



Promotional tools and how to use them

Chapter 3

When customers find that a purchase is eligible for a promotional offer, it may increase their probability of making a purchase, especially during Prime Day, Black Friday, and other peak sales periods. Therefore, Amazon makes promotions a regular feature of the website. Sellers on each store can use a variety of promotional tools to create special offers according to their store's operational needs and product sales, combined with customer preferences and holiday distribution across various countries. This section details how you can use Amazon's in-site promotion tools and peak season campaigns to boost sales, strengthen store operations, build your brand, and increase conversion rates.

3. Prime Exclusive Discounts

Unlike coupons, Prime Exclusive Discounts are discounts that apply exclusively to Prime members. This section explains the how these discounts are used as well as procedures and conditions that you should become familiar with.

| | |
|--|---|
| 3.1 <u>What are Prime Exclusive Discounts?</u> | 3 |
| 3.2 <u>Why should I Use Prime Exclusive Discounts?</u> | 3 |
| 3.3 <u>How can I create Prime Exclusive Discounts?</u> | 5 |

This learning material is comprised of eight chapters. For other chapters of interest, please refer to the lookup guide on [Related Topics](#).

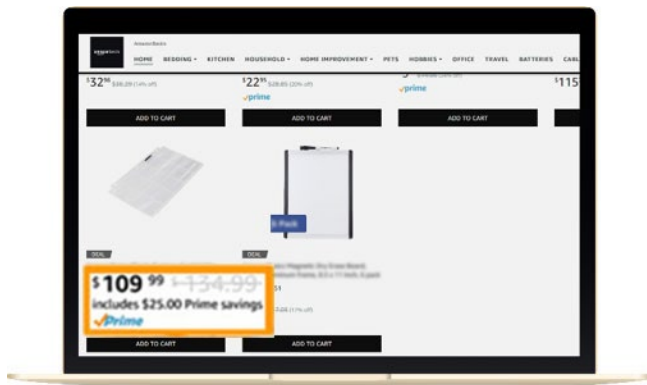


3.1 What are Prime Exclusive Discounts?

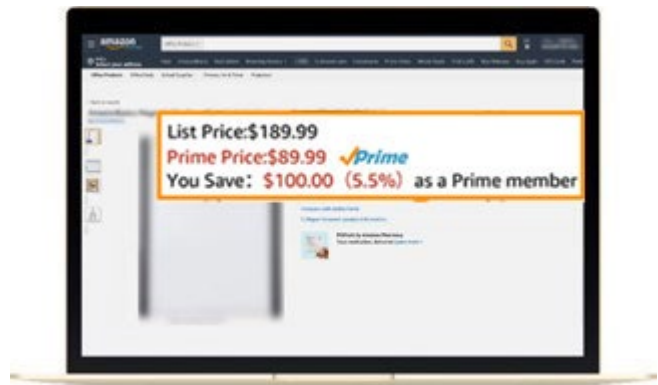
Prime Exclusive Discounts are discounts available exclusively to Prime members. Products that offer Prime Exclusive Discounts will show Prime members a price with a strikethrough line along with savings information. The discounted price will also appear in the Buy Box on the product detail page for Prime members. Prime Exclusive Discounts can also help you attract more Prime members to your store to browse your products. Read on below to learn how to create them.

- **Customer experience:**

Prime Exclusive Discounts that you create typically appear on the following pages:



(Lists of products that appear in search results)



(Product Detail Page Listings)

3.2 Why should I use Prime Exclusive Discounts?

- **Benefits of Prime Exclusive Discounts:**

Prime Exclusive Discounts are widely used by sellers as everyday discounts, long-term discounts, and low-requirement discounts.



- **Effectively increase sales:** Stimulate purchases by providing savings information.



- **Accumulate a loyal customer base:** Help customers save money and win customer loyalty.





- **Improve product exposure:** Discounted prices are displayed on search pages, which can encourage customers to browse the product further.



- **Long-term optimization:** Attract a stable flow of high-quality members to pay attention to the store.

