

Amazon Promotions

Vendor Self-Service Program

 **amazon** promotions

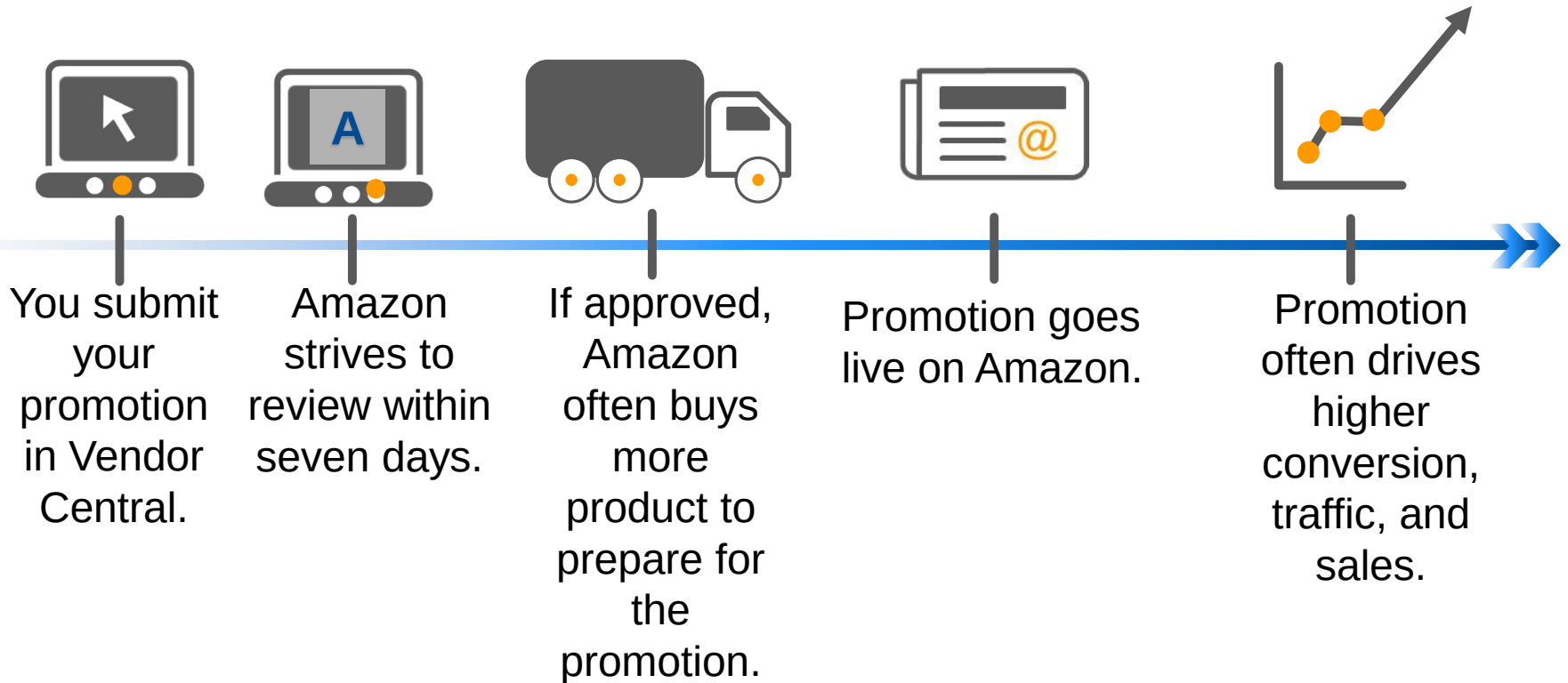
 **amazon** promotions

Overview of Amazon Promotions

This training covers four types of Amazon Promotions: Price Discount, Best Deal, Lightning Deal and Promo Code.

- » A **Price Discount** is when Amazon reduces the customer price for your products. This is a great way to move through overstocked units, win back the buy box, and fuel demand. Price Discount promotions may be merchandised by site merchandisers, the Amazon email team, and the Amazon deals team.
- » A **Best Deal** is a type of price discount promotion that is often featured on the Amazon.com Deals page, one of the most visited pages on Amazon.com. Best Deal promotions can be used to drive traffic to your entire catalogue, create awareness across one or several brands, and feature products on the deals page for a longer duration than Lightning Deals.
- » A **Lightning Deal** is a type of price discount promotion that is featured for several hours as a flash sale on the Amazon.com Deals page. Lightning Deals often display more prominently on the Deals page than Best Deals. You can only include one product per Lightning Deal (but you can include different styles, sizes, and colors of that product).
- » A **Promo Code** gives a discount to customers on eligible products when they enter the promo code at checkout. You can share promo codes with social media influencers and targeted customers. Promo code promotions can last up to 30 days.

The promotions process



Why run a promotion?

» Marketing placement for promotions

- Promotions display as lower prices on Amazon detail pages. We also often feature Lightning Deals and Best Deals on the Amazon Deals page, one of the most visited pages on Amazon.com. Price Discount, Promo Code, Best Deal, and Lightning Deal promotions are also often merchandised across Amazon and featured in emails to Amazon customers.

» Help get more product orders

- Amazon often places purchase orders on featured products to prepare for the promotions.

» Sell overstocked products

- Help avoid product returns. Proactively provide great deals to customers and lower the chance of an Amazon-initiated return.

» Help increase product conversion

- Promotions are a great way to compel more visiting customers to purchase your product. Promotions often lead to higher product conversion.

Why run a promotion? (cont.)

» See the halo effect

- Many products sell better after a promotion than they did before the promotion. Promotions often make products show up higher in search results, and can boost your baseline product demand.

» Win the buy box

- Are your products losing the buy box ? Setting up a price discount promotion helps Amazon lower prices and can help win the buy box.

» Keep track of your promotions

- See all promotion submissions on one page in Vendor Central. Check your promotions' status at any time. Use our search functionality to easily find specific promotions.

» Prompt promotion review

- Amazon strives to review all promotions within seven days of submission.

