



DISCOUNT PROMOTION USER GUIDE

**FOR SHOPEE APP
SELLER EDUCATION HUB**

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INTRODUCTION TO DISCOUNT PROMOTION

What is Discount Promotion?

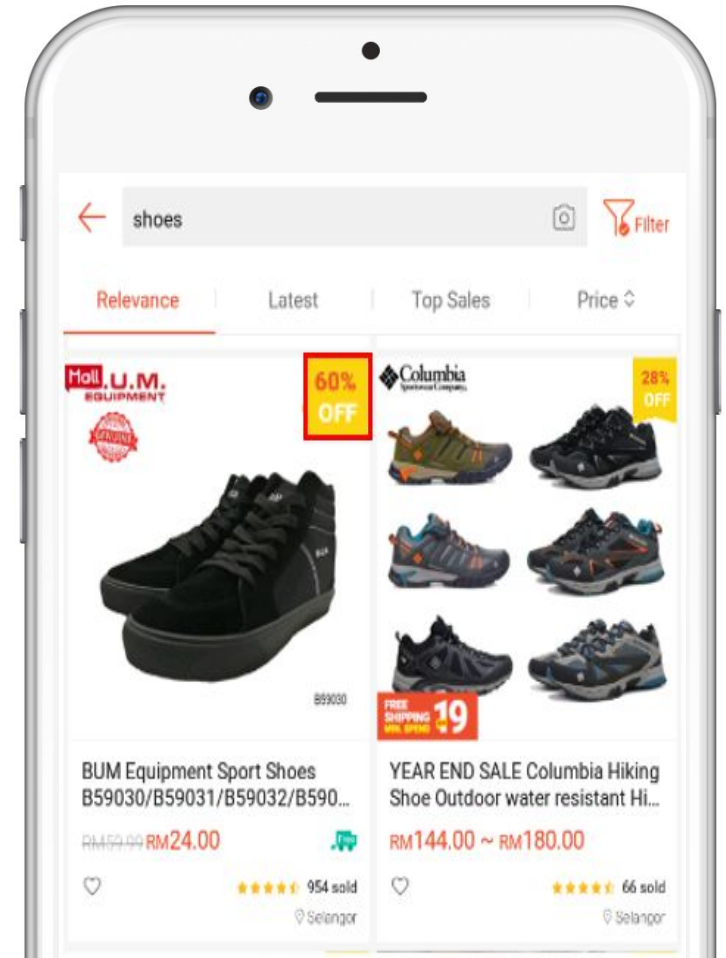
Sellers are able to easily create their own shop discounts, straight from the Shopee App.

You have the full flexibility to choose:

- Promotion Period
- Discount value
- Products the promotion can apply to

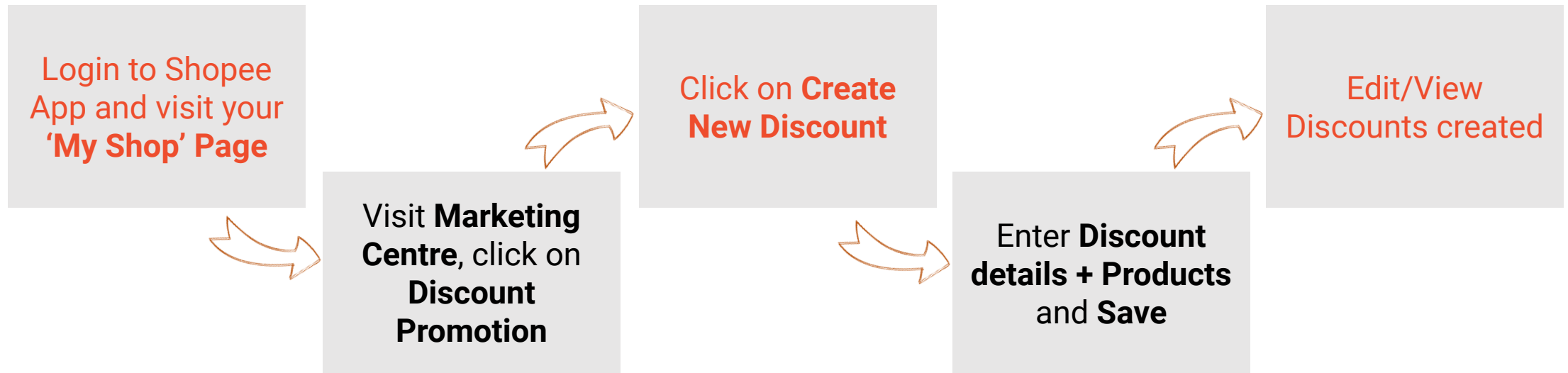
Buyers will see the discount ribbon for products with discount promotions.

