Add-on Deal User Guide

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Introduction to Add-on Deal

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What is Add-on Deal?

Add-on Deal is a tool in Seller Centre that allows sellers to push sales of specific products and entice shoppers to add more items to their cart.

It's easy to create and manage your Add-on Deals:

- Group complementary products in your shop
- Set the main product and pool of add-on products
- Set the discount for add-on products

Buyers will see an Add-on Deal label on your item when browsing the Shopee app, making your product more attractive.

This promotional tool can help you to:

✓ attract more clicks for your products
✓ get more items per order
✓ increase sales

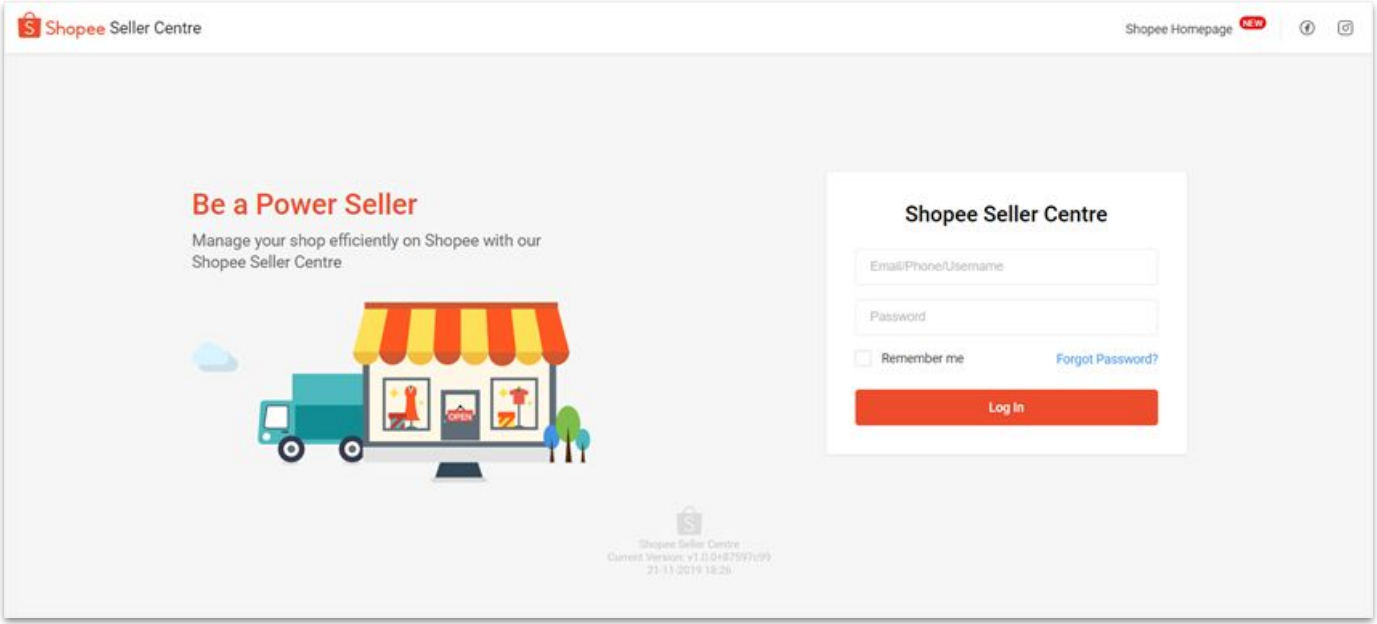
Step-by-step Guide

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At a glance

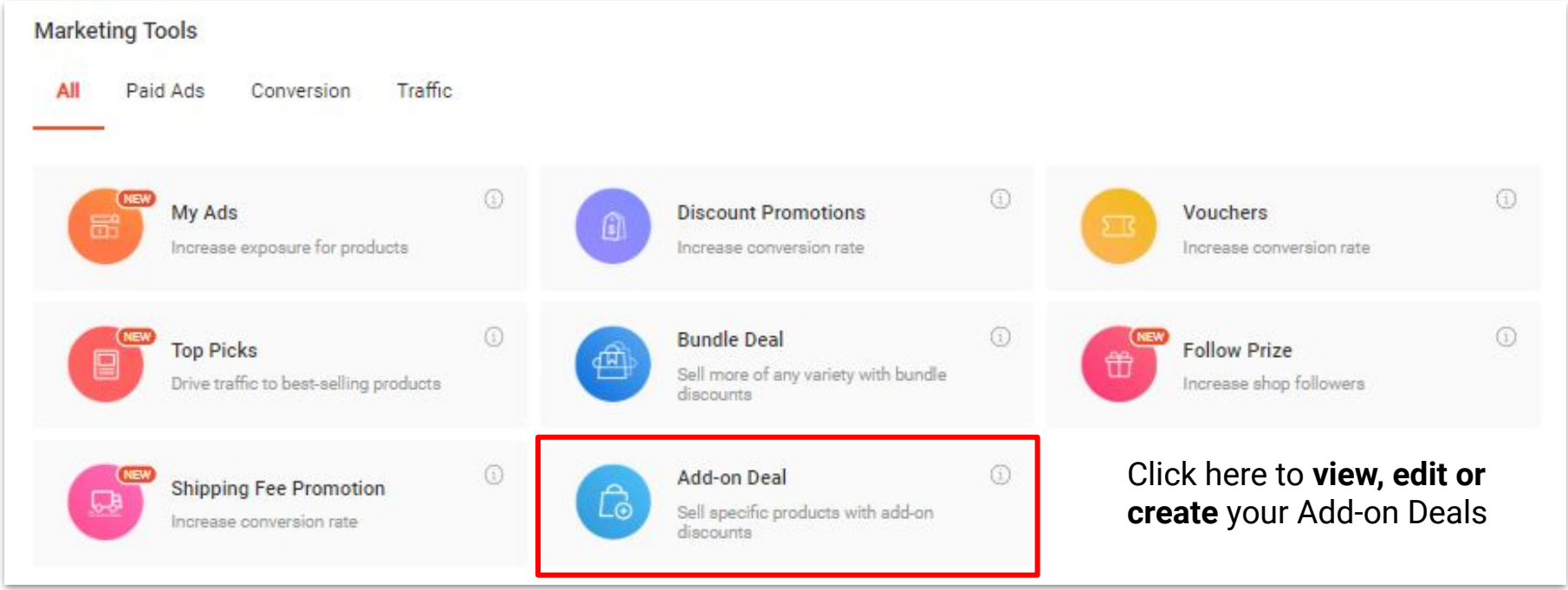

Login to Shopee Seller Centre
Under Marketing Centre, click on Add-on Deal
Click on Create New Add-on Deal
Enter Add-on Deal details and choose Main & Add-on products
Edit/View Add-on Deal

