SOP: Creating a Prime Exclusive Discount

1. In order to create a Prime Exclusive Discount, select "Prime Exclusive Discounts" from the Drop-Down Menu of the "Advertising" tab on the top menu of Seller Central.

2. On the next page, click the button that reads, "Create Discount".

3. On the following page, enter the title of your Prime Exclusive Discount and select the dates which you would like your offer to run from the appropriate cells available and then click the "Save and Add Products" button.

4. Click the "View Upload Template" link on the next page and download the template to your computer.

5. When opening the File Template, be sure to read through the Instructions on the "Instructions" tab as well as the definitions on the "Data Definitions" tab.

6. Insert all the SKUs you wish to run the discounts on in Column A.

7. In Column B, select the type of discount you wish to offer, that is the Amount off or the Percentage off.

8. Enter your Prime Discount value in Column C and then enter the minimum price discount you will allow for this offer in Column D.

9. In Column E, select the letter "a" from the Drop-Down Menu provided as you are adding a SKU to this offer.

10. Once you have completed filling out all the relevant information, return to the page from where you downloaded the template and click the "Choose File" button, locate your file and upload it.

11. Click the "Validate Products" button.

12. If all is in order, your product will show up on the Review Page where you can now choose to confirm and submit your offer by clicking the "Submit Discounts" button.

13. If your upload failed, it is probably due to your product not being eligible for the Prime Exclusive Discount and you will need to remove the product by clicking the "Remove Product" button on the Review Page of your Prime Exclusive Discount offer or select the "d" letter from the Drop-Down Menu in Column E on your upload template and then click the "Edit Discount Details" button on your Review Page and re-upload the amended upload template with the SKUs now deleted.

See Also:

▸ SOP: Editing a Prime Exclusive Discount

▸ SOP: Cancelling a Prime Exclusive Discount

▸ SOP: Managing Suppressed Prime Exclusive Discounts

- ‣ [SOP: Viewing Prime Exclusive Discount Costs and Performance](#)