- **To be eligible for creating this discount, you must meet the following criteria:**

| Eligibility | Requirements |
|---|---|
| Discount requirements | The price after the discount must not be more than 10% off the non-member, non-promotional price |
| Be a professional selling program | ✓ |
| Product evaluation star level/quantity | The product must have at least 4 stars or not have received any customer feedback ratings |
| Meet Amazon Prime requirements | ✓ |
| New Products | ✓ |
| Prime shipping conditions (Only for FBA use in Japan) | Fulfillment by Amazon (FBA) |



Important:

Criteria may be subject to change during peak season such as Prime Day and Black Friday. Please refer to the [page on special holiday requirements for details](#).



3.3 How can I Create Prime Exclusive Discounts?

- **How to create Prime Exclusive Discounts:**

When you sign into Amazon Seller Central, you can create a Prime Exclusive Discount by following these steps:

- Step 1: In the “Advertising” drop-down menu, click Prime Exclusive Discounts > View Discount Upload Template to fill in your products and pricing details.

| Discount | Start | End | Status | Last Changed | Actions |
|----------|-------------------|-------------------|-----------------|------------------|------------------------------|
| p2 | 11/27/21 12:00 AM | 11/29/21 11:59 PM | Awaiting Upload | 10/19/21 4:45 AM | View Details |
| SDSAV | 11/25/21 12:00 AM | 11/26/21 11:59 PM | Awaiting Upload | 10/19/21 4:45 AM | View Details |
| TEST | 6/11/21 7:00 PM | 6/16/21 11:59 PM | Expired | 6/11/21 3:36 AM | View Details |
| 1 | Prime Day Start | Prime Day End | Expired | 9/17/20 1:44 PM | View Details |
| 1 | Prime Day Start | Prime Day End | Expired | 9/17/20 1:30 PM | View Details |

- Step 2: Click Prime Exclusive Discounts > Create Discount and enter the discount name and date, then upload the completed spreadsheet.

[Prime Deals and Discounts](#) > [Create a Prime Exclusive Discount](#)

Step 1 of 3: Enter discount details

What did you want to name this discount?

Is this a Black Friday discount?

Is this a Cyber Monday discount?

Discount start date

Discount end date


Discount Duration: 00 Days 00 Hours 00 Minutes


[Save discount details](#)

[Save and Add Products](#)



Step 2 of 3: Add product details for p2

 A Prime Exclusive Discount can have maximum of 100 SKUs.

 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

[View upload template](#)

未选择文件

- Step 3: Review the information and click “Submit” to complete the creation of the Prime Exclusive Discount.



- **How to check the effectiveness of Prime Exclusive Discounts:**

You can view the overall results of your Prime exclusive discounts by following these steps on Amazon Seller Central:

From the Advertising drop-down menu, click Prime Exclusive Discount > View Details > Download Report to download an operational report on your Prime Exclusive Discounts and review their performance.

The screenshot shows the Amazon Seller Central interface. The top navigation bar includes 'amazon seller central', the user name '上海碧森文化传媒有限公司', and language settings. The 'Advertising' menu is open, showing options like Campaign Manager, A+ Content Manager, Vine, Deals, Coupons, Prime Exclusive Discounts, and Promotions. The main content area displays 'Prime Exclusive Discount' information and a 'Create Discount' button. Below this is a table titled 'Your Prime Exclusive Discounts' with columns for Discount, Start, End, Status, Last Changed, and Actions.

| Discount | Start | End | Status | Last Changed | Actions |
|-----------------|-------------------|-------------------|-----------------|------------------|--------------|
| p2 | 11/25/21 12:00 AM | 11/26/21 11:59 PM | Awaiting Upload | 11/3/21 4:15 AM | View Details |
| p2 | 11/27/21 12:00 AM | 11/29/21 11:59 PM | Awaiting Upload | 10/19/21 4:45 AM | View Details |
| SDSAV | 11/25/21 12:00 AM | 11/26/21 11:59 PM | Awaiting Upload | 10/19/21 4:45 AM | View Details |
| TEST | 6/11/21 7:00 PM | 6/16/21 11:59 PM | Expired | 6/11/21 3:36 AM | View Details |
| Prime Day Start | | Prime Day End | Expired | 9/17/20 1:44 PM | View Details |

This screenshot is similar to the first one but highlights the 'Download Report' option in the 'Actions' column of the 'Your Prime Exclusive Discounts' table. The 'View Details' dropdown menu for the second row is open, showing 'Download Report' as an option.

