



SELLER VOUCHER USER GUIDE

**FOR SELLER CENTRE
SELLER EDUCATION HUB**

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INTRODUCTION TO SELLER VOUCHER

What is Seller Voucher?

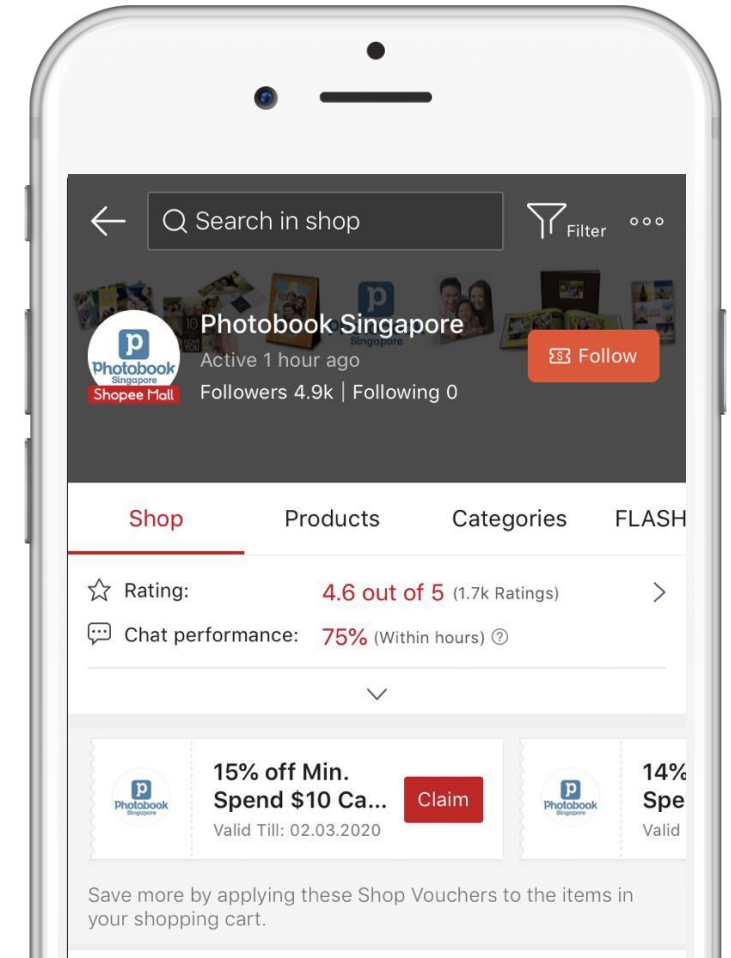
Sellers are able to easily create shop and product vouchers in Seller Centre (best used on desktop).

You have the full flexibility to choose:

- Voucher type, value and quantity
- Voucher promotion period
- Products the voucher can apply to

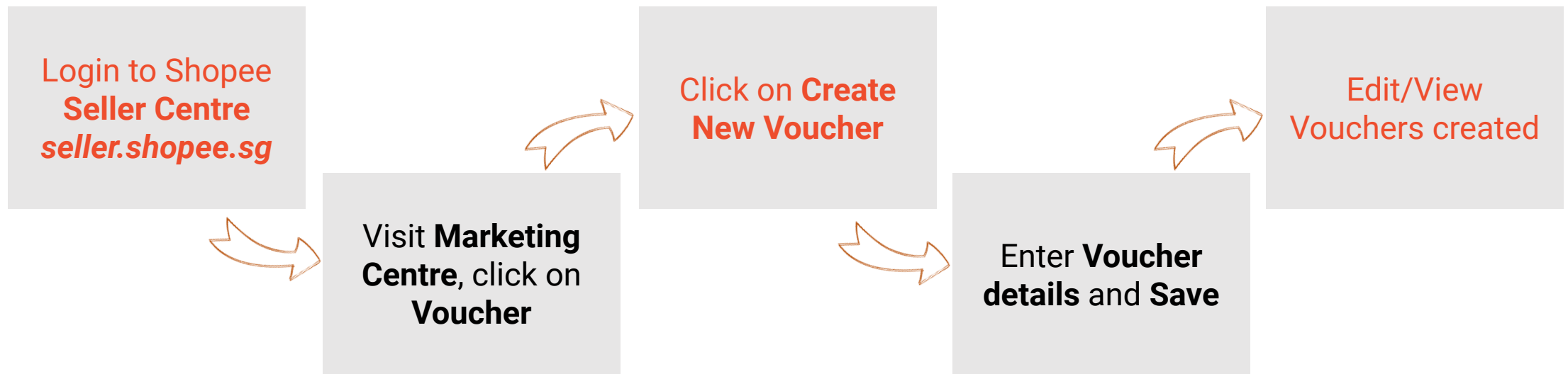
Buyers will see your vouchers when browsing your shop and products.