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

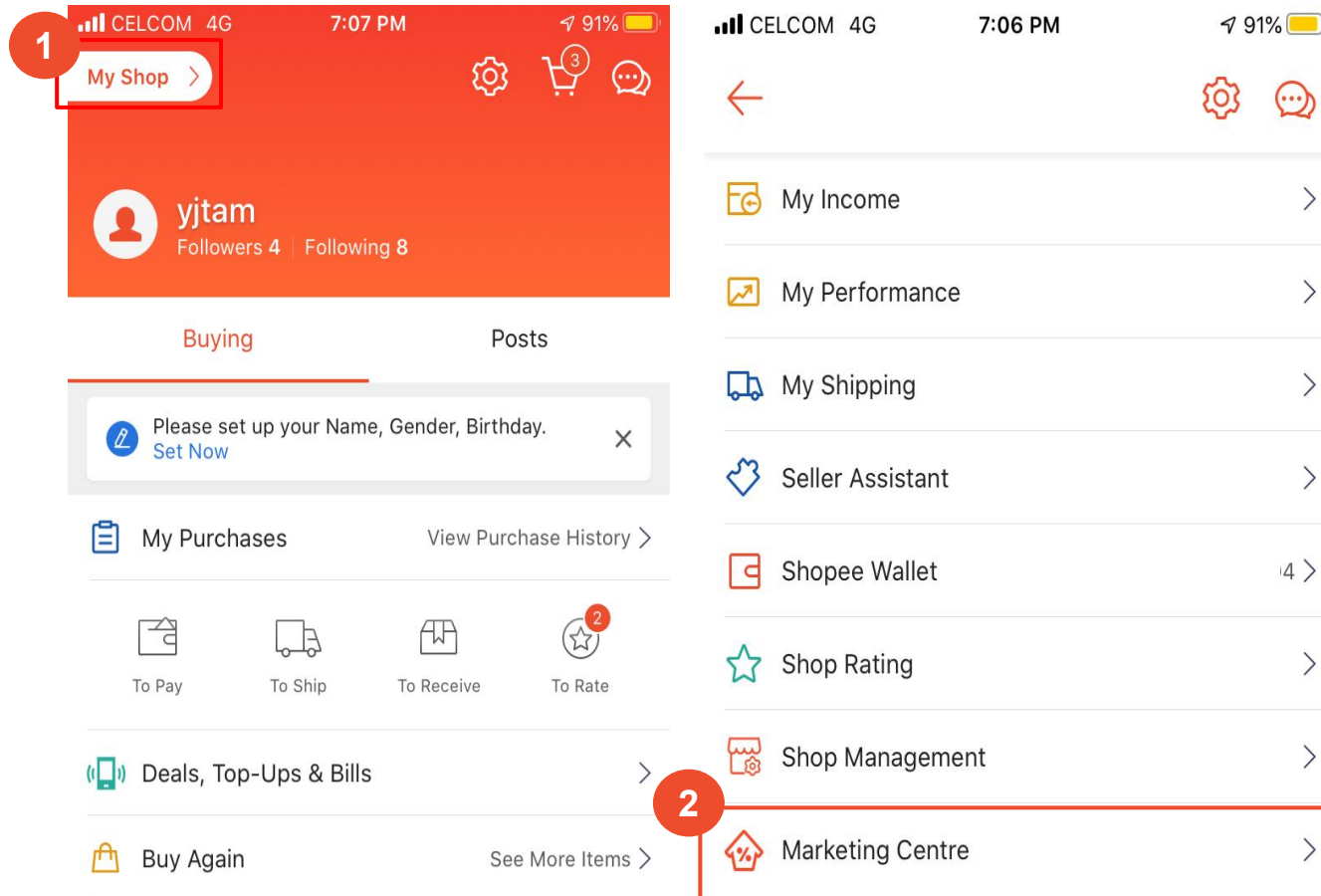


STEP-BY-STEP GUIDE

At a glance



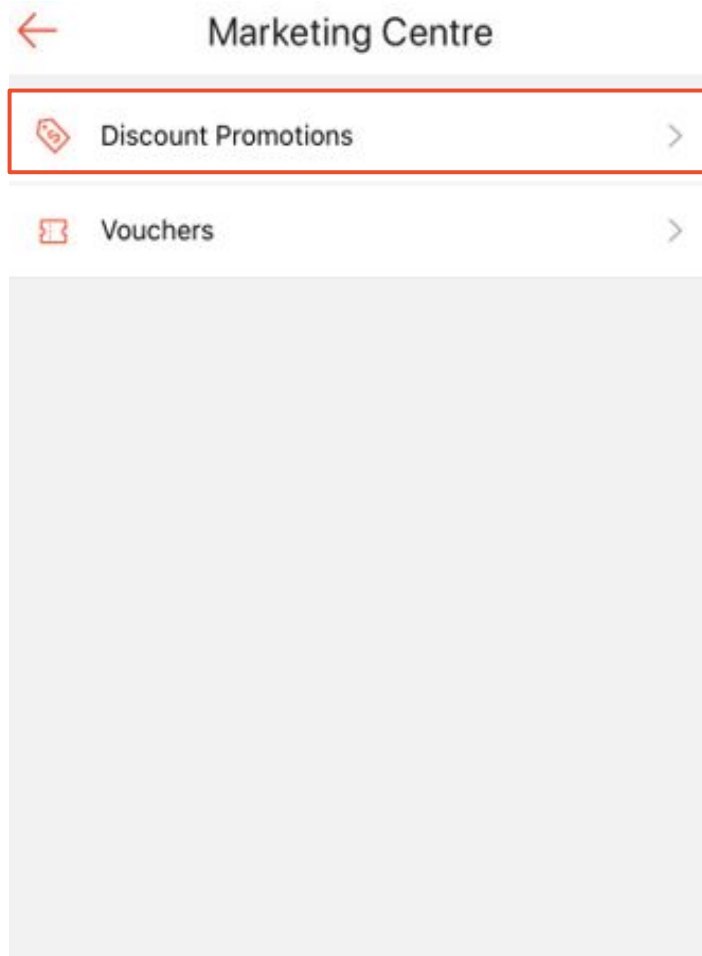
1. Go to 'My Shop' Page and click Marketing Centre