Amazon promotion types comparison chart

Price Discount v. Promo Code v. Best Deal v. Lightning Deal

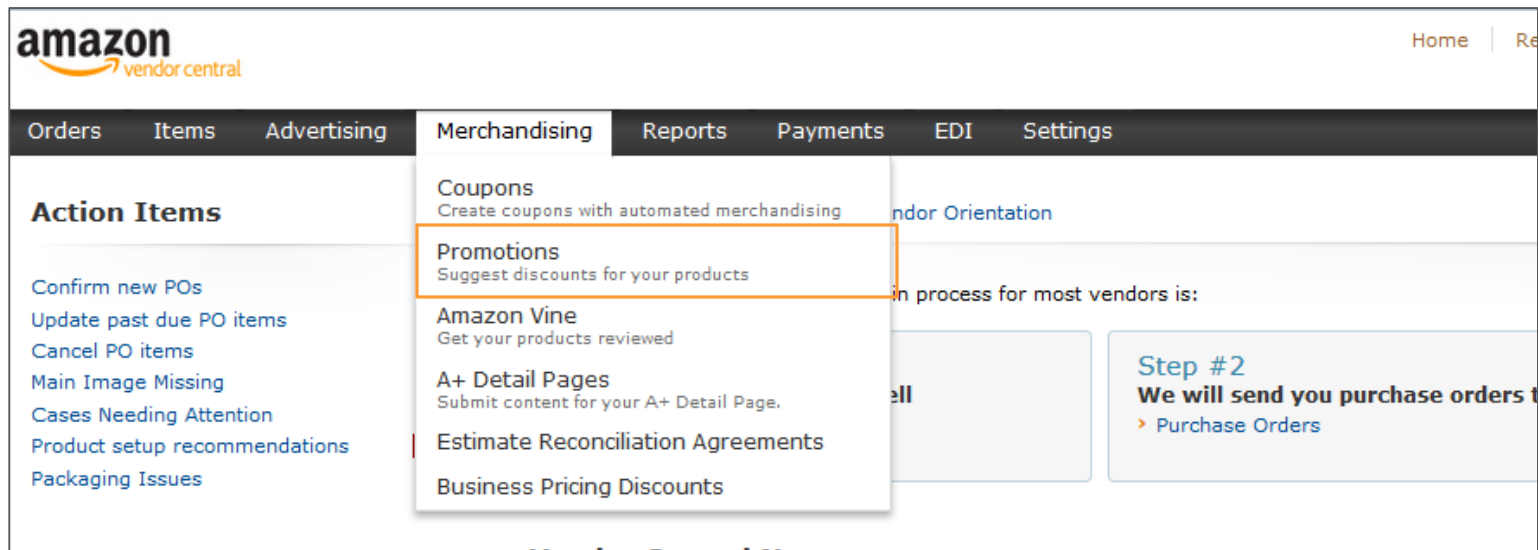
Deal type	Duration	Submit	# of Products Supported	Merchandising	Min % off Amazon Retail Price	Deal quality threshold	Can I specify a max # of units?
Price Discount	Up to 12 months	At least 24 hours in advance*	Multiple products allowed	Optionally merchandised by site merchandisers	Any discount	N/A	No
Best Deal	Up to 2 weeks	4+ weeks in advance	Multiple products allowed	Featured on the Amazon Deals page	At least 10% off**	High	No
Lightning Deal	Up to 6 hours	4+ weeks in advance	One product allowed (you can include different styles, sizes, and colors of that product)	Featured on the Amazon Deals page	At least 15% off**	Highest	Yes
Promo Code	Up to 30 days	At least 24 hours in advance*	Multiple products allowed	Promo Code landing page available, but not featured	At least 15% off	High	Yes

*Amazon recommends submitting price discounts and promo codes at least 4 weeks in advance, or Amazon may not have time to buy inventory

**Min % off Amazon Retail Price may increase for events like Prime Day, Black Friday and Cyber Monday

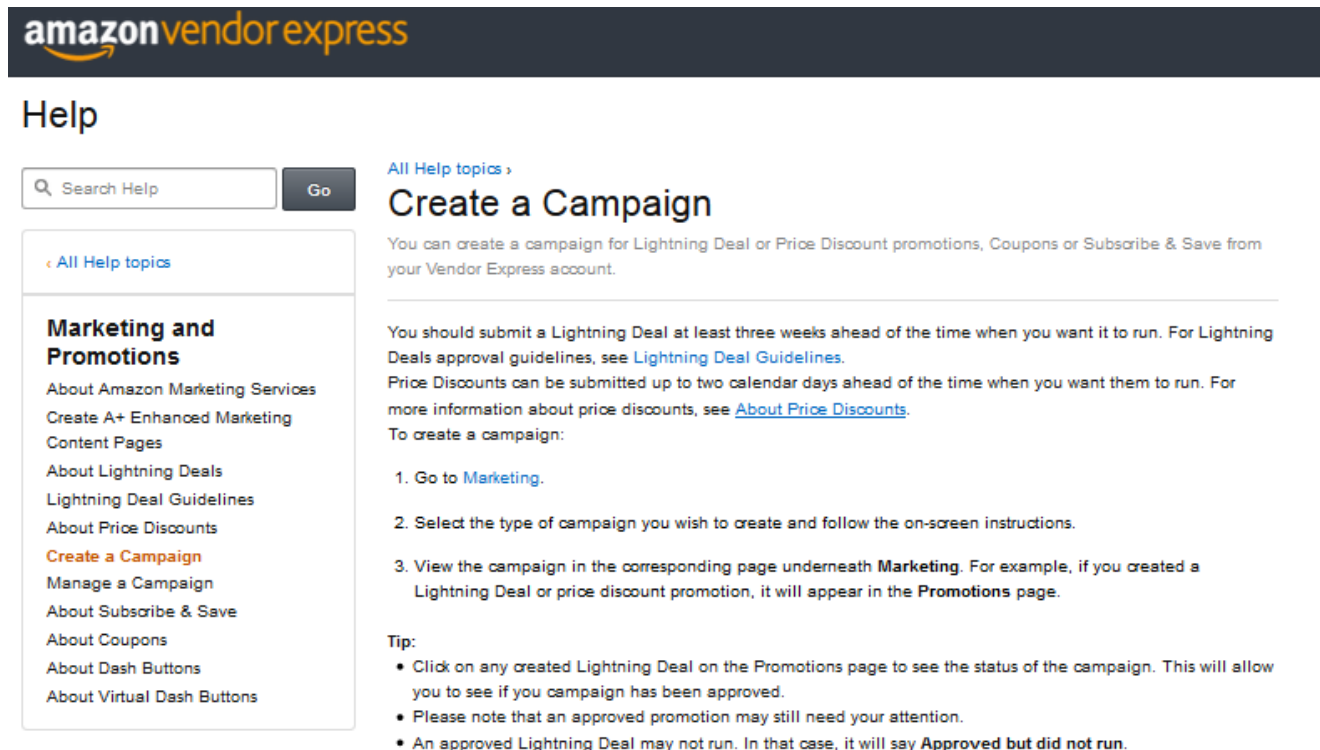
How do I access Amazon Promotions (VC)?

