

SOP: Creating a Coupon

1. In order to create a Coupon, select "Coupons" from the Drop-Down Menu of the "Advertising" tab on the top menu of Seller Central.
2. On the next page, click the "Create a New Coupon" button in the top right side of the page.
3. On the following page, type in the SKU or ASIN of the product you wish to create the Coupon for and click the "Go" button.
4. When the SKU appears below this search option, click the button to the right of it that says, "Add to Coupon".
5. The products you added to your coupon will move to the right-hand side of the screen.
6. If there are any variations you would like to exclude from the coupon, click "Manage variations" in the related product's box, find the variation you would like to remove and click "Remove".
7. You can also click the "Remove" button to the right of the ASINs you have selected should you wish to remove them from the Coupon.
8. You can add up to 50 ASINs per Coupon.
9. To help provide a better customer experience, select products within the same sub-category, price level, or product group.
10. For the products where you are winning the Buy Box, your coupon offer will be more visible throughout the site.
11. When you finish selecting the products you would like to add, click the "Continue to next step" button at the top right side of the page.
12. On the following page, choose whether you would like to offer a monetary value discount or a percentage discount and type in your discount offer.
13. It is important to note that Coupons will be combined with discounts from other promotions that are running at the same time, including Lightning Deals, Promotions, Sale Price, Business Price, and Giveaway.
14. For example, if a Lightning Deal offers a 25% discount on a \$150 ASIN and that same ASIN also has a 5% off Coupon running at the same time, the 5% off discount from the coupon will combine with the 25% discount from the Lightning Deal.
15. This will result in a total discount of \$45 or 30% off this ASIN.
16. Below this, you can either opt to limit your redemptions for this Coupon by ticking the box alongside the text, "Yes, limit redemption to one per customer", or allow for multiple redemptions by ticking the box alongside the text "No, allow my coupon to be redeemed multiple times by same customer".
17. On the right side of the page, put in your budget for this Coupon offer, knowing that the minimum budget allowed for a Coupon Offer is \$100.

18. The budget you set for your coupon will be shared among the following costs:

- USD equivalent of the discount you are offering to customers; and
- Redemption fees (\$0.60 for every redemption) charged by Amazon.

19. For example, let's say you are offering a \$5.00 coupon on a \$20.00 product.

20. The first day your coupon becomes active, 20 customers redeem the coupon, that is, buy a coupon-eligible product after clipping the coupon.

21. Your cost regarding these transactions will be calculated as follows: Your \$5.00 coupon multiplied by the 20 redemptions or clips, which totals \$100; plus the \$0.60 redemption fee multiplied by the 20 redemptions or clips, which totals \$12.

22. So, your \$100 plus your \$12 dollars means that your budget will be depleted by \$112 dollars the following day as a result of this customer activity on your coupon.

23. Amazon takes your Coupon offline once your budget has been used up by 80%.

24. Given this information, it is therefore better to run a budget efficiently as per the following recommendation.

25. An efficient budget covers the cost of the customer demand that your coupon generates for the duration that you set.

26. For example, if a product is selling an average of 10 units per day without a Coupon, and you want to run a \$5 off coupon for 10 days for this product, the minimum budget you set should be: (number of days x the number of average daily units) x (discount amount + redemption fee).

27. In this example $(10 \times 10) \times (5.60)$ \$560 should be your minimum budget.

28. Avoid creating low budgets such as less than \$500 for deep discount coupons such as 80% off or \$35 off.

29. Low budgets for high discounts will cause your budget to expire rapidly in a couple of hours.

30. As a result, only a handful of customers will be able to see and interact with your Coupon.

31. Once you have set your budget, click the "Continue to Next Step" button in the top right-hand corner.

32. On the next page, type in your Product Title, making note of the "Title Guidelines" link alongside the text box.

33. The coupon title is what customers will see under the coupon image when they browse through coupons on the Coupons home page.

34. For a standard customer experience across coupons, Amazon automatically generates the first three words of your coupon title based on the discount you entered, the example given here is "Save 15% on".

35. All you have to do is define the products that the savings will apply to.

36. For example, if you added different sizes and types of paddle boards to your Coupon, your Coupon title can be "Save 15% on paddle boards."

37. Remember that, entering offensive words, discount percentages, or referring to events such as Prime Day or Black Friday in Coupon titles are prohibited.
38. Failure to comply with these rules may result in your coupon being deactivated by Amazon.
39. Once you have completed your title, select your target customers below if you so wish.
40. On the right side of the page, select a duration for your Coupon anywhere between 1 and 90 days by choosing the start and end dates in the relevant Drop-Down options.
41. The earliest a coupon can go live is 6 hours after creation.
42. Coupons created with a same day start date will require at least 6 hours for Amazon's system to run a number of validation rules on your Coupon to make sure it offers a good value to customers.
43. Amazon currently does not allow the creation of Coupons more than 1 month in advance, that is, the start date of a Coupon cannot be more than 1 month from the day of creation.
44. Once you are done scheduling your Coupon, click the "Continue to Next Step" button.
45. On the following page, you can review your Coupon.
46. Should you wish to edit anything on your Coupon before submitting it, select any of the Tabs at the top of the page, that is, "Search & Add Products", "Budget & Discount" or "Schedule & Target" to make any necessary changes, remembering to click the "Continue to Next Step" button on each page until you get back to your "Review and Submit" tab.
47. If you are happy with your Coupon Offer, you can click the "Submit Coupon" button in the top right side of the page.

See Also:

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