1. Click on **My Shop** in your Shopee Profile Page.
2. Click on **Marketing Centre**.



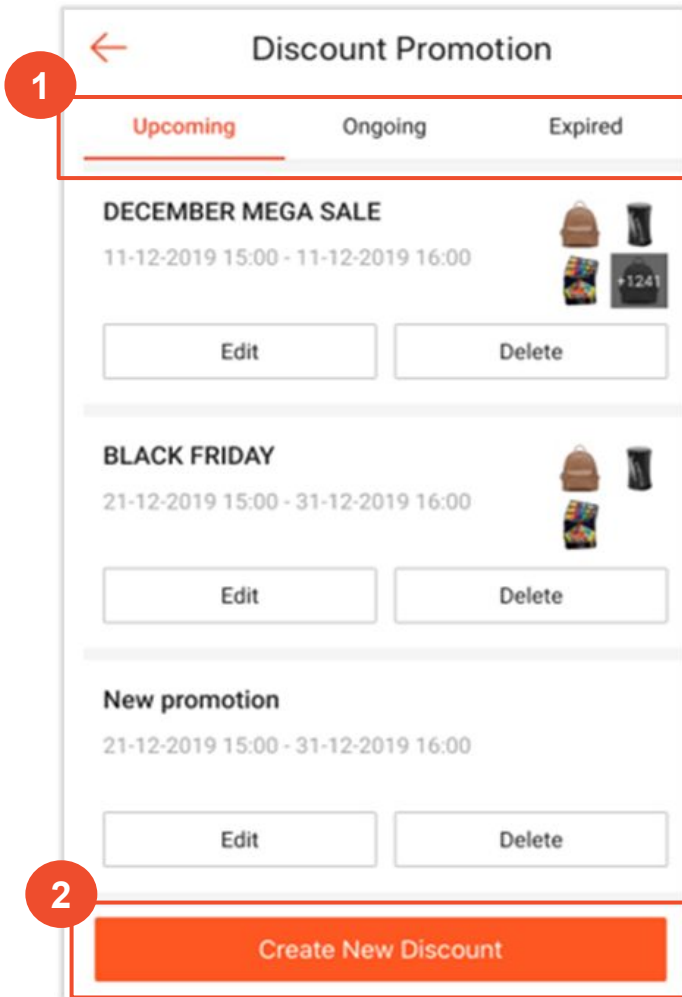
2. Click on Discount Promotions



Click here to **view, edit or create** your Discount Promotions.