- » Go to **Vendor Central** (vendorcentral.amazon.com)
 - Select **Promotions Under Merchandising**



How do I access Amazon Promotions (VE)?

- » Go to **Vendor Express** (vendorexpress.amazon.com)
 - **Marketing** submenu



The screenshot shows the Amazon Vendor Express interface. At the top is the 'amazon vendor express' logo. Below it is a 'Help' section with a search bar and a 'Go' button. A sidebar on the left lists 'All Help topics', with 'Marketing and Promotions' expanded to show a list of links including 'Create a Campaign'. The main content area is titled 'Create a Campaign' and provides instructions on how to create a campaign for Lightning Deal or Price Discount promotions. It includes a list of steps: 1. Go to Marketing, 2. Select the type of campaign, and 3. View the campaign in the corresponding page. A tip section at the bottom explains how to check the status of a campaign.

amazon vendor express

Help

Search Help Go

« All Help topics

Marketing and Promotions

- About Amazon Marketing Services
- Create A+ Enhanced Marketing Content Pages
- About Lightning Deals
- Lightning Deal Guidelines
- About Price Discounts
- Create a Campaign**
- Manage a Campaign
- About Subscribe & Save
- About Coupons
- About Dash Buttons
- About Virtual Dash Buttons

Create a Campaign

You can create a campaign for Lightning Deal or Price Discount promotions, Coupons or Subscribe & Save from your Vendor Express account.

You should submit a Lightning Deal at least three weeks ahead of the time when you want it to run. For Lightning Deals approval guidelines, see [Lightning Deal Guidelines](#). Price Discounts can be submitted up to two calendar days ahead of the time when you want them to run. For more information about price discounts, see [About Price Discounts](#).

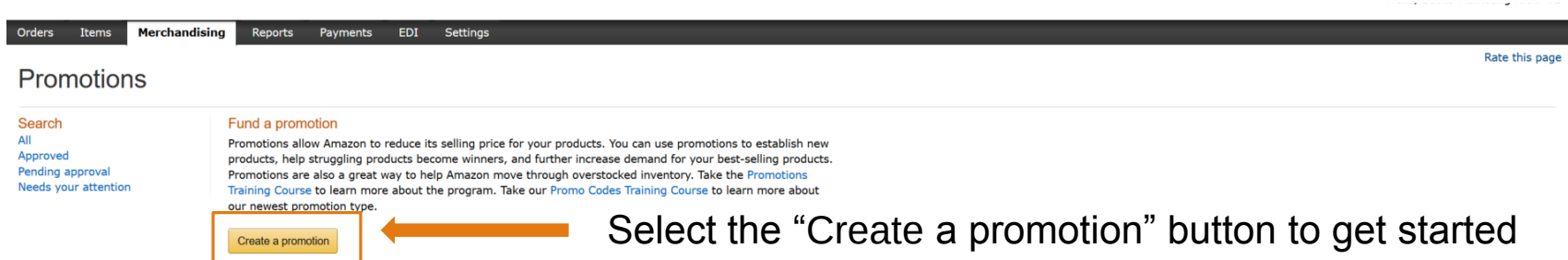
To create a campaign:

1. Go to [Marketing](#).
2. Select the type of campaign you wish to create and follow the on-screen instructions.
3. View the campaign in the corresponding page underneath **Marketing**. For example, if you created a Lightning Deal or price discount promotion, it will appear in the **Promotions** page.

Tip:

- Click on any created Lightning Deal on the Promotions page to see the status of the campaign. This will allow you to see if your campaign has been approved.
- Please note that an approved promotion may still need your attention.
- An approved Lightning Deal may not run. In that case, it will say **Approved but did not run**.

How do I create a promotion?



The screenshot shows the Amazon Promotions dashboard. At the top is a navigation bar with links: Orders, Items, Merchandising (highlighted), Reports, Payments, EDI, and Settings. Below the navigation bar is a 'Promotions' header. On the left side, there is a search bar and a list of filters: All, Approved, Pending approval, and Needs your attention. The main content area is titled 'Fund a promotion' and contains a paragraph of text explaining the promotion program. At the bottom of this section is a yellow button labeled 'Create a promotion'. An orange arrow points from the text 'Select the “Create a promotion” button to get started' to this button.

Orders Items **Merchandising** Reports Payments EDI Settings

Rate this page

Promotions

Search

All
Approved
Pending approval
Needs your attention

Fund a promotion

Promotions allow Amazon to reduce its selling price for your products. You can use promotions to establish new products, help struggling products become winners, and further increase demand for your best-selling products. Promotions are also a great way to help Amazon move through overstocked inventory. Take the [Promotions Training Course](#) to learn more about the program. Take our [Promo Codes Training Course](#) to learn more about our newest promotion type.

Create a promotion

Select the “Create a promotion” button to get started

Promotions

Create a promotion

Choose promotion type

Promo code

A promo code promotion gives a discount to customers on eligible products when they enter the promo code at checkout. You can share promo codes with social media influencers and targeted customers. Promo code promotions can last up to 30 days.

Lightning deal

A lightning deal promotion is a price discount promotion that is guaranteed to be featured on the Amazon Deals page in the “Today’s Deals” section, one of the most visited pages on Amazon. Lightning deals can last up to 6 hours.

Best deal

A best deal promotion is a price discount promotion that is often featured on the Amazon Deals page, one of the most visited pages on Amazon. Best deal promotions can last up to two weeks.

