

Catalog SOP: Brand Tailored Promotions

03/17/2025 8:38 am CDT



Who is this for?: This SOP is intended for marketing teams, brand managers, and promotion specialists within a company or organization. The SOP serves as a guide for these professionals to develop tailored promotional campaigns that resonate with the target audience, reinforce brand identity, and ultimately drive positive business outcomes, such as increased brand awareness, customer engagement, and sales.



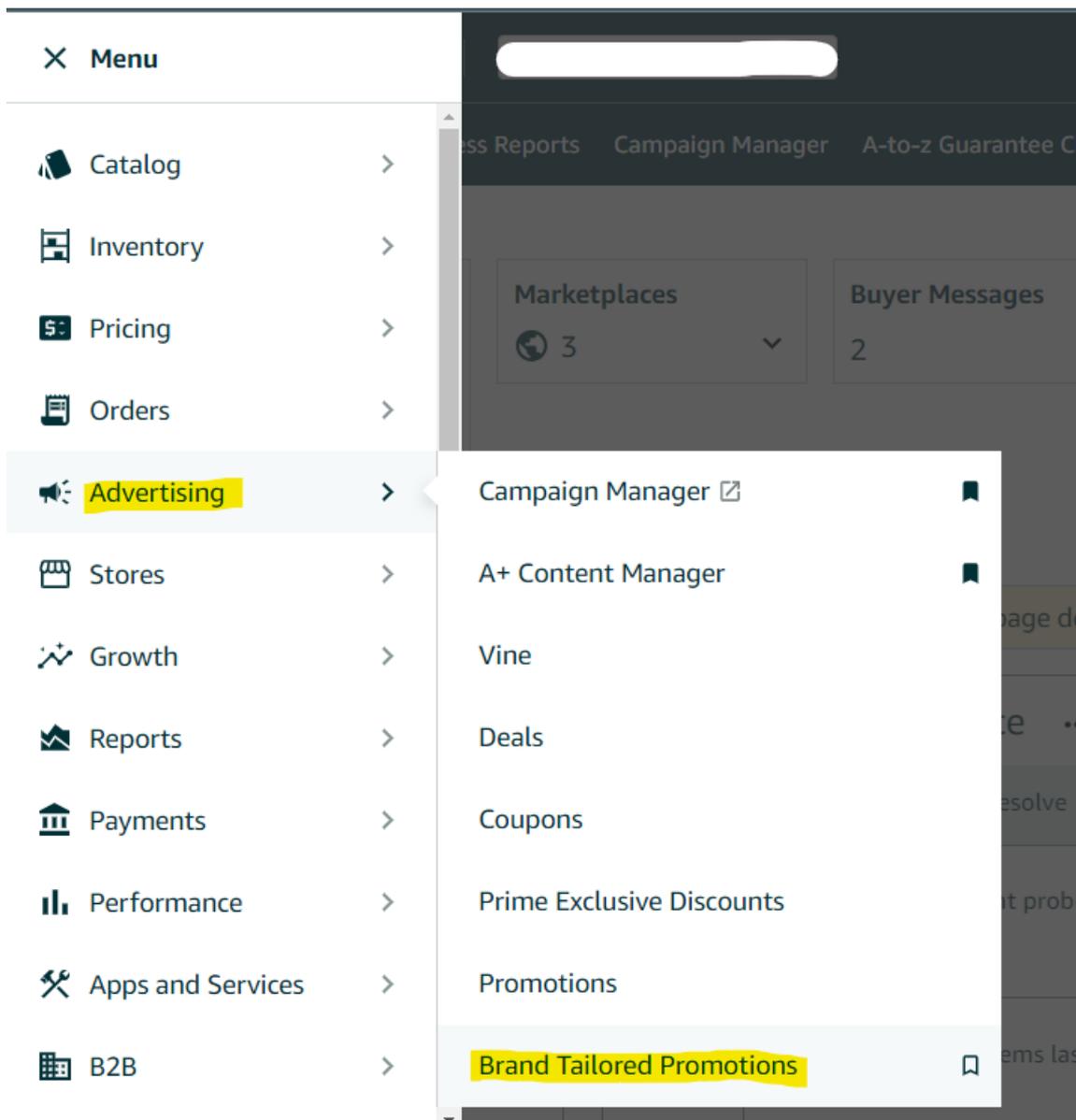
Objective: The objective of the Brand Tailored Promotions is to establish a systematic and effective process for creating and implementing customized promotional campaigns that align with a brand's unique identity and objectives. The SOP aims to streamline the promotion planning, execution, and evaluation processes to maximize the impact of marketing efforts while maintaining consistency with the brand's messaging and values.

