

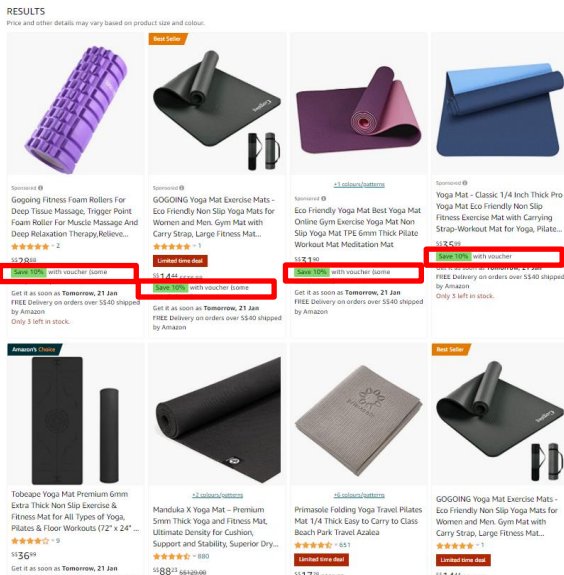
ACQUIRE CUSTOMERS WITH VOUCHERS ON AMAZON.SG

What are Vouchers?

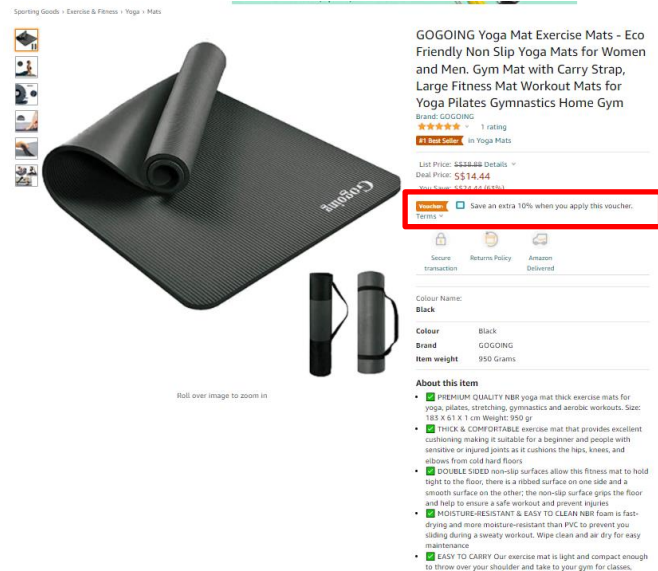
Enjoy automatic merchandising for your coupon throughout Amazon. Customers can discover vouchers on the [Vouchers Home Page](#), in search results, on product detail pages, on the offer listings page and in their baskets. Vouchers can help increase visibility and help acquire and retain customers.

Vouchers are discovered in:

Search Results



Product Detail Page



Vouchers Home Page (Amazon.sg/vouchers)

amazon.sg | Default to Singapore 780051 | All Vouchers

As Gurupa will be totally deprecated by 2021/2022 (following Gurupa deprecation timeline), Browse Page will not continue to support any widget rendered in Gurupa, and widget rendered in remote service fetched by Gurupa. Click here to learn more, including our timeline and how to contact us.

Save with Amazon Voucher
Clip the Voucher and add the item to your cart. Discount will be applied at checkout.

Step 1
See something you like? Click on "Collect Voucher"

Step 2
Click into product and select "Add to Cart"

Step 3
Voucher is reflected in cart and automatically applied at Checkout
*Only valid for eligible items

Under \$15

Product	Voucher	Discount
MAINTO 2 Pack	Collect Voucher	Save 30%
Human Marble	Collect Voucher	Save 20%
100% Professional	Collect Voucher	Save 15%
SMARTDEVIL 2	Collect Voucher	Save 30%
(10 Pack) MST	Collect Voucher	Save 30%
Electronic	Collect Voucher	Save 15%
3 Pack 60 Inch Iso	Collect Voucher	Save 15%
MUCHY Garlic	Collect Voucher	Save \$52.00
MAINTO Screen	Collect Voucher	Save 30%
MUCHY	Collect Voucher	Save \$52.00
NASCOR EZ	Collect Voucher	Save 20%
Mermaid & Unicorn	Collect Voucher	Save 15%
SMARTDEVIL	Collect Voucher	Save 30%
MAINTO Screen	Collect Voucher	Save 30%

Benefits of Vouchers

Target your vouchers to specific customers

For example, if you select Amazon Prime customers as the targeted segment, only Prime customers will see your voucher offering on the product detail page and in their baskets.