Price discount

A price discount promotion is a great way to move through overstocked units, win back the buy box, and increase demand. These promotions are optionally merchandised by site merchandisers, the Amazon email team, and the Amazon deals team. Price discount promotions can last up to five weeks.

Choose your promotion type

How do I add my products to a Lightning Deal, Best Deal or Price Discount promotion?

Promotions

Create a best deal promotion

1. Choose promotion type 2. Describe promotion 3. Add products and funding 4. Merchandise best deal 5. Review and accept terms

Describe your promotion

i This information is for your internal use only and is not shared with customers.

Name

Spring Cleaning Promo March 2015

Description

Promotion to clear out overstocked inventory on 20 products. Amazon-exclusive promotion.

Start date

04/14/2017

Back

Product line

Apparel

Vendor code

TOTOX

Billing contact

amzn@amazon.com

End date

05/19/2017

Cancel

Next

- » Provide a **Name** and **Description** for your promotion. This is for your records only. Amazon will automatically name your promotion based on the product's catalog name.
- » Choose the **Start date** for the promotion
- » Choose the **End date** for the promotion – only applicable for Best Deals and Price Discounts.
- » Choose your **Product line**. The products you upload on the next page must belong to the selected Product Line.
- » Choose your **Vendor code**
- » Choose your **Billing contact**. If you do not see your Billing contact in the drop down, go to Settings → Contacts → Create New Contact

How do I add my products to a promotion? (cont.)

Promotions

Create a best deal promotion

1. Choose promotion type 2. Describe promotion 3. Add products and funding 4. Merchandise best deal 5. Review and accept terms

Add products and funding

Add the products and funding amounts that you want to include, and then save the promotion.

Use the most recent template available from the link below to create your promotion

Browse...

[Download the Best Deal Promotion template \(.xlsx\)](#)

* Click Browse to select a file and click Next to upload the file.

To qualify for a best deal promotion, each provided per-unit-funding amount must support a promotional price at least 15% off the current retail selling price on Amazon. We recommend supporting at least 20-30% off the current selling price.

Back

Cancel Next

- » Download the template.
- » Fill out the template (see below).
- » Upload the completed template via the “Browse” button.
- » Select “Next”.
- » You will then review your promotion and accept the terms and conditions to complete your submission.

Promotion Template

ASIN				
A	B	C	D	E
1	ASIN	Per Unit Funding Input Type	Per Unit Funding Amount	Max Unit Quantity for Deal
2				
3				
4				
5				
6				

- » Add your **ASIN(s)**. You can only add variations of the same product when creating a Lightning Deal.
- » Add your **Per Unit Funding Input Type**. You have the option to select “% off current Amazon Retail website price” or “\$ amount”. If you choose the former and input “20%” in the “Per Unit Funding Amount” column, Amazon will automatically calculate the \$ amount based on the current customer price.
- » Add your **Per Unit Funding Amount**. See slides 11 and 12 for more information.
- » Add your **Max Unit Quantity for Deal**. This is an extra column in the Promotion template only available for Lightning Deals.

Promotional funding methods

- » There are two funding options for Amazon Promotions:
 - Offer a reduced promotional cost on purchase orders (Lightning deals only)
 - Pay per unit sold during the deal (all promotion types)
- » To allow Amazon to consider placing purchase orders (POs) at a lower product cost instead of paying per unit sold, check the box on the 'Add Products and Funding' page that states 'I want Amazon to evaluate my deal and consider placing purchase orders at a reduced promotional cost.'

Add products and funding

Add the products and funding amounts that you want to include, and then save the promotion.

Use the most recent template available from the link below to create your promotion

Browse...

[Download the Lightning Deal Promotion template \(.xlsx\)](#)

* Click Browse to select a file and click Next to upload the file.

☐ I want Amazon to evaluate my deal and consider placing purchase orders at a reduced promotional cost. [Learn about funding methods](#) ▼

Promotional funding methods (cont.)

Amazon CoOp invoice →

amazon vendor central

Home Resource Center Help Contact Us Account region: US Sign out Hello, Test Account

Orders Items Advertising Merchandising Reports Payments EDI Settings

Promotions

Promotions home > Search > Promotion details

Name	Name example
Description	Description example
Type	Lightning Deal
Hero Product	ASIN
Deal Title	Deal Title Example
Vendor code	VENDOR_CODE
Product line	Apparel
Start date	July 27, 1991 (Amazon will select the start time.)
Billing contact	email@example.com
Funding agreement	123456789

Creation & Approvals Summary

Created July 27, 1991 11:39:51 PM PST
Promotion ID 123456789
Status Approved

Reporting

Report shows total sales for available promotion period. Report last updated: 1991/07/27

[Download report](#)

Actions

[Edit promotion](#) Disabled when the promotion is in the past.
[Cancel promotion](#) Disabled when the promotion is in the past.

Included Products [Download products](#)

ASIN	Title	Per Unit Funding Amount	Likely Promotional Price	Max Unit Quantity for Deal	Purchase orders
ASIN	ASIN example title	4.99 USD (21.00% off Current Amazon Retail Website Price)	19.96 USD	3	
ASIN	ASIN example title	4.80 USD (22.00% off Current Amazon Retail Website Price)	19.20 USD	9	
ASIN	ASIN example title	4.51 USD (21.00% off Current Amazon Retail Website Price)	18.01 USD	1	PO_ID_01
ASIN	ASIN example title	4.19 USD (19.00% off Current Amazon Retail Website Price)	16.73 USD	20	
ASIN	ASIN example title	5.03 USD (23.00% off Current Amazon Retail Website Price)	20.10 USD	1	
ASIN	ASIN example title	4.52 USD (20.00% off Current Amazon Retail Website Price)	18.07 USD	4	
ASIN	ASIN example title	5.03 USD (23.00% off Current Amazon Retail Website Price)	20.10 USD	6	
ASIN	ASIN example title	5.11 USD (23.00% off Current Amazon Retail Website Price)	20.41 USD	1	
ASIN	ASIN example title	4.48 USD (21.00% off Current Amazon Retail Website Price)	17.91 USD	6	PO_ID_02
ASIN	ASIN example title	4.49 USD (21.00% off Current Amazon Retail Website Price)	17.93 USD	6	PO_ID_02 - PO_ID_01

← Purchase Orders

- » You will find a link to the successful Purchase Order(s) on your promotion's detail page. If Amazon is unable to place a PO, you will be charged per unit sold during the promotion via an Amazon CoOp invoice.
- » You will not have the option to offer a reduced promotional cost on POs for Best Deals, Price Discounts or Promo Codes. The payment option will automatically default to pay per unit (you will not see the checkbox)
- » You will always be charged in the local marketplace currency (e.g. if you indicate a per unit funding amount of 5 and you are setting up your promotion to run on Amazon.com, you will be charged \$5 USD).

