

Catalog SOP: Duplicating an Existing Percentage Off Promotion

03/17/2025 8:36 am CDT



Who is this for:

- This is designed for individuals or teams responsible for managing promotions and marketing activities on Amazon Seller Central.
- It is intended for use by marketing managers, campaign managers, or any personnel involved in planning and executing promotions.
- This is relevant for sellers and advertisers who have previously run successful Percentage Off Promotions and want to replicate them with minor adjustments.

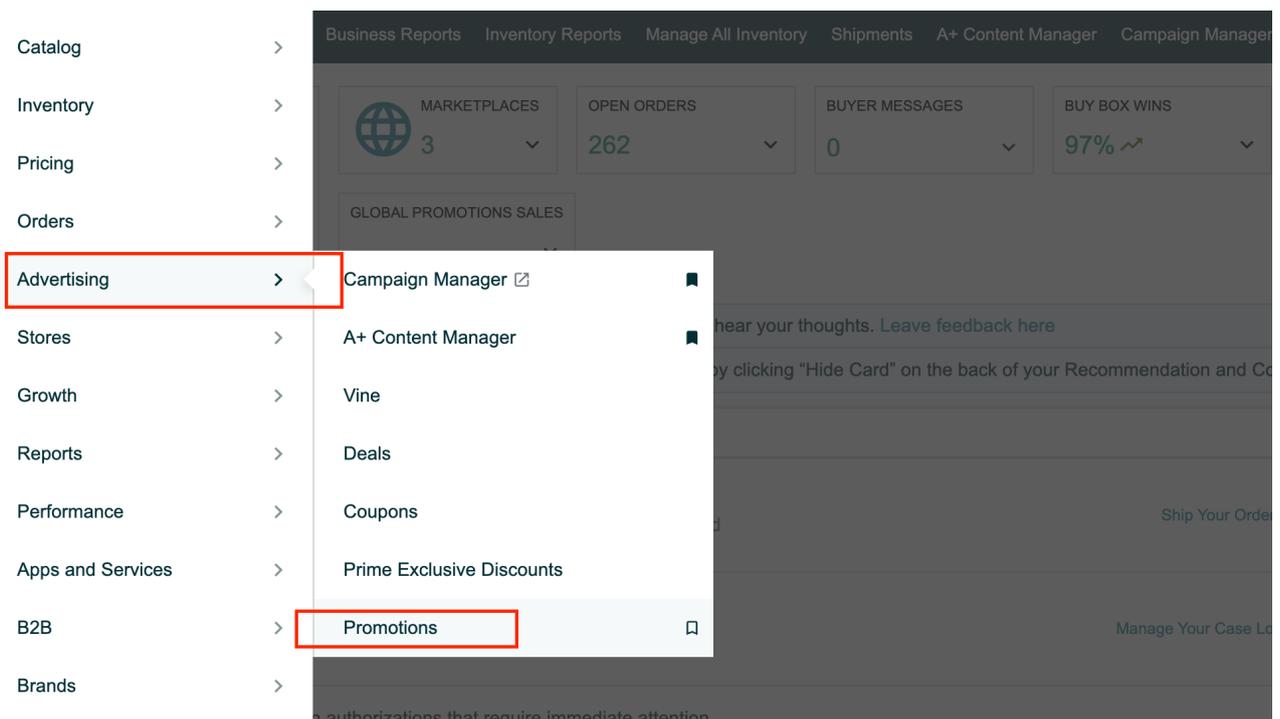


Objective:

- To provide instructions on how to duplicate an existing Percentage Off Promotion on Seller Central.
- To ensure that users can efficiently replicate successful promotions and make modifications as needed, saving time and effort in creating new promotions from scratch.

Before commencing, it is important to communicate, and get client's approval first. Include the proof of approval (screenshot or fireflies call link) as Task Details or as a Comment.

1. To duplicate a Percentage Off Promotion, go to the "Advertising" tab on the top menu of Seller Central and select "Manage Promotions" from the Drop-Down Menu.



2. Locate your Promotion under the "Manage your Promotions" tab using the search option Drop-Down Menus at the top of the page.

Promotions [Learn more](#)

[Create a Promotion](#)

Manage Your Promotions

[Manage Product Selection](#)

Search:

3. Click on the Tracking ID of your Percentage Off Promotion in the table or click the "View" button to the right of the Promotion you wish to duplicate, and select "Clone" from the drop-down menu.

PROMOTIONS [Learn more](#)

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

Search:

Promotion Status All

21 promotions

Tracking ID	Internal Description	Start Date	End Date	Actions
Money_Off_2016/08/28_21-53-891	Promotional Discount on Marble Coated Wok	08/28/2016 7:00 PM PDT	08/29/2016 9:00 AM PDT	<input type="button" value="view"/>

4. On the Percentage Off Promotion page, click the "Duplicate this Promotion" button and proceed to make any necessary edits.

[Home](#) [Dashboard](#) [Reports](#) [Inventory](#) [Orders](#) [Shipments](#) [Campaign Manager](#) [Manage Ad Manager](#) [Manage Store](#) [Account Health](#) [Brand Analytics](#) [Manage Product Catalog](#)

View Promotion

[Manage Promotions](#) [Edit this promotion](#) **[Duplicate this promotion](#)** [End this promotion](#) [View change history](#)

Step 1: Conditions

Buyer purchases	At least this quantity of items	3
Purchased Items	Promotions for all Priority ASIN	
Buyer gets	Percent off	10
Applies to	Purchased Items	

5. Make sure to update the Tracking ID and Internal Description in "Step 2: Scheduling" for your new Percentage Off Promotion to avoid confusion with the original.

Step 2: Scheduling

Start Date	05/30/2020 5:00 PM PDT
End Date	05/30/2024 11:59 PM PDT
Internal Description	Sharks buy 2 get 5 off buy 4 get 10 off buy 10 get 20 off
Tracking ID	Percentage Off 2020/05/30 18-19-46-884
Promotion ID	

6. Once you are satisfied with your edits, click the "Review" button, review your Promotion, and then click the "Submit" button to submit the edited Percentage Off Promotion.

Create a promotion: Percentage Off

[Manage Promotions](#)

Review

7. Note that if you click the "Manage Promotions" button without clicking the "Review" button, the duplicate promotion creation will be canceled.