Brand Tailored Promotion is a feature that enables registered brand owners on Seller Central to create customized discounts and offers for both past and potential Amazon customers. By offering exclusive discounts to customers who follow or have purchased from the brand, it aims to foster loyal relationships, boost conversions, and manage promotional costs effectively.

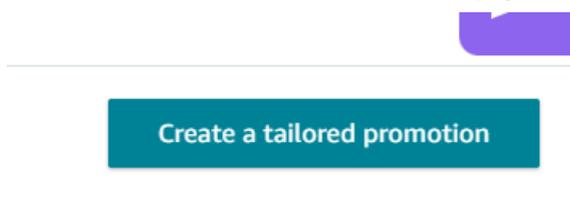
- Brand Tailored Promotions are available to registered brands owners on Seller Central. To see if your brand is eligible, go to [Amazon Brand Registry](#).
- You will be eligible to create tailored promotions only for audiences with size of 100 or more.
- There is no fee to offer a Brand Tailored promotion.
- Always include into the Asana Task all proofs, either screenshot or fireflies call link client's approval to create/ activate promotions and cancellations or deactivations.

To create a tailored promotion on Amazon, follow these steps:

1. Go to the Advertising section and click on "Brand Tailored Promotions."



2. On the Brand Tailored Promotion homepage, click on "Create a tailored Promotion."



3. Select the brand you want to create the promotion for and choose the target audience from the available options. Each audience will have a name, description, and size. Click "Next" to proceed.

Brand and audience

Brand

Audience Learn about audiences

- Brand cart abandoners (90 days)**
Customers who have added any of your brand products to their cart in the last 90 days but haven't purchased yet
- Brand follower:**
Brand followers have clicked to follow this brand on Amazon
- High spend customers (7)**
A 5% sampling of this brand's highest-spending customers in the last 12 months
- Potential new customers (3)**
Customers who have clicked on your brand, Storefront, and products or added products to their cart in the last 90 days but have not purchased from your brand in the last year
- Recent customers ()**
A 5% sampling of this brand's customers in the last 12 months
- Repeat customers ()**
Customers who have purchased more than one order from this Brand in the last 12 months

4. Add a Promotion Name (not visible to customers), discount %, budget, and promotion start and end dates.

- Percent discount must be between 10% and 50%
- Budget is the maximum spend for discount that will be used for this promotion
- The start date must be atleast 24 hours in the future.

Note: The promotion will apply to the entire brand catalog for redemption on any one product per customer. The option to select specific ASINs eligible for the tailored promotion will be available in the future.

Promotion details

Enter details of your promotion. [Learn more](#)

Promotion Name

Applicable Products

Customer discount

Minimum 10%; maximum 50%

 %

Budget

Minimum \$100

Promotion start date

Promotion end date

Redemptions per customer

Combinability

Preferential

Terms & conditions (for customers)

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 items added to your Shopping Cart when the promotion is in effect, the discount will not apply.
The promotion applies to specific customers only. Sharing this promotion or associated claim code will not guarantee the promotion eligibility for other shoppers.
The promotion can be applied and redeemed only once for a shopper.
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