Promotional selling price

- » Amazon sets prices independently. We generally aim to pass promotional funding amounts on to customers.
 - By way of example, if the price immediately before the promotion is \$10 and you provide a per unit discount of \$2, Amazon would typically aim for a promotional price of \$8, although this remains at Amazon's discretion.
- » Amazon may choose not to pass on the funding amount if your product does not meet financial thresholds or if your product does not sell during the term of the promotion (start to end date).

How does max unit quantity for a Lightning Deal work?

- » This is an extra column in the Promotion template shown only for Lightning Deal promotions
- » This is the maximum number of units on which you agree to provide funding during the promotional period for each offered style, size and colour of the product in your Lightning Deal promotion
 - Works as a budget for your promotion
 - By way of example, if we have agreed to a funding amount of \$5 per unit and agreed to a max unit quantity of 100, then the maximum cost to you for this promotion will be \$500
- » Amazon rarely buys to your provided maximum quantity
 - Amazon may buy less or no units to prepare for a promotion

Where is a Price discount merchandised?

- » A **Price Discount** promotion is merchandised as a price drop on the Amazon detail page
 - Price drops on the detail page are a great way to increase product conversion (increase the number of visiting customers that buy your product)

Promotions can help
you win the buy box

Pyle PWPBT60 Sound Box Splash Bluetooth Rugged and Splash-Proof Marine Grade Portable Wireless Speaker (Black)
by Pyle
★★★★☆ 527 customer reviews | 41 answered questions

List Price: \$146.99
Price: **\$45.45** ✓Prime
You Save: \$101.54 (69%)

Promotional price displays in the price block

Buy new: \$45.45
Qty: 1
Add to Cart
Turn on 1-Click ordering for this browser

Ship to:
Jason Kowalski- SEATTLE

Buy used: \$29.99

Other color options:
Black: \$45.45 ✓Prime
Blue: \$53.78 ✓Prime
Green: \$54.74 ✓Prime
Orange: \$56.25 ✓Prime
White: \$44.24 ✓Prime

Where is a Best Deal merchandised?

- » **Best Deals** are price discount promotions that are additionally merchandised on the Amazon.com Deals Page

Product title used for single-product best deals

You choose the product image for multi-product deals

Today's Deals

New deals. Every day. Shop our Deal of the Day, Lightning Deals and more daily deals and limited-time sales.

Showing 65-98 of 1791 results

Department

- ☐ Amazon Instant Video
- ☐ Arts, Crafts & Sewing
- ☐ Automotive & Motorcycle
- ☐ Baby
- ☐ Baby Clothing & Accessories
- ☐ Beauty
- ☐ Books
- ☐ Boys' Fashion
- ☐ Cell Phones & Accessories
- ☐ Collectibles & Fine Art
- ☐ Computers & Accessories
- ☐ Costumes & Accessories
- [See more](#)

Deal Type

- Deal of the Day
- Lightning Deals
- Savings & Sales
- Coupons
- Prime Early Access Deals

Availability

 \$89.95 List: \$129.00 (31% off) Bose SoundTrue In-Ear Headphones ★★★★☆ 1569 See details	 \$17.79 - \$29.99 Petlinks Purr-fect Paws Cat Litter Mat ★★★★☆ 384 See details	 \$39.99 Up to 43% Off NETGEAR Powerline ★★★★☆ 236 See details	 \$121.04 - \$201.98 Save Big on Alera products ★★★★☆ 312 See details
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Where is a Best Deal merchandised? (cont.)

- » When clicked, single-product best deals take the customer to that product's Amazon detail page
- » Multi-product best deals take the customer to a page that features all products participating in the Best Deal promotion

12 results for Campaigns : Big Savings on Amazon

	Party Essentials Partyware Plastic 1-Piece Champagne Flute Box Set, 5-Ounce Capacity, Clear by Party Essentials \$32.74 - \$53.29  Some options are Prime eligible More Buying Choices \$32.74 new (7 offers) \$27.83 used (5 offers)	★★★★★ 121 #1 Best Seller in Disposable Stemware FREE Shipping on orders over \$35 Health & Personal Care: See all 11 items
	Party Essentials N8124 Partyware Plastic 1-Piece Wine Glass Box Set, 8-Ounce Capacity, Clear (Case of 48) by Party Essentials \$28.85 \$33.40  Get it by Monday, Sep 28 More Buying Choices \$24.52 used (5 offers)	★★★★★ 14 FREE Shipping on orders over \$35 Health & Personal Care: See all 11 items
	Party Essentials N980 Hard Plastic Party Cups/Tumblers, 9 oz, Clear (Pack of 48) by Party Essentials \$39.45 \$55.00  Get it by Monday, Sep 28	★★★★★ 3 FREE Shipping on orders over \$35 Home & Kitchen: See all 12 items

Where is a Lightning Deal merchandised?

- » **Lightning Deals** are price discount promotions that are additionally merchandised on the Amazon.com Deals Page

Today's Deals
New deals. Every day. Shop our Deal of the Day, Lightning Deals and more daily deals and limited-time sales.

