

PRIME BIG DEAL DAYS PED SCHEDULING GUIDE

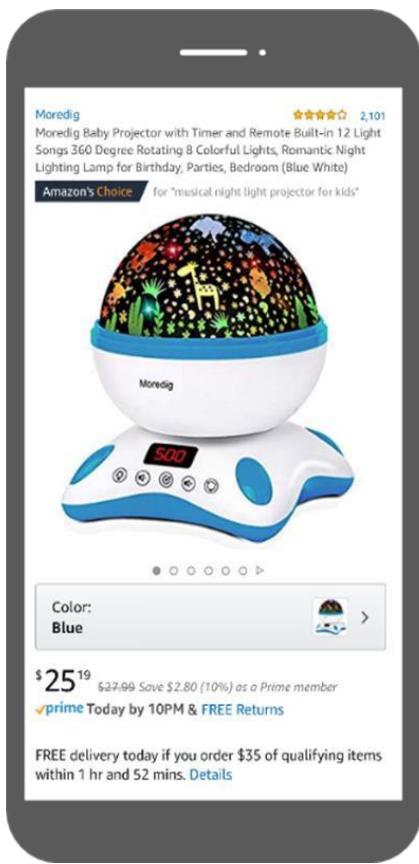


PROMOTION TYPES

- PRIME EXCLUSIVE DISCOUNTS (FBA)
- PRIME EXCLUSIVE DISCOUNTS (MFN)



PROMOTION TYPES - PRIME EXCLUSIVE DISCOUNT (FBA)



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. On Prime Big Deal Days, Prime Exclusive Discounts will display Prime Day Deals badge.

ELIGIBILITY CRITERIA

- The Prime Exclusive Discount must meet all [regular eligibility criteria](#).
- Product must have at least 3.5-star rating or no rating.
- The discount must be at least 20% off the non-prime member non-promotional price.
- The discount must be at most 80% off the non-prime member non-promotional price.
- The Prime Exclusive Discount price must be 15% lower than reference price (that is, List Price or Was Price). For more information, go to [Reference Prices](#) and how to [Show a reference price to your products](#).
- The Prime Exclusive Discounted price must be lower than the lowest price for the ASIN in past 30 days. The lowest price in the last 30 days is the lowest order price for the ASIN in that period including all deal, promotional, and sale prices across all merchants.
- You must be a seller with at least 4 Seller Feedback Rating when seller rating is available. We look at the last 365 day rating average if there are 10 or more ratings in that period. If there are less than 10 ratings in last 365 days, we consider the lifetime average rating.
- Additional eligibility criteria for **FBA offers**: The product must be eligible for Prime shipping in all regions within the country. Here is how you can [sign up for FBA](#).

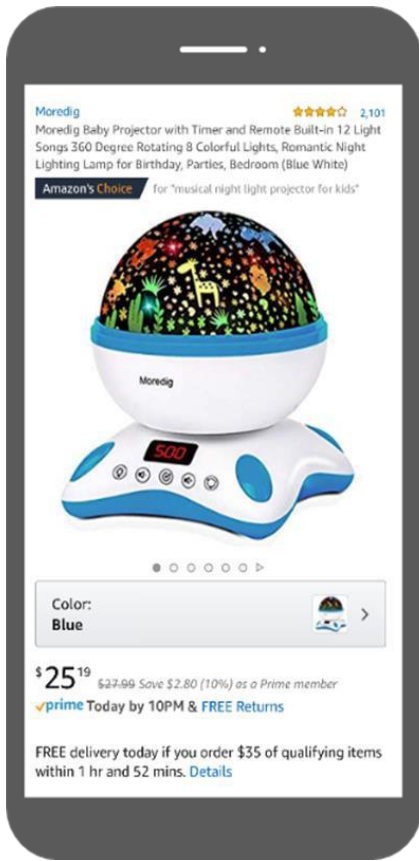
• **FBA INBOUND CUT OFF for Prime Big Deal Days: 14th September 2023**

HOW TO SUBMIT A PRIME EXCLUSIVE DISCOUNT

- Seller Central > Advertising > Prime Exclusive Discounts
- Click the checkbox 'Is this a Prime Big Deal Days Discount?'
- Prime Exclusive Discount Sourcing begins on 8/21 and ends 2 weeks prior to the event (Dates for submissions open and close are subject to change).



