

# Catalog SOP: Editing a Coupon

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## Who is this for:

- This is designed for sellers on the Seller Central platform who need to edit their coupons.
- This is relevant for sellers who have already created a coupon and need to make changes before it goes live or while it is active.



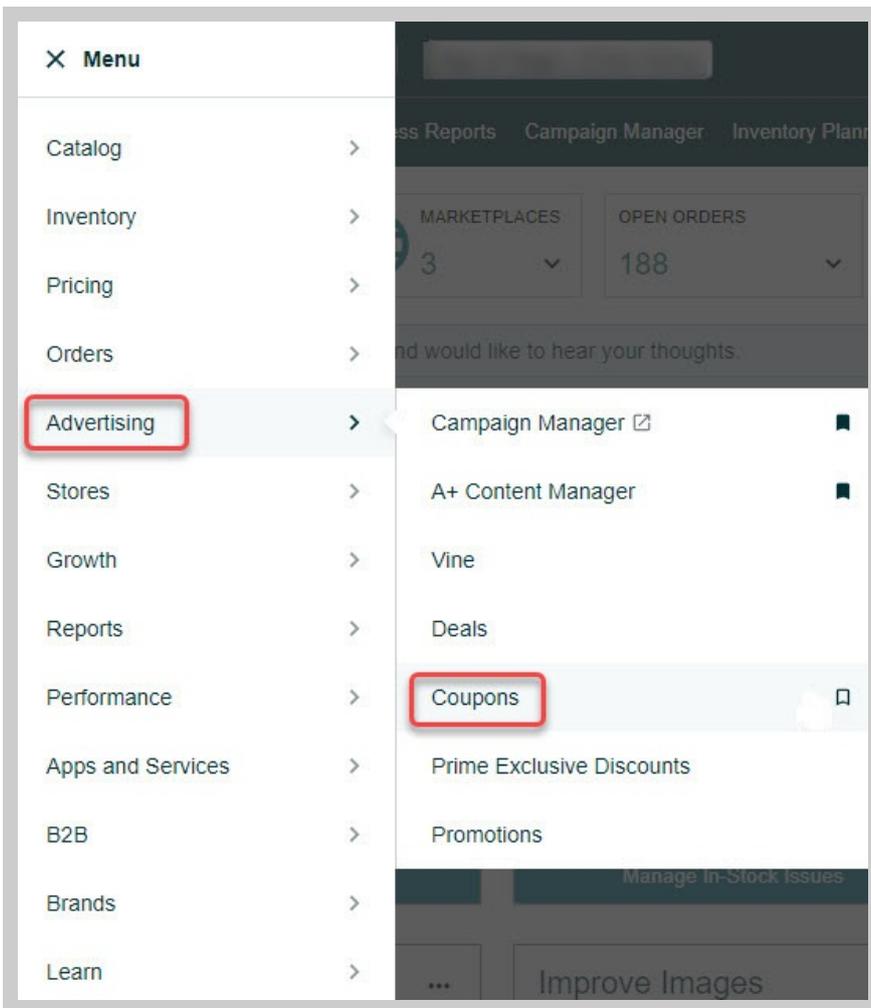
## Objective:

- To guide sellers through the process of editing a coupon on Seller Central.
- To ensure that sellers can efficiently update and optimize their coupons to provide value to customers and meet their promotional objectives.

Unless there is an immediate or critical cause, before any editing to active coupons, it is important to inform, brief details and get client's approval. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

It is essential to keep in mind that your Coupon will be locked down approximately six hours before the start time, and you will not be able to make any changes to it until it goes live. During this time, Amazon's systems run validation rules to ensure that the Coupon provides good value to customers. After your Coupon goes live, you can increase your budget or extend the duration up to 90 days maximum.

1. To edit your Coupon, go to the "Advertising" tab on the top menu of Seller Central and select "Coupons" from the Drop-Down Menu.



2. Find the Coupon you wish to edit in the table of Coupons on the following page, and click the "Edit" button to the right of the Coupon Title.

Coupon title ⓘ	Actions
Save 40% on Spa Gift Box for Women with Love Love ...	<input type="button" value="Edit"/> <input type="button" value="Run again"/>

3. If your Coupon is not yet live, you can add or remove Products on the "Search & Add Products" page.

## Select participating products

Add products to your coupon here. You can add up to 200 ASINs to your coupon.

Recommended products [New](#) Search your catalog **Participating products (1)**

Search by product name or ASIN   **No results**

Participating ⓘ	Product name
<input checked="" type="checkbox"/>	LOVE Box Spa Gift Set for Women: Lotion, Soap, Bath Bomb, Pink Tu of Cage

4. If the Coupon is live, you can only edit the Budget amount on the "Budget & Discount" tab and the end date on the "Schedule & Target" tab.

## Set discount

Enter the discount amount you want to apply to the products you added to your coupon in the previous step.

Money off

Percentage off

Discount

%	40
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Minimum 5% and Maximum 50%

Limit redemption to one per customer

## Set budget

Your budget will be shared among the following 2 costs:

- USD equivalent of the discount you are offering
- Redemption fees (\$0.60 for each redemption)

**i** **Budgets are not hard limits.** Coupon budgets are for planning purposes only and budget overshooting should be expected. [Learn more](#)  
**Your coupon will be deactivated when it reaches 80% utilization.**  
[How do budgets work?](#)

\$	300
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Minimum \$100

## Coupon title

For a more effective coupon title, choose a definition that accurately describes the product group you added to your coupon. For example: 'Save 15% on hand sanitizers'

Coupon title

Save 40% on	Spa Gift Box for Women with Love Love Love Wine Tumbler in Pink
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Maximum 100 characters

[Title guidelines](#)

5. Remember to click the "Continue" button to proceed to the next step on each page where you make changes, in order to save your edits.

## Targeting

You may choose to limit the audience of your coupon to one of the customer segments below.

Customers to target [?](#)

All customers	▼
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Continue

6. Finally, you can review your edited Coupon on the "Review & Submit" tab, where you can click the "Submit Coupon" button again to apply the changes.

