

SOP: Creating a Percentage Off Promotion

1. In order to create a Percentage Off Promotion, select “Manage Promotions” from the Drop-Down Menu of the “Advertising” tab on the top menu of Seller Central.
2. On the next page, under the “Create a Promotion” tab and the heading “Percentage Off Promotion”, click the “Create” button.
3. On the next page, under “Step 1: Conditions”, select whether the customer must buy at least a certain quantity or a certain value from the Drop-Down Menu alongside the “Buyer Purchases” field and then enter that number in the cell to the right of this Drop-Down option.
4. Select your “Product Selection” from the Drop-Down Menu alongside the “Purchased Items” field.
5. You can opt to create the new product selection for this Promotion by clicking the link to the right of the Drop-Down box that says, “Create a new product selection” and proceed to create the Product Selection for this Promotion as explained in the video in the previous section.
6. Select “Percent Off” alongside the “Buyer Gets” field, fill in the percentage number and then select “Purchased Items” alongside the “Applies to” field.
7. Alongside the “Tiers” field, you can again type in how many units the buyer has to buy in order to get a specific percentage, which you can also type in.
8. You can then also add additional tiers by clicking the “Add Tier” button and proceed to fill in your units and percentages again for each tier you add.
9. You can instead choose to select “Additional Item” alongside the “Applies to” field and then select which ASIN the customer would have to buy along with the product selection in order to get their percentage.
10. Under the “Advanced Options” section, you can choose to exclude any Product Selections from this Percentage Off Promotion.
11. Under “Step 2: Scheduling”, select your Start and End Dates for your Promotion as well as the Start and End Times for each relevant aforementioned Date, noting that Amazon’s default time is 4 hours from when you are on Seller Central in PST to 11:59pm PST.
12. Type in your “Internal Description” in this field’s cell to assist you in identifying your Percentage Off Promotion.
13. Under “Step 3: Additional Options”, decide which “Claim Code” option you would like to opt for, namely, “Single-Use”, “Group” or “None”. You may combine any number of unrestricted claim codes, however:
 - You may not include more than one preferential claim code in a single order;
 - You may not combine an exclusive claim code with any other claim code; and
 - If a buyer qualifies for more than one preferential claim code, the system will select the code that provides the greatest discount.

14. If you have chosen “Single-Use” or “Group”, select whether you would like this to be one redemption per customer or not, enter your claim code and then select whether you would like your Claim Code Combinability to be “Preferential” or “Unrestricted”.
15. Note that, for the “Group” option, your Claim Code will be automatically generated by Amazon, but you can edit it.
16. Under the “Customize Messaging” section, you can put in your own text alongside the “Checkout Display Text” field, the “Purchased Items Display Text” and your own “Terms and Conditions”.
17. You can choose to select or deselect the “Detail Page Display Text” and, if selected, you would need to insert “Customized Text” for this “Detail Page Display Text”.
18. You can also select the Display Precedence number as well and then click the “Review” button at the bottom of the page.
19. On the following page, review your Percentage Off Promotion and, if happy, click the “Submit” button to complete the creation of your Percentage Off Promotion.
20. If you are not happy, you can click the “Back” button to make the changes you would like to before clicking the “Review” button again and the “Submit” button to submit your promotion.

See Also:

- [SOP: Creating a Product Selection](#)
- [SOP: Creating Terms and Conditions](#)
- [SOP: Editing a Percentage Off Promotion](#)
- [SOP: Cancelling a Percentage Off Promotion](#)
- [SOP: Duplicating an Existing Percentage Off Promotion](#)
- [SOP: Viewing Percentage Off Promotion Costs and Performance](#)