



# **My Shop's Flash Deals**

## **Seller User Guide**

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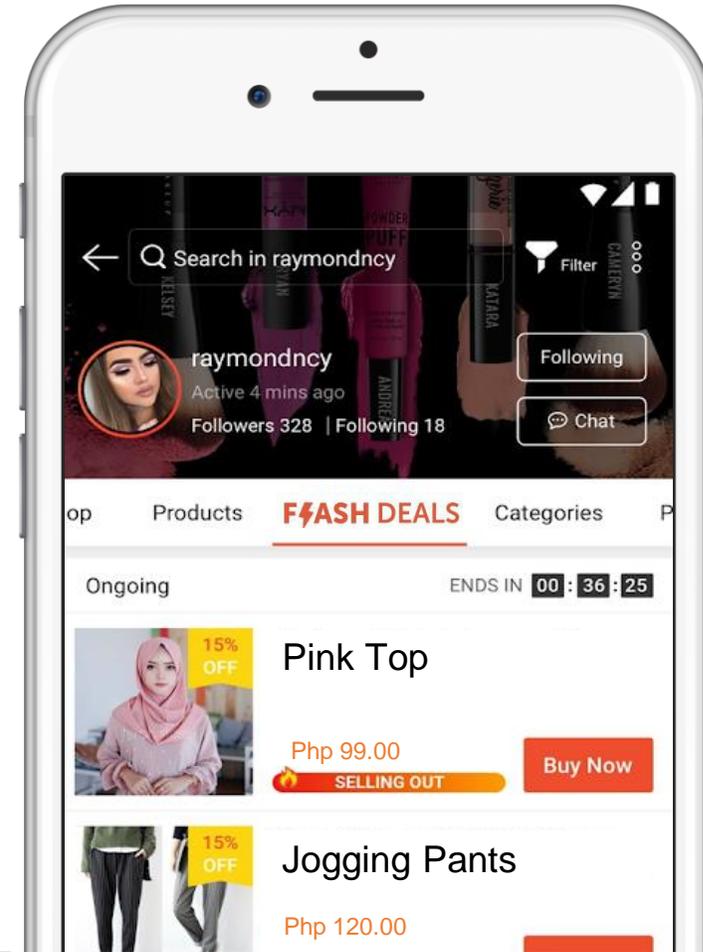
# What is My Shop's Flash Deals?

'My Shop's Flash Deals' is an exclusive feature in Seller Centre for selected sellers. You will be able to self-create your very own Flash Deals and they will be displayed on your Shop page.

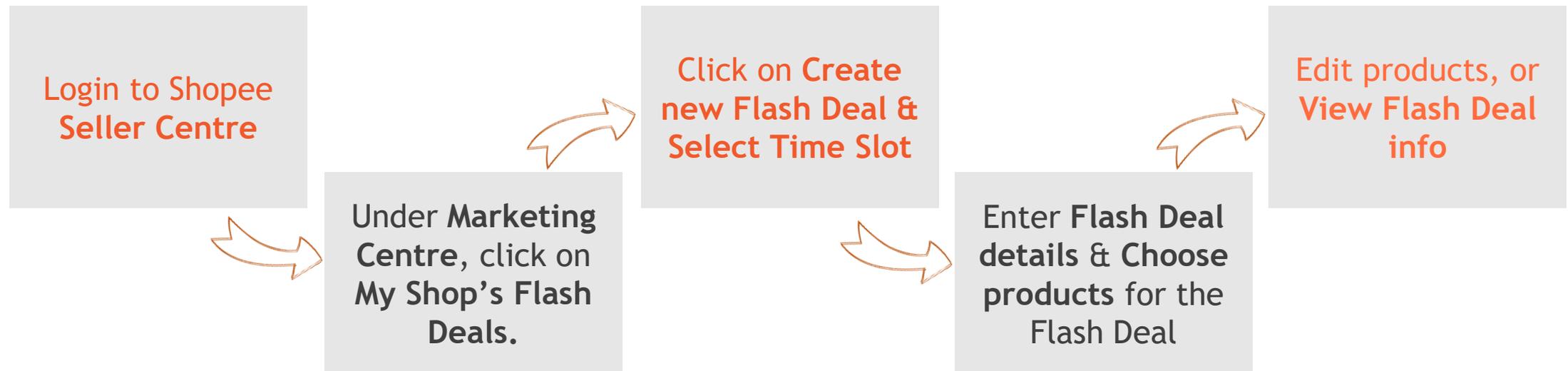
Attract shop visitors with limited-time offers to increase orders:

- select the best products in your shop
- set the date, time and discount amount
- view number of clicks and reminders set by users for your items

*Do note that this is your own shop's Flash Deals and thus, would not be included on the Flash Deals on the Shopee Homepage*



# My Shop's Flash Deals at a Glance



# 1. Login to Shopee Seller Centre

Shopee Seller Centre

Shopee Homepage <sup>NEW</sup> | f | i

## Be a Power Seller

Manage your shop efficiently on Shopee with our Shopee Seller Centre

© Email/Phone/Username

Password

Remember me [Forgot Password?](#)

Log In

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

Login to [Shopee Seller Centre](#) with your Username and Password

## 2. Under Marketing Centre, click on My Shop's Flash Deals

The screenshot shows the Shopee Marketing Centre interface. At the top, there is a navigation bar with a shopping bag icon, the text 'Home > Marketing Centre', a notification bell, a grid icon, and a user profile icon labeled 'myycbse'. Below the navigation bar, the interface is divided into several sections:

- My Ads:** Promote your latest and best-selling products with My Ads. You will only be charged when your ad is clicked! [Learn more](#)
- My Discount Promotions:** Set your own discount and start offering the best prices for your products on Shopee!
- My Campaigns:** Nominate your products to reach more buyers and increase your sales!

Below these sections, there are six promotional options, each with a circular icon and a 'NEW' tag:

- Shopee Flash Deal:** Enjoy greater exposure by nominating your best deals now.
- My Vouchers:** Create and manage your own vouchers for your shop and products on Shopee!
- Shipping Fee Promotion:** By setting shipping fee promotion, your shop can attract more buyers!
- Top Picks from Shop:** Select a collection of items from your shop you would like to promote and display on your products' pages.
- Bundle Deal:** Create bundles with discounts to increase sales!
- My Shop's Flash Deals:** Run your own Flash Deals in your shop's page to boost your sales!

The 'My Shop's Flash Deals' option is highlighted with a red border and a red arrow pointing to it from the right.

Click here to view, edit or create your Shop's Flash Deals.



# 3. Create My Shop's Flash Deals

The screenshot shows the 'My Shop's Flash Deals' interface. At the top, there is a navigation bar with a home icon, the breadcrumb 'Home > Marketing Center > My Shop's Flash Deals', and user information 'myycbsellph'. Below the navigation bar, the main heading is 'My Shop's Flash Deals'. A yellow banner contains the text 'Run your own Flash Deals in your shop's page to boost your sales!' with a 'Learn More' link. Below this is a search filter 'Select date range to search' and a red button labeled 'Create new Flash Deals'. A teal arrow points from the text 'Click here to create new Flash Deal.' to this button. Below the button is a table with the following columns: Status, Time slot, Products, No. of Reminders Set, No. of Product Clicks/Views, Enable/Disable, and Action. The table is currently empty. At the bottom, there is a document icon and the text 'You have not created any shop flash sale yet, create one now!'.

Click here to create new Flash Deal.



## 4. Choose a date and time slot for My Shop's Flash Deals

**Create new Flash Deals**  
Select a time slot later than the current time.

**Date**

July 2019

S M T W T F S

1 2 3 4 5 6

7 8 9 10 11 12 13

14 15 16 17 18 19 20

21 22 23 24 25 26 27

28 29 30 31

**Time slot**

Slot

19:21 - 19:22

**Products**

Enabled for Flash Deals: 0  
Total available 500

Cancel Confirm

1. Select a date for your Shop's Flash Deal

1. Select an available time slot from the list

Click **Confirm** to save date and time and see details of your Shop's Flash Deal.



## 5. Note Product Criteria for your Shop's Flash Deals

### My Shop's Flash Deals Details



Time left to edit your products

**5** day(s) **6** hours

Timeline

- EDITING PERIOD**  
22-06-2019 18:56 - 01-07-2019 01:00  
Ends in 5 day(s) 6 hour(s)
- LIVE PERIOD**  
01-07-2019 01:00 - 01-07-2019 02:00  
Not started yet

### Product Criteria

0

- Promo Stock: 0 ~ 10000000
- Promo Price: lower than lowest price in last 7 days (exclude Shopee Flash Deals)
- Product Rating(0.0-5.0): No Limit
- Likes(s): No Limit
- Pre-Order(s): No Limit
- Orders in the last 30 day(s): No Limit
- Days to Ship: No Limit
- Repetition Control: No Limit  
(The same product can't be enabled again until xx day(s) later.)