Use this feature to **attract buyers and drive orders for your shop and products.**



STEP-BY-STEP GUIDE

At a glance



1. Login to Seller Centre and click Marketing Centre

Shopee Seller Centre [Go back to old Seller Centre >](#)

- Order
 - My Orders
 - Ship Orders
 - Return/Refund
- Product
 - My Products
 - Add New Product
 - Suspended Products
- Marketing Centre**
 - Marketing Centre**
 - My Ads New
- Finance
 - My Income
 - My Balance
 - Bank Accounts
- Data
 - My Data

To Do List

Things you need to deal with

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

My Data

(Real-time until 09:00) [More >](#)

An overview of the shop data for the paid order dimension


Sales ⓘ \$ 0.00	Unique Visitor ⓘ 0 vs yesterday 0.00% —	Page View ⓘ 0 vs yesterday 0.00% —
	Orders ⓘ 0 vs yesterday 0.00% —	Conversion Rate ⓘ 0.00% vs yesterday 0.00% —

1. Click on **Marketing Centre** in Seller Centre











2. Click on Voucher

Shopee Event

 Campaigns
Official promotion

Marketing Tools

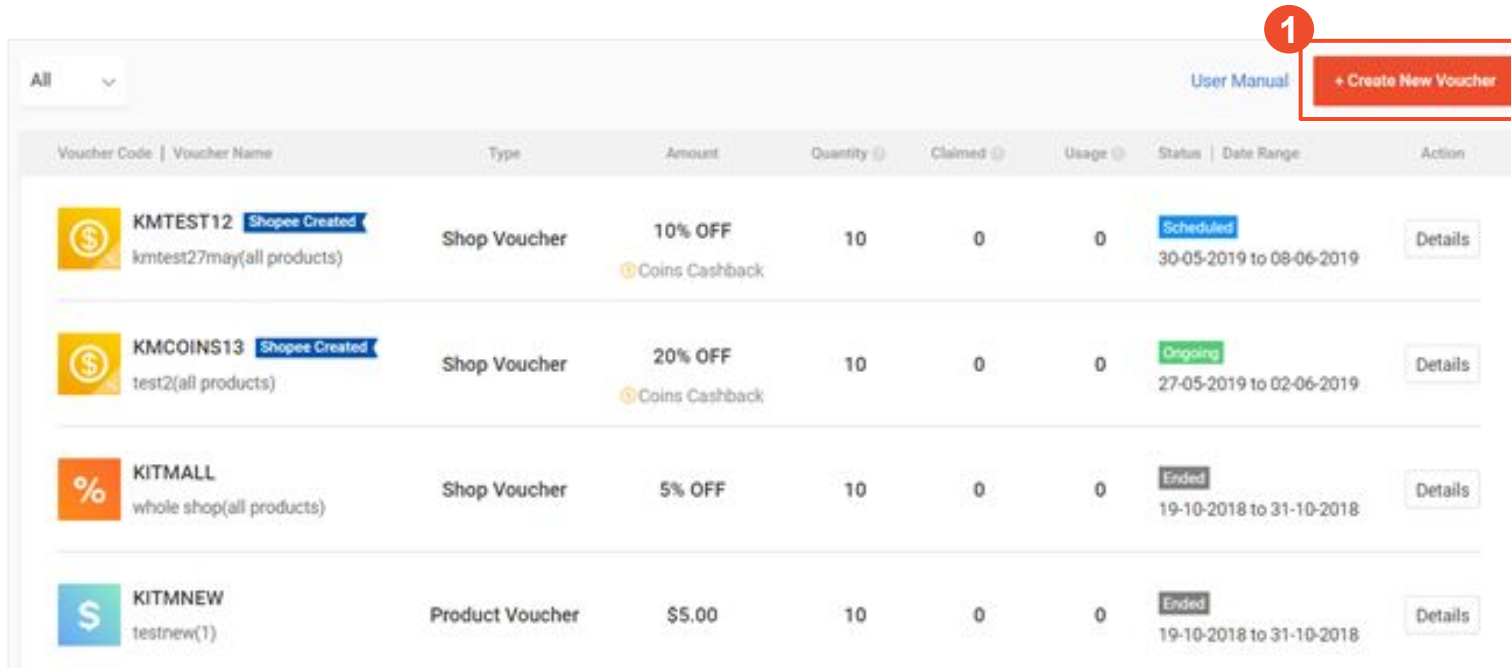
All Paid Ads Conversion Traffic

 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	

Click here to **view, edit or create** your Vouchers.



3. Create New Voucher



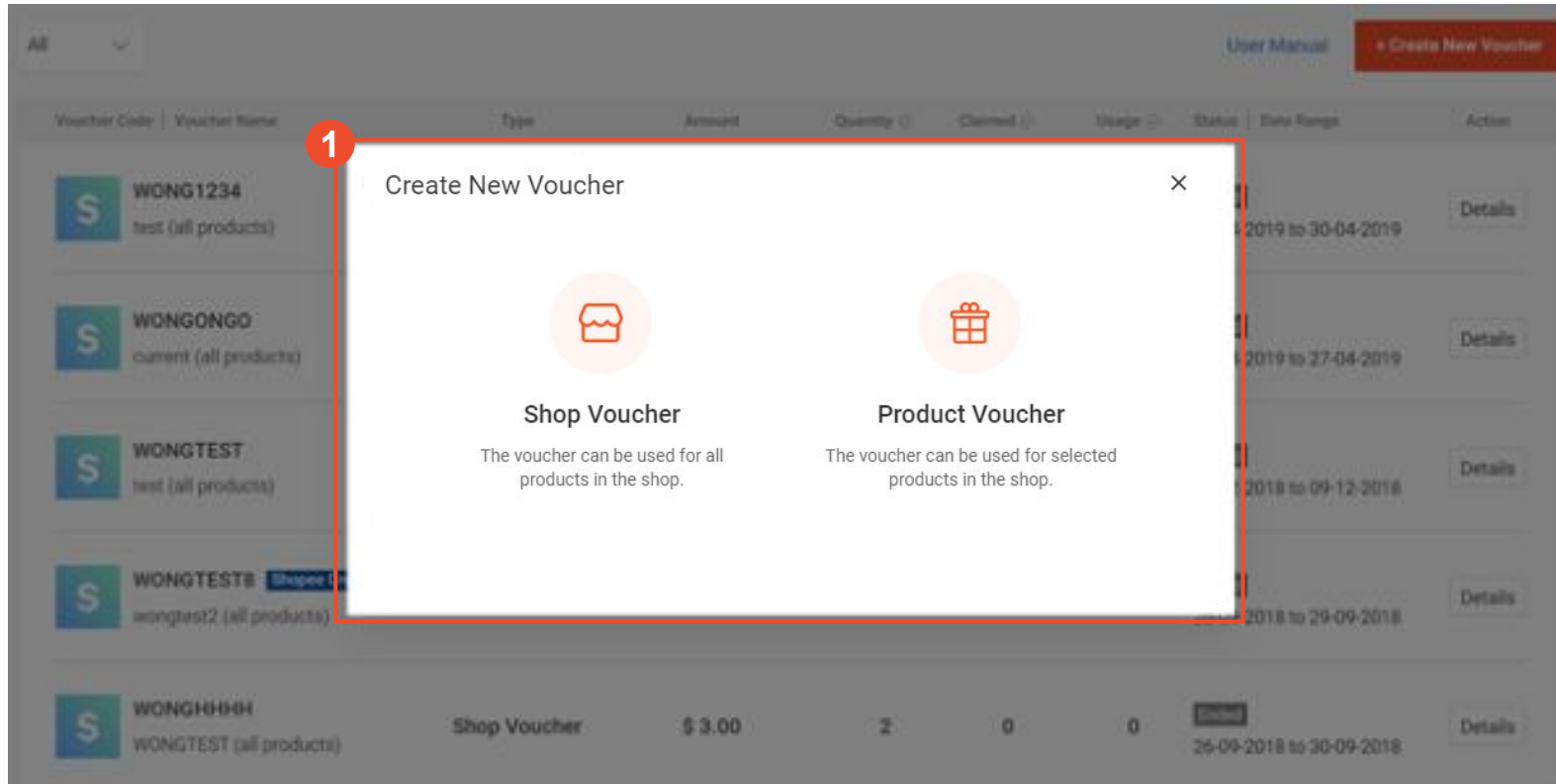
Voucher Code	Voucher Name	Type	Amount	Quantity	Claimed	Usage	Status	Date Range	Action
KMTEST12	Shopee Created kmtest27may(all products)	Shop Voucher	10% OFF Coins Cashback	10	0	0	Scheduled	30-05-2019 to 08-06-2019	Details
KMCOINS13	Shopee Created test2(all products)	Shop Voucher	20% OFF Coins Cashback	10	0	0	Ongoing	27-05-2019 to 02-06-2019	Details
KITMALL	whole shop(all products)	Shop Voucher	5% OFF	10	0	0	Ended	19-10-2018 to 31-10-2018	Details
KITMNEW	testnew(1)	Product Voucher	\$5.00	10	0	0	Ended	19-10-2018 to 31-10-2018	Details

