

# Catalog SOP: Managing Suppressed Lightning Deals

10/11/2024 11:39 am CDT



**Who is this for?** For individuals who are involved in managing and resolving suppressed lightning deals on an e-commerce platform. It can be used by the platform's administrators, customer service representatives, and other individuals responsible for ensuring the smooth functioning of lightning deals.



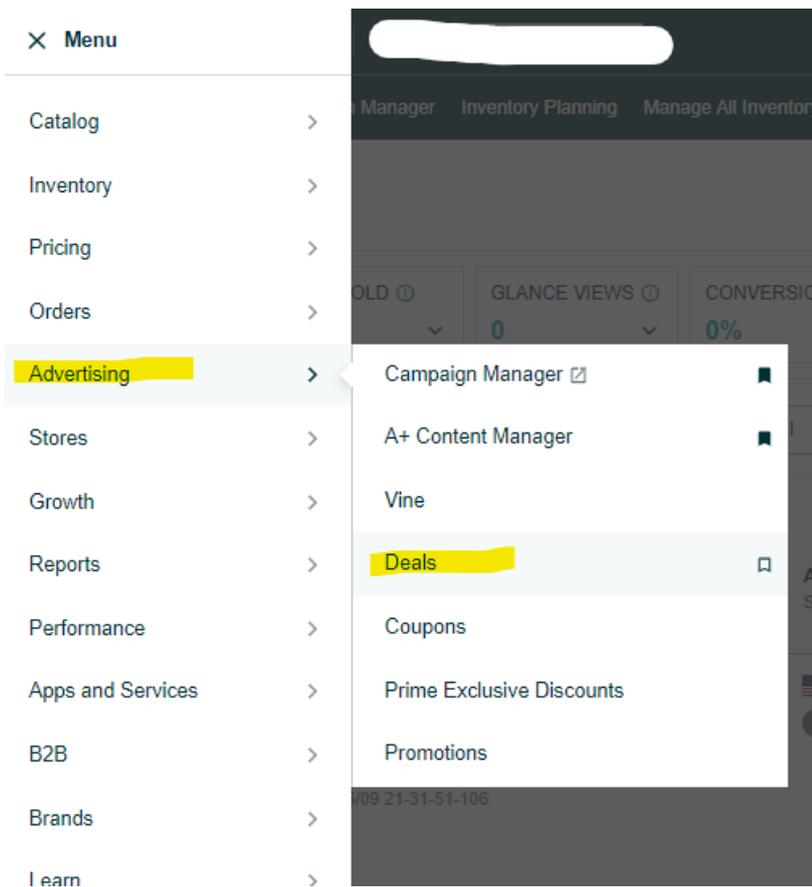
**Objective:** To manage suppressed lightning deals is to establish a clear and structured process for identifying, evaluating, and resolving issues related to suppressed lightning deals on an e-commerce platform. The SOP aims to ensure that suppressed lightning deals are promptly addressed, allowing for effective resolution and improved customer experience.

There are several reasons why a Lightning Deal might be suppressed. These include:

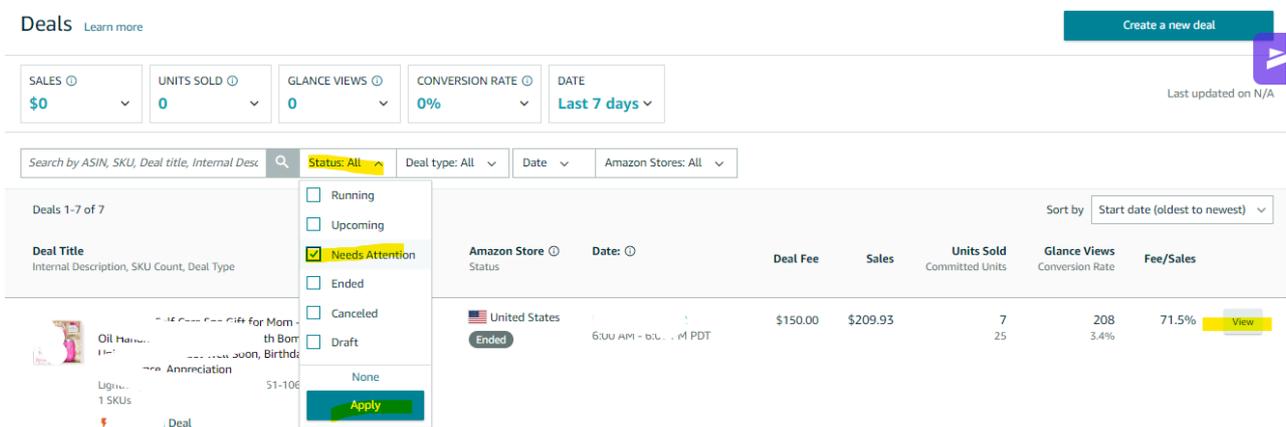
1. The product in the Deal is no longer eligible or violates eligibility criteria.
2. If the product is fulfilled by Amazon (FBA), Amazon has run out of inventory.
3. The Deal price exceeds the Maximum Deal Price, which considers the lowest price from any seller with an offer on the product in New condition.
4. The Deal quantity falls below the Minimum Deal Quantity specified during setup.

To ensure your upcoming Deals remain eligible, you can monitor them from the Deals page leading up to the start date. If any of your Deals become suppressed, you'll see a warning at the top of the Deals page. Click the "View these Deals" link to locate the Deals that require attention.

1. To find suppressed Deals, you can go "Advertising" menu and then click "Deals".



2. You can filter the "Status" to "Needs Attention" and click "Edit" from the "View" button Drop-Down Menu next to the Deal.



3. Within the Product Details and Pricing section of your Deal under the "Configure Deal" tab, you'll see fields outlined in red or a warning icon indicating the specific error. Click on the icon for a brief description of the error.

Note that errors must be resolved 25 hours before the scheduled start time of the Deal to avoid cancellation. Here are some steps you can take to resolve suppression issues:

- For ineligible or violating products, make them eligible or remove them from the Deal.
- For FBA products with out-of-stock issues, ship outstanding units to Amazon.
- For Deals with prices exceeding the Maximum Deal Price, reduce the Deal price to meet or be lower than the maximum.
- For Deals with quantities below the Minimum Deal Quantity, increase the quantity to meet or exceed the minimum.

For more information, see Troubleshooting Suppressed and Active Deals Help  
page <https://sellercentral.amazon.com/help/hub/reference/GKN9A84DGTWYHWY>

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