3. Create New Discount



This page displays all discount promotions created for your shop.

1. View your **Upcoming**, **Ongoing** and **Expired** Discount Promotions.
2. Click here to **Create New Discount**.



4. Enter your Discount Details

The screenshot shows a mobile app interface for creating a new discount. The form is titled 'Create New Discount' and has a back arrow at the top left. It contains five main sections, each with a red circular callout number: 1. Discount Name: 'Weekend Sale' (12/150 characters). 2. Start Time: '11-04-2020 12:30 >'. 3. End time: '12-04-2020 12:30 >'. 4. Discount: '10% OFF'. 5. Purchase Limit: '1'. Below these is a 'Products' section with a red dashed box containing a plus sign and the text 'Add Product(s)'. At the bottom is a 'Save' button.

1. Discount Name

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

2. Start Time

Start time must be later than current time.

3. End Time

The end time must be at least 1 hour after start time.

4. Discount

% discount off for products in this promotion.

5. Purchase Limit

Max. number of items that one buyer can purchase under this promotion.

Note: You can create your discount promotion only after entering your Discount Name, Start Time and End Time.



5. Choose your Products

Create New Discount

Discount Name 12/150
Weekend Sale

Start Time 11-04-2020 12:30 >

End time 12-04-2020 12:30 >

Discount 10% OFF

Purchase Limit 1

6 Products

+
Add Product(s)

