






SOP: Managing Deactivated Coupons

1. As mentioned previously, Amazon has the right to deactivate your Coupon for any of the below reasons:
2. Your Coupon Title is in violation of the terms and conditions of the Coupon Program;
3. Some of your Products become ineligible for a variety of reasons; and
4. You and your account become ineligible due to performance, no longer being in good standing, et cetera.
5. In order to reactivate a Coupon that has been deactivated by Amazon, select “Coupons” from the Drop-Down Menu of the “Advertising” tab on the top menu of Seller Central.
6. On the following page in the table of Coupons located below, locate the Coupon that has been deactivated or suppressed by Amazon and click the “Edit” button to the right of the Coupon Title.
7. Amend whatever needs to be amended on the Coupon, whether it be the title or removing ineligible products and follow the necessary steps to edit your Coupon as mentioned in the video on how to edit your Coupons.
8. If the ineligibility is due to your account, you would need to take the necessary steps to amend your account, which may involve contacting Amazon through a case for their assistance before you can run the Coupon again.

See Also:

- ▶ [SOP: Creating a Coupon](#) 
- ▶ [SOP: Editing a Coupon](#) 
- ▶ [SOP: Cancelling a Coupon](#) 
- ▶ [SOP: Running a Coupon Again](#) 
- ▶ [SOP: Advertising a Coupon](#) 
- ▶ [SOP: Viewing Coupon Costs and Performance](#) 