[Collapse](#)

### Total Product(s) Available

You have enabled 0 out of 10 product(s) for this Flash Deals time slot.

Add Products

Edit Products

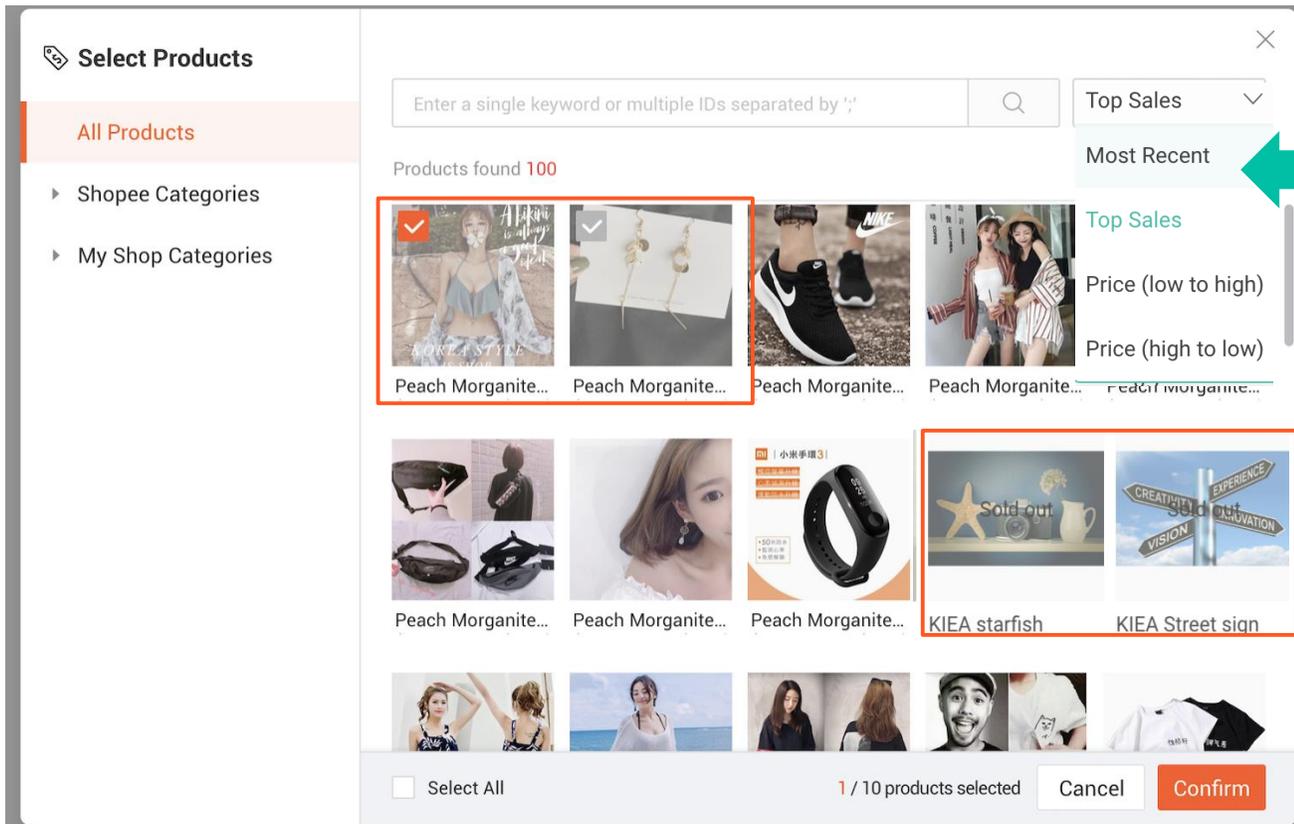
After selecting date and time, **My Shop's Flash Deals Details** page will display the **Product Criteria** set by Shopee.

It is important to note that your items must meet the product criteria for them to be included in your Shop's Flash Deals. Products that do not meet these criteria cannot be added.

Click on **Add Products** to start selecting your products for your Shop's Flash Deal.



## 6. Select your products to be added in your Shop's Flash Deals



This product selector displays all products in your shop.

Click on the **drop-down filter** for easier selection of your products!

