

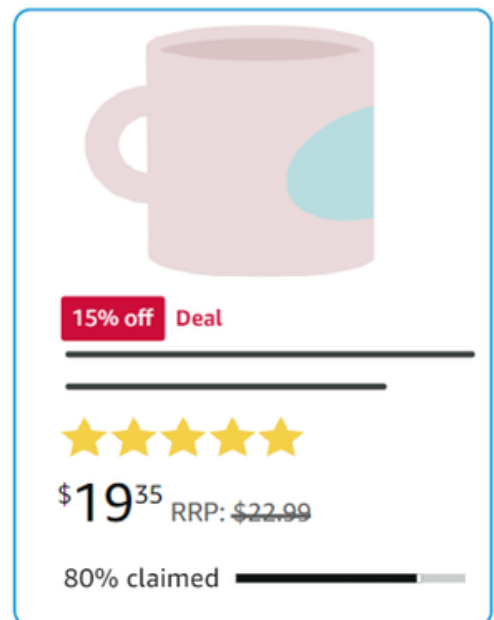
The Beginner's guide to Deals



Sellers with a Professional selling account can create two types of deals: Lightning Deals and Best Deals.

Lightning Deal

A Lightning Deal is a time-bound, promotional offer where an item is featured for a limited number of hours, usually 4 to 12 hours (as determined by Amazon), on the [Amazon Deals](#) page. If you feature an item as a Lightning Deal, this might help increase sales and reduce your inventory.



Best Deal

A Best Deal is a time-bound, promotional offer where an item is featured for a limited number of days on the [Amazon Deals](#) page.

Benefits of Deals

1) Take part in Amazon Events

Benefit from marketing efforts for events such as Black Friday. Amazon drives traffic to these events through the Amazon Homepage and via Amazon Mass Advertising (which can include TV and Print).

2) Help increase sales across your brand

Promotions are a useful lever to help increase sales by offering discounts on products. Promote your best sellers or reduce overstock.

3) Highlight products in Amazon.com.au search results

Products running as certain types of deals receive additional badging in search results, helping customers find your best offers.

4) Help improve discoverability of your brand and products

Your deals will be featured on the Today's Deals page, which can help to promote your brand and make your products.

Considerations for Deals

Eligibility

- You must be a Professional seller.
- Products must have a sales history in Amazon stores.
- Products must be Prime-eligible (subject to limited exceptions)
- Average rating of 3 stars required where there are at least 5 reviews or 0 reviews
- Not include a restricted product or offensive, embarrassing or inappropriate product
- Comply with Amazon's [Product image requirements](#). For more information, refer to Product image requirements in Seller Central
- Comply with [customer product reviews policies](#). For more information, refer to customer product reviews policies in Seller Central
- Comply with deal frequency policies. For more information, refer to [Create a Deal](#) in Seller Central

Discounts

- At least At least 15% off the lowest price in last 30 days
- Comply with pricing policies. For more information, refer to [Amazon Policy on Reference Prices](#) in Seller Central
- Discount is seller funded

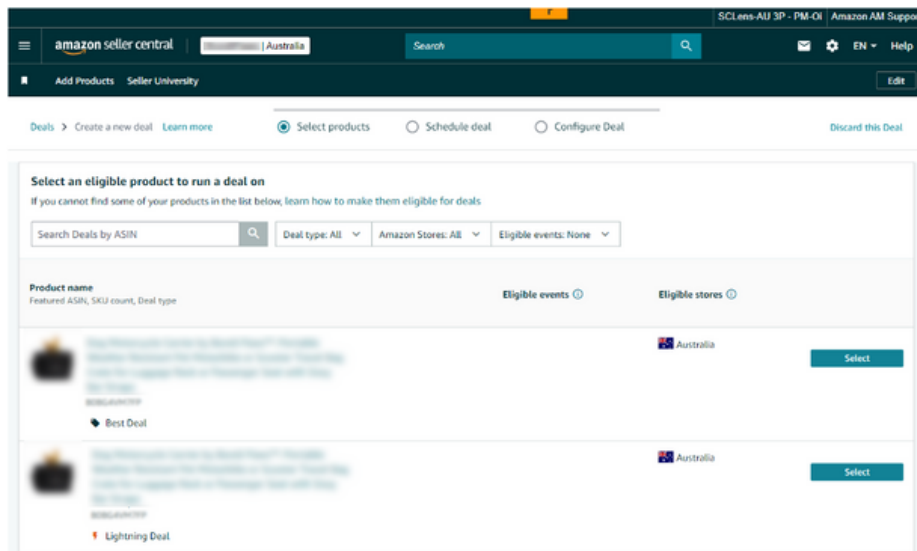
Deal status: Some deals may be immediately approved, while others may be suppressed at any time if they do not meet the eligibility criteria. We encourage you to monitor the status of your deal on the Deals Dashboard to reduce the risk of your deal being suppressed or cancelled.

