 2026

Your next product. *Start with these checks.*

Viral Score stays visible, but a score below 60 no longer means an automatic "no." Sales, total competition and campaign fit come first.

01 Verify the campaign.

- Match the exact ASIN, variant and eligible seller.
- Confirm at least 5% applicable commission. Record whether it is a bonus, base or combined rate.
- Check dates, remaining budget and open participation. Exclude full or exhausted campaigns.
- Read the content requirements and confirm onsite eligibility for your planned video.
- Allow time for delivery, filming and the required content submission.

02 Check real demand.

- Confirm estimated 30-day product revenue of at least \$10,000. Record units sold separately when available.
- Verify no more than 5 total influencer videos, including videos not currently displayed.
- Confirm an existing video section. Distinguish a top merchant video from bottom-only placement.
- Wait for fresh exact-ASIN data. Investigate conflicting counts instead of selecting the lower number.
- Prioritize home, cleaning, kitchen, toys and family crafts. Children's clothing is eligible; men's products and adult apparel are excluded for this round.

03 Confirm your cost.

- Identify products already bought and brands already contacted to avoid repeats.
- For self-funded purchases, confirm a live price of \$100 or less, stock and the exact variant.
- Treat "Samples: No," a mention of limited samples and a confirmed sample offer as different facts.
- If using the calculator, compare Standard and Top Carousel assumptions and include delivery and filming time.
- Keep projected commissions and payback dates clearly labeled as estimates.

These are review steps, not approval to buy or accept a campaign. Product revenue is not your income; placement and commissions are not guaranteed.

THE REASONING

Why these checks matter

The source behind the score change. On October 1, Trevin said the equation is being improved and that he is looking at sales, competition and CC. This is a community statement; the checklist above follows this project's agreed criteria. [Read his comment](#)

Why the video count needs a closer look

Viral Vue's total-video metric includes linked videos that Amazon is not currently showing. Members also reported differences between summary counts and the expanded video list. Those reports do not establish a universal bug, but they make unresolved discrepancies worth checking before a purchase.

A merchant video can enable a top carousel. Amazon's selection, available space and brand permissions still affect whether your video appears.

[How total videos are counted](#) [How top placement works](#)

Why a campaign can look good and still be unusable

Members repeatedly described campaigns filling up. A separate discussion suggested that offsite activity could explain falling budgets even when few onsite videos were visible. This was a community explanation, not a campaign audit.

The Amazon policy ties compensation to the request's requirements, products, dates and supporting content evidence. It does not justify assuming that any onsite video satisfies every campaign. A brief aimed at social creators needs its own eligibility check.

For samples, the policy contemplates program samples under specific conditions. A "No" field or a limited-sample mention is not a confirmed offer. Group speculation about tracking or taxes is not verified guidance.

[Review Amazon's policy](#)

What the break-even calculator assumes

Standard mode

Factors in total influencer-video competition. Its result still depends on the inputs and attribution assumptions.

Top Carousel mode

Assumes your video reaches the top carousel. Treat this as a placement scenario, not a confirmed outcome.

Viral Vue documents a default attribution assumption of one sale per 100 units, adjustable to account performance. That is not KC's measured rate. Include content lead time and campaign days remaining; separate price, base commission and any applicable bonus.

No product-specific payback scenario was calculated in this review.

[Read the calculator guide](#)

PRIMARY-SOURCE CHECKS

What the documentation says

Viral Score

Viral Vue describes the score as a composite indicator and explicitly cautions that low scores do not always rule out an opportunity and high scores do not guarantee success. The page does not independently establish the October 1 equation-revision timeline.

30-Day Sales - Amazon

Units sold and revenue are different fields. Viral Vue describes revenue as the past 30 days of sales multiplied by current product price. It is product-level demand information, not the creator's commission.

Total Influencer Videos

The total includes videos linked to the product that are not currently displayed in either carousel. Opening the count reveals the linked videos. A visible top-carousel count is therefore not a substitute for total competition.

Top Carousel

Merchant videos enable the top carousel, but influencer placement depends on Amazon selection, availability and brand permissions. Placement does not guarantee sales.

Use these definitions when reading product metrics. Units sold, product revenue, video counts and personal commissions measure different things.

