

Catalog SOP: Creating a Percentage Off Promotion

10/10/2024 8:48 am CDT



Who is this for:

This is designed for individuals or teams responsible for managing promotional activities and sales on Amazon Seller Central. It is intended for use by marketing managers, e-commerce managers, or any personnel involved in creating and executing promotions to boost product visibility and customer engagement.



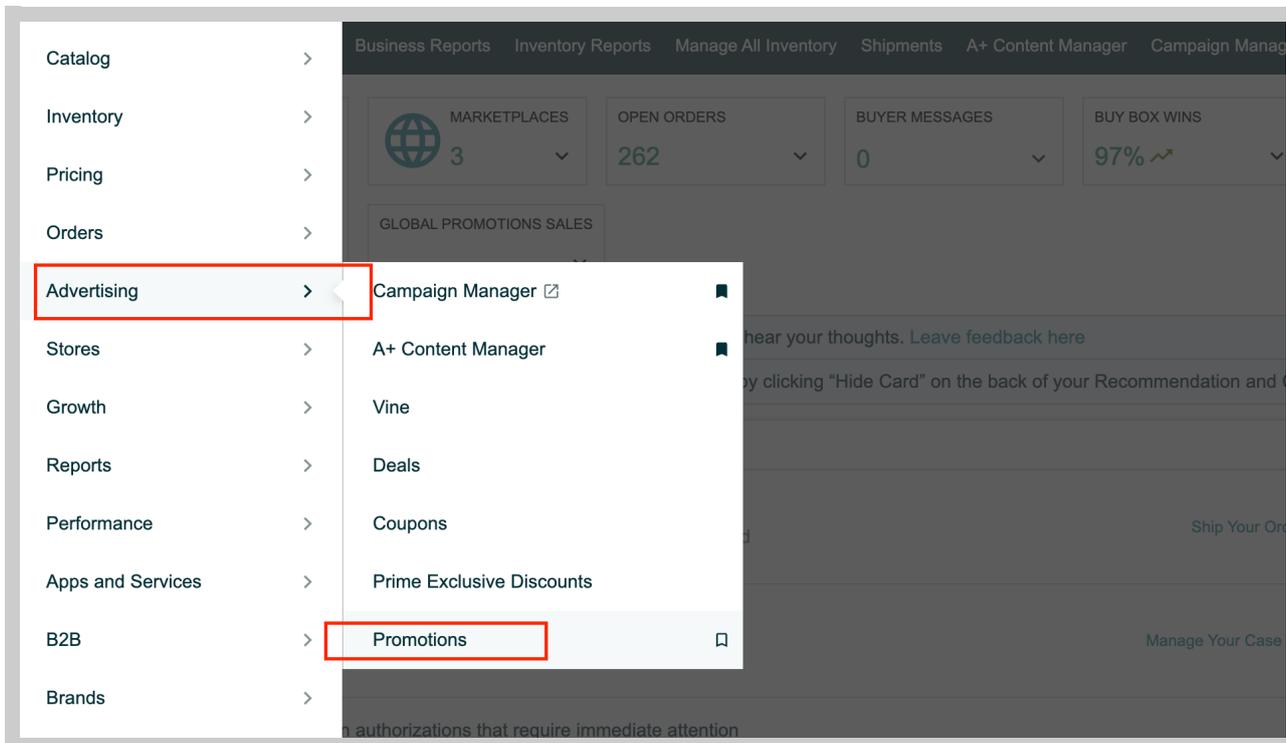
Objective:

- To provide detailed instructions for creating a Percentage Off Promotion on Seller Central.
- To make sure that users can effectively create Percentage Off Promotions to attract customers, increase sales, and drive growth on the Amazon platform.

Before implementing the proposed Percentage Off Promotion, 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. Do the Same when there is an edit to be made on running promotions except if the need to edit is critical.

Here are the steps to create a Percentage Off Promotion on Seller Central:

1. Go to the side menu of Seller Central and select "Advertising". Then, select "Manage Promotions" from the Drop-Down Menu.



