

Optimize Coupons for Amazon Listing

Purpose: When a potential customer lands on your product listing, you want to do everything you can to get the sale, but also to get the customer to buy more than one. Multiple purchases helps with BSR and increases the customer value. Creating coupons allows you to encourage multiple purchases. Keep in mind: your profit margins will vary from product to product, so make sure the discount doesn't eat too much into your profits.

Coupon Stack:

- Buy 7 [Brand] [Product], Get 3 FREE! Enter code [COUPON] at checkout.
- Buy 5 [Brand] [Product], Save xx% Enter code [COUPON] at checkout.
- Buy 3 [Brand] [Product], Save xx% Enter code [COUPON] at checkout.
- Buy 2 [Brand] [Product], Save xx% Enter code [COUPON] at checkout.
- 100% NO RISK MONEY BACK GUARANTEE BY [Brand]

Process:

Step 1: Adding Product to “Manage Product Selections”

Manage Product Selections

1. Log in to Seller Central
2. Go to Advertising > Promotions
3. Click Manage Your Promotions
4. Click Manage Product Selections
5. Select SKU List from the Product Selection Type dropdown.
6. Click Create Product Selection
7. Type product selection name
8. Paste SKU number of product (not the ASIN) > Submit

Step 2: Creating a Guarantee

Create 100% Off Guarantee

1. Go to Create a Promotion
2. Choose External Benefits
3. Buyer Purchases > 1
4. Select product from the “Purchased Items” drop down menu
5. Buyer Gets > Post Order Benefits
6. End Date > 2020
7. Internal Description and Tracking > 90 Day Guarantee – [Product Name]
8. Do not check “Claim Code”
9. Click “Customized Messaging”

10. Checkout Display Text > Guarantee Applied
11. Short Display Text > 90-Day Money Back Guarantee
12. Check 'Detail Page Display Text'
13. Check 'Customized Text' > 100% NO RISK MONEY BACK GUARANTEE BY [Brand]
14. Supply/Edit terms and conditions

Example:

If you are unhappy with the item, we will issue you a 100% refund of your purchase price within 90 days, and you may keep the product. No need to ship it back!

15. Click Review
16. To edit, click Back. If satisfied, click Submit.

Buy XX And Save XX% Off

1. Go to Create Promotions
2. Choose Money Off
3. Buyer Purchases > 2
4. Select product from the "Purchased Items" drop down menu
5. Buyer gets > Percent Off > 15
6. End Date > 2020
7. Internal Description and Tracking > Product – Buy XX Save XX%
8. Check Claim Code > Create 8-Character coupon code in claim code box
9. Claim Code Combinability > Exclusive
10. Click "Custom messaging"
11. Checkout Display Text > Buy XX Save XX%
12. Short Display Text > Save XX% When You Order [Quantity] of [Product Name]
13. Purchased Items display text > [Product Name]
14. Detail Page Display Text > Choose Customized Text > Buy [Quantity] [Brand] [Product], Save xx% Enter code [COUPON] at checkout
15. Supply/Edit terms and conditions

Step 3: Create a "Buy X, Get Y Free" Coupon

Important: The order that you create these coupons in is the order they will appear in the Coupon Stack. The last coupon you create will appear at the top. So the last coupon you should create is "Buy 7, Get 3 Free", the first coupon to create is "100% No Risk Guarantee"

1. Go to Create Promotions
2. Choose Buy One Get One
3. Buyer Purchases > Number or required purchase to get free item
4. Select product from the "Purchased Items" drop down menu

5. Buyer gets > Free Items
6. Applies to > Purchased items
7. Buyer benefit applies to a quantity of > 3
8. When buyer purchases > Number or required purchase to get free item
9. End Date > 2020
10. Internal Description and Tracking > Product – Buy [Number of items required to get free item] get 3 free
11. Check Claim Code > Create 8-Character coupon code in claim code box
12. Click “Customized messaging”
13. Checkout display text > Qualifying items
14. Detail Page Display Text > Choose Customized Text > Buy [Number of items required to get free item] [Brand] [Product], Get 3 Free Enter code [COUPON] at checkout
15. Supply/Edit terms and conditions