

Product Rebates

04/30/2025 3:21 pm CDT

Overview

Product Rebates are financial incentives offered by sellers that can be used as a discount to a customer or as a reduction of the product cost when purchasing from a vendor. Thus, by effectively lowering the net cost, the rebate makes the product more attractive to potential buyers.

In Sellercloud, you can apply:

- **Price-Based Rebates:** Reduce [Product Prices](#) on integrated channels. This type of rebate changes the product's price on integrated channels. The price sent to the channel will be the standard price for the channel minus the rebate amount.
 - For example, if the **Amazon Price** is \$99, and you have a price-based **Rebate** of \$10, Sellercloud will update the product's price on Amazon to \$89.
- **Cost-Based Rebates:** Reduce the product costs in your [Order Profit and Loss](#) by a fixed amount or a percentage of the product's **Site Cost**. You can apply cost-based rebates per product or per vendor. These rebates are reflected in the orders' **Profit & Loss** tab:
 - **Profit and Loss (Estimated)** panel: **Rebates** and **Order Cost**
 - **Order Profit Detail** panel: **Final Cost**, **Profit**, and **Profit %**

Product rebates do not apply to wholesale orders unless you enable the [Client Setting Consider Item Cost Rebates for Wholesale Customers](#).

Rebates appear on various reports, such as the [Product Profit Details \(Profit by Product Details\)](#), [P&L Order Details \(Profit by Order Details\)](#), and [P&L Order Summary](#).

Prerequisites

To be able to use the rebates functionality, enable these [Client Settings](#):

- **Enable Rebate Based Discounts For Channels** – Enable price-based rebates for products on integrated channels.
- **Include Rebate in P&L for Orders** – Include cost-based rebates in the [Order P&L](#) calculation. With this setting enabled, you can also enable the setting below.
- **Enable Vendor Based Rebates** – Enable creating and managing [Vendor Rebates](#).

Walmart Marketplace also requires the setting **Enable Rebate Based Prices Upload** on the [Walmart General Settings](#) to be enabled.

To apply price-based rebates to products on integrated channels, open a ticket with [Sellercloud Support](#) to ensure the **RebatePostingService** is running on your server.

Configure Product-Specific Rebates

You can add both price and cost-based rebates individually or in bulk.

Price-based rebates are currently supported only for these channels:

- Amazon
- eBay
- Magento
- Newegg
- Sears
- Shopify

- Walmart Marketplace

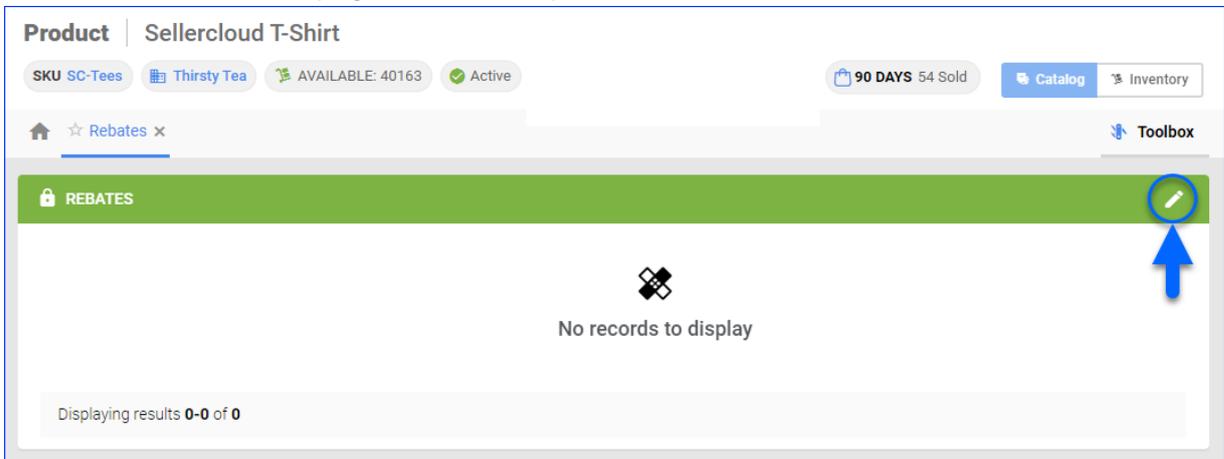
As for cost-based rebates, after you create one, any orders created within the time range of the rebate period will have their P&L adjusted based on the rebate, and an order note “Applied rebate with ID X for amount Y for SKU Z” will be posted. In the note, X is the unique identifier of the rebate, Y is the total rebate amount applied to the order, and Z is the SKU.

