

LIGHTNING DEALS FOR BRAND OWNERS

What you'll learn

Whether you're creating your first or your 100th Lightning Deal, the benefits are the same: improved discoverability of your products, a boost in sales for your brand after your Lightning Deal has run, and the potential to clear out overstock or end-of-season inventory.

What are Lightning Deals?

Lightning Deals are flash sales where an item is featured for several hours on the [Amazon Deals page](#) – one of the most visited pages on Amazon.

Amazon Deals page

 <p>\$28.79 Price: \$45.99 (37% off) 57% Claimed Ends in 2:53:37 ThermoPro TP07 Remote Wireless Digital Kitchen Cook... Sold by i-Tronics and Fulfilled by Amazon. ★★★★☆ 810</p>	 <p>\$9.22 Price: \$36.95 (75% off) 3% Claimed Ends in 3:43:37 Bike & Motorcycle Cell Phone Mount - For iPhone 6 (5, 6s ... Sold by CAW.CAR Accessories and Fulfilled by Amazon. ★★★★☆ 1091</p>	 <p>\$11.99 - \$13.59 8% Claimed Ends in 2:03:37 Compact Hanging Toiletry Bag, Personal Organizer for Men &... Sold by Sunartec and Fulfilled by Amazon. ★★★★☆ 442</p>	 <p>\$16.79 Price: \$68.99 (76% off) 66% Claimed Ends in 2:08:38 Venture Pal Lightweight Packable Durable Travel Hikin... Sold by SPD GROUP and Fulfilled by Amazon. ★★★★☆ 782</p>
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We know you're proud of your brand, and that enticing customers to buy your products is job number one. One way to do that is to create a Lightning Deal.

Lightning Deals are flash sales where an item is featured for several hours on the [Amazon Deals page](#) – a popular page on Amazon. For a small fee, Lightning Deals are a great way to help customers discover your products, and—since customers are more likely to purchase products at promotional prices—a great way to impact sales.

Why should I run a Lightning Deal?

Running a Lightning Deal on Amazon's Deals page provides several benefits: improve discoverability of your products, create a halo effect for your brand, and move over stock.

Improve discoverability of your brand and products

Improve discoverability of your brand and products. By featuring your product on the [Amazon Deals page](#), you'll give customers you may have not have reached before a chance to find your product. You can create a Lightning Deal on any recommended product, but it's a great choice for new products as a way to expose a new item to customers.

Create a halo effect for your whole brand

The Lightning Deal may create a spike in sales while it runs, but that spike can extend beyond the deal timeframe; we call this a "halo effect." In addition to improved discoverability for their products, some sellers have experienced sales growth the month after running a Lightning Deal for both the featured product and the rest of their brand catalog.

Move overstock or end of season inventory

In case you have overstock FBA inventory or are looking to sell end of season inventory, a Lightning Deal can also be a good way to sell down your current FBA inventory.



“Amazing to see the Halo effect of **60% increase in sales** on other products during Prime Day. Even though our deal did great, we were blow away by the overall increase in sales.”

👤 Seller: Linenspa, July 2016, Bedding & Bath

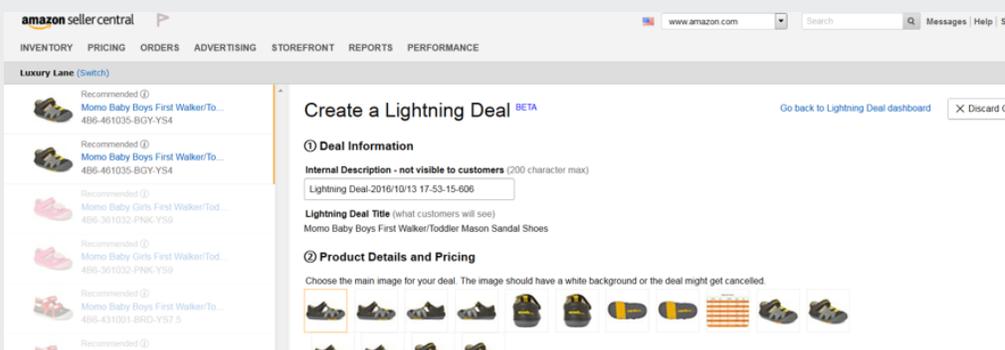
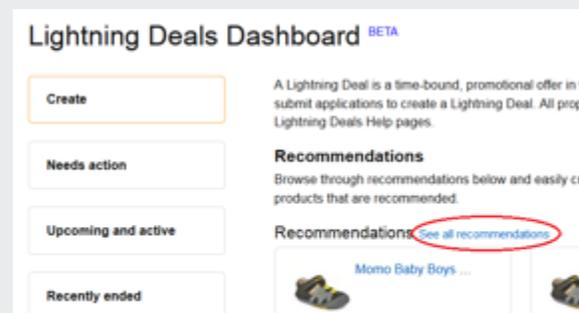
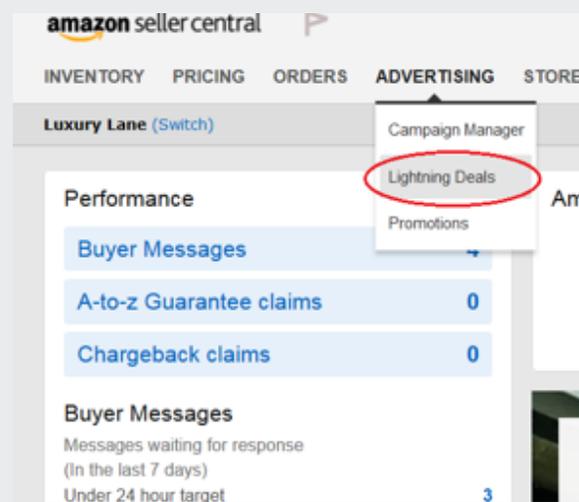
“ We have had success using Lightning Deals to help in our launch of new products. We get many eyeballs seeing our products which increases sales, reviews and product rankings. This has allowed us to be more aggressive launching more new products and getting new products to scale quicker.”