Greyed out items cannot be selected. Items will be greyed out if:

- Product is sold out
- Product does not fulfill product criteria

Click **Confirm** to save the products selected.



# 7. Enable your products for your Shop's Flash Deals

Home > Marketing Centre > My Shop's Flash Deals > My Shop's Flash Deals Details

mycbsellsg

## My Shop's Flash Deals Details



Time left to edit your products

**5** day(s) **6** hours

Timeline

- EDITING PERIOD**  
22-06-2019 18:56 - 01-07-2019 01:00  
Ends in 5 day(s) 6 hour(s)
- LIVE PERIOD**  
01-07-2019 01:00 - 01-07-2019 02:00  
Not started yet

### Product Criteria

0

- Promo Stock: 0 ~ 10000000
- Promo Price: lower than lowest price in last 7 days (exclude Shopee Flash Deals)
- Product Rating(0.0-5.0): No Limit

[More](#)

### Total Product(s) Available

You have enabled 0 out of 10 product(s) for this Flash Deals time slot.

[Add Products](#) [Edit Products](#)

Variation(s)	Original Price	Discounted Price	Discount	Campaign Stock ⓘ	Current Stock	Purchase Limit ⓘ	Enable/Disable
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Newly-added products will be displayed under **Total Product(s) Available** section and disabled.

To enable your products, click on **Edit Products** to enter flash deal details to newly-added products.



## 8. Input product details for your Shop's Flash Deals

Home > Marketing Centre > My Shop's Flash Deals > My Shop's Flash Deals Details

### My Shop's Flash Deals Details

**F4ASH DEALS** Time left to edit your products  
**5** day(s) **6** hours

Timeline

- EDITING PERIOD**  
22-06-2019 18:56 - 01-07-2019 01:00  
Ends in 5 day(s) 6 hour(s)
- LIVE PERIOD**  
01-07-2019 01:00 - 01-07-2019 02:00  
Not started yet

Total Product(s) Available  
You have enabled 0 out of 10 product(s) for this Flash Deals time slot.

Buttons: Add Products, Save & Submit, Cancel

Batch Edit: 0 variation(s) selected

Discount: % OFF  
Campaign Stock:   
Purchase Limit (per customer): No Limit

Buttons: Update All, Update Selected

<input type="checkbox"/> Variation(s)	Original Price	Discounted Price	Discount	Campaign Stock	Current Stock	Purchase Limit	Enable/Disable
<input type="checkbox"/> cup							<input type="checkbox"/>
<input type="checkbox"/> red,xs	\$59.99	\$ 53.99	Or 10 % OFF	200	1000	Set Limit 100	<input type="checkbox"/>
<input type="checkbox"/> yellow,xs	\$59.99	\$ 53.99	Or 10 % OFF	200	1000	Set Limit 100	<input type="checkbox"/>
<input type="checkbox"/> blue,xs	\$59.99	\$ 53.99	Or 10 % OFF	200	1000	Set Limit 100	<input type="checkbox"/>

Please input:

- Discount %
- Campaign stock reserved for Flash Deal
- Purchase limit for buyer

Remember to **enable** the item so that it will be displayed to buyers.

Use **Batch Edit** to update

- all product variations (click **Update All**).
- each or selected product only (click **Update Selected**)

Click **Save & Submit** to save changes



# 9. You're all Done!

Home > Marketing Centre > My Shop's Flash Deals

myycbsellsg

## My Shop's Flash Deals

Run your own Flash Deals in your shop's page to boost your sales! [Learn More](#)

Select date range to search 📅 Create new Flash Deals

Status	Time slot	Products	No. of Reminders Set	No. of Product Clicks/Views	Enable/Disable	Action
Ongoing	28-06-2019 00:00-01:00	Enabled for Flash Deals: 0 Total available 500	-	100000/100000	<input checked="" type="checkbox"/>	<a href="#">Details</a>
Upcoming	30-06-2019 00:00-01:00	Enabled for Flash Deals: 0 Total available 500	-	-	<input checked="" type="checkbox"/>	<a href="#">Details</a>
Upcoming	01-07-2019 01:00-02:00	Enabled for Flash Deals: 1 Total available 499	-	-	<input type="checkbox"/> ⚠️	<a href="#">Details</a>
Expired	25-06-2019 11:00-12:00	Enabled for Flash Deals: 0 Total available 500	-	-	<input checked="" type="checkbox"/>	<a href="#">Details</a>
Expired	22-06-2019 23:30-23:50	Enabled for Flash Deals: 0 Total available 500	-	-	<input checked="" type="checkbox"/>	<a href="#">Details</a>
Expired	22-06-2019 21:50-22:00	Enabled for Flash Deals: 0 Total available 500	-	-	<input type="checkbox"/>	<a href="#">Details</a>

All 'My Shop's Flash Deals' created will be displayed here.