This only applies to orders created after you have added a rebate. To apply rebates to orders that have been created before a rebate but fall within its time range, you must [Apply Rebates Manually](#).

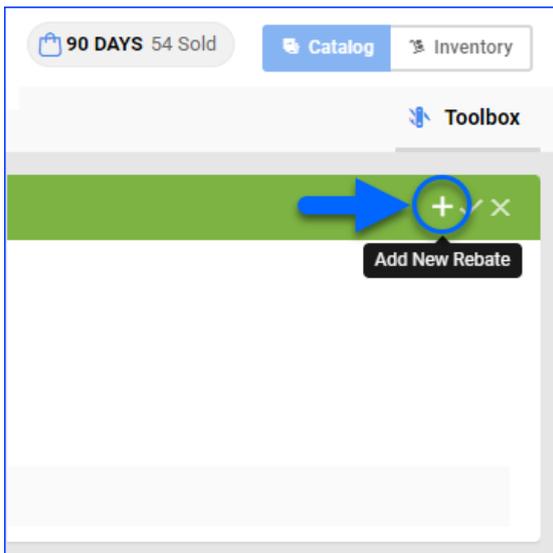
Individually

To add a product rebate:

1. Go to a [Product Details Page](#).
2. Click **Toolbox** and select **Rebates**.
3. Click the **Edit** button at the top right of the **Rebates** panel.



4. Click the **Add New Rebate** button.



5. (Required) In the **Rebate** field, enter the amount by which to reduce the product’s price on integrated channels. When you save the rebate, the **Product Cost** (based on [Client Setting Order Profit & Loss Calculated Using](#)) and **Item Cost After Update** fields will auto-populate accordingly. The **Rebate Amount** will be deducted from the current product cost and the **RebatePostingService** will revise the sale price on all channels like a regular discount. The rebate will not change the **Site Price** of a product, so orders

created manually will not reflect the rebate automatically. In these cases, the rebate can be entered as a discount to the order.

6. (Optional) In the **Deduct From Item Cost** field, enter the rebate amount the vendor is offering you, if applicable. You can change the **Cost Type** to be a dollar value or a percentage of the item cost. This amount will be deducted from the product's **Site Cost** when calculating the order's profit & loss.
You can also configure [Vendor-Specific Rebates](#). They apply to all products from a specific vendor and override the product-level vendor rebates you can create with this setting.
7. (Required) Enter the **Start Date** and **End Date** for both rebates: the one you are offering your customers and the one you are receiving from the vendor. The **End Date** is the specified date starting at 12:00 AM, not its conclusion at 11:59 PM.
8. (Recommended) Check the **Is Active** box to enable the rebate.
9. Based on your preference, use these additional options:
 - **URL** – Enter a URL associated with the rebate for internal reference.
 - **Apply On Amazon Business Prices** – Apply the rebate to the product's [Amazon Business Prices](#).
10. Click **Save Rebate**. The rebate appears in the **Rebates** panel.

In Bulk

Importing product rebates allows you to:

- Add multiple new rebates at once
- Update the already existing rebates on your products

To add or update multiple rebates:

1. Go to **Catalog > Tools > Import Product Info**.
2. Select **Import Product Rebates**.

The screenshot displays the Amazon Seller Central interface. On the left, a dark sidebar contains a navigation menu with 'Import Product Info' highlighted. The main area is split into two panels. The left panel, titled 'IMPORT DATA', lists various import options, with 'IMPORT PRODUCT REBATES' selected and highlighted. The right panel, titled 'IMPORT PRODUCT REBATES', shows a form with a 'Company' dropdown menu set to 'Thirsty Tea', a 'File' upload button with the text 'Click to upload file', and a green 'IMPORT' button. Blue arrows indicate the sequence of actions: clicking 'Import Product Info' in the sidebar, selecting 'Import Product Rebates' in the 'IMPORT DATA' list, clicking the 'Thirsty Tea' dropdown, clicking the 'Click to upload file' button, and finally clicking the 'IMPORT' button.