Showing 1-17 of 17 results for **Lightning Deals**

Department

- ☐ Collectibles & Fine Art
- ☐ Men's Clothing
- ☐ Men's Fashion
- ☐ Sports & Outdoors
- ☐ Women's Clothing
- ☐ Women's Fashion
- ☐ Women's Jewelry

Deal Type
[Clear](#)

Deal of the Day
Lightning Deals
Savings & Sales
Coupons
Prime Early Access Deals

Availability

- ☐ Active
- ☐ Missed

Price
Under \$25
\$25 to \$50

 \$21.99 List: \$86.00 (68% off) 27% Claimed Ends in 3:25:30 Haggar Men's Mynx Gabardine Hidden Expandable Waist Plain Fr... Ships from and sold by Amazon.com. ★★★★☆ 94 Choose options	 \$23.00 0% Claimed Ends in 3:25:30 Wrightsock Unisex 3-Pack Lite Crew Socks Ships from and sold by Amazon.com. ★★★★☆ 26 Choose options	 \$19.99 List: \$40.00 (50% off) 16% Claimed Ends in 3:25:30 HEAD Women's Pleated Skort Ships from and sold by Amazon.com. ★★★★☆ 7 Choose options	 \$10.99 List: \$20.00 (63% off) 28% Claimed Ends in 3:55:31 Sterling Silver Round 4mm Amethyst Studs Ships from and sold by Amazon.com. ★★★★☆ 68 Add to Cart
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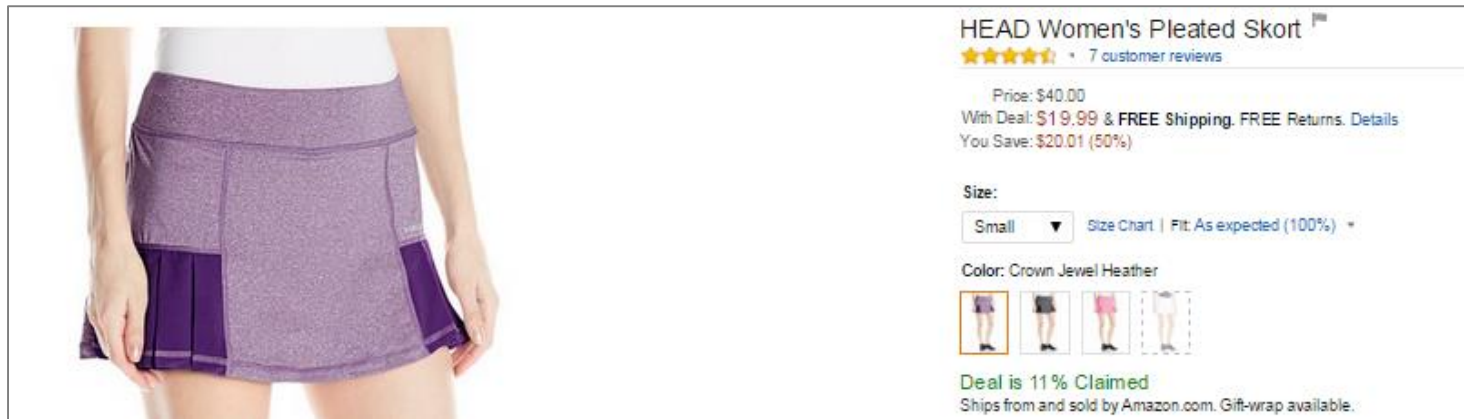
You choose the product image for lightning deals with multiple styles, sizes, or colors

Customers see what % of units have been claimed in real-time

Product title used as deal title

Where is a Lightning Deal merchandised? (cont.)

- » When clicked, single-product Lightning Deals take the customer to that product's Amazon detail page
- » Lightning Deals including different styles, sizes, and colors of one product take the customer to the Amazon detail page of one product variation
 - Customers can then navigate to other styles, sizes and colors



- » If you are running a Lightning Deal on a product with multiple size, color, or style variations, include all variations in the Lightning Deal

Which deals are prominently featured?

- » The most appealing deals for customers are often featured on or near the first page. Deals compete with each other and change positions in real-time.
- » A deal's projected revenue significantly influences the deal's position
 - Include as many products as possible in the deal. Amazon calculates higher projected revenue when there are more products in the deal
 - For best deals, include entire brands or your entire catalogue
 - For Lightning Deals, if you are running a deal on a product with multiple size, colour, or style variations, include all variations
 - Offer funding to support product discounts larger than the minimum discount
 - Amazon expects to sell more units when products are discounted more heavily. Fund as much as possible to improve deal position
 - E.g., fund a 30% discount for a best deal instead of the minimum 15% discount to influence Amazon's projected sales calculation

How do I create a Promo Code?

Promotions

Create promo code. [Learn more.](#)

Enter promotion details

Promotion name

Vendor codes [Missing vendor codes?](#)

TOTOX

Billing contact

amzn@amazon.com

Start date **End date**

03/18/2017 04/17/2017

Product discount

☒ %

☐ \$

You are responsible for the discount amount for each product that sells during the promotion. For example, if 100 units sell during the promotion and you propose a discount of \$20 per unit, the cost to you will be \$2,000. If Amazon sells 0 units the cost to you will be \$0.

Promotion budget

\$

Amazon may exceed your budget for products that sell quickly. You're responsible for the discounts on all units sold.

Create your code (the discount amount will be added to the front of your code)

The discount amount is added to the front of your code.

Add products for the promotion

Use the spreadsheet to add the products you'll promote (the link for it is below).

[Download spreadsheet](#)

- » Enter your promotion details
 - **Promotion name.** This is for your records only.
 - **Vendor code**
 - **Billing contact**
 - **Start date**
 - **End date**
- » Choose your Product discount as a '%' or '\$' amount. You are responsible for the discount amount for each product that sells during the promotion. For example, if 100 units sell during the promotion and you propose a discount of \$20 per unit, the cost to you will be \$2,000. If Amazon sells 0 units the cost to you will be \$0.
- » Set your Promotion budget. Amazon may exceed your budget for products that sell quickly. You're responsible for the discounts on all units sold.
- » Create your code to distribute to your social media influencers
- » Add products for the promotion via the template. The template requires a list of ASINs only.
- » Select "Next" to review your Promo Code promotion and accept the terms and conditions to complete your submission.

Can I set my 'promotion budget' in dollars?

- » 'Budget' is available for Promo Code promotions
- » This is the maximum \$ amount that you wish to fund during the promotional period for each Promo Code promotion
 - Budgets are not exact. You will typically fund between 90% and 110% of your budget.
 - By way of example, if we have agreed to a budget of \$500, then after customers have received a total of \$500 in discounts the promotion will end.
- » Amazon rarely buys to your budget
 - Amazon may buy less or no units to prepare for a promotion.