Strong and easy to use marketing tool for promoting your products

You can offer percentage or money off discounts using vouchers to help increase the conversion of your products.

Improving discoverability for new products, across all fulfillment methods

Vouchers do not require a sales history for featured ASINs, are open to Seller-Fulfilled offers, and can be run on products which haven't received any reviews yet, helping you overcome cold start.

Combinable with other Marketing tools

You can increase visibility to your vouchers by running a Sponsored Products ad at the same time.

Vouchers eligibility Requirement

Seller Requirements:

- Must have a professional selling account with least 3.0 OR 0 [Seller Feedback Rating](#)

ASIN Requirements:

- Products with 0 reviews are eligible without any average rating taken into consideration. However, if product has reviews, then the product must meet the average criteria:
 - Products with 1 - 4 reviews must have an average of at least a 3.0-star rating on Amazon.
 - Products with 5+ reviews must have an average of at least a 3.5-star rating on Amazon.
- Can be Seller-Fulfilled, or Fulfilled by Amazon
- Must be in new condition
- Cannot have content on the product detail page that may be offensive, embarrassing, or inappropriate

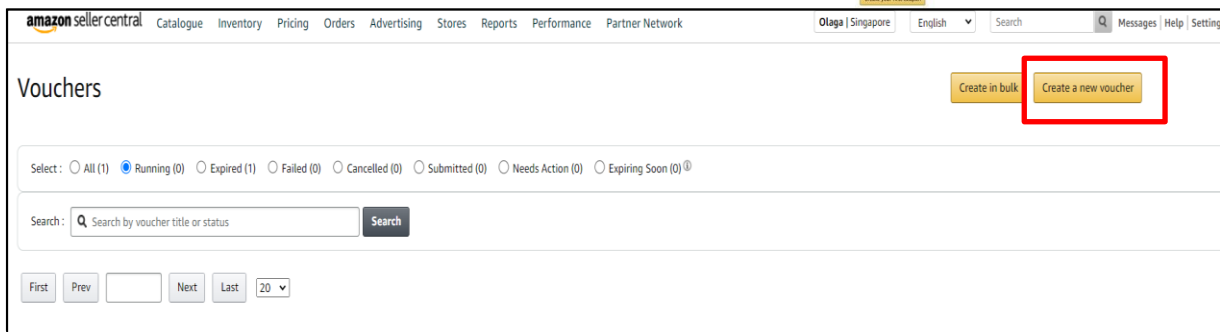
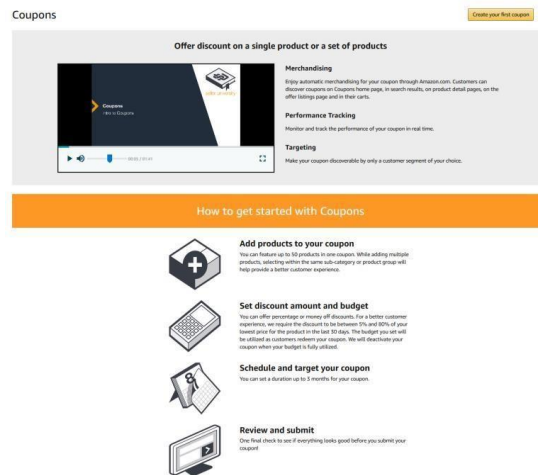
How to create Vouchers?

Create Vouchers using the [vouchers dashboard](#) in Seller Central

Accessing the Vouchers Dashboard

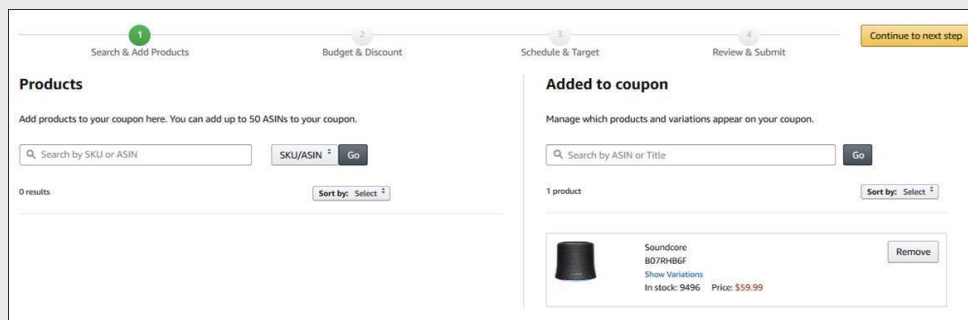
1. In Seller Central, click the Advertising tab then Coupons
2. Click *Create your first voucher*.

