SOP: Managing Suppressed Prime Exclusive Discounts

1. In some instances, your Prime Exclusive Discount can be suppressed due to your products not being eligible or the discount no longer being suitable.

2. In this case, the Discount status on the Prime Exclusive Discounts page, located by selecting "Prime Exclusive Discounts" from the Drop-Down Menu of the "Advertising" tab in the top menu of Seller Central, will say, "Needs Attention" for one or a combination of the following reasons:

▸ You created a discount but never uploaded any SKUs to be scheduled;

▸ You uploaded and submitted one or several SKUs, however the Review Page still contains one or more SKUs. You can navigate to the Review page by clicking the "View Details" button to the right of your Discount Offer and then clicking the "Review Page" link in the bottom right of the page; or

▸ You have submitted all SKUs, but one or more of the submitted SKUs are suppressed due to some errors, such as their eligibility criteria has not been adhered to.

3. If your product status says "Invalid" for your Prime Exclusive Discount, this can be one or a combination of the following reasons:

▸ The Product rating is lower than the minimum threshold;

▸ The Product is not Prime Shipping eligible for all regions within the country;

▸ The Product pricing is managed by Automated Pricing;

▸ The Product is part of the product categories where Prime Exclusive Discount is not allowed; and/or

▸ The Product is part of a separate overlapping deal or Prime Exclusive Discount.

4. In all of these cases, you would need to remove, edit or update your product offering for the Discount.

5. If you cannot make your product re-eligible for the Prime Discount, you would need to remove it in order for the rest of the products on your offer to run as scheduled.

See Also:

▸ [SOP: Creating a Prime Exclusive Discount](#) ↗

▸ [SOP: Editing a Prime Exclusive Discount](#) ↗

▸ [SOP: Cancelling a Prime Exclusive Discount](#) ↗

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