



SELLER COINS USER GUIDE

SELLER EDUCATION HUB

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INTRODUCTION TO SELLER COINS

What is Seller Coins?

Seller Coins is a new feature that allows sellers to reward and attract shoppers to participate in their shop activities, such as Livestream.

Shoppers can claim the Seller Coins and use them to offset future purchases in your shop.

It is great for sellers to:

- Increase engagement with shoppers
- Attract shoppers to participate in your shop activities
- Reward shoppers with coins and convert them to orders



STEP-BY-STEP GUIDE

At a glance



1. Login to Shopee Seller Centre

Shopee Seller Centre

Shopee Homepage **NEW**

Be a Power Seller

Manage your shop efficiently on Shopee with our Shopee Seller Centre

Shopee Seller Centre
Current Version: vv190627-all+4c928c47
27-06-2019 21:58

Login to Shopee Seller Centre.



2. Click on Marketing Centre

Shopee Seller Centre

Order ^
My Orders
Ship Orders
Return/Refund

Product ^
My Products
Add New Product
Suspended Products

Marketing Centre ^
Marketing Centre
My Ads

<<< FAQ for Covid-19 circuit breaker announcement >>> Click here to find out more!

SHOPEE SELLER SUPPORT PACKAGE
Receive up to \$200 worth of vouchers & paid ads **APPLY NOW** >

To Do List
Things you need to deal with

0 Unpaid	0 To-Process Shipment	0 Processed Shipment	0 Pending Return/Refund
0 Pending Cancellation	0 Banned Products	0 Sold Out Products	










Click on Marketing Centre to access all the available Marketing tools.



3. Select Coins under Marketing Tools

Marketing Tools

All Paid Ads Conversion Traffic

 Ads Increase exposure for products	 Discount Promotions Increase conversion rate	 Vouchers Increase conversion rate
 Top Picks Drive traffic to best-selling products	 Bundle Deal Sell more of any variety with bundle discounts	 Follow Prize Increase shop followers
 Shipping Fee Promotion Increase conversion rate	 Add-on Deal Sell specific products with add-on discounts	 Coins Use coins to attract and reward users

Select Coins under Marketing Tools.



4. Top up Seller Coins

The screenshot shows the 'Coins' homepage. At the top left, a 'Balance Overview' section (1) displays 'Available for Use' as 17,920.00 and 'Budget Locked for Promotions' as 21,000.00. A 'Top up' button (2) is located at the top right. Below this, the 'Use For Promotions' section (3) features two options: 'Live Streaming' and 'Shop Games (Stay Tuned)'. At the bottom, the 'Recent Transactions' table (4) lists five transactions with columns for Date, Type, Channel Name, Promotion Name, and Coins Amount.

