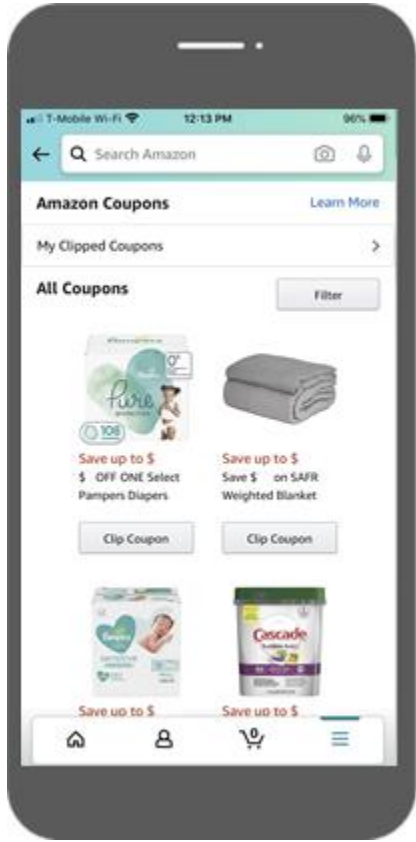


# PROMOTION TYPES – PRIME MEMBER COUPON



## WHAT IS A PRIME MEMBER COUPON?

A Prime Member Coupon is a digital discount offered on a single product or a set of products with automatic merchandising within the Coupons page, shopping results, product detail pages, and other locations, offered exclusively to Amazon Prime members on Prime Day Lead-up and Prime Day.

Top Prime Member Coupons targeted to Amazon Prime members will be **eligible to receive special merchandising on the Coupons Events Page** and Coupons Home Page for Prime Day Lead-up and Prime Day. Coupons that do not meet the criteria below will not receive special merchandising for Prime Day Lead-up and Prime Day; however, they will still be available to customers in Search results, Coupons Pages, and Product Detail pages.

## ELIGIBILITY CRITERIA

- Minimum 20% discount off the current price
- Customer Segment targeting must be set to Amazon Prime
- ASIN(s) must be Prime eligible
- Coupon Title\*

## HOW TO SUBMIT A PRIME MEMBER COUPON

- Seller Central > Advertising > Coupons > Create a new coupon
- Please schedule the Coupons on the exact placeholder dates provided ahead by **May 28** to qualify for Prime Day Coupon Date Adjustment

*\*Entering offensive words, discount percentages, or referring to specific events (such as Prime Day) in coupon titles is prohibited. Failure to comply with these rules may result in your coupon being deactivated by Amazon.*

## PROMOTION TYPES – PRIME MEMBER COUPON

### SCHEDULING YOUR COUPONS - PRIME DAY COUPON DATE ADJUSTMENT

Since Prime Day dates have not been announced, you will need to schedule your coupons for Prime Day Lead-up & Prime Day using the following placeholder dates. The placeholder dates are not the actual Start and End Dates of the event period and will not be the Start and End Dates that your coupon will run. **Once Prime Day dates are announced, Amazon will automatically update the Start and End Dates for your Coupon to the actual Start and End Dates of the event period you chose and will be reflected in Seller Central.**

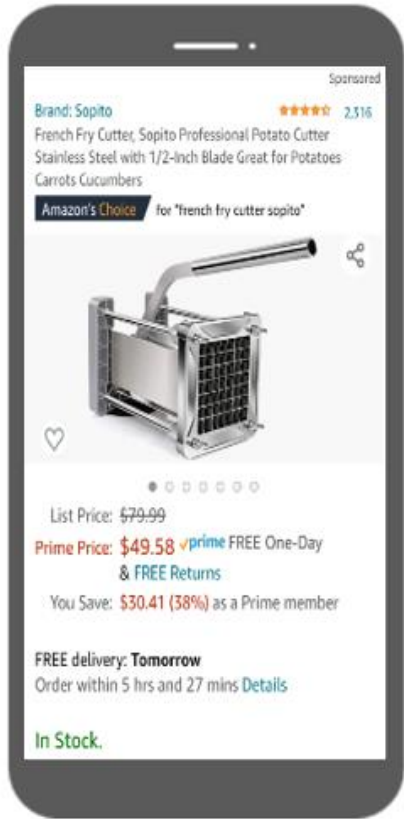
Event Period	Placeholder Dates	
	Start Date	End Date
Prime Day Lead-Up and Prime Day	8/26/2021	8/27/2021
Prime Day Lead-Up Only	8/28/2021	8/29/2021
Prime Day Only	8/30/2021	8/31/2021

Coupons **must** meet the following criteria to become eligible for Prime Day Coupon Date Adjustment:

- Coupon Targeting must be set to Amazon Prime and ASINs must be Prime
- Dates must be exactly the same as the placeholder dates above
- Coupons must be created by **May 28 2021**
- % Discount must be at least 20%

\* Coupon creation is 100% self-service. After Prime Day dates are announced, you can create more Coupons for Prime Day.

# PROMOTION TYPES – PRIME EXCLUSIVE DISCOUNT



## WHAT IS A PRIME EXCLUSIVE DISCOUNT?

A Prime Exclusive Discount is a price discount that is widely used across all nationally Prime shipping eligible FBA products and is exclusive to Prime members. Displays strike-through pricing. On Prime Day, Prime Exclusive Discounts will display Prime Day Deals badge.

## ELIGIBILITY CRITERIA

- Nationally Prime Shipping Eligible FBA Item
- 20% off current price and 5% off lowest price in the past 30 days
- At least 4-star seller rating when seller rating is available
- Rating of 3 stars or above or no reviews

## HOW TO SUBMIT A PRIME EXCLUSIVE DISCOUNT

- Seller Central > Advertising > Prime Exclusive Discounts
- Click the checkbox- 'Is this a Prime Day Discount?'
- Prime Exclusive Discount Sourcing begins on 3/29 and ends 2 weeks prior to the event.
- Dates for submissions open and close are subject to change.

*Please note: Prime Exclusive Discounts are only available in US, CA, MX, UK, DE, FR, IT, ES, AE, AU, IN, and JP.*