Login to Seller Centre

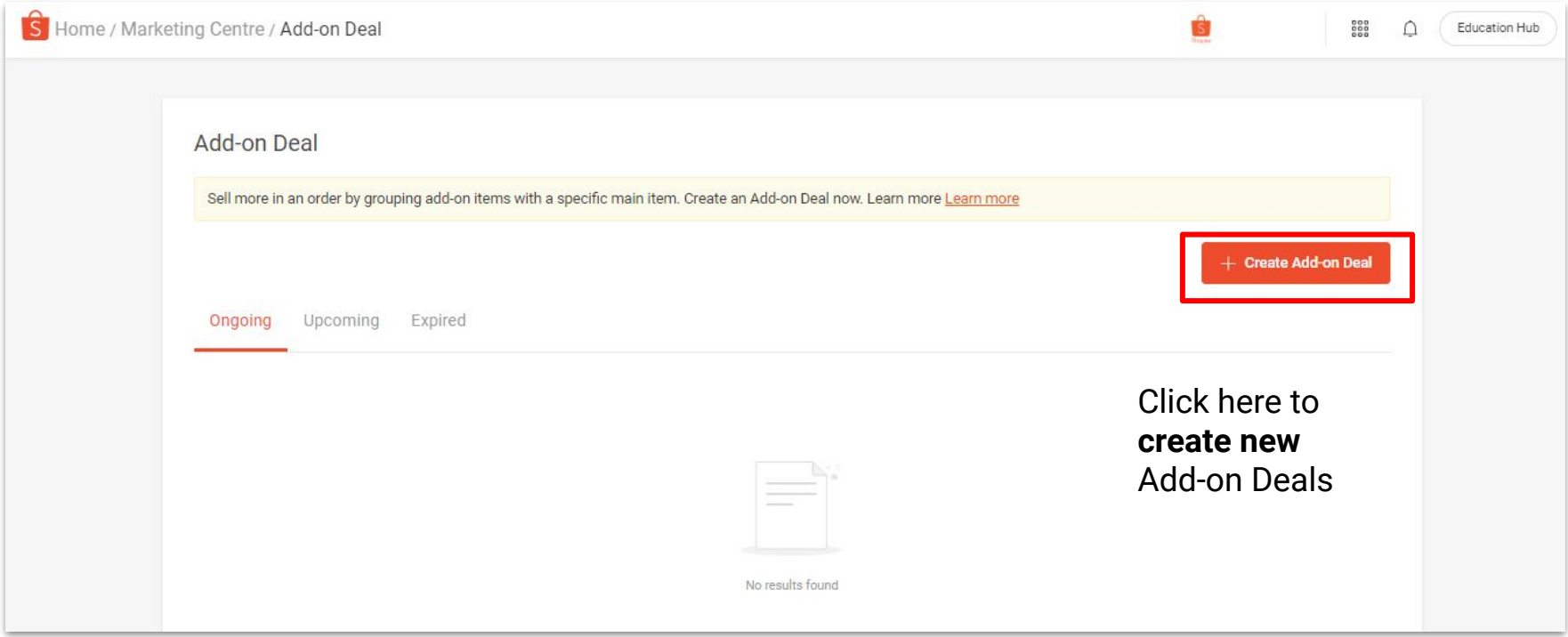


Login to Shopee Seller Centre

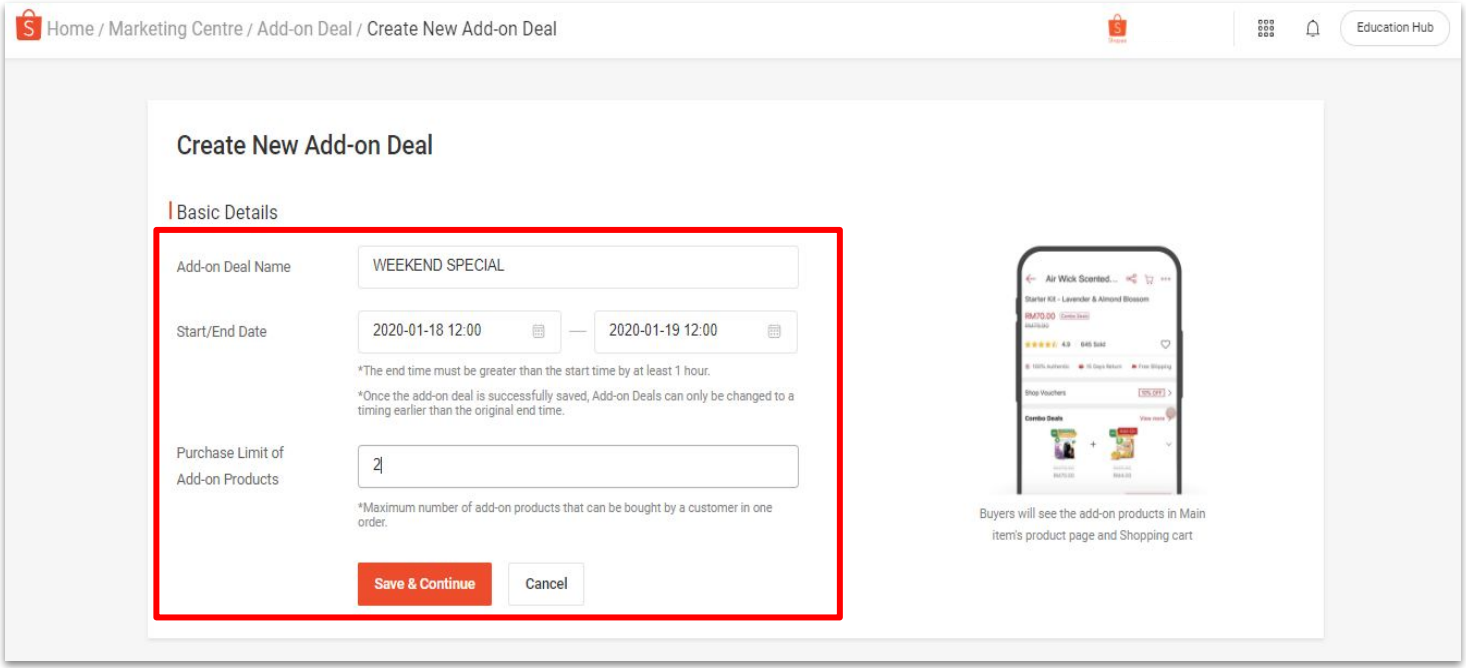
Under Marketing Centre, click on Add-on Deal