Note: If you're new to vouchers then you'll see a vouchers overview page with more information about the program. If you've created vouchers before, you'll be directed straight to your vouchers dashboard.



1 Search & add products to your voucher

You can search by ASIN and add up to 200 ASINs in your voucher.



Tip

Adding a parent ASIN will automatically add all child variations to your voucher. You can click **Show Variations** to remove specific child variations from your voucher.

2 Budget & Discount

1. Choose between Percentage Off and Money off discounts and enter the discount amount you would like to offer
2. Choose whether you will allow customers to redeem your voucher only once or multiple times.



Tip

For high priced items, try using Money Off discount as customers respond better when they know exactly how much they're saving without having to do additional mental math.

However for low priced items where the savings amount is less than \$1.00, use Percentage Off discounts.

3. Set your budget. Voucher budgets are for planning purposes only and budget overshooting should be expected. [Learn more](#) about how your spend can be higher than your budget.

The screenshot shows the 'Budget & Discount' step of the voucher creation process. The interface is divided into two main sections: 'Discount' on the left and 'Budget' on the right. The 'Discount' section has a heading 'Discount' and a sub-heading 'Enter the discount amount you want to apply on the products you added to your coupon in previous step. We require the discount to be between 5% and 80% of your product price.' Below this, there are two radio button options: 'Money Off' (selected) and 'Percentage Off'. A text input field for the discount amount is shown with a dollar sign icon. Below the input field, there is a question: 'Do you want to limit the redemption of your coupon to 1 per customer?' with two radio button options: 'Yes, limit redemption to one per customer' and 'No, allow my coupon to be redeemed multiple times by same customer' (selected). The 'Budget' section has a heading 'Budget' and a text input field for the budget amount, currently set to '\$5,000.00'. Below the input field, it says '\$5100.00 Minimum'. There is a warning icon and text: 'Coupon budgets are not hard limits. Coupon budgets are for planning purposes only and budget overshooting should be expected. [Learn more](#)'. Below this, there is an information icon and text: 'Your budget will be shared among the following 2 costs: • SGD equivalent of the discount you are offering • Redemption fees (\$50.0 for each redemption) Your coupon will be deactivated when it reaches 80% utilisation. [How do budgets work?](#)'. At the top of the interface, there are four steps: 'Search & Add Products', 'Budget & Discount' (current step), 'Schedule & Target', and 'Review & Submit'. A 'Continue to next step' button is located at the top right.

3 Schedule & Target

Enter your voucher title

Voucher title is what customers will see under the voucher image, while they browse through [Voupons Home Page](#). Amazon automatically generates the first three words of your voucher title based on the discount you entered ("Save 15% on"). All you have to do is define the product(s) you added to your voucher.



Tip

Entering offensive words, discount percentages or referring to events (such as Prime Day or Black Friday) in voucher titles are prohibited. Failure to comply with these rules may result in your voucher being deactivated by Amazon.

Add a target segment to your voucher

You may choose to limit your coupon to the customer segments below:

- All customers
- Amazon Prime members



If you do not make a targeting selection, your voucher will not be discoverable by all customers.

Schedule your voucher

Select a start and end date for your voucher. Select a duration for your voucher between 1-90 days.

Note: The earliest a voucher can go live is 6 hours after creation. Vouchers created with a same day start date will require at least 6 hours for our system to make sure it offers a good value to our customers.

1

2

3

4

Continue to next step

Search & Add Products

Budget & Discount

Schedule & Target

Review & Submit

Coupon title (What customers will see)

For a more effective coupon title, choose a definition that accurately describes the product group you added to your coupon. Example: "Save 15% on hand sanitizers"

Save \$5 on Scotch Tape

Title Guidelines

Target Customers (Optional)

You may choose to limit the audience of your coupon to one of the customer segments below. If you do not make a targeting selection, your coupon will be discoverable by all customers.

☒ All customers
☐ Amazon Prime members

Schedule

Select a duration for your coupon between 1-90 days.