| Discount | Start | End | Status | Last Changed | Actions |
|-----------------|-------------------|-------------------|-----------------|------------------|---------------------------------|
| p2 | 11/25/21 12:00 AM | 11/26/21 11:59 PM | Awaiting Upload | 11/3/21 4:15 AM | View Details |
| p2 | 11/27/21 12:00 AM | 11/29/21 11:59 PM | Awaiting Upload | 10/19/21 4:45 AM | View Details Download Report |
| SDSAV | 11/25/21 12:00 AM | 11/26/21 11:59 PM | Awaiting Upload | 10/19/21 4:45 AM | View Details |
| TEST | 6/11/21 7:00 PM | 6/16/21 11:59 PM | Expired | 6/11/21 3:36 AM | View Details |
| Prime Day Start | | Prime Day End | Expired | 9/17/20 1:44 PM | View Details |

- **Fees for Prime Exclusive Discounts:**

Prime Exclusive Discounts are free promotional tools, and Amazon does not charge fees other than standard shipping fees and referral fees when you create the campaign.

- **Considerations when using Prime Exclusive Discounts:**



- Amazon periodically checks whether items in discounts are eligible to qualify for the discount and will remove the discount once your items are no longer eligible. The Prime Exclusive Discount will be automatically reactivated when the item is eligible again.

To learn more about frequently asked questions regarding Prime Exclusive Discount creation, you can visit the [North America](#), [Europe](#), and [Japan stores](#) for more information.



What is the difference between coupons for new products and Prime exclusive discounts? Consult the table below to learn the similarities and differences between these types of discounts.

| Applicable Features | Coupons | Prime Exclusive Discounts |
|--|---|---|
| Use Scenarios | Customer Acquisition and Retention Suitable for new products | |
| Customers who can use the discount | All types of customers can use them. You can also set special customer groups, such as students or Prime members. | For Prime members only |
| Product evaluation star level/quantity | <ul style="list-style-type: none"> When you have 1-4 reviews on a product, the rating must be at least 2.5 stars When there are 5 or more reviews on the product, the rating must be at least 3 stars Allowed for products with 0 reviews. | The product must have at least 4 stars or not have received any customer feedback ratings |
| Minimum Discount Requirement | Five percent off | Ten percent off |
| Duration | 1-90 days | Unrestricted |
| Fees | \$0.60 per exchange | Free |
| Delivery method | Unrestricted | <ul style="list-style-type: none"> North America/Europe stores: All regions in the country or region must be eligible for Prime shipping Japan store: Seller Fulfilled Prime ASINs are not eligible for this program. |

Important: Refer to Seller Central for each specific store for information on discounts and fees.



Related Topics

Promotional tools and how to use them

- Overview of promotional tools
- Coupons
- Prime Exclusive Discounts
- Deals
- Clearance promotions & clearance sales
- Amazon Points
- Social media promo codes
- How to make better use of promotions

Search path: Amazon Seller Central > Performance > Seller University > Search learning material name

Quick links: Amazon Seller University [North America](#), [Europe](#), [Japan](#)

Learn more about Promotions:

- Want to learn more about what a promotion is and how to create them? Search for “Promotions”
- How can I attract more product reviews? Search for “Review Programs”
- How can I increase off-site traffic? Search for “Off-site traffic projects”
- How do I prepare for the peak sales seasons? Search for “Peak Sales Seasons”



Extended Learning

You can also [click here](#) to view Amazon's **online live webinar**, or scan the QR code below to follow the **Amazon Global Selling Facebook** to learn more about the latest relevant information.



Amazon Global Selling
Southeast Asia Facebook



Amazon Global Selling
Website



Learning Feedback

If you think the content is helpful to you, please highlight the " " in the bottom right corner of the page to give us feedback. Thank you!

The screenshot shows the Amazon Seller University interface. At the top, there's a navigation bar with 'amazon seller central' and various menu items like Catalog, Inventory, Pricing, etc. Below that is the 'Seller University' header with a search bar and a 'New to selling on Amazon? Start here' link. The main content area is titled 'Cross-border Logistics Basics 1.4 - Amazon Logistics Solutions' and features a large orange banner with the text 'Promotional tools and how to use them Chapter 3'. A sidebar on the left lists various topics under 'Browse topics'. At the bottom of the page, there are two 'Was this useful?' pop-ups, one of which has a green checkmark selected.