3. If you are:

- **Importing new rebates from scratch** – Click the **Download** button in the **Import Product Rebates** panel and

select a file type to download a sample template.

- **Updating existing rebates** – See how to [Export Rebates](#) to a spreadsheet so you can change the values in it and then import it to update the rebates.

4. The template file's column headers match the fields on the **Rebates** page.

When you download the template from the **Import Product Rebates** panel, the file includes two special rows. The second row in the spreadsheet defines the parameter, and the third one indicates whether the field is required or not. Once you populate all fields, delete these two rows before you save the file.

	A	B	C	D	E	F	G	H	I	J	K	L
1	RebateID	ProductID (required)	Rebate Amount (required)	DeductFromItemCost (required)	DeductFromItemCostType (required)	FinalPriceToFeed (required)	RebateStartDate (required)	RebateEndDate (required)	IsActive (required)	RebateURL (required)	EnablePriceGrabberFeed (required)	ACTION
2	0	Product SKU	Amount of rebate	Deduct value from Item Cost	% or \$	True or False	start date	end date	True or False	url	true or false	
3	Not required	Required	Required	not required	not required, default \$	not required	required	required	not required default false	not required	not required default false	_DELETE_ to delete rebate, need RebateID
4												

- **RebateID** – Required only if you want to update an existing rebate.
- **ProductID** – Required; the product's SKU.
- **Rebate Amount** – Required; the amount by which you reduce the product's price on integrated channels.
- **DeductFromItemCost** – Not required; the rebate amount the vendor is offering you. This amount will be deducted from the product's **Site Cost** when calculating the order's Profit & Loss. You can also configure [Vendor-Specific Rebates](#). They apply to all products from a specific vendor and override the product-level vendor rebates you can create with the **DeductFromItemCost** column.
- **DeductFromItemCostType** – Not required; enter **%** or **\$** to set the vendor rebate as a percentage value or a fixed amount. The default is **\$** for a fixed amount.
- **FinalPriceToFeed** – Not required; enter **True** or **False**.
- **RebateStartDate** – Required; the start date of both rebates.
- **RebateEndDate** – Required; the end date of both rebates. Note that this is the start of the specified date at 12:00 AM, not its conclusion at 11:59 PM.
- **IsActive** – Recommended; Enter **True** or **False** to enable or disable the rebate; the default is **False**.
- **RebateURL** – Not required; an associated URL for internal reference.
- **EnablePriceGrabberFeed** – Not required; obsolete column.
- **ACTION** – Type **_DELETE_** to delete a rebate. Make sure to enter the **RebateID** in the same row.

5. Return to **Import Product Rebates**, select the appropriate file, and click the **Import** button.

Apply Rebates Manually

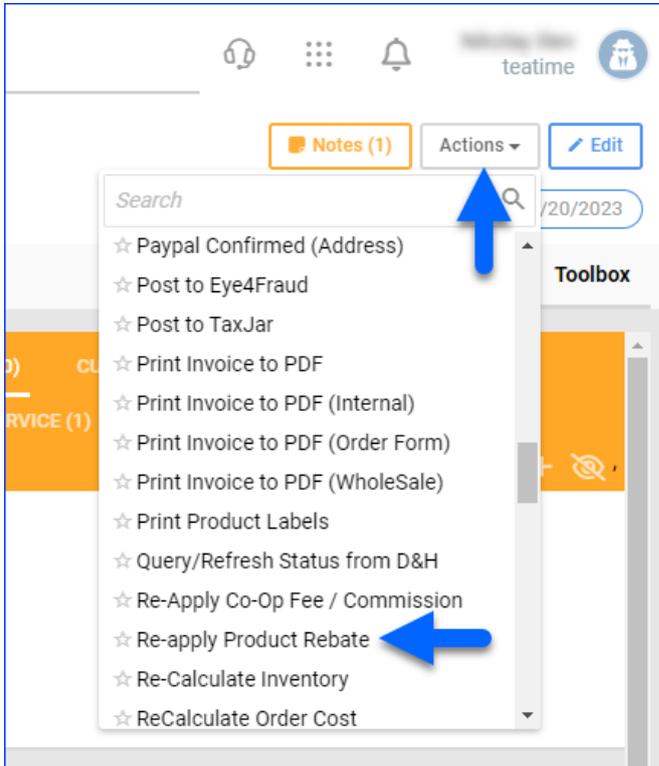
You can apply product rebates to orders manually, allowing you to add missed or past rebates. You must enable the [Client Setting Include Rebate in P&L for Orders](#) for this action to be available. This feature won't work if a rebate already exists on the selected orders.

