

Catalog SOP: Managing Deactivated Coupons

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Who is this for?: For individuals who are involved in coupon management within the company. It is particularly relevant for individuals responsible for handling and processing deactivated coupons.

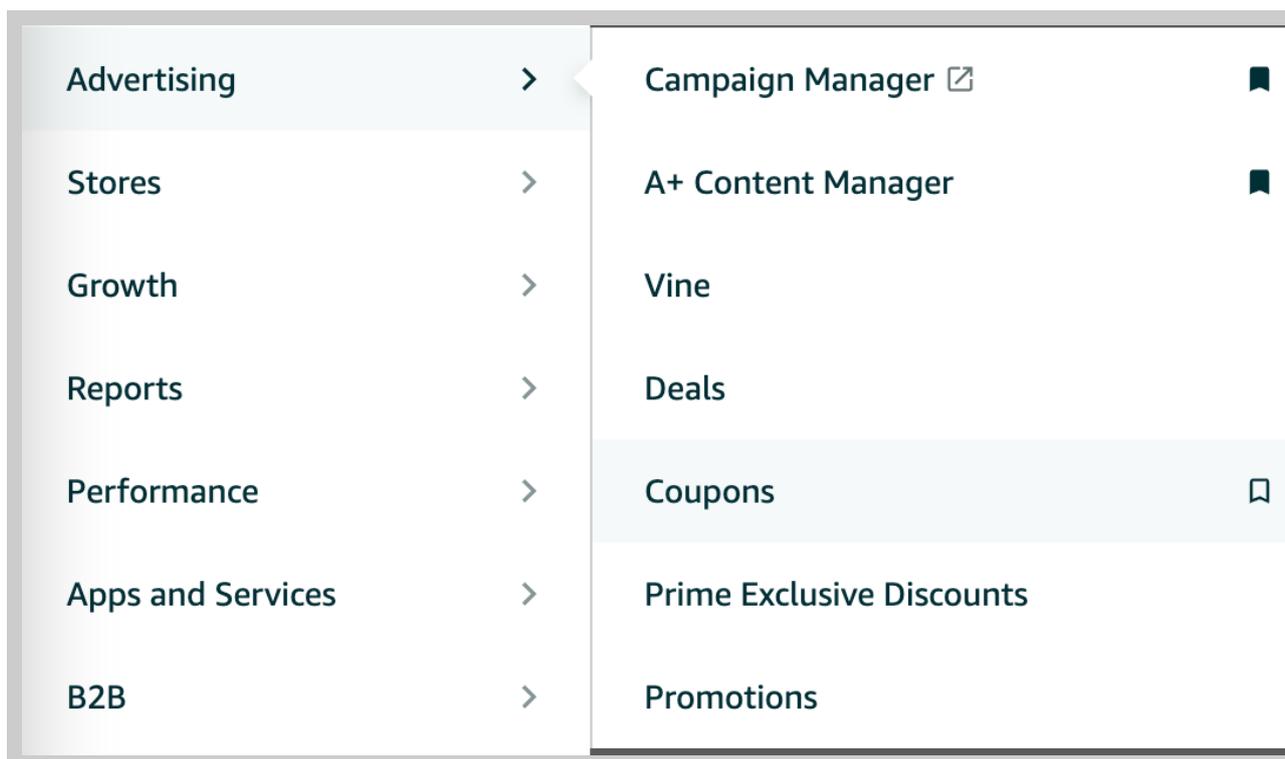


Objective: The objective of this Standard Operating Procedure (SOP) is to provide clear guidelines and processes for managing deactivated coupons within a company.

Amazon reserves the right to deactivate your Coupon for various reasons:

- If your Coupon Title violates the terms and conditions of the Coupon Program;
- If some of your Products become ineligible for a variety of reasons;
- If your account no longer meets the performance or good standing requirements, etc.

1. To reactivate a Coupon that Amazon has deactivated, go to the “Advertising” tab on Seller Central, select “Coupons” from the Drop-Down Menu, and find the Coupon that has been deactivated or suppressed.



2. Click the “Edit” button to the right of the Coupon Title to make the necessary changes to the Coupon, whether it is the title or removing ineligible products

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 the ineligibility is due to your account, you need to contact Amazon through a case and take the necessary steps to resolve the issue before you can run the Coupon again. Include the following details in your case:

- Title of the coupon
 - ASIN(s) advertised in the coupon
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