Where is a Promo Code merchandised?

- » **Promo Codes** provide vendors with custom promo codes that can be redeemed by Amazon customers.
- » Promo Codes are not merchandised on Amazon but can be shared in any marketing channel. Examples include sharing with social media influencers, on a brand website or through advertising.
- » Customers can redeem the promo code in three ways:
 - A direct link to a landing page featuring the promotional products. The landing page will only be live for the duration of the promotion and there will not be links to/from the detail page.
 - Searching the exact promo code in the Amazon search bar. The customer will see a link leading them to the landing page featuring the promotional products.
 - Selecting products directly from the detail page and manually entering the code during check-out.

Promotion guidelines

» No financially unhealthy products

- We do not promote products that do not meet certain financial thresholds. Amazon looks at a product's current financial data before the promotion when evaluating each product. This threshold does not have to do with the level of funding you are offering for the promotion.

» No back-to-back promotions on the same product

- You cannot run promotions on the same product within 7 days. Your deals are subject to being canceled and you may be removed from the Amazon Promotions program.

» Deals must meet a projected customer demand threshold

- Deals expected to generate less than the threshold will be sent back to you to modify. You can try to add more funding or more products to your deal.

Why would my promotion not be approved?

Rejection Reason	Actions that can be taken
Products do not meet the financial threshold for a Lightning Deal or Best Deal	1) Remove the product from the deal 2) Run the product on a price discount promotion 3) Lower the product cost to Amazon
Products are not expected to have any customer interest	1) Try to increase the per unit funding amount to influence Amazon's demand forecast. Lower prices typically increase customer interest. 2) Run the product on a price discount promotion
Products in the promotion have been flagged as potentially inappropriate for some customers	Remove the product and resubmit the promotion or submit a price discount with the flagged product. You cannot appeal these decisions at this time.
Deal not projected to meet minimum revenue threshold	1) Add more funding 2) Add more variations (e.g. sizes) 3) Remove the product and resubmit 4) Submit the product as a Best Deal or Price Discount
Products in the promotion are already included on an overlapping promotion	Change promotion run dates
The funding you provided does not support a promotional price of at least %-off the current selling price on Amazon.	Increase the per unit funding amount
All products in a Lightning Deal must be styles, colors or sizes of the same parent product.	Submit a separate deal for each parent product
This product is parent product	Resubmit deal with child ASIN

Why would my promotion be approved and then not featured?

- » Amazon runs quality checks after your promotion has been approved and before the promotion start date to ensure that thresholds are met.

Reason	Action that can be taken
Inventory is not available for the promotion product(s)	No action – promotion will not run
Deal price is not lower than the current website price Deal price does not meet the minimum deal price requirement	Edit the promotion and add additional funding
Item rating does not meet the threshold (3+ stars)	No action – promotion will not run
Product does not meet financial thresholds	Edit the promotion and add additional funding. Amazon retains the right to keep the funding or choose not to run the promotion.

- » When a **Lightning Deal** does not pass these checks, it does not run and you are not billed. If Amazon purchased units at the reduced promotional cost and your deal price does not meet the pricing requirements, you can add additional funding for Amazon to reconsider the deal, but you will be charged the incremental per-unit funding amount on promotional units sold. Amazon may not return the inventory purchased at the promotional cost if your deal does not get featured.
- » When a **Best Deal** does not pass these checks, it still run as a lower price on the Amazon product detail page but does not show up on the Amazon deals page. You are responsible for the per unit funding amount for the products that sell during the promotion.

When do I receive promotion notifications?

- » We will email you when your promotion request:
 - **Is approved**
 - **Needs your attention** (i.e., requires you to make changes)
 - **Cannot be featured** because your lightning deal fails the quality checks that start 7 days prior to the start date of your deal
 - We will not email you if your best deal fails the quality checks because the promotion will continue to run as a price discount on your products detail page.
 - **Is cancelled** by you or Amazon. Amazon retains the right to cancel your promotion any time
- » We will email you if one or more products in your catalog qualify for the **Promotion Recommendation** program

How do I manage promotion-related email permissions?

» Option 1: Change Admin rights

- Log into your Vendor Central account: <https://vendorcentral.amazon.com>
- Select 'Settings' → 'Manage Permissions'
- Edit permissions
- Change 'Is this user an admin' to 'Yes' if you want them to receive promotion emails or 'No' if you do not want them to receive emails.
 - Make sure that their Permissions for 'Promotions and marketing' are enabled (if you want them to receive emails and access the application) or disabled (if you do not want them to receive emails or access the application)
- Submit the changes at the bottom of the page

» Option 2: Subscribe/Unsubscribe to Notifications

- Log into your Vendor Central account: <https://vendorcentral.amazon.com>
- Select 'Settings' → 'Notification Preferences'
- Add subscriber
- Choose:
 - Notification Type(s)
 - Promotion approved
 - Promotion cannot run
 - Recommended Promotions
 - Select appropriate vendor code
 - Select user you wish to subscribe to the notification.
 - If the user does not exist, go to 'Setting's → 'Contact' → 'Create New Contact'
 - If you wish to unsubscribe a user, select 'Unsubscribe' next to their name in the relevant notification category

What are the possible promotion statuses?

» After submission, a submitted promotion can have the following statuses:

Status	Status Meaning
Approved	The promotion will start on the promotion start date. Amazon has reviewed the promotion and no further action is required. If the promotion start date has passed, the promotion is likely live and currently running on the Amazon website.
Pending Approval	The promotion is pending Amazon approval. This process usually takes 7 days, but can take longer. Contact Us in Vendor Central if your promotion has a status of Pending Approval and has a start date within 72 hours.
Needs Your Attention	The promotion requires your review. Go to the promotion detail page and download the product upload spreadsheet with errors. Amazon usually provides instructions around what action is required. You may need to remove products, change funding amounts, or make some other change. Make the change as soon as possible. Your promotion will then go back to business teams for re-review. This can take up to seven days.
Canceled	The promotion will not run or go live on the Amazon website. A user of your Vendor Central business account or an Amazon employee has cancelled the promotion request. Create a new promotion if desired. You cannot cancel a promotion once it has started.