You can apply rebates to orders individually or in bulk.

Individually

To apply rebates to a single order:

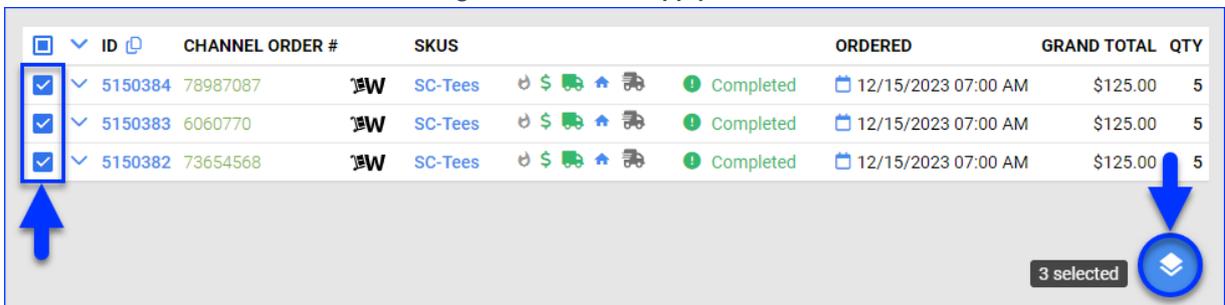
1. Go to the [Order Details Page](#).
2. Click **Actions** and select **Re-Apply Product Rebate**.



In Bulk

To apply rebates to multiple orders:

1. Go to **Orders > Manage Orders**.
2. Find the orders you want to update and select them.
3. Click the blue **Actions** icon at the bottom right and select **Re-Apply Product Rebate**.



4. This action creates a [Queued Job](#). Once the job is completed, your rebates will be applied to the selected orders.

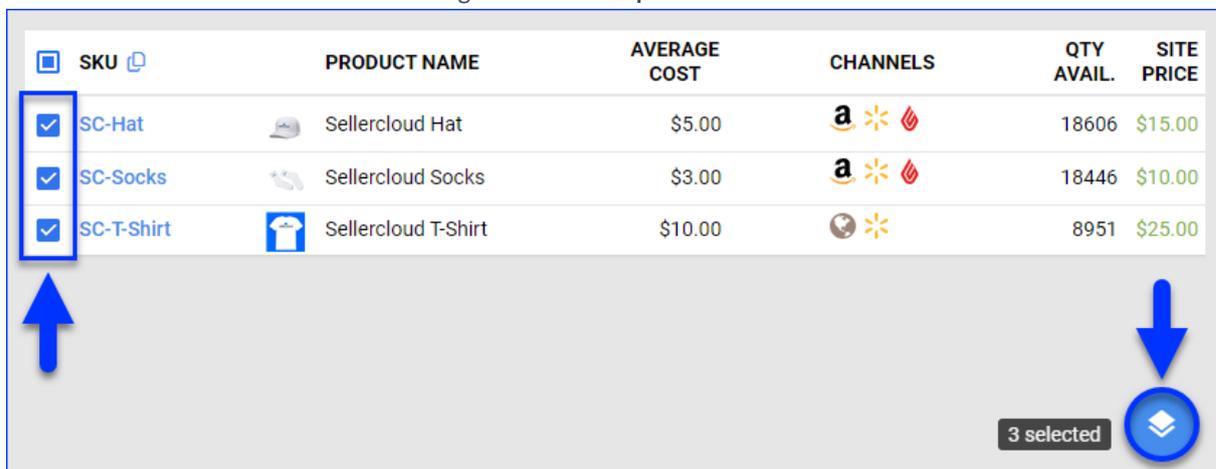
Export Rebates

Exporting rebates is a great way to set yourself up to be able to quickly update multiple existing rebates. By exporting,

you generate a spreadsheet with columns following the same format required for a [Bulk Import](#).