PROMOTION TYPES-PRIME EXCLUSIVE DISCOUNT (MFN)



ADDITIONAL ELIGIBILITY CRITERIA FOR MFN OFFERS

- Your account must have a late dispatch rate, and it must not be greater than 4% for the previous month before the deal starts.
- Your account must have an order defect rate and it must not be greater than 1% for the previous month before the deal starts.
- Your account must have a pre-fulfillment cancellation rate and it must not be greater than 0.5% for the previous month before the deal starts.
- Your disbursement reserve policy must be set to 7 days or more after delivery.
- The item must be shipped for free.

HOW TO SUBMIT A PRIME EXCLUSIVE DISCOUNT

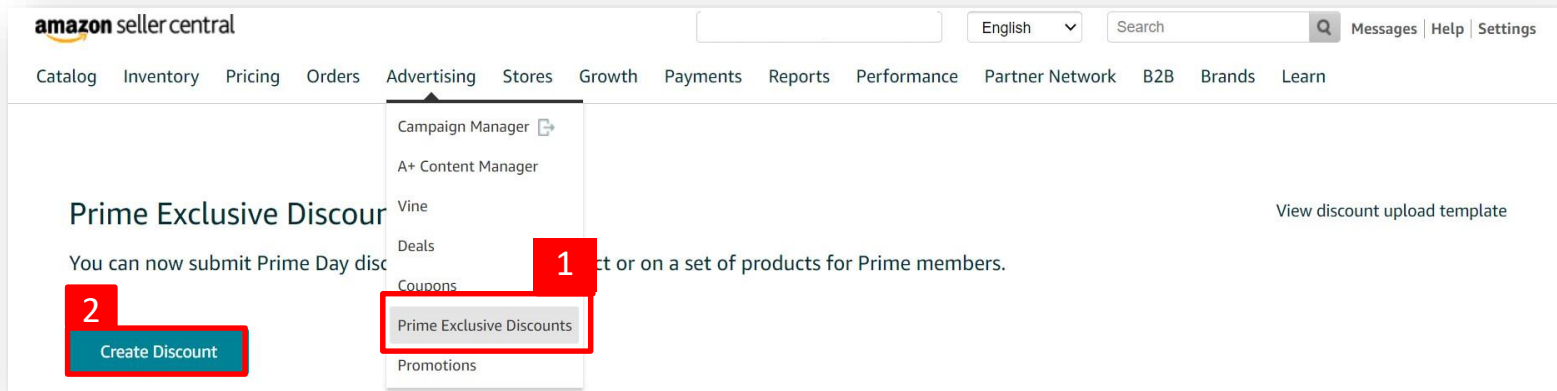
- Seller Central > Advertising > Prime Exclusive Discounts
- Click the checkbox 'Is this a Prime Big Deal Days Discount?'
- Prime Exclusive Discount Sourcing begins on 8/21 and ends 2 weeks prior to the event(Dates for submissions open and close are subject to change).
- **INBOUND CUT OFF for Prime Big Deal Days: 14th September 2023**



PRIME EXCLUSIVE DISCOUNT – SCHEDULING GUIDE

STEP 1: Login to Seller Central, navigate to Advertising and select “Prime Exclusive Discounts”

STEP 2: Select “Create Discount” to get started



[Schedule Prime Exclusive Discount Now](#)



PRIME EXCLUSIVE DISCOUNT – SCHEDULING GUIDE

STEP 3: Tick “Is this a Prime Big Deal Days discount” box

STEP 4: Proceed to “Save and Add Products”

Note: Your ASIN will need to meet the Prime Big Deal Days Guidelines indicated in the same screen – if you are eligible, you will be able to add and successfully schedule for Prime Exclusive Discount

⚠ Creating multiple promotions and discounts on the same product may result in customers combining them for significant discounts. For more information, visit [Learn More](#).

Prime Deals and Discounts > Create a Prime Exclusive Discount

Step 1 of 3: Enter discount details

What did you want to name this discount?

3

☒ Is this a Prime Big Deal Days discount?