Create new Add-on Deal



Enter your Add-on Details

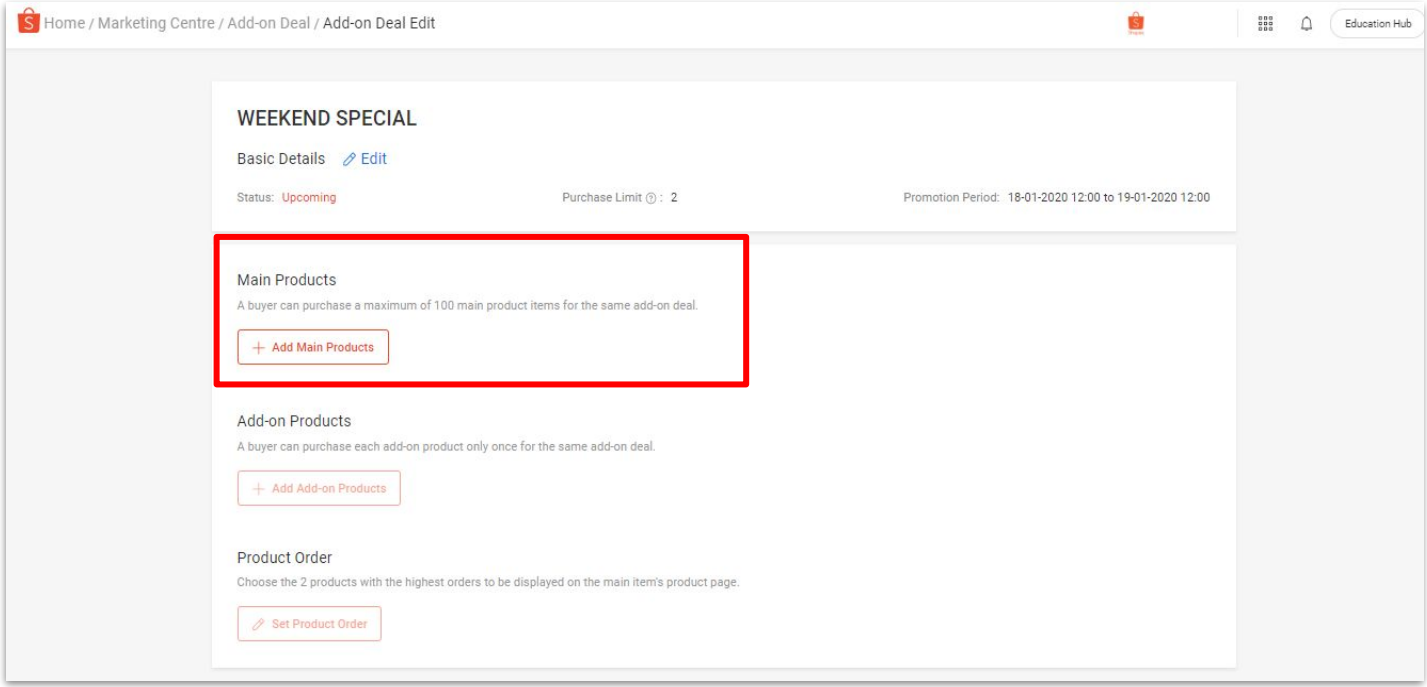


Input basic details for your Add-on Deal:

- **Add-on Deal Name**
- **Start/End Date**
  Note: Once Add-on deal is created, the start time cannot be extended.
- **Purchase Limit of Add-on Products**
  The maximum number of Add-on products each buyer can purchase with a Main product per order.

