

Quick Start Guide: Deals

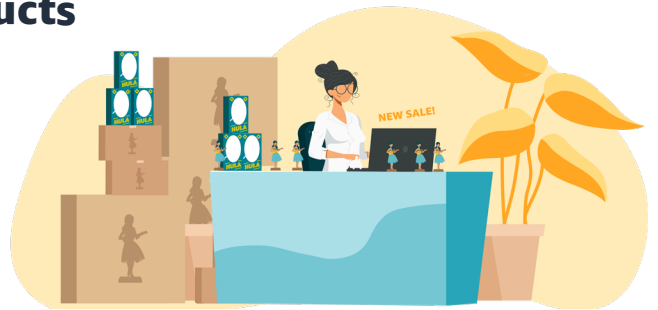
Why should I offer a deal on my product?



Benefits of offering deals on your products

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).



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.

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.



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 easier for customers to discover.

How to create Deals

- 1 On the Seller Central homepage, hover over 'Advertising' > 'Deals' > 'Create a coupon'
- 2 Select the product in your inventory you wish to create a deal for.
- 3 Enter the 'Schedule' > 'Continue to next step'.
- 4a If you select Lightning Deal, enter the Deal price or Discount per unit, and minimum Deal quantity > 'Submit deal'.
- OR
- 4b If you select 7-Day Deal, enter the Deal price or Discount per unit > 'Submit deal'.

As you follow the prompts to create a deal, pay attention to the following:

- **Selection of eligible products:** You can filter eligible products on the basis of deal start dates and deal types. You can also search your eligible products by ASIN and SKU.
- **Product variation:** You can select any eligible variations that you want to include in your deal that's being recommended. However, we recommend that you include as many product variations (for example, size, colour, style) as possible to avoid rejection of your deal submission.
- **Deal schedule:** Some deals can run for 4 to 12 hours; depending on the locale and deal type. 7-day Deals will run for seven consecutive days, while stocks last. You can select the week for your deal to run; however, you will not be able to select the date or time. If approved, you can see the scheduled deal date and time in the Deal Dashboard one week before the deal is scheduled to run.
- **Deal title:** The title for a deal comes from the product name of the ASIN participating in the deal or parent ASIN if the deal includes variations. If you want to change the deal title, you will need to update the product name of the ASIN or parent ASIN before creating the deal.
- **Deal quantity:** Ensure that you have the proposed quantity at least seven days before the scheduled date. Sufficient stock is required to offer a deal.

- **Deal image:** The image for a deal comes from the images present on the Amazon detail page. Deal images must be on an all-white background and cannot include any text, logos or watermarks that are not a part of the product itself. Any deal with a deal image that violates Amazon's Product image requirements is subject to cancellation and may result in your account being suspended. If the available deal images when creating a deal are incorrect or do not match the images found on the detail page, you will need to confirm that the correct images have been uploaded to the ASIN or parent ASIN (if the product has variations). You can contact Seller Support for image related issues on product detail pages.
- **Deal frequency:** We strive to offer customers new deals every day while 7-day Deals cannot run on the same ASIN within 28 days. In order to achieve this, Lightning Deals cannot run on the same ASIN within a 14-day period. Amazon is subject to cancel any deal without notification if there are deals violating this policy.
- **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.

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](#)
- [7-day Deal & Lightning Deal Performance Results](#)