This page will display all vouchers created for your shop and products.

1. Click here to **create new Voucher**.



4. Enter your Voucher Info



1. Select the Voucher Type to be created

- Shop Voucher: Applicable shop-wide, for all products
- Product Voucher: Applicable for selected products only



4. Enter your Voucher Info

Voucher Info

1 Voucher Name

2 Voucher Code
Please enter A-Z, 0-9; 5 characters maximum.
Your complete voucher code is: LELO

3 Reward Type Discount Coins Cashback

Discount Type | Amount

1. Voucher Name

This name is not public and is for seller's reference only.

2. Voucher Code

First 4 letters will be your username by default.

You can input the last 1-5 characters of the voucher code.

3. Reward Type

a. Discount (Fixed Amount)

- Input \$ discount value
e.g. \$5 off voucher

b. Discount (By Percentage)

- Input % discount value
- Choose "Set Amount" to set the maximum discount price
e.g. 10% off, capped at \$20

c. Coins Cashback

- Input % coins cashback value
- Choose "Set Amount" to set the maximum discount price
e.g. 10% coins cashback, capped at \$20



4. Enter your Voucher Details

4 Minimum Basket Size

5 Voucher Start/End Date

6 Voucher Quantity

(Total number of vouchers available for claim)

4. Minimum Basket Price

Minimum spend required for shopper to use the voucher.

5. Voucher Start / End Date and Time

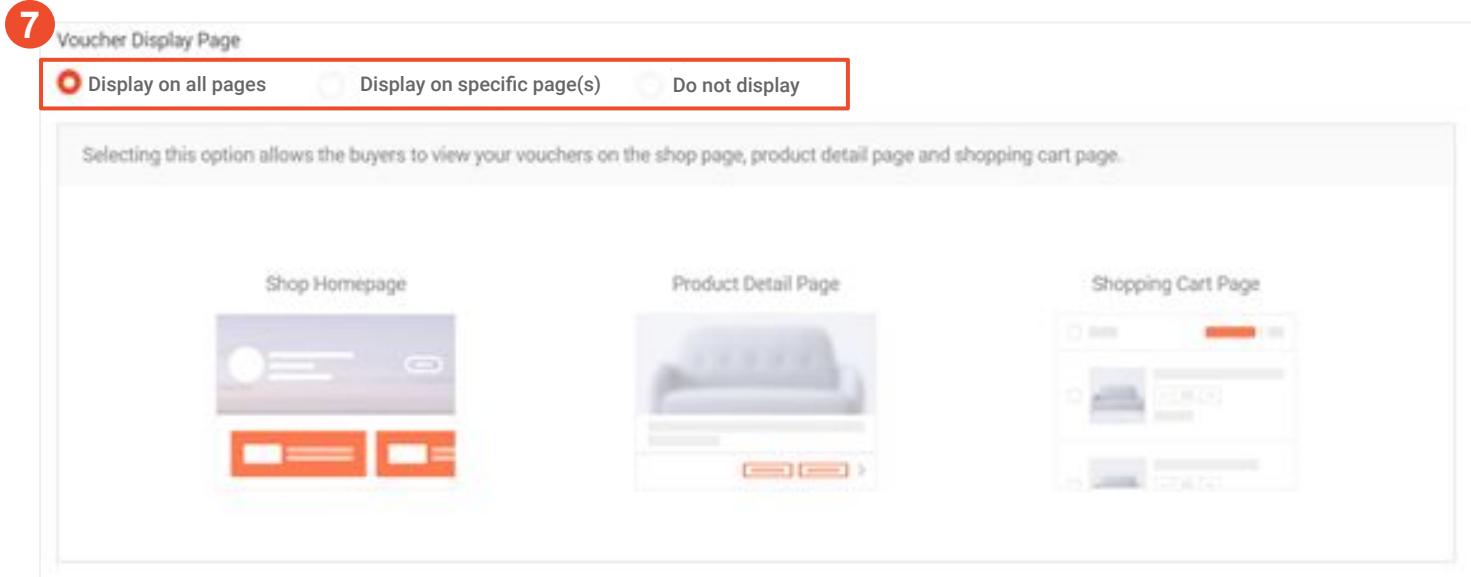
*Start date / time and end date / time of the voucher validity.
Maximum validity of a voucher is 3 months.*