Click "**Save & Continue**" to proceed

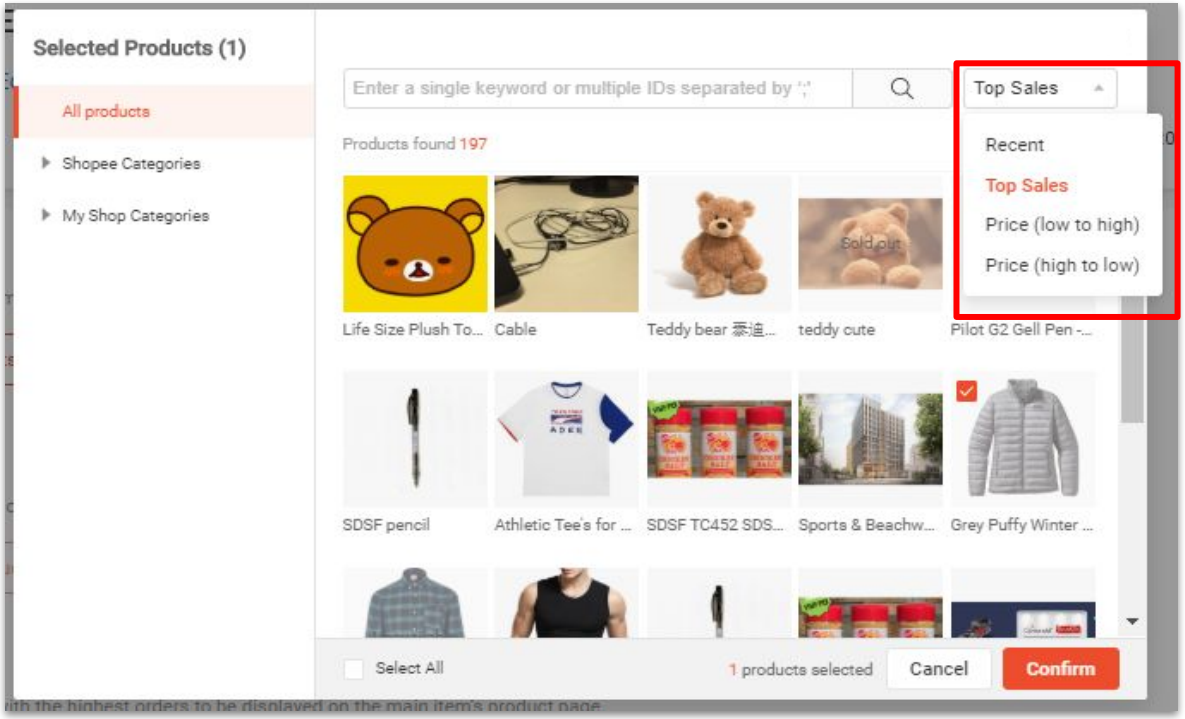
Add Main Products to the Add-on Deal



Click "**+ Add Main Products**" to launch the product selector.

You can select up to 1,000 main products in an Add-on Deal. As long as buyers purchase any 1 of these main products, they will be able purchase add-on products at your discounted price.

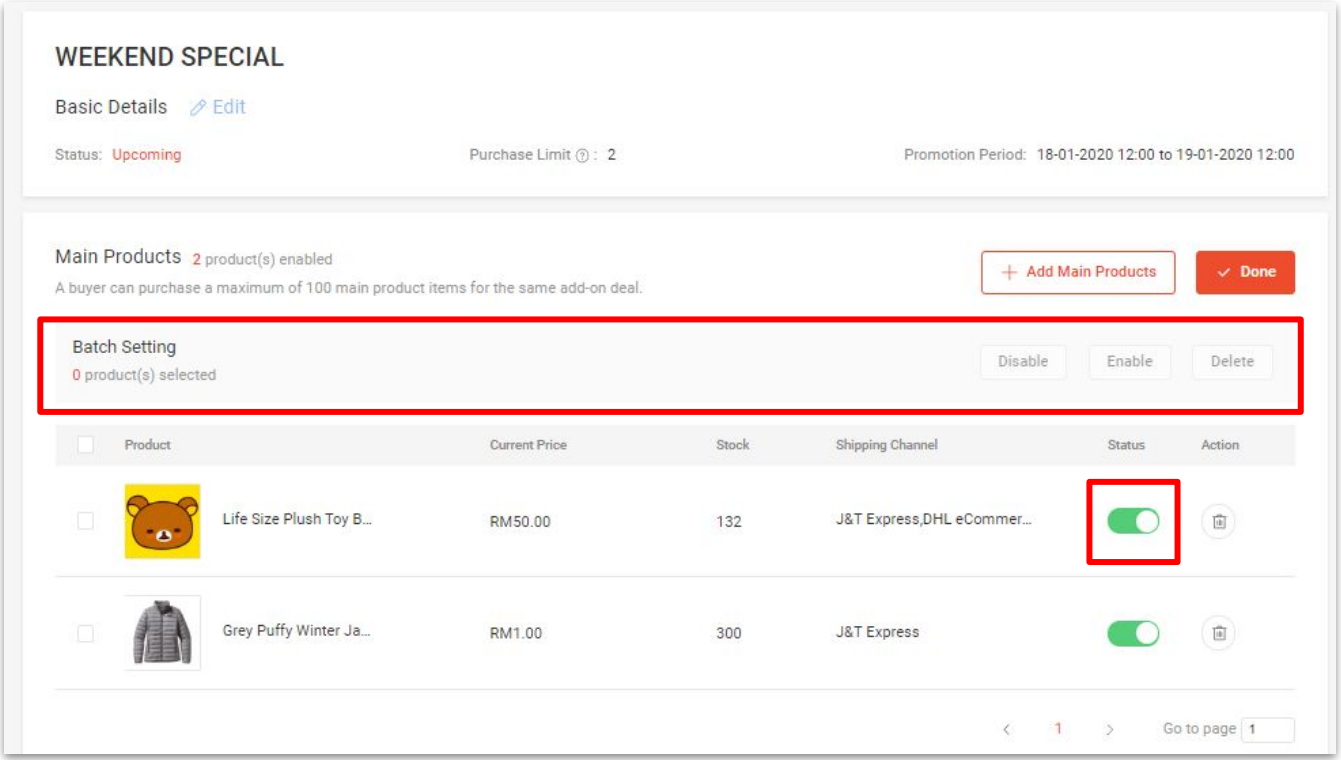
Select Main Products



Click on each product or filter products based on most recently added, top sales, or price range. *Products that are sold out or do not fulfill product criteria will be greyed out and cannot be selected.*

Click "**Confirm**" to save your selection.