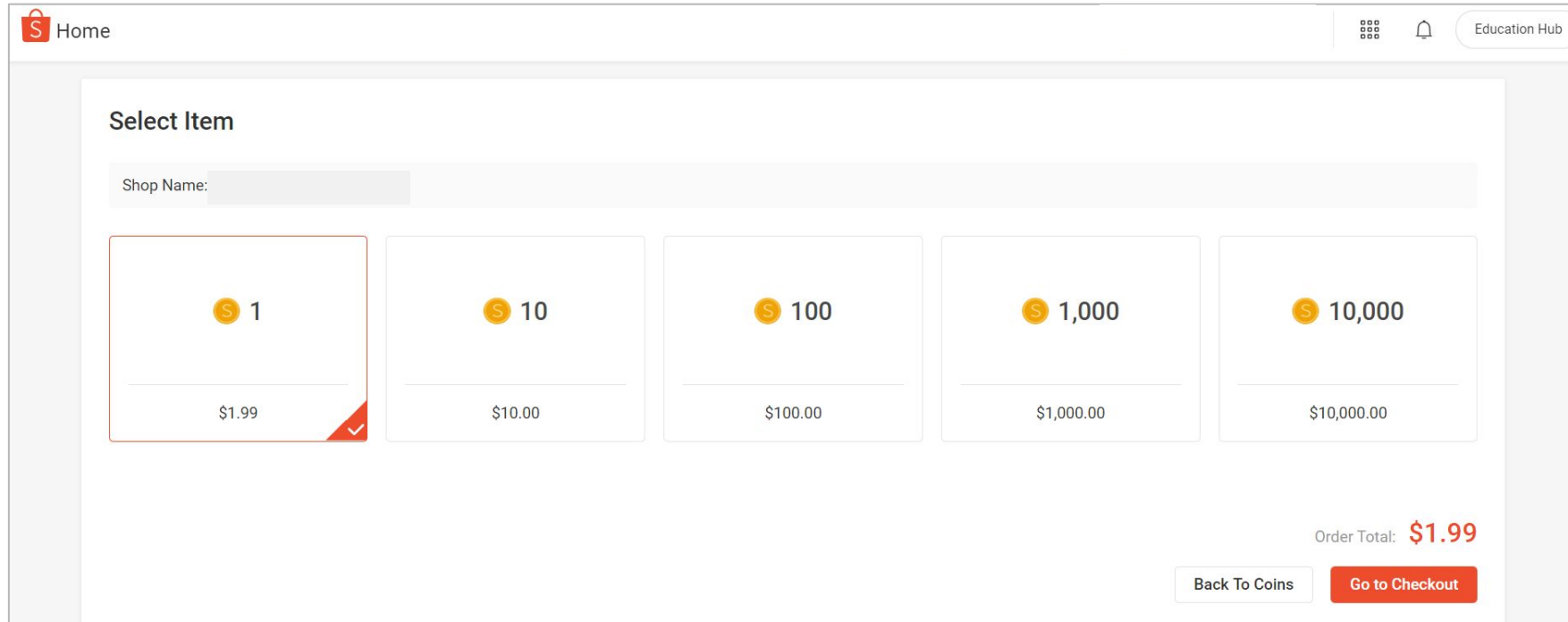
Date	Type	Channel Name	Promotion Name	Coins Amount
22/12/2019 19:05:30	Coins Top-up	Live Streaming	Lucky Draw for Earth Day Lucky Draw for Earth Lucky Draw Day...	+ 150.00
22/12/2019 10:05:30	Manual Credit	-	-	+ 150.00
21/12/2019 19:05:30	Coins Spent	Live Streaming	Game for Ladys Weekends	- 150.00
21/12/2019 10:05:30	Coins Spent	Live Streaming	Lucky Draw for Earth Day Lucky Draw for Earth	- 150.00
20/12/2019 19:05:30	Coins Spent	Live Streaming	Game for Ladys Weekends	- 150.00

In the Coins homepage, you will find the following features:

1. Overview of your coins balance
 - Coins available for use
 - Coins locked for promotions
2. Click here to **Top up** coins
3. Click here to set your coins as rewards for shop promotions
4. Click **More** to view the full list of your Recent Transactions



