

Catalog SOP: Running a Coupon Again

03/17/2025 8:33 am CDT



Who is this for: This is designed for sellers on the Seller Central platform who need to run again their previous coupons.

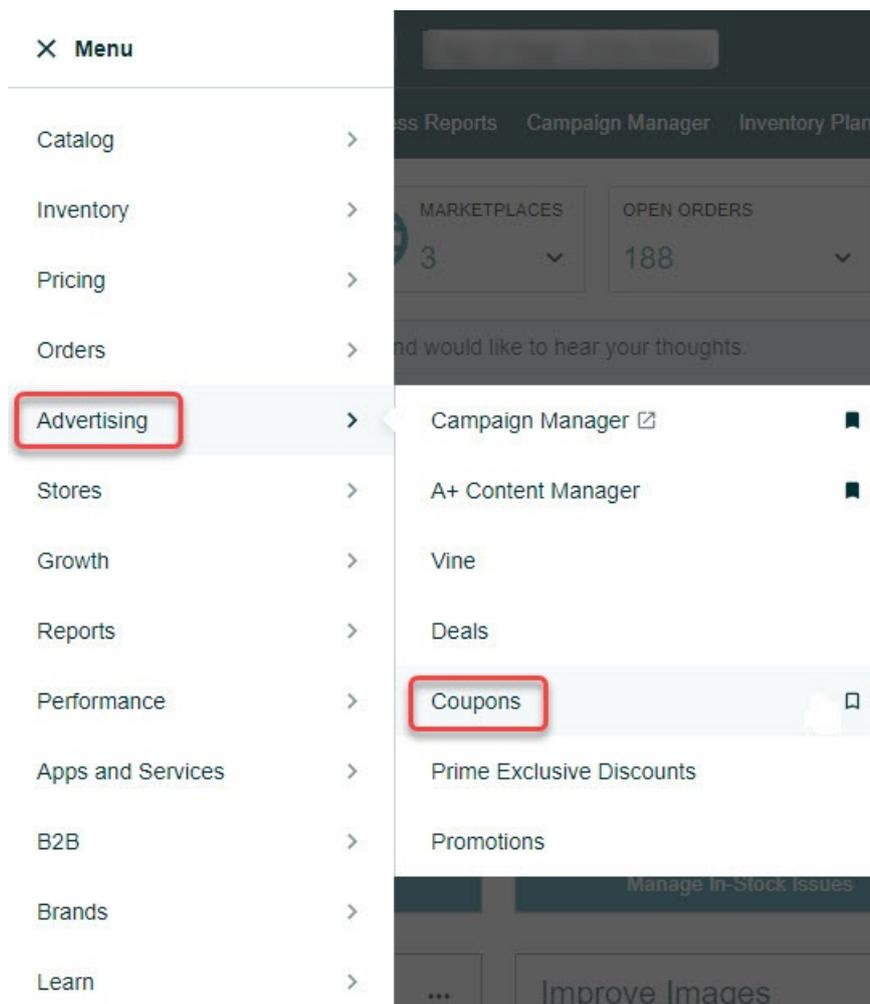


Objective: To guide sellers through the process of running again a previously ended coupon on Seller Central.

If a Coupon has performed well, you may want to re-run it without creating a new one. Seller Central offers an option to re-run a Coupon to save you time.

Before running a coupon again, 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.

1. To re-run a Coupon, go to the "Coupons" section in the "Advertising" tab on the top menu of Seller Central.



2. Find the Coupon you want to re-run in the table of Coupons and click the "Run again" button next to 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. You will be taken to the "Review & Submit" page where you can make changes to the Coupon, including start and end dates, by selecting each tab at the top.

Progress indicator: Products (filled), Details (filled), Review (empty)

By submitting this coupon, you accept Amazon coupon terms and conditions.

4. Amazon will automatically select dates based on the initial duration, so be sure to check and adjust as needed.

Details Edit	
Coupon title	Save 40% on Spa Gift Box for Women with Love Love Love Wine Tumbler in Pink
Discount	40%
Budget	\$300.00
Schedule	05/26/2023 - 06/02/2023
Target customers	All customers
One redemption per customer	No

5. You can also modify your Budget, Discount, and products on the respective tabs.

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

6. Once you are satisfied with the changes, return to the "Review & Submit" page and click the "Submit Coupon" button at the top right after clicking "Continue to Next Step" for each amended tab to re-run your Coupon.

● Products ● Details ○ Review

Cancel

Submit

By submitting this coupon, you accept Amazon coupon terms and conditions.