2. Click the "Create" button under the "Percentage Off Promotion" heading on the "Create a Promotion" tab.

Promotions [Learn more](#)

[Create a Promotion](#) Manage Your Promotions Manage Product Selection

Create a Promotion

Social Media Promo Code

Create a custom promo code and receive a unique marketing page to share with customers through social media, emails, or influencer marketing. You control how to market the promotion and how many units and transactions customers can redeem.

[^ See Less](#)

Create

Percentage Off

Use Advanced options, to set up a promotion with a tiered discount structure to encourage the customer to buy more because they get a better discount (no Buy Box impact). To discount single unit purchases, consider implementing a limited-time Sale Price (impacts Buy Box).

[^ See Less](#)

What happened to money off? [v](#)

Create

Buy One Get One

Set up a limited-time, "buy one (or many) get one free" offer to spotlight a new product or to get

[v See More](#)

- Under "Step 1: Conditions", select the required purchase quantity or value from the "Buyer Purchases" Drop-Down Menu and enter the corresponding number.
- Select the "Product Selection" from the "Purchased Items" Drop-Down Menu.
- To create a new product selection for this Promotion, click the link next to the Drop-Down box and follow the instructions in the previous section.
- Select "Percent Off" from the "Buyer Gets" Drop-Down Menu and fill in the percentage number. Then, select "Purchased Items" from the "Applies to" Drop-Down Menu.

Step 1: Conditions

1. Buyer purchases	At least this quantity of items v	<input type="text" value="1"/>
2. Purchased Items	VPC v	Create a new product selection 3.
4. Buyer gets	Percent off v	<input type="text" value="20"/>
5. Applies to	Purchased Items v	
Set your budget (in \$)	<input type="text"/>	

Budgets are not hard limits. Promotional budgets are for planning purposes only and budget overshooting should be expected. Your promotion will be taken offline, when it

- In the "Tiers" field, enter the number of units the buyer must purchase to receive a specific percentage.
- Click the "Add Tier" button to add additional tiers and fill in the required units and percentages for each tier.
- Alternatively, select "Additional Item" from the "Applies to" Drop-Down Menu and choose the ASIN the customer must buy along with the product selection to receive their percentage.
- Under the "Advanced Options" section, exclude any Product Selections from this Promotion if necessary.

Tiers	Buyer purchases	Buyer gets
	At least this quantity of items	Percent off
	1	20
	Add Tier	
Advanced Options		
Exclude Items	\ .025	Create a new product selection

11. Under "Step 2: Scheduling", select the Start and End Dates and Times for the Promotion, keeping in mind that Amazon's default time is 4 hours ahead of PST to 11:59 pm PST.

12. Enter your "Internal Description" to help identify your Percentage Off Promotion.

Step 2: Scheduling

Start Date	05/18/2023	12:00 PM	PDT
End Date	05/18/2023	11:59 PM	PDT
Internal Description	Example: Mother's Day Free Shipping		
Tracking ID	Percentage Off 2023/05/18 13-16-14-735		

13. Under "Step 3: Additional Options", choose between "Single-Use", "Group", or "None" for the "Claim Code" option. Note the restrictions on using preferential and exclusive claim codes.

Step 3: Additional Options

Claim Code	<input type="radio"/> Single-use <input type="radio"/> Group <input checked="" type="radio"/> None
	<i>Group claim codes have no quantity limits; you cannot control how many customers can redeem before promotion ends.</i> Learn more
One redemption per customer	<input type="checkbox"/>
Claim Code	<input type="text"/> Suggest a code

14. For "Single-Use" or "Group", select whether to allow one redemption per customer, enter your claim code, and choose the Claim Code Combinability as "Preferential" or "Unrestricted". For "Group", the Claim Code will be generated automatically by Amazon, but you can edit it.

Step 3: Additional Options

^ Claim Code	<input checked="" type="radio"/> Single-use <input type="radio"/> Group <input type="radio"/> None <small>Group claim codes have no quantity limits; you cannot control how many customers can redeem before promotion ends. Learn more</small>
One redemption per customer	<input checked="" type="checkbox"/>
Claim Code	<input type="text"/> <input type="button" value="Suggest a code"/>
Claim Code Combinability	Preferential
^ Customize messaging	
Checkout display text	<input type="text" value="Promotion Applied"/>
Show promotion on detail page	<input type="checkbox"/>
Terms and conditions	How to claim: 1. Add all products described in the promotion to your Shopping Cart in one of two ways: <ul style="list-style-type: none">Using the Add both to Cart button near the promotion description, ORUsing the Add to Shopping Cart button on each respective product page.

