

Basics & Settings SOP: Managing Suppressed Prime Exclusive Discounts

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Who is this for: This is intended for sellers on the Seller Central platform who are responsible for managing Prime Exclusive Discounts.



Objective: To guide sellers through the process of managing and resolving suppressed Prime Exclusive Discounts on Seller Central. This aims to provide sellers with the necessary steps to address and resolve these issues, including scheduling SKUs, reviewing and updating the product offering, and removing products that cannot be made eligible for the Prime Discount.

Your Prime Exclusive Discount may be suppressed in certain cases due to your products being ineligible or the discount being no longer appropriate. If this happens, the Prime Exclusive Discounts page will show a "Needs Attention" status, which could be due to various reasons such as:

- Not scheduling any SKUs after creating a discount
- Leaving some SKUs in the Review Page
- Or some submitted SKUs being suppressed due to errors in eligibility criteria.

To view the Review Page, click the "View Details" button next to your Discount Offer and then click the "Review Page" link at the bottom right of the page.

Prime Exclusive Discounts [Learn more](#) View discount upload template

You can now submit Prime Day discount on a single product or on a set of products for Prime members.

[Create Discount](#)

< 1 > 10 results per page

Your Prime Exclusive Discounts						
Discount	Start	End	Status	Last Changed		Actions
Prime Day	Prime Day Start	Prime Day End	Awaiting Upload	06/07/2022 10:01 AM		View Details
Black Friday Discount	11/24/2022 12:00 AM	11/26/2022 12:00 AM	Expired	11/27/2022 3:56 PM		View Details

If your product status is "Invalid" for your Prime Exclusive Discount, it may be due to reasons like the product's rating is lower than the minimum threshold, the product is not eligible for Prime Shipping in all regions of the country, the product pricing is managed by Automated Pricing, the product is part of product categories where Prime Exclusive Discount is not allowed, or the product is part of another deal or Prime Exclusive Discount.

To resolve these issues, you need to either remove, edit, or update the product offering for the Discount. If you cannot make the product eligible for the Prime Discount, then you need to remove it so that the remaining products in your offer can run as scheduled.