Can I edit my promotion?

- » Yes, you can edit all fields of a promotion **prior** to the promotion being '**Approved**'
 - If the promotion 'Needs your attention', you can download the product upload spreadsheet with errors on the promotion detail page or on the 'Add products and funding' page. You can then make the edits directly in the spreadsheet, upload it on the add products and funding page and resubmit for approval



This promotion needs your attention.

Review the issues below and edit the promotion. If you cannot fix the below issues, cancel the promotion.

- Manual Reject Message

[Download the product upload spreadsheet with errors](#)

- » The only edit you can make **after** a promotion has fully been '**Approved**' is to add more funding to your promotion

Where can I find the results of my promotion?

- » You can access the result of your promotion on the promotion detail page by selecting 'Download report'. Data may not be available until 2 weeks after your promotion has ended.
- » The report provides Net Unit Demand and Net Sales (PCOGS) for each products in the promotion
 - Net Unit Demand sums the total units sold to customers between [start date] and [most recent dataset date / end date]
 - Net Sales (PCOGS) totals the Product Cost of Goods Sold (PCOGS) of units sold to customers between [start date] and [most recent dataset date / end date]
- » The 'Promo Code' report provides the time each customer used a Promo Code to buy an eligible product
 - View this data by claim code, ASIN and date

Creation & Approvals Summary

Created	March 2, 2016 12:47:26 PM PST
Promotion ID	59343612
Status	Approved

Reporting

Report shows total sales for available promotion period. Report last updated: 2016/06/15

[Download report](#)

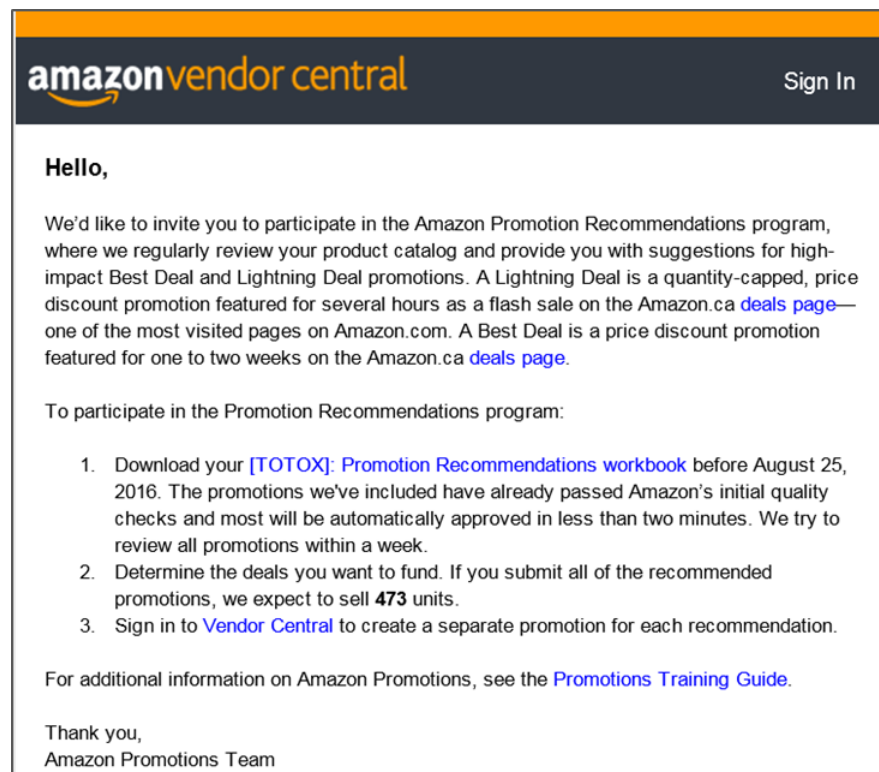
Actions

Edit Promotion	Disabled when the promotion is in the past.
Cancel promotion	Disabled when the promotion is in the past.

Note: This report is intended to help you review your promotion's performance. The values may not exactly match the values on billing agreements due to customer returns and data delays.

Why did I receive an email with recommended promotions?

- » Amazon regularly reviews your product catalog and provides you with suggestions for high-impact Lightning Deals and Best Deals
- » You can download the 'Promotion recommendations workbook' linked in the email, review the recommended promotions, and submit the recommendations in Vendor Central that you want to fund
- » The promotions we've included have already passed Amazon's initial quality checks
- » If you do not have any qualifying products, you will not receive a recommendation email



Frequently asked questions

» Does Amazon place purchase orders to support promotions?

- Promotions will often result in additional POs, although this is at Amazon's discretion. Amazon asks you to submit promotions at least 4 weeks before the promotion start date so Amazon has time to place additional purchase orders if needed. Amazon may not always order from you to prepare for promotions. To increase the chance of Amazon placing purchase orders for a Lightning deal, opt-in to offering a reduced promotional cost on POs.

» How do I know if the promotion was successful?

- Many vendors consider promotions successful when they sell more products after a promotion than they had been selling before the promotion. If you sell 10 products per week before the promotion, 20 products during the promotion, and then 12 products the week after the promotion, this likely means your product is now being shown to more customers and featured more highly in some search results.
- Many vendors treat promotions as marketing expenses. Vendors often invest in promotions with the aim of gaining search relevancy and higher weekly sales after the promotion.

Frequently asked questions (cont.)

» Can I choose the start date and time for my Lightning Deal?

- You may select the date for your Lightning Deal but not the start time. Amazon schedules deals to ensure that customers are offered a varied selection throughout the day. For important days like Prime Day, Black Friday and Cyber Monday, Amazon will be more selective about deals, which may result in your deal being moved to a different day. Consider providing your most popular items at the largest discount you can offer for these days.

» Are there any additional fees besides the per unit funding amount?

- No! There are no redemption, clipping or program fees for Amazon Promotions.

» If I have additional questions?

- Contact Us. You can click Contact Us in Vendor Central. Select your Business group, select **Promotions and Merchandising** for your Support Topic, and select **Price Discounts / Deals**