

SOP: Managing Suppressed Lightning Deals

1. A Lightning Deal can be suppressed due to any of the following reasons:
 - ▶ The Product in the Lightning Deal is no longer eligible or is in violation of the eligibility criteria;
 - ▶ In the case of FBA, Amazon has run out of inventory;
2. The Deal Price is higher than the Maximum Deal Price, which, as you recall, takes into account the lowest price from any seller with an offer on the product in New condition;
3. The Quantity for the Deal is lower than the Minimum Deal Quantity specified originally upon setup.
4. You can actively monitor your upcoming Deals from the Deals page in the days leading up to the Deal start date to ensure they continue to meet the eligibility requirements.
5. You will see a warning at the top of the Deals page if any of your Deals become suppressed.
6. Click the “View these Deals” link in the warning to locate the Deals that require your attention.
7. You can also find your suppressed Deals by filtering the “Status” filter to “Needs Attention” and click “Edit” from the “View” button Drop-Down Menu to the right of the Deal to open the Deal.
8. Within the Product Details and Pricing section of your Deal under the “Configure Deal” tab, you’ll find the fields outlined in red or a warning icon indicating the specific error.
9. Click on the icon to get a brief description of the error.
10. It is important to note that these errors must be resolved 25 hours before the scheduled start time of the Deal to avoid the Deal being cancelled altogether.
11. If your products are ineligible or are in violation of the eligibility criteria, you can either amend them immediately to become eligible or remove that specific ASIN or SKU from the Deal.
12. If Amazon has run out of units in the FBA warehouse, immediately ship the outstanding units to Amazon.
13. If your Deal Price is higher than the Maximum Deal Price, reduce your Deal price so that it meets or is lower than the Maximum Deal price.
14. If your Quantity is lower than the Minimum Quantity allowed for the Lightning Deal, increase the Quantity for the Lightning Deal so that it meets or exceeds the Minimum Deal quantity.

See Also:

- ▶ [SOP: Creating a Lightning Deal](#) ↗
- ▶ [SOP: Editing a Lightning Deal](#) ↗
- ▶ [SOP: Cancelling a Lightning Deal](#) ↗
- ▶ [SOP: Viewing Lightning Deal Costs and Performance](#) ↗