👤 Seller: Serenity Health and Home, October 2016, Lawn & Garden

How do I create a Lightning Deal?

To create a lightning deal, follow these steps

- 1 Go to your [Seller Central account](#). From the Advertising drop-down menu, click Lightning Deals
- 2 Select from a deal from the Recommendations or click “See all recommendations” to see more recommendations. You may not always have recommendations, so check back often.
- 3 Once you have identified the product for your Lightning Deal, click the Edit or Advanced Edit button. The Edit button provides you options to edit your deal quantity, deal price, deal image, and deal schedule. Once you have set your deal parameters, click Submit to submit your deal for review. When you click the Advanced Edit button, you’ll be taken to the Create a Lightning Deal page to edit additional parameters like product variations.



Tip

Be sure to review the fee before you submit. Fees change based on marketplace and timing of your deal, and they will be charged only after the deal has finished running.

How

do I create a Lightning Deal? (cont.)

Now what?

After you create a Lightning Deal, check the following items:

- 1 Make sure you have enough inventory to meet the deal quantity.
- 2 Once your deal is scheduled, make sure to verify the specific date and time of your Lightning Deal.
- 3 Monitor the status of your deal.
- 4 You may cancel a Lightning Deal using the dashboard at any time until 24 hours before the deal's scheduled start time.

For more details about these parameters and about submitting a Lightning Deal, please see the [Lightning Deals Overview](#) page.

Eligibility Requirements

Lightning Deals can be created on almost any product, as long as they are new, FBA or Seller Fulfilled Prime, and meet certain rules including product star rating, variation availability, and product eligibility*. For more information see the “Eligibility & Requirements” section of the [Lightning Deals Overview](#) page.

For more information about how to monitor your deal see the [Lightning Deals Overview](#) page.

Note:
* All Lightning Deals require approval. Amazon reserves the right to reject or discontinue any Lightning Deal.

Lightning Deals

Keep these strategies and best practices in mind as you get started with Lightning Deals.

Tip 1 Monitor your recommendations

New deal recommendations come every week. Our algorithm is constantly reviewing which products would be good deals for Amazon customers. If you see a recommendation that you want to turn into a Lightning Deal, act quickly—there is no guarantee the recommendation will be there next week.

Tip 2 Monitor your deal status

After a deal is submitted, it goes through a validation process to ensure we're giving customers the best possible shopping experience. Some deals will be immediately approved; others may be suppressed if they don't meet eligibility criteria. If your deal is suppressed, we'll tell you what you can do to fix it, but

there may be times when this isn't possible, e.g., if the product rating has dropped below our threshold. If your deal is still suppressed 24 hours before the deal is supposed to run, it will be automatically cancelled and you will not be charged a fee.

Tip 3 Keep the customer in mind

When you create deals, think about how the customer will interact with your product. For example: customers love low prices and clear images of the product by itself with a white background.

Tip 4 Be ready

By running a Lightning Deal, you're inviting more customers to view and purchase your product. Be ready to meet the demand if there is a spike in orders.

For more information

Visit the following resources for additional details and help creating Lightning Deals:

[Lightning Deals Overview](#)

Detailed overview of Lightning Deals

[Lightning Deals on Seller](#)

[University](#) Instructions for setting up Lightning Deals