

# Innovention Lab Pulls Back the Curtain on Amazon's Sales Rank with Metric Junkie

CARY, N.C., July 28 (SEND2PRESS NEWSWIRE) – Innovention Lab, Inc. releases Metric Junkie ([www.metricjunkie.com](http://www.metricjunkie.com)), a free Web service designed to help independent authors and musicians better visualize their Amazon Sales Rank through automated tracking and graphing services. Thinking of writing your own book or publishing your own song? Print on Demand services have made self-publishing an attainable goal for millions of people. But once your book or CD is out, how do you know if your marketing efforts are paying off?



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If your product is listed on Amazon.com then the hourly updated Sales Rank can provide an indication. However, to glean any meaning from this volatile piece of information you must not only capture it, but track it over time. To many authors and artists this condemns them to a life of incessant browser refreshing in an attempt to obtain a disjointed snapshot at best.

Metric Junkie solves this by automatically obtaining Amazon Sales Rank information for products users track and displaying it in a meaningful way through vibrant charts and graphs. "A single Sales Rank does not convey a lot of information, but successive sales ranks can speak volumes," says Mark

Alexander Barros, President of Innovention Lab.

He adds, "When you record a Sales Rank over a period of time, trends become evident and approximations can be made; approximations with regard to your sales, and with those of your competitors. By automating the data collection process and aggregating the data, Metric Junkie exposes these trends and presents them in a meaningful way, allowing independent authors and musicians to quickly gauge the effectiveness of their marketing and promotional efforts."

Metric Junkie allows registered users to freely track a combination of Amazon listed books, CDs, and DVDs. Sales Ranks for items can be examined individually or compared against other items. Want to know what percentage of your sales came from books or Kindle downloads? Metric Junkie's proprietary Market Share Approximator™ can show you. Highs, lows, averages, as well as approximated sales are provided at a glance and can be analyzed over user-defined date ranges.

Innovention Lab is a developer of products, and Web-based services. Their team of scientists, hackers, and computer geeks work tirelessly to create products that solve everyday problems.

Metric Junkie™ is available at: [www.metricjunkie.com](http://www.metricjunkie.com).

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