PRIMARY-SOURCE CHECKS

Eligibility and estimates

Break Even Calculator

Top Carousel mode assumes top placement. Standard mode factors in total influencer-video competition. Inputs include units sold, price, commission, CC bonus, campaign days and content lead time. The documented default attribution assumption is one sale per 100 units, adjustable to account performance. These are scenario assumptions, not KC's measured conversion rate or a guaranteed payback date. The page's FAQ explanation of attribution appears mismatched with its input instructions; the explicit input description is used here.

Amazon onsite earnings

Amazon may select eligible storefront content for onsite display. Onsite earnings depend on qualifying customer activity; simply uploading content does not establish placement or earnings.

Creator Connections Associates Policy

Read in authorized Chrome; displayed update February 2, 2026. Section 1.6 contemplates program samples and requires genuine, independent content based on actual experience. Section 2.1 ties compensation to the particular request, specified products, dates and evidence containing a related Special Link. Its wording should not be replaced by a blanket forum assurance that any onsite video qualifies. Section 3 separately describes Sponsored Products for Creators and CPC earnings; do not confuse that mechanism with an Affiliate+ percentage bonus.

Unresolved documentation detail

The Amazon getting-started PDF exceeded the retrieval limit. Its indexed excerpt mentioned onsite/offsite reporting and budget exhaustion, but was not used as blanket proof of onsite-only eligibility. The current policy was read in Chrome; campaign-specific eligibility remains to be checked.

Enough to guide the next step. More to verify before buying.

- 1. Resolve onsite eligibility for each candidate.** Read the exact brief and qualifying-content requirements.
- 2. Recheck availability and sample terms.** Fresh campaign state matters more than additional anecdotes.
- 3. Add a focused community pass if needed.** Read recent admin announcements, Featured posts and relevant full reply threads for unresolved questions.

Further research is possible. Resolving specific campaign questions is likely to add more decision value than collecting the entire group.

COMMUNITY EVIDENCE

Discussions 1-3 of 11

Source links require group access. Dates are observed comment timestamps, not original-post dates; the display timezone is unknown. Trevin's Admin badge came from the supplied screenshot and was not displayed in the live text extraction.

01 Viral Score revision

2026-10-01 11:39 AM - Facebook displayed time

Trevin Peterson says the equation is being improved and that he currently evaluates sales, competition and Creator Connections. The complete comment was expanded and then read in its own thread.

Evidence strength. Direct community statement. The supplied screenshot identifies him as Admin; the live text extraction did not display that badge. This is not an Amazon policy announcement.

For KC. Keep score visible without an automatic score cutoff; do not remove other requirements.

[Read the comment](#) | [Open the thread](#)

02 Sales versus score and campaign timing

2026-09-16 8:11 PM - Facebook displayed time

Visible replies favor strong sales with CC as an advantage; another reply prioritizes campaigns ending soon.

Evidence strength. Member advice, not measured comparative performance.

For KC. Use demand and a realistic filming window together. An imminent expiry can also make a campaign impractical.

[Read the comment](#) | [Open the thread](#)

03 Campaigns filling up

2026-09-29 11:43 AM - Facebook displayed time

A member relays a brand message about campaigns filling with creators who do not upload videos. Replies dispute the assumption that campaign participants must all produce onsite videos.

Evidence strength. Secondhand brand report and member disagreement. The brand message was only partially visible; no capacity limit or cause was independently established.

For KC. Check participation availability directly. Do not equate campaign participants with visible influencer videos.

[Read the comment](#) | [Open the thread](#)

COMMUNITY EVIDENCE

Discussions 4-6 of 11

04 Budget falls despite few visible videos

2026-09-26 5:22 PM - Facebook displayed time

A member asks why campaign budget decreased by more than their own payout despite apparently being the only video creator. Replies point to offsite affiliates as another source of qualifying activity.

Evidence strength. Plausible community explanation, not an audit of that campaign.

For KC. Treat remaining budget as shared campaign capacity, not money reserved for KC. Low onsite competition does not establish low competition for the budget.

[Read the comment](#) | [Open the thread](#)

05 Sample outreach when campaigns are full

2026-09-27 7:52 PM - Facebook displayed time

A member reports sending sample requests while campaigns are already fully claimed. Trevin suggests products with potential even without CC, with a later campaign providing additional upside; his full comment was expanded.

Evidence strength. Community strategy. It does not override Sofia's requirement for a current applicable campaign.

For KC. Do not promote full campaigns as available or count a possible future campaign in an earnings scenario.