15. Under the "Customize Messaging" section, add your own text for the "Checkout Display Text", "Purchased Items Display Text", and "Terms and Conditions". 16. Choose whether to display the "Detail Page Display Text" and enter any necessary "Customized Text".

Step 3: Additional Options

^ Claim Code	<input type="radio"/> Single-use <input checked="" type="radio"/> Group <input type="radio"/> None <small>Group claim codes have no quantity limits; you cannot control how many customers can redeem before promotion ends. Learn more</small>
One redemption per customer	<input checked="" type="checkbox"/>
Claim Code	<input type="text"/> <input type="button" value="Suggest a code"/>
Claim Code Combinability	Preferential
^ Customize messaging	
Checkout display text	<input type="text" value="Promotion Applied"/>
Show promotion on detail page	<input checked="" type="checkbox"/>
Purchased items display text	<input type="text" value="Qualifying items"/>
Detail page display text	<input type="radio"/> Standard text <small>Save 20% each on Qualifying items offered by Age of Sage when you purchase 1 or more. Enter code 23PXIM3R at checkout. Here's how (restrictions apply).</small> <input checked="" type="radio"/> Customized text <input type="text"/>
Display precedence	<input type="text" value="50"/> ▼
Terms and conditions	How to claim: 1. Add all products described in the promotion to your Shopping Cart in one of two ways: <ul style="list-style-type: none">Using the Add both to Cart button near the promotion description, ORUsing the Add to Shopping Cart button on each respective product page.

17. Select the Display Precedence number and click the "Review" button at the bottom of the page.

Display precedence 50

Terms and conditions

How to claim:

1. Add all products described in the promotion to your Shopping Cart in one of two ways:
 - Using the **Add both to Cart** button near the promotion description, OR
 - Using the **Add to Shopping Cart** button on each respective product page.
2. The discount will be reflected on the final order checkout page and will be allocated proportionally to all promotion items in the Shopping Cart. For example, if the promotion offers \$5 off item A, worth \$10, when you purchase two qualifying items B and C, worth \$20 each, the \$5 will be divided proportionately between the three items, so item A will appear with a \$1 discount, and each of the two other qualifying items will appear with a \$2 discount.

Terms and Conditions:

- The promotion is valid for a limited time only. Amazon reserves the right to cancel it at any time.
- If you do not purchase the qualifying and Best Value items added to your Shopping Cart when the promotion is in effect, the discount will not apply.
- The promotion applies only to qualifying items displaying the offer message on their product information pages.
- The promotion applies only to products sold by the seller indicated in the offer message. It does not apply to the same products sold by other sellers. For example, if the promotion applies to cookware offered by Amazon.com, the same cookware offered by other sellers on the Amazon.com website (e.g. Macy's, etc.) do not qualify.
- Unless the promotion indicates otherwise, it applies to the lowest priced qualifying item and may not be combined with other offers.
- All qualifying and Best Value items must be purchased in one order and shipped to a single address.
- If you return any of the promotion items, we will subtract your Best Value discount from your return credit.
- Shipping and handling charges apply to all products, including Best Value items.
- Add-on Items require a minimum purchase. See amazon.com/addon for details.
- This promotion may not be combined with other offers, including promotional certificates.
- Does not apply to orders placed with 1-Click.
- Offer good while supplies last.
- Void where prohibited.
- If you remove any of the promotion items from your Shopping Cart or violate any of the Terms and Conditions, the promotion will be invalid, and the discount will not apply.

Manage Promotions Review

18. Review your Percentage Off Promotion on the next page and click "Submit" if you're happy with it.

19. If you need to make changes, click "Back", make the necessary adjustments, and click "Review" and "Submit" again to submit your Promotion.