To export rebates:

1. Go to **Catalog > Manage Catalog**.
2. Search and then select products by checking the boxes on the left.
3. Click the blue **Actions** icon at the bottom right and select **Export Rebates**.



<input type="checkbox"/>	SKU	PRODUCT NAME	AVERAGE COST	CHANNELS	QTY AVAIL.	SITE PRICE
<input checked="" type="checkbox"/>	SC-Hat	 Sellercloud Hat	\$5.00	  	18606	\$15.00
<input checked="" type="checkbox"/>	SC-Socks	 Sellercloud Socks	\$3.00	  	18446	\$10.00
<input checked="" type="checkbox"/>	SC-T-Shirt	 Sellercloud T-Shirt	\$10.00	 	8951	\$25.00

Vendor-Specific Rebates

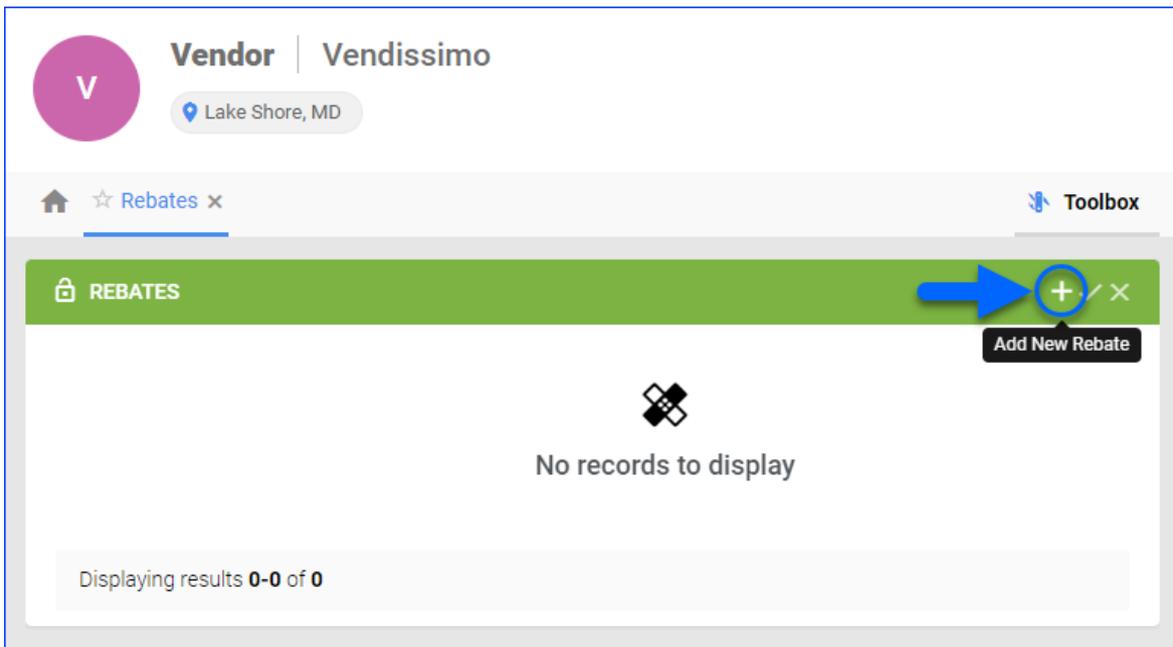
You can apply a percentage-based rebate to a specific vendor to reduce the cost of all of their products for a specific time period. This is reflected in the [Order Profit and Loss](#).

To use this functionality, go to [Client Settings](#) and enable the setting **Enable Vendor Based Rebates**.