[Read the comment](#) | [Open the thread](#)

06 Samples field versus private arrangements

2026-09-29 11:00 PM - Facebook displayed time

A policy-screenshot discussion contains speculation about whether Samples: No means arrangements are tracked. The thread was opened and additional visible comments read. The screenshot itself was not transcribed; the live Amazon policy was read separately.

Evidence strength. Member speculation about tracking and tax handling is not verified policy.

For KC. Record Samples: No and any conflicting brief wording separately. Do not infer an offer, exemption or entitlement from either field.

[Read the comment](#) | [Open the thread](#)

COMMUNITY EVIDENCE

Discussions 7-9 of 11

07 Merchant videos with zero influencer videos

2026-09-27 12:16 AM - Facebook displayed time

A member asks whether merchant-only upper and lower video sections indicate an opportunity or a restriction. Trevin states that a seller video can enable an upper carousel.

Evidence strength. Community discussion; Viral Vue's own documentation confirms that placement also depends on Amazon selection and brand permissions.

For KC. Zero influencer videos is not a placement guarantee. Record merchant and influencer counts separately.

[Read the comment](#) | [Open the thread](#)

08 Conflicting total-video counts

2026-08-13 7:13 PM - Facebook displayed time

Members report large differences between summary counts and counts revealed by opening the influencer-video list. One expanded reply explicitly describes the discrepancy.

Evidence strength. Multiple anecdotes; the cause, scope and present fix status are unknown.

For KC. Wait for fresh metrics, open the total-video list when counts conflict, preserve both observations and hold unresolved cases.

[Read the comment](#) | [Open the thread](#)

09 High competition can still yield temporary placement

2026-09-25 6:23 PM - Facebook displayed time

A member reports top-carousel placement despite a very high total-video count. Replies distinguish filming an already-owned product from buying a new one for this purpose.

Evidence strength. Single self-reported outcome, not a success rate or reason to relax KC's cap.

For KC. Keep the agreed total-video cap for purchases. Already-owned items can be a separate future experiment if requested.

[Read the comment](#) | [Open the thread](#)

COMMUNITY EVIDENCE

Discussions 10-11 of 11

10 Buying products and recovering costs

2026-09-03 11:37 PM - Facebook displayed time

A beginner asks how many products to buy and how long payback takes. An expanded reply favors researching items the household already needs before buying speculative inventory.

Evidence strength. Member strategy. No validated universal payback period was found.

For KC. Prioritize practical household fit; keep purchase cost and uncertain future commissions separate.

[Read the comment](#) | [Open the thread](#)

11 Message volumes and automation

2026-09-27 12:10 AM - Facebook displayed time

A member describes choosing to send 30 messages and mentions others sending 100; Trevin responds positively about Campaign Findr.

Evidence strength. Usage anecdote, not documentation of Amazon limits or reset times.

For KC. KC's 30-per-day and 10 p.m. reset remain unverified account context. Confirm in the account before planning outreach; no messages were sent.

[Read the comment](#) | [Open the thread](#)

Coverage at a glance

10 topic searches - 11 selected discussions - 7 official sources. This is a targeted review, not a full-group archive, representative survey or validation of typical earnings.

SCOPE AND LIMITATIONS

How this review was done

Ten searches: viral score; creator connections; budget; calculator; carousel; samples; revenue; break even; total influencer; 30 messages. Initially loaded results were screened, selected comments expanded, the break-even search scrolled, and the original score and samples threads opened.

Facebook's default ranking was retained. Most recent and date filters were not applied. Hidden replies, older unloaded results, Featured history, comprehensive image transcription and video/audio content are outside this pass. No total count of all screened posts is claimed.

This was a targeted review through the authorized Chrome session, not a full-group archive or a representative survey. Private posts were not sent to external scraping services. Only necessary topic summaries and source references were saved.

No messages, reactions, campaign acceptances or purchases were performed. The product shortlist and Google Doc were not edited.

What this review can support

This review supports treating score as context and checking competition and campaigns carefully. It does not establish typical earnings or confirm an individual product's current eligibility.

Further research is possible. A full-group scrape is unlikely to add as much decision value as resolving these specific gaps first.

What remains unresolved

No reliable universal messaging limit or reset time, community-validated calculator accuracy rate, or product-specific payback result was established. The claim that KC has 30 messages per day resetting at 10 p.m. remains unverified account context.

The product shortlist is a separate deliverable and needs current product and campaign checks. The numeric limits and category preferences in this report reflect KC's brief; they are not universal Viral Vue rules.