Start Date

05/15/2021

End Date

05/29/2021

4 Review the voucher details and submit

1

2

3

4

Submit coupon

Search & Add Products

Budget & Discount

Schedule & Target


Review & Submit

Review and submit

Coupon title	Save 5% on Scotch Transparent Tape
Budget	\$5,000.00
Start Date	2021-05-14
End Date	2021-08-13
Target Customers	All customers
Restrict to 1 per customer	No


Products on coupon

1 product



Scotch Transparent Tape 18mm x 25m
B08Q3WBS3Y
In stock: - Price: -

Coupon Preview



Save 5% on Scotch Transparent Tape

Clip Coupon

Illustration only. Actual coupon image may differ on the website.

By submitting this coupon, you accept Amazon Coupons Program Terms and Conditions

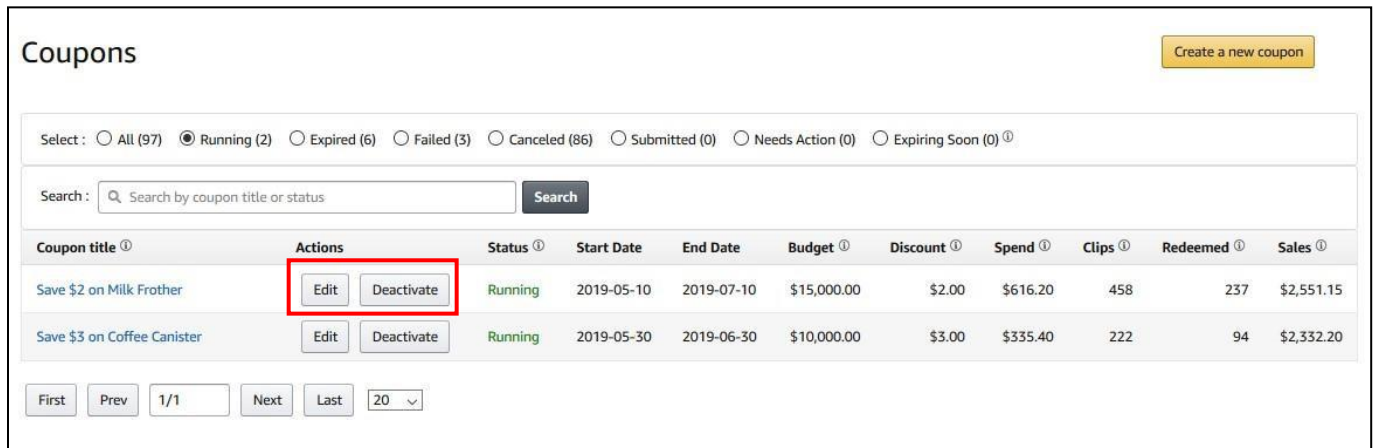
Managing your vouchers

Edit, deactivate, and understanding voucher errors

Vouchers dashboard

The voucher dashboard provide details for your voucher & performance metrics. You'll be able to search for your vouchers by title/status.

Note: The Spend column in the vouchers dashboard is the total sum of your costs for the vouchers (discount amount + redemption fees)



Create a new coupon										
Select : <input type="radio"/> All (97) <input checked="" type="radio"/> Running (2) <input type="radio"/> Expired (6) <input type="radio"/> Failed (3) <input type="radio"/> Canceled (86) <input type="radio"/> Submitted (0) <input type="radio"/> Needs Action (0) <input type="radio"/> Expiring Soon (0) ⓘ										
Search : <input type="text"/> Search by coupon title or status <input type="button" value="Search"/>										
Coupon title ⓘ	Actions	Status ⓘ	Start Date	End Date	Budget ⓘ	Discount ⓘ	Spend ⓘ	Clips ⓘ	Redeemed ⓘ	Sales ⓘ
Save \$2 on Milk Frother	<input type="button" value="Edit"/> <input type="button" value="Deactivate"/>	Running	2019-05-10	2019-07-10	\$15,000.00	\$2.00	\$616.20	458	237	\$2,551.15
Save \$3 on Coffee Canister	<input type="button" value="Edit"/> <input type="button" value="Deactivate"/>	Running	2019-05-30	2019-06-30	\$10,000.00	\$3.00	\$335.40	222	94	\$2,332.20
First Prev 1/1 Next Last 20 ▾										

You can edit your vouchers by clicking Edit in the Actions column of your vouchers dashboard. For vouchers in submitted status, you'll be able to edit:

- Products in your vouchers
- Budget, redemption limit, and discount
- Voucher title, target customers & schedule

For vouchers in running status, you can only:

- Increase your budget or extend the duration (up to 90 days maximum)

To cancel your vouchers, click 'Deactivate'

Note: Approximately 6 hours before the start time, your voucher will be locked down. You will not be able to make any changes to your voucher until it goes live.