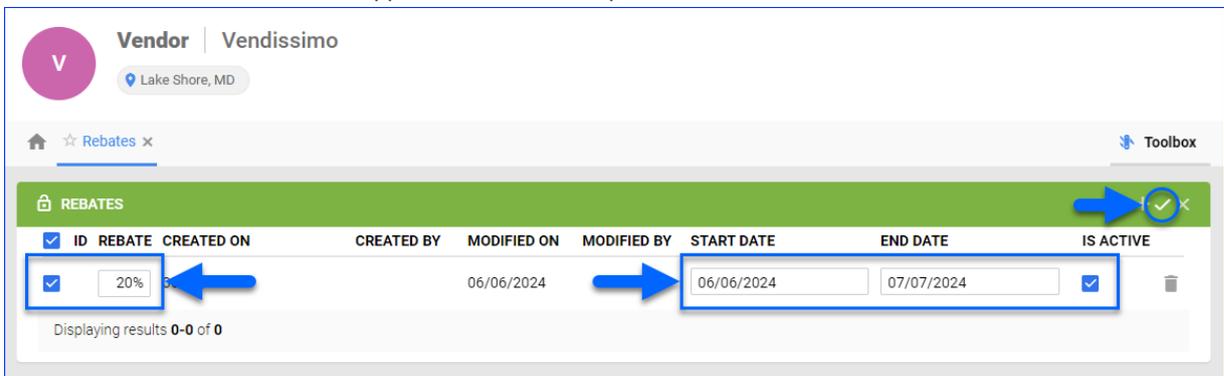
Vendor-specific rebates override [Product-Level Vendor Rebates](#).

To add a vendor rebate:

1. Go to **Purchasing > Vendors > Manage Vendors**.
2. Search for vendors and click a vendor's **ID** or **Name**.
3. Click **Toolbox** and select **Rebates**.
4. Click the **Edit** button at the top right of the **Rebates** panel.
5. Click the **Add New Rebate** button.



6. Check the box to the left to select the rebate.
7. Enter the **Rebate** percentage amount.
8. Enter the **Start Date** and **End Date**.
9. Make sure **Is Active** is checked.
10. Click the **Save** button. The rebate appears in the **Rebates** panel.



Related Client Settings

The following [Client Settings](#) control how product rebates affect pricing as well as profit and loss calculations.

Enable or Disable Rebates

- **Enable Rebate Based Discounts For Channels** – Product prices on integrated channels will be reduced by the rebate amount.
- **Enable Vendor Based Rebates** – Enable the ability to create and manage Vendor Rebates.
- **Do Not Post Rebates on Magento via Rebate Service** – Disable rebates for Magento products.

Rebate Application

- **Consider Item Cost Rebates for Wholesale Customers** – Apply rebates to [Wholesale Orders](#). By default, they only apply to retail customers.

- **Apply Rebates of Parent to Shadows** – Apply product rebates to [Shadow Products](#).
 - **Include Rebate in P&L for Orders** – Include cost-based rebates in the [Order P&L](#) calculation. With this setting enabled, you can also enable the setting below.
 - **Include Rebate from Kit Parent** – Apply rebates set on [Kit Product](#) parents to their associated components. If one of the components has a rebate as well, the parent's rebate will apply instead.
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Individually

To add a product rebate:

1. Go to **Inventory > Product > Toolbox > Rebates**.
2. In the **Rebate Amount** field, enter the rebate amount you are offering to the customer. The rebate will deduct from the current price and revise the sale price on all channels like a regular discount. However, the rebate will not change the site price in Sellercloud, so orders created manually will not reflect the rebate automatically. The rebate can be entered as a discount to the order.
3. In the **Deduct from Item Cost** field, enter the rebate amount the vendor is offering you. It could be a dollar value or percentage of the item cost.
4. Start and End dates are required. **It’s important to note that the end date refers to the beginning of the specified end date at 12:00 AM, not at the conclusion of the end date at 11:59 PM.** The date range will be applied to the rebate you are offering the customer, and to the rebate you are receiving from the vendor.

In Bulk

Rebates can also be set in bulk:

1. **Inventory > Import Product Info > Import Product Rebates**.
2. Download the sample template. The template includes column headers referencing all fields on the Rebates page. The next two rows define the column header and indicate the required columns. After entering the rebate information, delete these two rows before saving the template.
3. Select your rebate file and click **Import Rebates** to update the products.

Rebates can also be created through Sellercloud’s web services. If you generate rebates through a software application, you can use Sellercloud’s API to import the rebates into Sellercloud.

Rebates are included in these [Transaction reports](#):

- [Profit by Product Summary](#)
- [Profit By Product Details](#)
- [Profit by Order Details](#)

- [Transaction Details by Date](#)
-

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