5. Select top up value and checkout

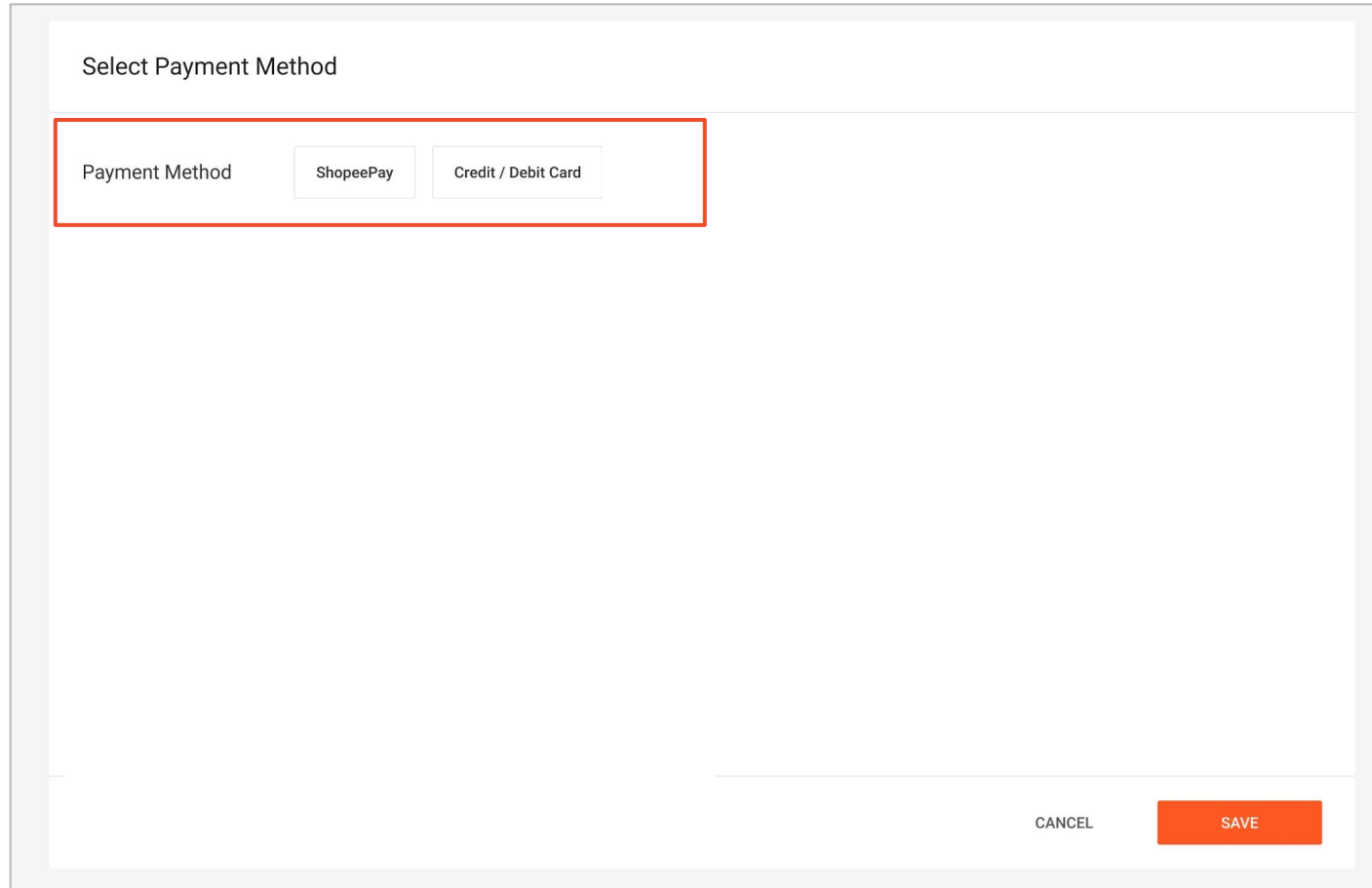


Select your preferred top-up value and proceed to checkout.

Coin values are for illustration purposes only, actual denominations may defer.