Enable your Main Products



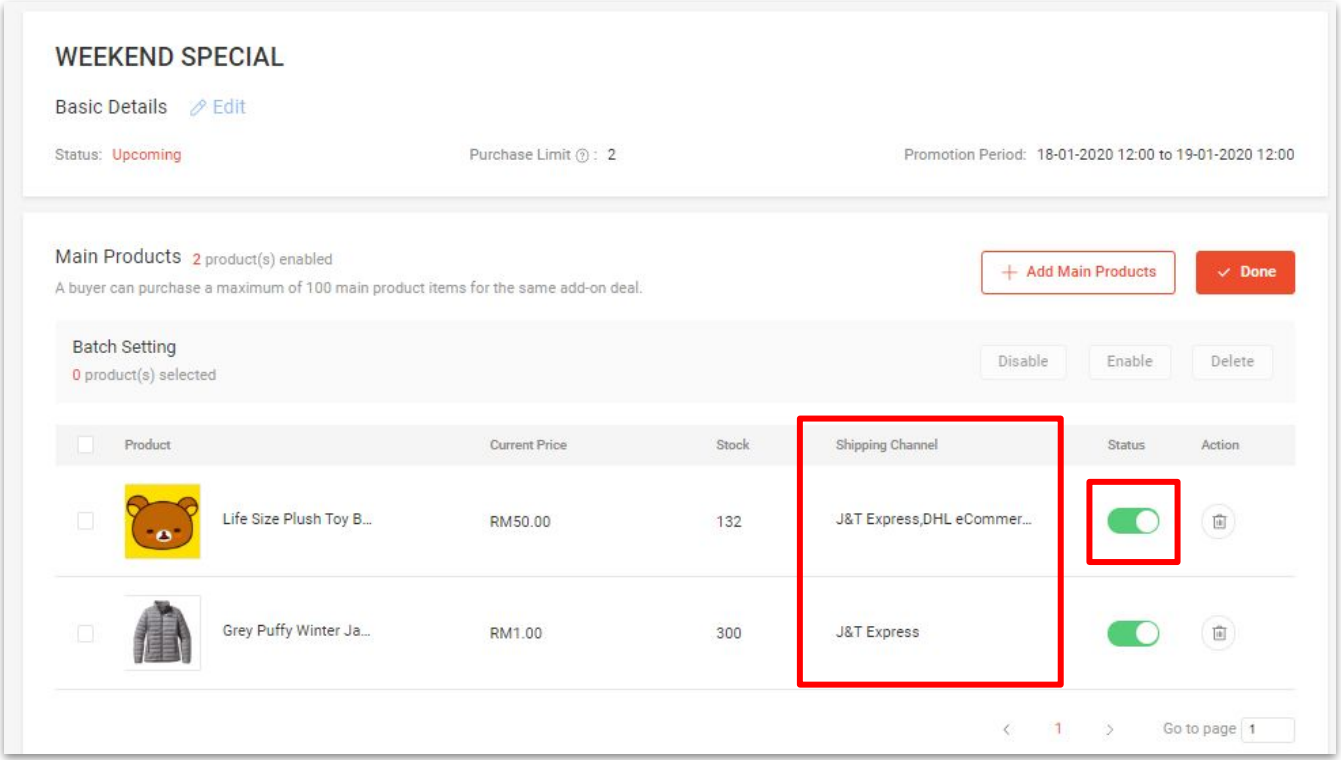
Newly added products will be displayed but disabled.

To enable Main products:

1. Toggle to enable the product
Use Batch Edit to enable all product variations (click Update All) or selected products (click Update Selected).