Save

Add Product(s) **6a**

Cable
RM20.00 - RM50.00
Stock: 93

Men Casual T-Shirt
RM50.00
Stock: 30

teddy cute
RM30.00
Stock: 0 **6b**

Toothbrush Valuepack 2s
RM15.00
Stock: 10

Kids Toothbrush
RM5.00
Stock: 96

6c Add

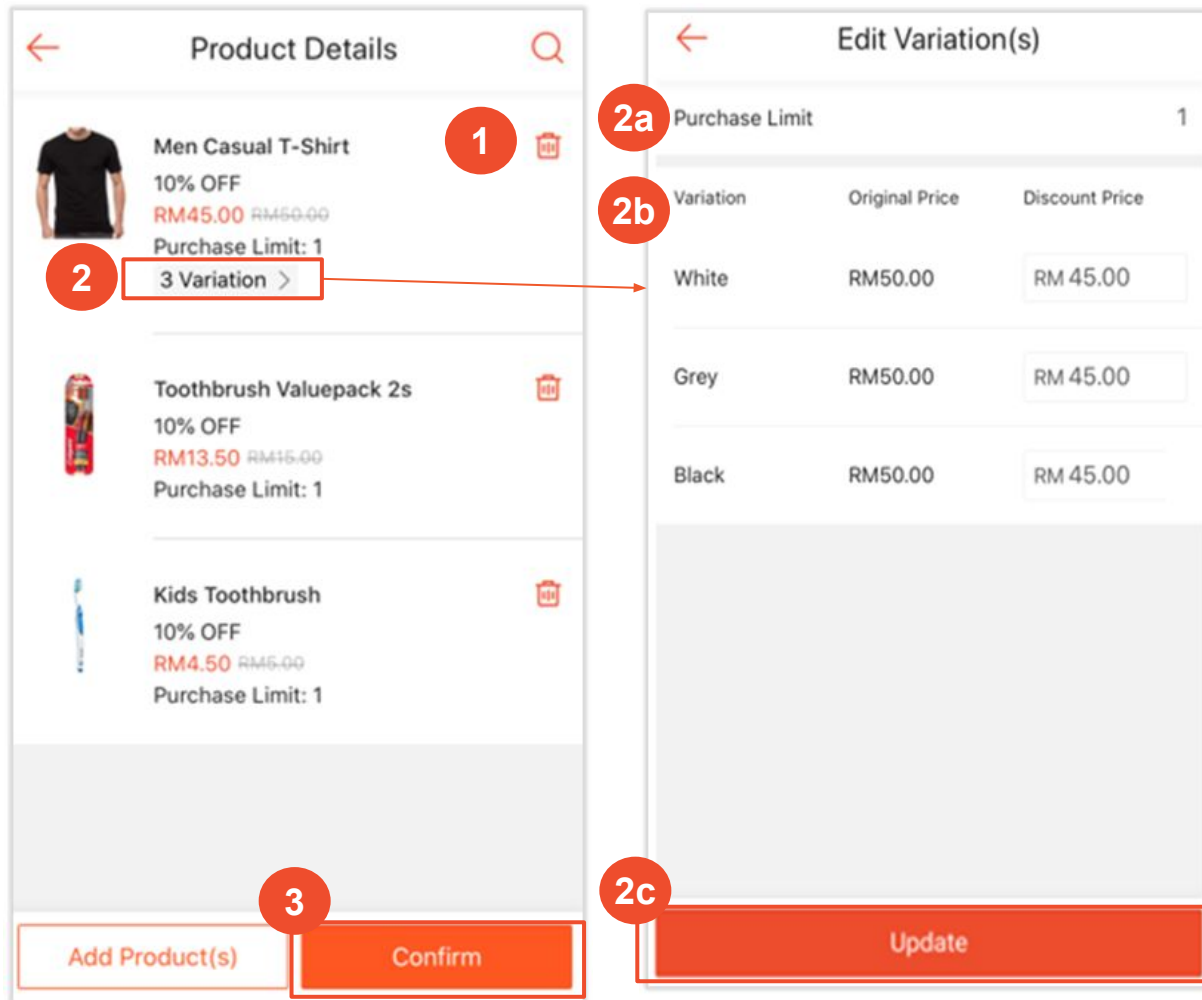
3 Selected

6. Products

- a. **You can select eligible products for a discount promotion**
 - 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**
 - Hover over the “i” icon to view reason for ineligibility.
- c. **After selecting products, click “Add” to confirm products**
 - After at least 1 product is selected, the “Add” button will turn orange for you to proceed.



