Catalog SOP: Viewing Coupon Costs and Performance
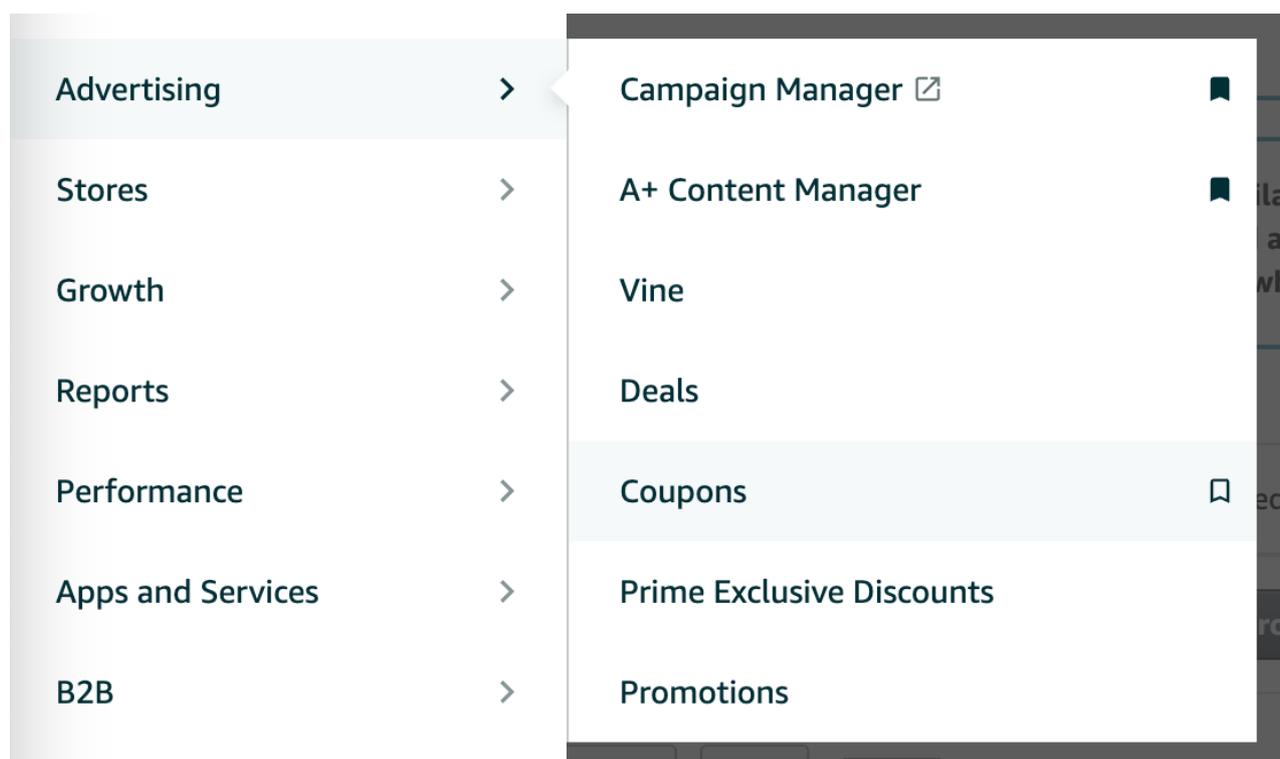
10/09/2024 3:30 pm CDT

> ℹ️ **Who is this for?:** Intended for individuals who are responsible for implementing coupon campaigns. It is specifically designed for individuals involved in tracking coupon costs, analyzing performance metrics, and making data-driven decisions to improve coupon effectiveness.

> ✅ **Objective:** To establish a systematic process for viewing and analyzing coupon costs and performance within a specific organization. The SOP aims to provide a standardized approach to monitor, evaluate, and optimize the effectiveness of coupon campaigns in terms of costs and overall performance.

Running a coupon incurs costs consisting of the discount value plus a redemption fee of $0.60 per discount redeemed by a customer. A coupon is considered 'redeemed' when a customer purchases a product associated with an active coupon and attaches the coupon to their account. The redemption fee is payable upon shipment of the unit. You are responsible for funding all coupon discounts and associated costs. Coupon discounts will be created and administered according to the terms provided on the Seller Central platform. Any coupon budget is for planning purposes only, and fees are calculated based on actual promotional activity. If promotional activities exceed the coupon budget, no refunds will be issued.

1. To check your Coupon Performance, go to the "Advertising" tab on Seller Central, select "Coupons" from the drop-down menu, and locate the Coupon you wish to view.

2. You can select All Coupons, Running, Expired, Failed, Canceled, Submitted, Needs Action, and Expiring Soon.

Coupons [Subscribe & Save Coupons] [Reorder Rewards Coupons]   [Create in bulk] [Create a new coupon]

ⓘ The maximum discount that can be set for Coupons is updated to 50%. Any ASINs associated with the Coupons with discount % greater than 50% will be suppressed.

ⓘ Standard coupons will stack with Subscribe & Save coupons if they are available for the same product. Customers will be able to redeem both of these coupons at checkout (for example, a standard coupon offering 50% off and a Subscribe & Save coupon offering 50% off will stack to give 100% off the product). Please consider the total discount offered by both coupon types when creating or editing your coupons.

Select : ○ All (27) ● Running (0) ○ Expired (26) ○ Failed (0) ○ Canceled (1) ○ Submitted (0) ○ Needs Action (0) ○ Expiring Soon (0) ⓘ

Search : 🔍 Search by coupon title or status   [Search]

3. In the table, note the following statistics in the Coupon block:
- Spend (the sum of costs related to the Coupon)
- Clips (number of times Coupon has been clipped)
- Redeemed (number of times Coupon has been redeemed)
- Sales (revenue generated through Coupon).

Coupon title ⓘ	Actions	Status ⓘ	Start Date	End Date	Budget ⓘ	Discount ⓘ	Spend ⓘ	Clips ⓘ	Redeemed ⓘ	Sales ⓘ
Save 40% on Spa Gift Box for Women with Love Love ...	Edit Run again	Expired	2023-03-22	2023-03-29	$300.00	40.00%	-	2	-	-

4. You can also view this data by clicking on the Title Link of the Coupon to open the Coupon Detail Page.

Search : 🔍 Search by coupon title or status   [Search]

Coupon title ⓘ	Actions
Save $10 on Forever Love Necklace	Edit Run again

Coupon details

Start Date	2023-03-22
End Date	2023-03-29
Budget	$300.00
Spend	-
Clips	2
Redeemed	-
Target	All customers
Status	Expired

To view deductions from Coupon Campaigns:

1. Go to the "Payments" tab on Seller Central, select "Payments" from the Drop-Down Menu, and click the "Statement View" tab.

Payments Dashboard   Learn More | Take Tour | Rate this page

Statement View   Transaction View   All Statements   Disbursements   Date Range Reports   Advertising Invoice History   Reports Repository

2. Click the Sub-Total value for the "Orders" section of the Statement. On the next page, the "Transaction View" tab shows additional details, such as the Coupon title and quantity per ASIN sold on the offer. This will be shown

under the "total promotional rebates" column.

3. The fee will be deducted from the account before Amazon's next payment.