2. Click "Done" to save changes
Note: You need to enable your Main products in order to create Add-on products.

Enable your Main Products



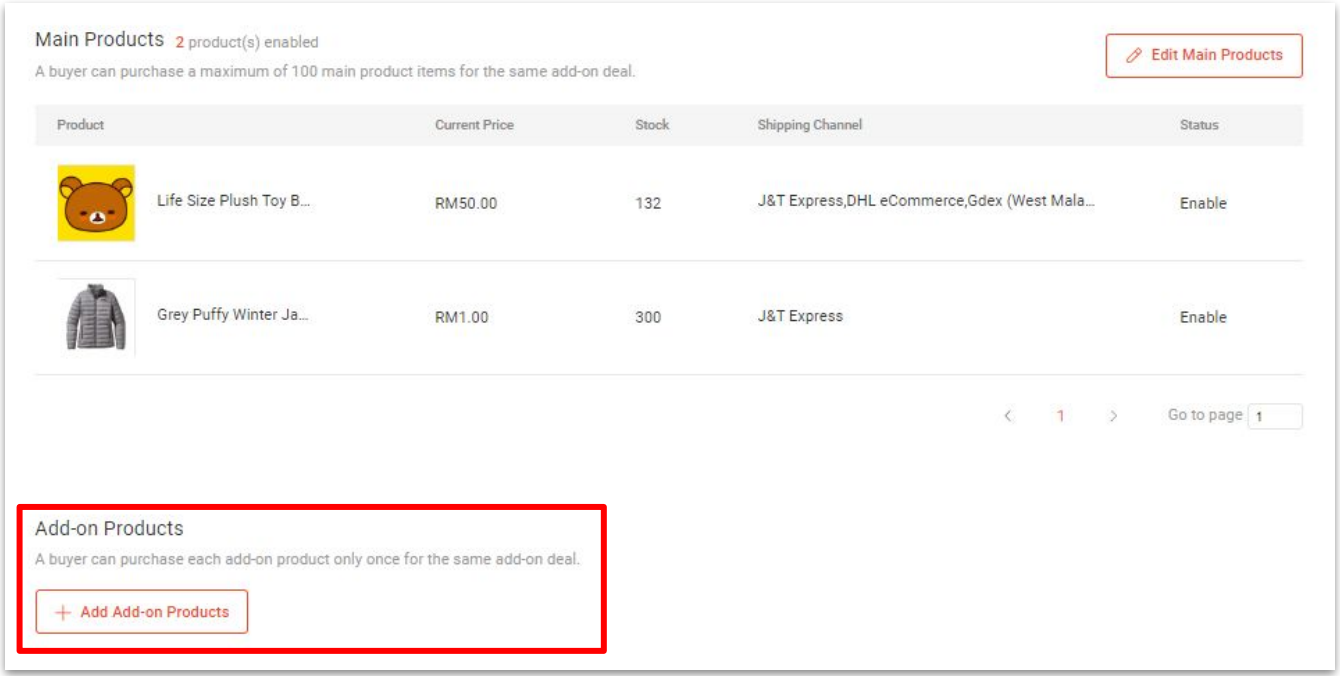
All Main Products in an Add-on Deal must:

a. have at least 1 common shipping channel with the first main product
b. not be in an overlapping promotion (e.g. bundle deal or another add-on deal during the same period)

Hover over the Shipping Info to view all Shipping Channels that a product has.

If product is unable to be toggled on, hover over the error icon to view reason.