6. Voucher Quantity

Total voucher quantity shoppers can claim. Claiming a voucher is different from using a voucher: shoppers may claim but not use the voucher.



4. Enter your Voucher Details



7. Voucher Display Settings

where your vouchers will be shown to buyers

a. Display on All Pages

- Shop Home Page, Product Page, Shop Cart Page, Shopee Live, Shopee Feed and Order Paid Page

b. Display on Specific Page(s)

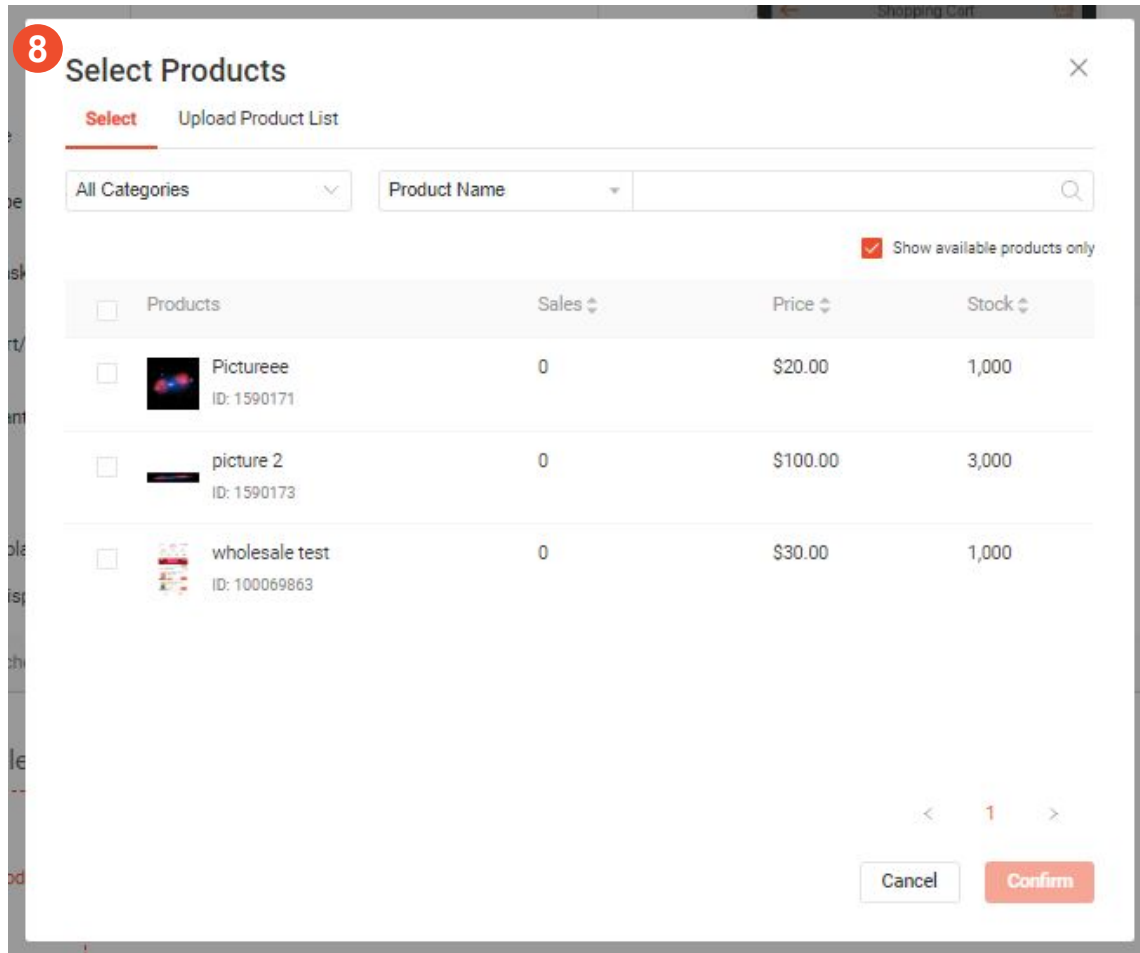
- Shopee Feed
- Shopee Live

c. Do not Display

- Voucher will not be shown on any pages, but you can share the voucher code with shoppers



4. Enter your Voucher Details



8. **Applicable Products** (for Product Vouchers only)
Shop Vouchers will be applicable to all products in your shop by default.

- a. **You can select eligible products for a product voucher**
 - Use the search function to find your products
 - Use the check boxes to select the products
- b. **Products not eligible for selection will be greyed out**
- c. **Use “Upload Product List” to upload CSV of products to be in this voucher promotion**
- d. **After selecting products, click “Add” to confirm products**
 - “Add” button can only be clicked after at least 1 product is selected



5. Save to create your Voucher

Voucher Info

Voucher Name:

Voucher Code:
Please enter A-Z, 0-9; 5 characters maximum.
Your complete voucher code is: CKYW

Reward Type: Discount Coins Cashback

Discount Type | Amount:

Minimum Basket Price:

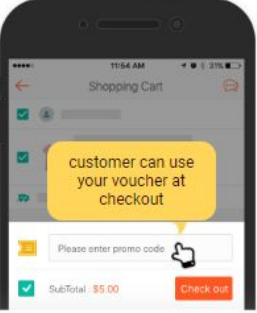
Voucher Start/End Date:

Voucher Quantity:
<Total number of vouchers available for claim>

Voucher Display Settings: Display on basic pages
 Specific Channels
 Shopee Live Shopee Feed
 To be shared through voucher code

Applicable Products

all products



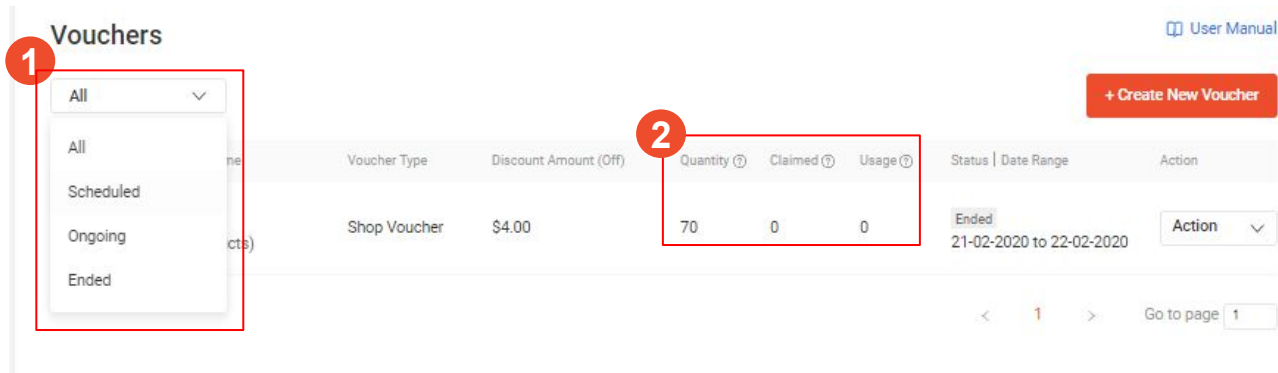
<Note: One customer can only use once.>

Click **“Save”** to save your voucher details and create your voucher

- You can only save after you have input all the required information



6. You're all done



The screenshot shows a 'Vouchers' management interface. A dropdown menu is open, showing options: 'All', 'Scheduled', 'Ongoing', and 'Ended'. A red box labeled '1' highlights this dropdown. Below it, a table lists voucher details. A red box labeled '2' highlights the 'Quantity', 'Claimed', and 'Usage' columns for a 'Shop Voucher' with a discount of '\$4.00'. The table shows 70 vouchers available, 0 claimed, and 0 used. The status is 'Ended' with a date range of '21-02-2020 to 22-02-2020'. A '+ Create New Voucher' button is visible at the top right.