Note: Event deals are reserved for offers that deliver exceptional value to Amazon customers. All deal submissions are subject to Amazon's review and acceptance. The submission of a deal does not automatically guarantee acceptance for the event. We reserve our rights to cancel, reject, suspend, or re-schedule a deal, or not to proceed with a deal at any time.

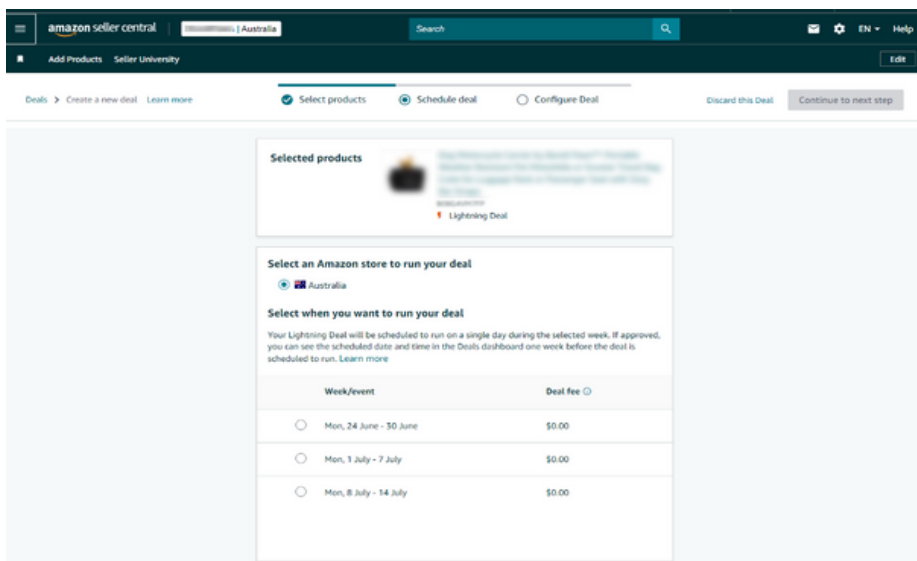
How to create a Deal?

1 On the Seller Central homepage, hover over 'Advertising' > 'Deals' > 'Create a new deal'

2 Select the product in your inventory you wish to create a deal for



3 Select the 'Schedule' > 'Continue to next step'



4

a) If you select Lightning Deal, enter the Deal price or Discount per unit, and minimum Deal quantity > 'Submit deal'.

OR

b) If you select Best Deal, enter Deal price or Discount per unit > 'Submit deal'

amazon seller central | Australia | Search

Deals > Create a new deal | Learn more

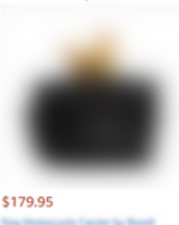
Select products | Schedule deal | **Configure Deal** | Discard this Deal | Submit Deal

By submitting this deal, you agree to pay the listed fee if it runs on the Amazon Deals page. Amazon does not guarantee sales from this deal, nor provides fee refunds.

Deal details

Deal title	Big Motorcycle Carrier by Road Rider™ Portable Weather Resistant for Motorbikes or Scooter Travel Bag Caddy for Luggage Rack or Passenger Seat with Easy Bag Straps
Type and duration	Lightning Deal
Date:	8 July 2024, 12:00 am AEST - 14 July 2024, 11:59 pm AEST
Deal fee	\$0.00
Amazon Store	Australia
Internal description	Lightning Deal-2024/06/05 4-21-2-484 Add custom description

Deal preview



\$179.95

Big Motorcycle Carrier by Road Rider™ Portable Weather Resistant...

★★★★☆ 7

Configure participating products

Include as many product variations as possible to avoid deal rejection. For some products, at least 65% of variations should be included in the deal, although this can change by marketplace and time of year. [Learn more](#)

Search by ASIN, SKU

All products (1) | Participating products (1) | Products with errors (0)

Participating	Product name	Your price	Deal price	Discount per unit	Committed units	In stock	Fulfilled by
All	None						
☒	 Big Motorcycle Carrier by Road Rider™ Portable Weather Resistant for Motorbikes or Scooter Travel Bag Caddy for Luggage Rack or Passenger Seat with Easy Bag Straps ASIN: B08JLQK1T9 Featured ASIN	\$269.95	\$179.95 Max: \$179.95	\$90.00 Min: \$90.00	10 Min: 10	68	Amazon

Change SKU

How to create a Deal

[Watch video](#)



Useful Resources

- [Make your products eligible for deals](#)
- [Create a deal](#)
- [How do I know the status of my Deal?](#)
- [Cancel a deal](#)
- [Deals for events](#)
- [Troubleshooting Suppressed and Active Deals](#)
- [Getting the most of out of your deals](#)
- [Best Deal & Lightning Deal Performance Results](#)
- [Reference Price Policy](#)