You can view:

- Status of Flash Deal
  - Upcoming, Ongoing or Expired
- Time slot
- Products
- Number of Reminders set
- Number of product clicks/views
- Enable/Disable status
  - Toggle on/off = green/grey
- Click on **Details** to go to each of My Shop's Flash Sale Details page



# FAQ

## Creating My Shop's Flash Deals

**Q: Can I create My Shop's Flash Deals and also nominate my products for Shopee Flash Deals?**

**A:** Yes, you may participate in both in My Shop's Flash Deals and Shopee Flash Deals if:

- Products selected for the two flash deals are different
  - Products in both My Shop's Flash Deals and Shopee Flash Deals will appear in your shop's Flash Deal section and tab, with products in Shopee Flash Deal at the top.
  - Products in Shopee Flash Deals will appear in Shopee homepage or Flash Sale listing as usual.
- Time slots selected for My Shop's Flash Deals and Shopee Flash Deals are different

If products and time slot are the same, Shopee Flash sale will be prioritised

- Products that are the same will be disabled from My Shop's Flash Deals and cannot be enabled until Shopee Flash Deal is over.



# FAQ

## Creating My Shop's Flash Deals

**Q: What is the difference between My Shop's Flash Deals and a regular Shopee Flash Deals?**

A: My Shop's Flash Deals is a new feature that allows sellers like you to select products for limited-time Flash Deals promotion, and display them on your shop page. Unlike Shopee Flash Deals, you do not need to nominate products for checking. You can create your own Shop's Flash Deals whenever you need. Simply select your time slot, products and enter the promotion details. All you need to do is ensure they fit the product criteria stated.

**Q: Why is my Shop's Flash Deal disabled after it was created?**

A: Your Shop's Flash Sale is disabled as the selected time slot has been changed. Shop Flash Sale time slots follow time slots of Shopee Flash Deals and will be disabled when time slots are changed or removed. Please select another available time slot.



# FAQ

## Creating My Shop's Flash Deals

**Q: Why can't I create any My Shop' Flash Deals?**

**A:** My Shop's Flash Deals is a feature that is currently available exclusively for selected sellers- but here are some tips to increase your chances of being selected!

- Improve your Shop Rating
- Reduce your Penalty Points
- Reduce your Seller Cancellation Rate
- Improve your Chat Response Rate
- Reduce your Late Shipment Rate
- Reduce your Average Days to Ship



# FAQ

## Adding Products to My Shop's Flash Deals

### **Q: Why can't I add some products into My Shop's Flash Deals?**

A: You cannot add products that are sold out, in other ongoing or upcoming Flash Sales or if your products do not meet the product criteria.

Possible Scenarios:

- Price is higher / lower than criteria required
- Stock quantity is higher / lower than criteria required

You can check the product criteria in My Shop's Flash Deals Details page.

### **Q: What happens to my product in an ongoing Shop Flash Deal when it enters a new Shopee Flash Deal?**

A: The product will be temporarily removed from Shop Flash Deal for Shopee Flash Deal time slot.

### **Q: What is the maximum number of items I can select for My Shop's Flash Deals?**

A: You can add up to maximum of 500 products for one Shop Flash Deal time slot.



# FAQ

## Adding Products to My Shop's Flash Deals

**Q: I had previously enabled products in My Shop's Flash Deals successfully. Why did some of the products become disabled subsequently?**

**A:** Your disabled product might be in an ongoing Shopee Flash Sale, hence it will temporarily be disabled from Shop Flash Sale. The product can be enabled for Shop Flash Sale again after the Shopee Flash Sale.



# FAQ

## Managing In-shop Flash Sale

**Q: How do I change the timing of an Upcoming or Ongoing Shop Flash Deal?**

A: Time slots of already created Shop Flash Deals cannot be changed, To change the time slot of your Shop's Flash Deals, please disable the Shop Flash Deal with the original time slot and create a new Shop Flash Deal with the desired time slot and add products into the new flash deal.