6. Enter your Product Details



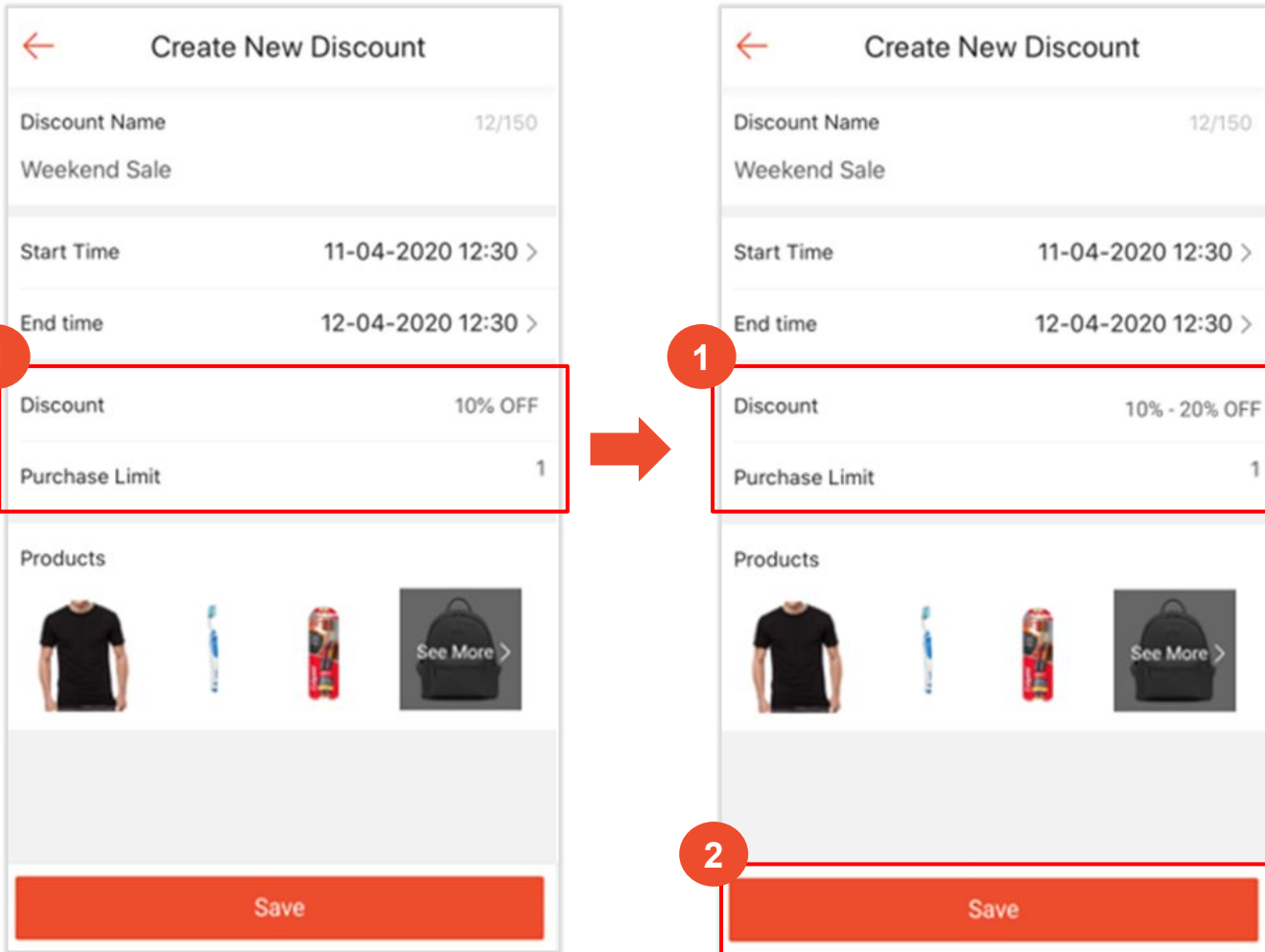
Product Details

After adding your products, you can set promotion settings for each product in Product Details settings

- 1. Remove Products from the Discount Promotion**
 - Click on the bin icon
- 2. Variation Button will appear if products have variations, click to adjust variation discount settings**
 - a. Purchase Limit of the product (By product level and NOT a variation level setting)
 - b. Variation Discount Price
 - You can edit discount of each variation
 - c. Click "Update" to save and return to Product Details Page
- 3. Click "Confirm" to save settings**