4

Save discount details

Save and Add Products

Prime Big Deal Days Guidelines:

i Prime Exclusive Discounts can be offered on both Prime (FBA and SFP) and non-Prime (seller-fulfilled) offers. Your Prime Exclusive Discount must meet all of these criteria:

- The Prime Exclusive Discount must meet all [regular eligibility criteria](#).
- Product must have at least 3.5-star rating or no rating.
- The discount must be at least 20% off the non-prime member non-promotional price.
- The discount must be at most 80% off the non-prime member non-promotional price.
- The Prime Exclusive Discount price must be 15% lower than reference price (that is, List Price or Was Price). For more information, go to [Reference Prices](#) and how to [Show a reference price to your products](#).
- The Prime Exclusive Discounted price must be lower than the lowest price for the ASIN in past 30 days. The lowest price in the last 30 days is the lowest order price for the ASIN in that period including all deal, promotional, and sale prices across all merchants.
- You must be a seller with at least 4 Seller Feedback Rating when seller rating is available. We look at the last 365 day rating average if there are 10 or more ratings in that period. If there are less than 10 ratings in last 365 days, we consider the lifetime average rating.

i Additional eligibility criteria for FBA offers:

- The product must be eligible for Prime shipping in all regions within the country. Here is how you can sign up for FBA.

i Additional eligibility criteria for seller-fulfilled offers:

- Your account must have a late dispatch rate and it must not be greater than 4.0% for the previous month before the deal starts.
- Your account must have an order defect rate and it must not be greater than 1.0% for the previous month before the deal starts.
- Your account must have a pre-fulfilment cancellation rate and it must not be greater than 0.5% for the previous month before the deal starts.
- Your disbursement reserve policy must be set to 7 days or more after delivery.
- The item must be shipped for free.



PRIME EXCLUSIVE DISCOUNT – SCHEDULING GUIDE

STEP 5: Fill in the details of the all participating ASINs. *You may provide a discount or amount off*
- Do note that the minimum discount should be at least 15 % off the non-prime member non-promotional price

STEP 6: Proceed to “Submit Product”

[Prime Deals and Discounts](#) > [Prime Big Deal Days](#) > [Add Products](#)

Step 2 of 3: Add product details for Prime Big Deal Days

① A Prime Exclusive Discount can have maximum of 500 SKUs.

② You can enter up to 30 SKUs at a time on this page, or you can bulk upload SKUs using our upload template.

☒ Enter details ☐ Upload file

#	SKU	Discount Type	Prime Discount	Minimum Price	Operation
1		Amount Off v	\$ ⓘ	\$	Add v
2		Amount Off v	\$ ⓘ	\$	Add v
3		Amount Off v	\$ ⓘ	\$	Add v

6

5

+



GET THE MOST OUT OF YOUR PROMOTION



GET THE MOST OUT OF YOUR PROMOTION

PROMOTE YOUR TOP PRODUCTS

Running a promotion is your opportunity to wow Amazon shoppers! Focus on top products to maximize your growth opportunities during the event.

USE HIGH QUALITY IMAGES FOR YOUR PROMOTIONS

Ensure the image doesn't include any text, logos, or watermarks that are not a part of the product itself. If a promotion doesn't follow Amazon's product image requirements or is not representative of the products within the promotion, the promotion is subject to cancellation.

IMPROVE PRODUCT DETAIL PAGES

Inspire Amazon shoppers to purchase your product. Use bullet points, images, videos, and A+ Content to share your brand message and unique product benefits

We advise that you do not stack discounts for the same ASIN as creating multiple promotions and discounts on the same product may result in ASIN suppression.

PED takes reference to product price in the last 90 days. Therefore, you should be mindful of running any forms of discount now as it will affect your minimum discount required.



Prime Exclusive Discount Troubleshoot

Common Issues & How to resolve:



Suppress Reason	Resolution
Suppressed. Discounted Prime price is lower than your minimum price	Ensure your discount price meets PED criteria. Usually the price error is due to the minimum price you set being higher than the required discount price
No FBA offer available	If the ASIN is set to merchant-fulfilled, you will need to change it to Amazon fulfilled
No Valid Reference Price	Please ensure that the field “List Price” in Seller Central or “list_price” in the flat file is uploaded and reflects an actual price at which your product is sold or has been sold recently
Flagged per Amazon internal policies	Contact Seller Support and notify your Account Manager.
Suppressed. No reference price	Do note that VRP rule applies. Validated Reference Price (VRP) sellers have the option of supplying a List Price or a Was Price. A List Price can be either the Manufacturer's Suggested Retail Price (MSRP) or the first price at which seller offered or will offer the product. Amazon must be able to verify the List Price based on historical data or external sources. A Was Price is automatically computed and changes over time and is determined using the 90-day median price paid by customers for the product on Amazon.



RESOURCES

Join our **Telegram seller community** and keep up to date



Visit our **Facebook** to receive tips and advices on selling to Amazon.com



Sign up for our **Q4 Holiday Season webinars** to prepare yourself for the peak event

