






SOP: Running a Coupon Again

1. Sometimes a Coupon does so well that you may wish to just re-run it.
2. Instead of having to re-create the entire Coupon again, Seller Central gives you the option to simply re-run it.
3. In order to re-run a Coupon, select “Coupons” from the Drop-Down Menu of the “Advertising” tab on the top menu of Seller Central.
4. On the following page in the table of Coupons located below, locate the Coupon you wish to re-run and click the “Run again” button to the right of the Coupon Title.
5. You will immediately be taken to the “Review & Submit” page of this Coupon and you can then select each tab along the top as mentioned previously in order to make any amendments to the Coupon, such as your start and end dates.
6. Amazon will automatically select dates for the Coupon to run again on based on the initial duration, which is why it is important to check these dates and amend them as you would like.
7. You can also amend your Budget and Discount on the “Budget & Discount” tab as well as add or remove products from the “Search & Add Products” tab.
8. Once you are happy with the changes you have made to this previously run Coupon, return to the “Review & Submit” page after ensuring you clicked the “Continue to Next Step” button after every tab you amended and then click the “Submit Coupon” button at the top right side of the page to run your Coupon again.

See Also:

- ▶ [SOP: Creating a Coupon](#) 
- ▶ [SOP: Editing a Coupon](#) 
- ▶ [SOP: Cancelling a Coupon](#) 
- ▶ [SOP: Managing Deactivated Coupons](#) 
- ▶ [SOP: Advertising a Coupon](#) 
- ▶ [SOP: Viewing Coupon Costs and Performance](#) 