7. Save your Discount Promotion

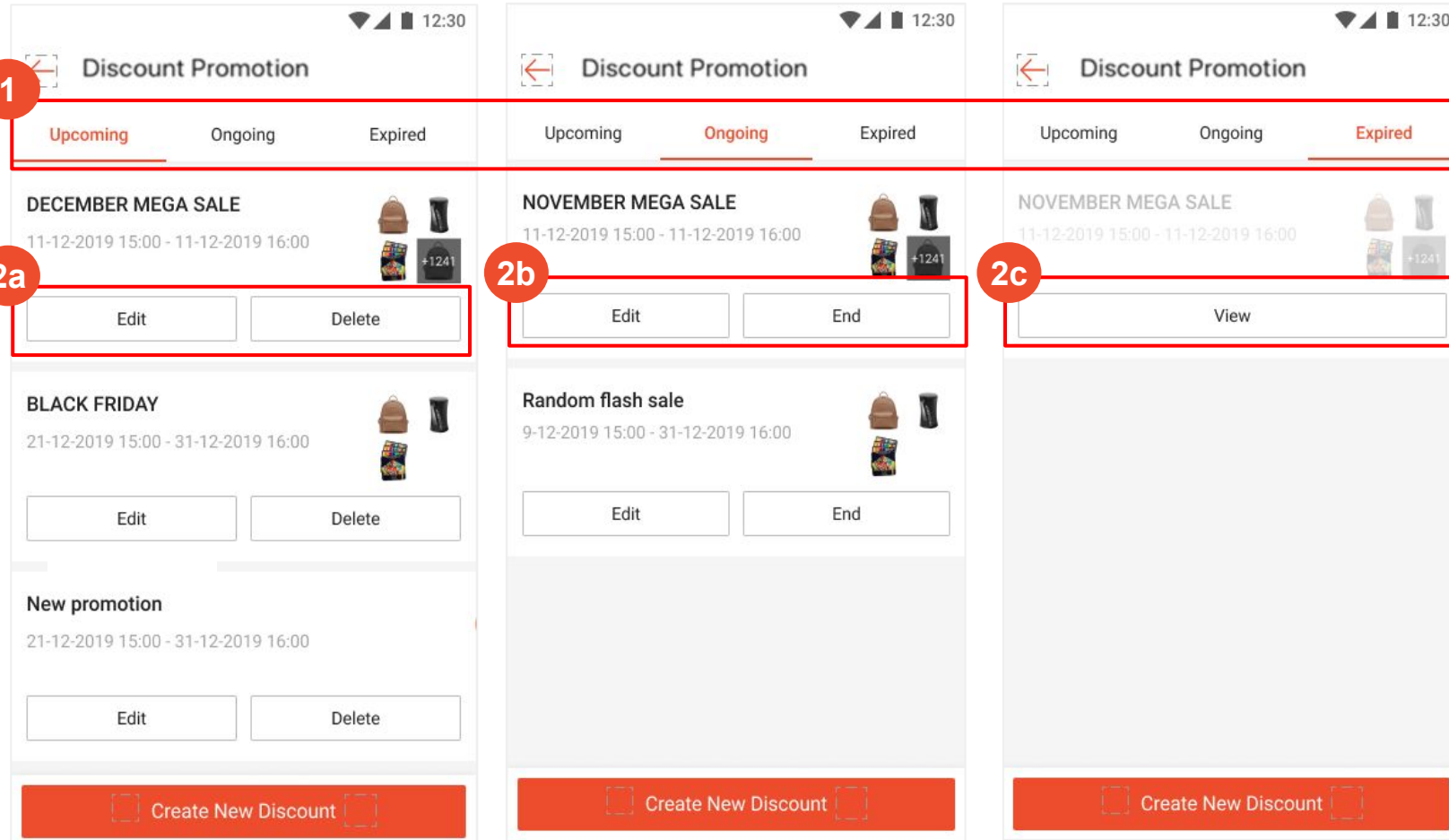


Before saving, check your Discount Promotion details

1. **If you have adjustments to product variation discount info, the fields will show a range**
 - a. Discount Field
 - b. Purchase Limit Field
2. **Click "Save" to save settings**



