

Types of Deals

Deal Type	Deal of the Day (DOTD)	Lightning Deals (LD)	Best Deals (BD)
Description	Features a deep one-day discount on a popular product or a group of closely related items	Time-limited and quantity-limited discount promotion	7 day deal promotion that features a single discounted item or a selection of discounted items
When to use?	Works best for in-demand items or if seller wants to increase product exposure	Works best for big-discounted products or if sellers want to drive urgency and visit frequency	Best used when sellers want to drive traffic to their entire catalogue and feature products for a longer duration than DOTD or LD
Duration	24 Hours	8 Hours	1 – 7 days
Minimum Discount Requirements	At least 20% off current price OR at least S\$50 savings if RSP > \$200	At least 15% off current price OR at least S\$50 savings if RSP > \$200	At least 10% off current price OR at least S\$50 savings if RSP > \$200
Deal Price	Match or beat the lowest price in the last 30 days ASIN price must be greater than \$5		
ASIN Rating	ASIN Rating > = 4 Stars OR zero reviews	ASIN Rating > = 3 Stars OR zero reviews	
Fulfilment	ASIN must be available through Fulfilment by Amazon (FBA)		
Additional Quality Guidance	ASIN must be compliant with Amazon's style guidelines		

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