Display promo code on detail page

The promo code will be displayed on the detail page for all qualifying products

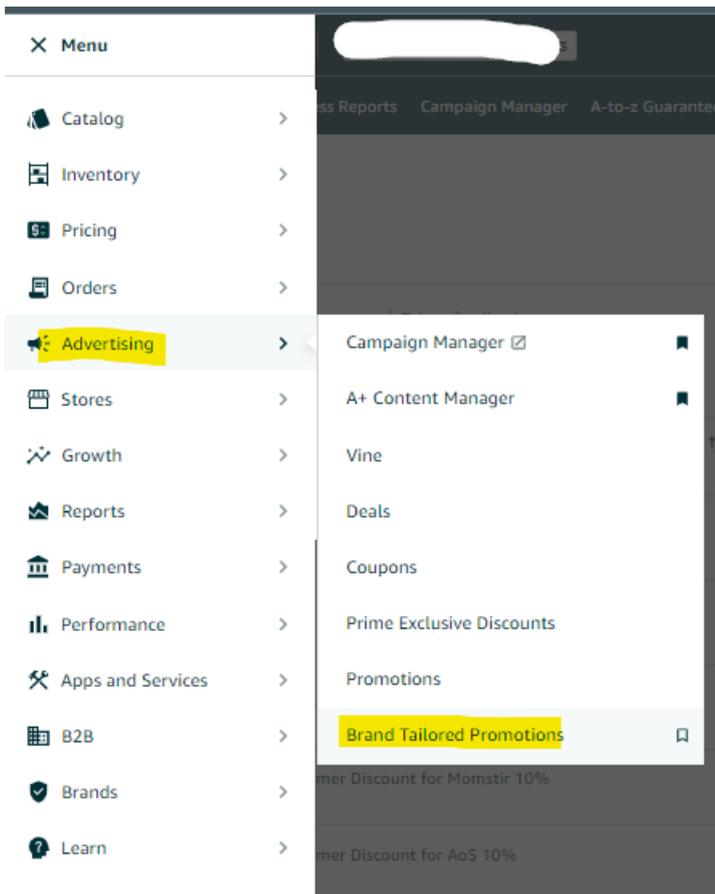
5. All tailored promotions will be enabled for display on detail page by default.

6. Review the promotion and click **Submit promo code** button. Once the promotion is approved, it will be visible to the selected audience.

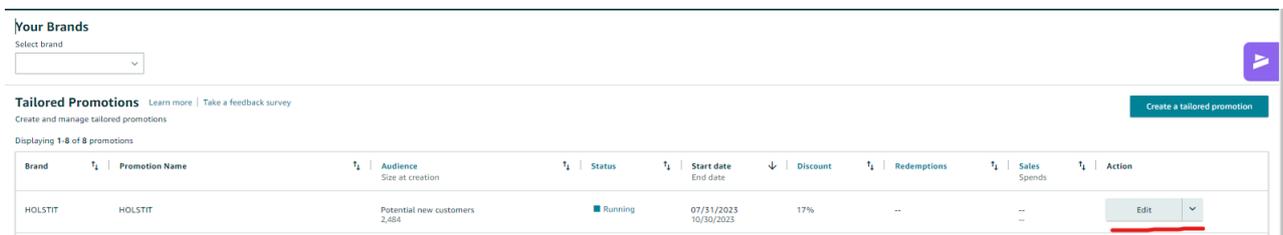
To edit or deactivate a tailored promotion on Amazon, follow these guidelines:

Editing a Promotion:

1. Go to the Tailored Promotion homepage by accessing the Advertising menu and then click on "Brand Tailored Promotions."



2. Find the promotion you want to edit. Click on the "Edit" option for that specific promotion.



3. You can now modify the fields of the promotion as needed. After making the desired changes, click "Submit" to save the updated promotion details. Before the promotion goes live, which is up to six hours prior to the start time, you can edit any of the following fields:

- Discount %
- Budget
- Start/End date

Within six hours of a promotion going live or after the promotion is already live, you can only edit the following fields:

- Budget (you can only increase the budget)
- End date of the promotion (you can only extend the end date of the promotion)

Deactivating a Promotion:

1. On the Brand Tailored promotion homepage, locate the active promotion you want to deactivate.

Your Brands
Select brand

Tailored Promotions [Learn more](#) | [Take a feedback survey](#)
Create and manage tailored promotions Create a tailored promotion

Displaying 1-8 of 8 promotions

Brand	Promotion Name	Audience Size at creation	Status	Start date End date	Discount	Redemptions	Sales Spends	Action
HOLSTIT	IT	Potential new customers 2,484	Running	07/31/ 10/30/2023	17%	--	--	Edit

2. Click on the "Deactivate" option for that promotion.

Your Brands
Select brand

Tailored Promotions [Learn more](#) | [Take a feedback survey](#)
Create and manage tailored promotions Create a tailored promotion

Displaying 1-8 of 8 promotions

Brand	Promotion Name	Audience Size at creation	Status	Start date End date	Discount	Redemptions	Sales Spends	Action
HOLSTIT	IT	Potential new customers 2,484	Running	07/31/2023 10/30/2023	17%	--	--	Edit Deactivate

3. The promotion will be deactivated and will no longer be active for customers.

Note: After deactivating a promotion, it may take up to four hours for the promotion to disappear and no longer be visible to customers.

To learn more about Brand Tailored Promotions, see help link:

<https://sellercentral.amazon.com/help/hub/reference/GFM3F4GG5EYCC5XC>