8. View Discount Promotions

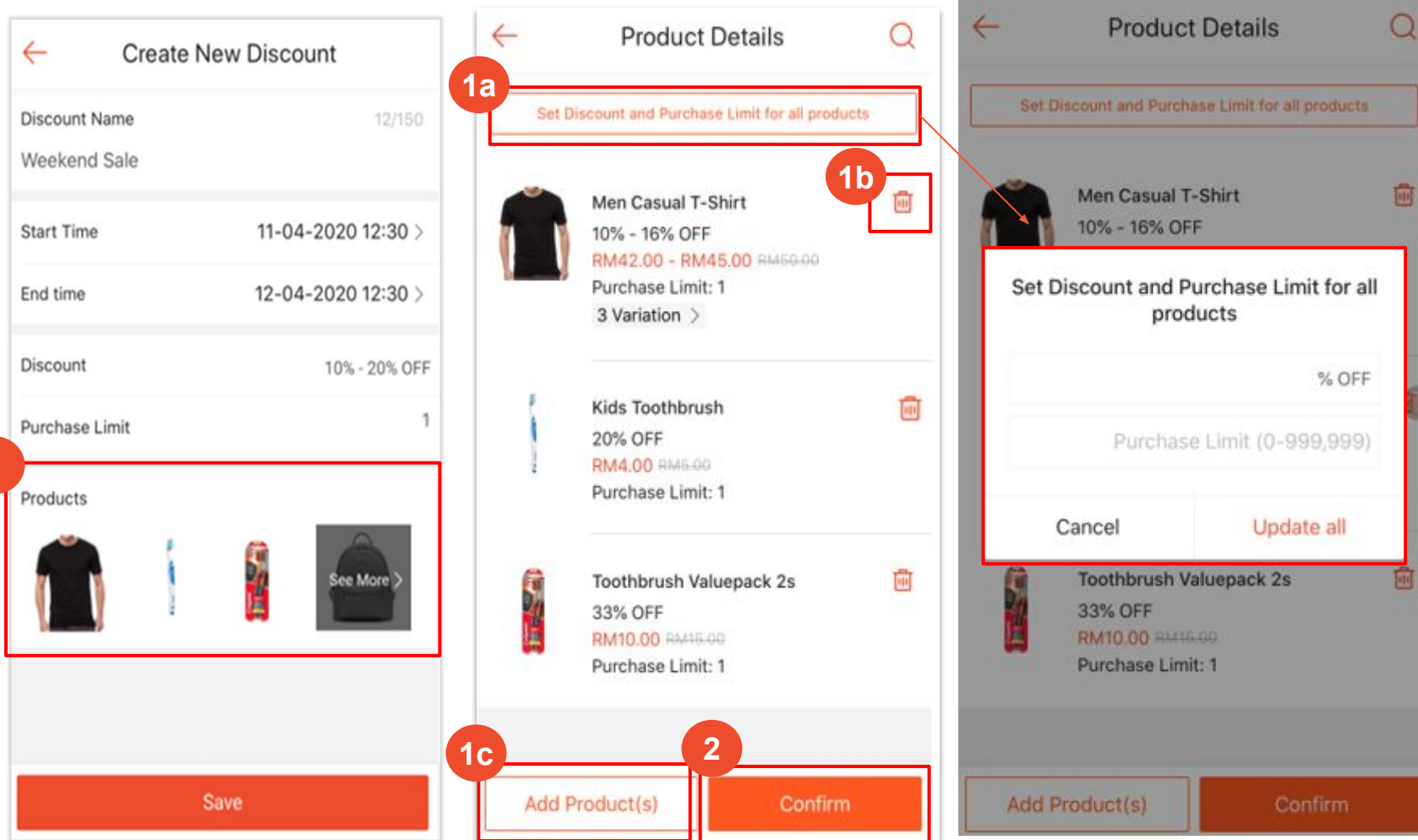


Once you have created your Discount Promotion, you can view it under the main Discount Page.

1. Click on the “Ongoing”, “Upcoming” and “Expired” tabs to view discount promotions in the respective tabs
2. For different Discount Statuses, there are different action buttons:
 - a. **Upcoming Discounts:** Edit and Delete
 - b. **Ongoing Discounts:** Edit and End Now
 - c. **Expired Discounts:** View only



9. Editing your Discount Promotions



To edit Products, Discount and Purchase Limit of a Discount:

1. Click on **“Products”** of the Discount Info Page
 - a. Edit Discount and Purchase Limit for all products (pop-up will appear for mass edit input)
 - b. Delete products
 - c. Add products
2. Click **“Confirm”** to save settings



FREQUENTLY ASKED QUESTIONS

FAQ: Creating and Editing Discount Promotions

Q: Why can't I create a discount promotion?

A: If you are unable to create a discount promotion, please check your seller account status. Shops that have an **abnormal status (i.e. banned, frozen etc.) will be unable to create promotions.**

Q: Can I pause or stop a discount promotion?

A: Yes, you can stop a discount promotion only if it is ongoing or upcoming.

- **Ongoing Status:** Click "End Now" to stop the promotion
- **Upcoming Status:** Click "Delete" to remove the promotion

Q: Can I edit my discount details after saving it?

A: Yes, you can edit your discount details after saving. **Only discount promotions that are Ongoing or Upcoming can be edited.**

Q: Why do I get a discount warning when setting my Discount amount?

A: If the discount set is too high, our system will automatically inform you with a warning message. This is to ensure that the discount amount set was not input wrongly. You may still proceed with creating the discount even if the warning message appears.



FAQ: Creating and Editing Discount Promotions

Q: What is a Purchase Limit?

A: A Purchase Limit is the maximum number of times a buyer can enjoy the discount for a product in your discount promotion. **The purchase limit is on a product level, regardless of the variations purchased.**

E.g. A lipstick product has 3 variations of colours. A purchase limit of 2 means each shopper can only purchase 2 lipsticks at discounted price, regardless of whether they are of the same colour or different colours.

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**

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

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

- **Ongoing:** the end time can only be shortened timing.
- **Upcoming:** the start time can be edited later and the end time can only be adjusted to an earlier timing.

This is to ensure that this promotion does not overlap with other ongoing promotions.



FAQ: Adding Products into Discount Promotions

Q: Why can't I select some products for my Discount in the Product Selector?

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

Q: Why can't I add more products into a Discount Promotion?

A: The maximum number of products that can be added to one discount promotion is **1,000**. To add more products, please remove some products to add new products.



Thank you

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

<https://seller.shopee.com.my/edu>