Voucher Type	Discount Amount (Off)	Quantity	Claimed	Usage	Status Date Range	Action
Shop Voucher	\$4.00	70	0	0	Ended 21-02-2020 to 22-02-2020	Action

Once you have created your Voucher, you can view it under the main Seller Voucher Page.

1. Click on dropdown to filter for “Ongoing”, “Schedule” and “Ended” vouchers
2. You can view the number of times a voucher has been claimed and used



6. Editing your Vouchers

Voucher Type	Discount Amount (Off)	Quantity ?	Claimed ?	Usage ?	Status Date Range	Action
Shop Voucher	\$2.00	12	0	0	Upcoming 02-03-2020 to 31-03-2020	Action Details Edit Delete
Shop Voucher	\$3.00	20	0	0	Ongoing 02-03-2020 to 30-04-2020	Action Details Edit Stop
Shop Voucher	\$4.00	70	0	0	Ended 21-02-2020 to 22-02-2020	Action Details View

1. For **Upcoming** vouchers, you can
 - View Order **Details**
 - **Edit** voucher settings
 - **Delete** voucher
2. For **Ongoing** vouchers, you can
 - View Order **Details**
 - **Edit** voucher settings
 - **Stop** voucher
3. Vouchers that have **Ended** or are **Shopee Created** (blue label), cannot be edited. You can
 - View Order **Details**
 - **View** voucher settings

FREQUENTLY ASKED QUESTIONS

FAQ: Creating and adding products into Vouchers

Q: Why do I get an error message after entering a time period?

A: Check the start and end time entered.

- Start time should be after current time
- End time should be at least 1 hour after start time
- End time should be at most 3 months after start time

Q: Why can't I add some products to be applicable for my voucher in the Product Selector?

A: You cannot add products that are sold out, unavailable or have an existing voucher in the same period. These products will be greyed out and you will not be able to select them.

Q: Can I reuse a voucher code that I have created previously?

A: You can reuse a voucher code 30 days after the voucher end date.



FAQ: Editing the Voucher period

Q: Why can't I edit the timing of my Voucher?

A: You will only be able to edit timings for vouchers that are:

- Ongoing: the end time can only be extended to a later timing.
- Upcoming: the start time can only be extended to an earlier timing and the end time can be adjusted earlier or later.

Vouchers that have Expired or are Shopee-created or Follow-shop cannot be edited.



FAQ: Tracking Voucher Usage

Q: How do I track my voucher usage?

- A: You can track voucher usage easily on Shopee App > Marketing Centre > Voucher. You will be able to view:
- Number of vouchers claimed (how many vouchers buyers have collected)
 - Number of vouchers used (how many vouchers buyers have used with their orders)
 - Number of vouchers unclaimed (how many vouchers are left for buyers to claim)

Alternatively, you can also login to Shopee Seller Centre (Web) > My Vouchers > Details, to view orders and access a full data dashboard on your vouchers.



FAQ: Voucher Claim, Usage, and Cost

Q: How does voucher claim and usage work?

A: Shoppers can view your Vouchers in your shop and click on 'claim', then use the claimed voucher at checkout.

Shoppers can only claim and use each voucher once.

Once a voucher is fully claimed, the voucher will no longer be displayed to shoppers.

Q: Can shoppers use my shop vouchers if they have not claimed the voucher from my shop before?

A: Yes, shoppers can manually enter the voucher code in their shopping cart without clicking to claim the voucher.

Q: How will I be charged for the cost of these vouchers?

A: The total value of the vouchers used will be deducted from your escrow amount in your Seller Centre order statement.



FAQ: Coin Cashback Vouchers

Q: What happens when a shopper returns item(s) purchased after applying the Coin Cashback Voucher?

A: If a shopper returns a full order after applying a Coin Cashback voucher, the coins earned from the voucher will be deducted from the shopper's account and you will be reimbursed.

If you are contacted by shoppers who have issues with coin cashback, please inform shoppers to contact Shopee.



Thank you

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

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



Shopee

SELLER EDUCATION HUB