6. Select payment method and pay



Select Payment Method

Payment Method

ShopeePay

Credit / Debit Card

CANCEL

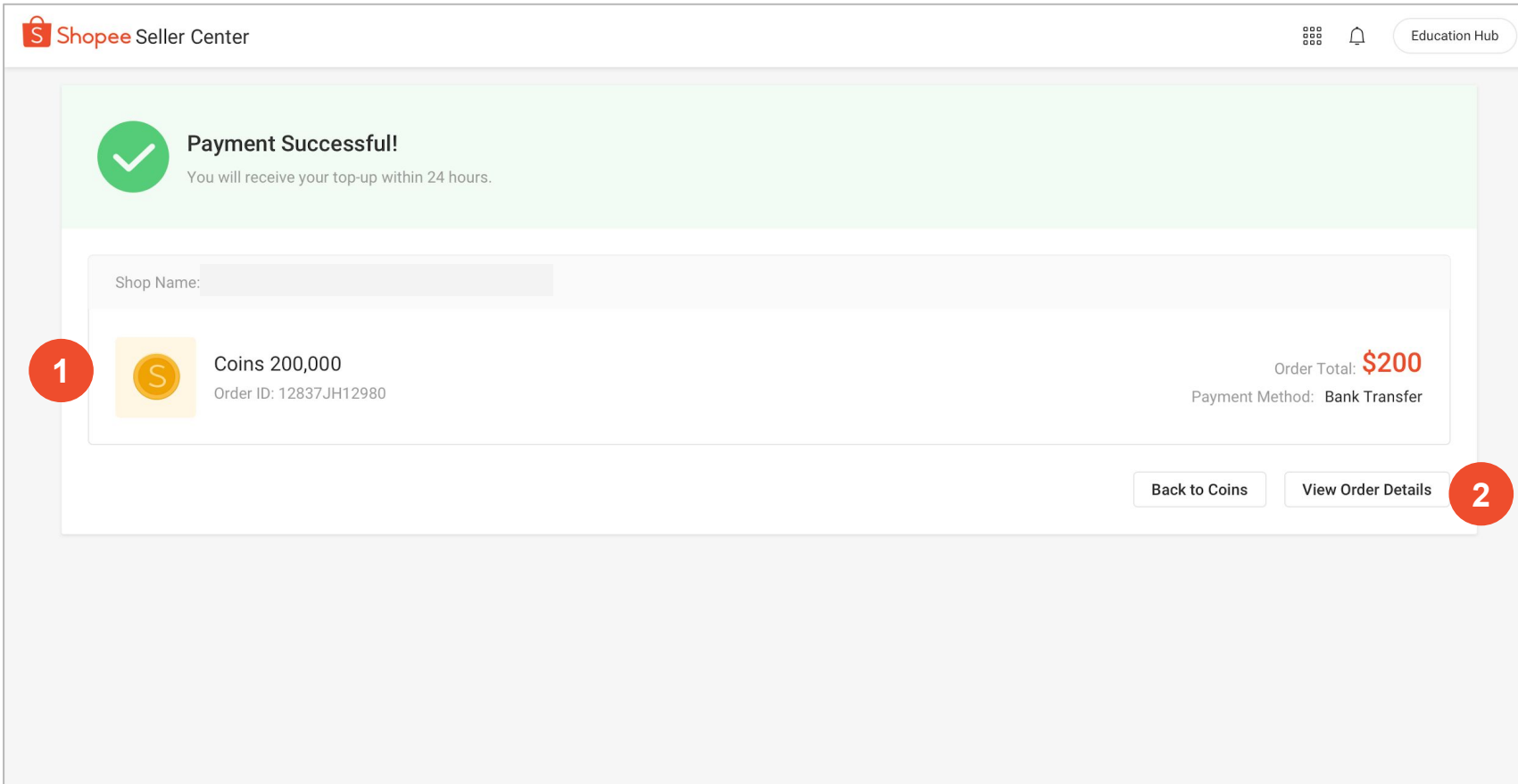
SAVE

Select your preferred payment method

- Available payment methods will be displayed



7. View order results



You will receive the coins within 24 hours once payment is successful.

1. Order summary is displayed
2. Click on **View Order Details** to view your top-up status



8. Check your transaction history

You can find the following features under the Transaction History page:

The screenshot shows the 'Transaction History' page in a Seller Education Hub. The breadcrumb navigation is 'Home > Marketing Centre > Coins > Transaction History'. The page title is 'Transaction History'. There are five numbered callouts: 1. A table header with columns: Date, Type, Channel Name, Promotion Name, and Coins Amount. 2. A date filter dropdown set to 'Last 30 Days: 01/12/2019 - 30/12/2019 (GMT+8)'. 3. A transaction type filter dropdown set to 'All Type'. 4. A 'Visit Top-up History' link. 5. An 'Export Data' button. The main content area shows 'No transaction history' with a laptop icon.

1. Overview of your coins transaction history
 - Date of transaction
 - Type of transaction
 - Promotion Channel
 - Promotion Name
 - Coins Amount
2. Filter by date to view transaction history from a specific period
3. Filter by type of transaction
4. View top-up history
5. Click Export Data to download your transaction history



FREQUENTLY ASKED QUESTIONS

FAQ

Q: Is there a minimum amount to top-up Seller Coins?

A: Yes, there is a minimum top-up amount. Visit the Top-up page in Seller Coins to check out the different denominations available.

Q: What are the payment options for top-up of Seller Coins?

A: You will be able to pay via Credit Cards and Shopee Pay.

Q: What happens if I do not receive my Seller Coins after 24 hours, or there is an error on the top-up amount?

A: In the event of a system error, you do not need to take any actions. You will automatically receive a top-up reflected as Coins Credit in your Transaction History within the next two business days.



Thank you

Learn more about best practices for selling on Shopee on Seller Education Hub:

<https://seller.shopee.sg/edu>



Shopee

SELLER EDUCATION HUB