Select Add-on Products

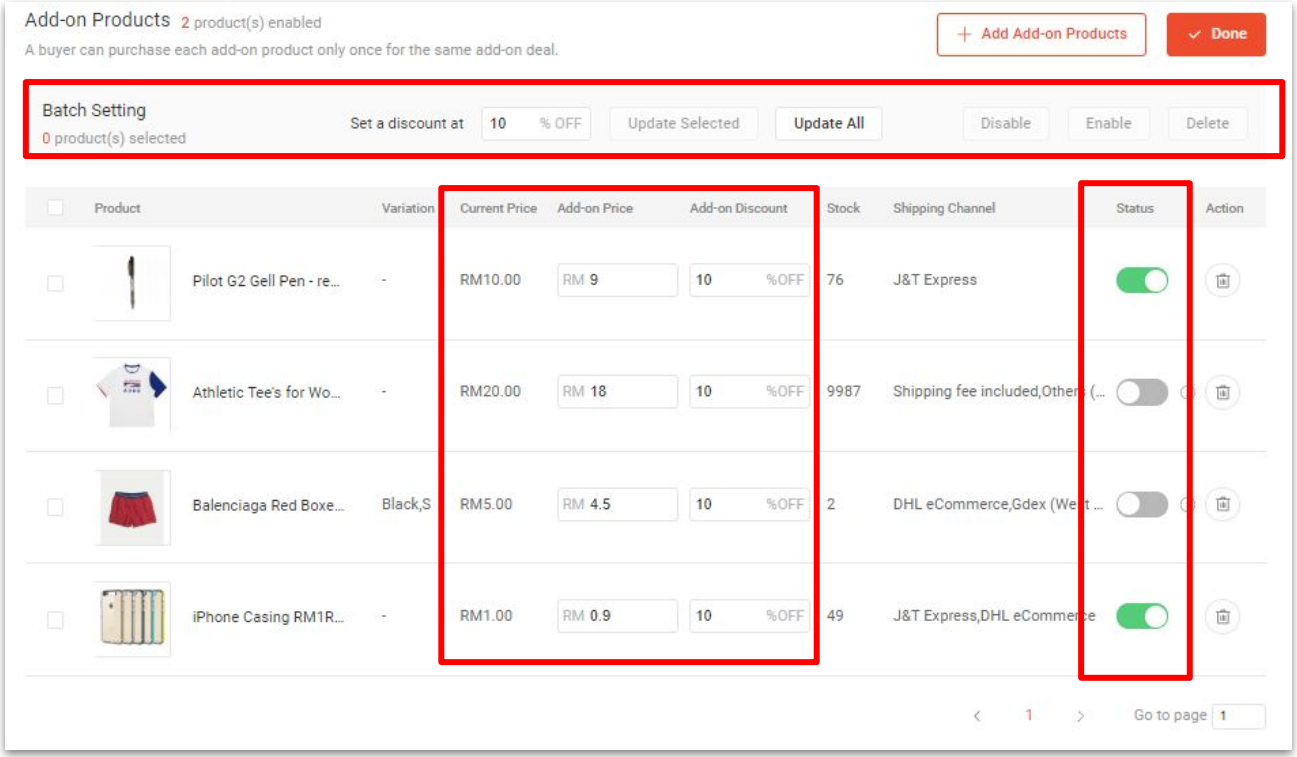


After enabling Main Product(s), click "**+ Add Add-on Products**".

The same product selector (see page 12) will appear for you to select or filter products to be added.

You can select up to 100 Add-on products in an Add-on Deal. As long as buyers purchase a main product, they will be able purchase any of these add-on products at your discounted price.

Enable Add-on Products



Enable your Add-on products:

1. Input:

- Add-on price, or
- Add-on discount

2. Toggle to enable the product.

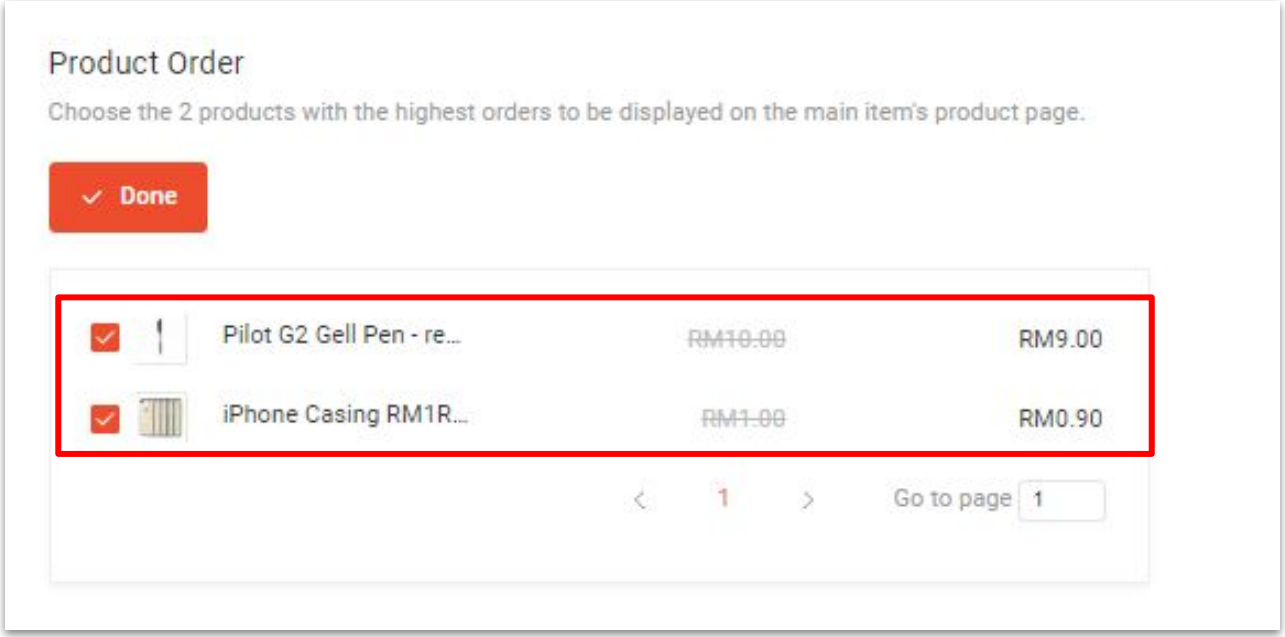
Use Batch Edit to update discount/enable all product variations (click Update All) or selected products (click Update Selected).

If product is unable to be toggled on, hover over the error icon to view reason.

Note: All Add-on products need to have at least one same shipping channel as the first enabled Main product.

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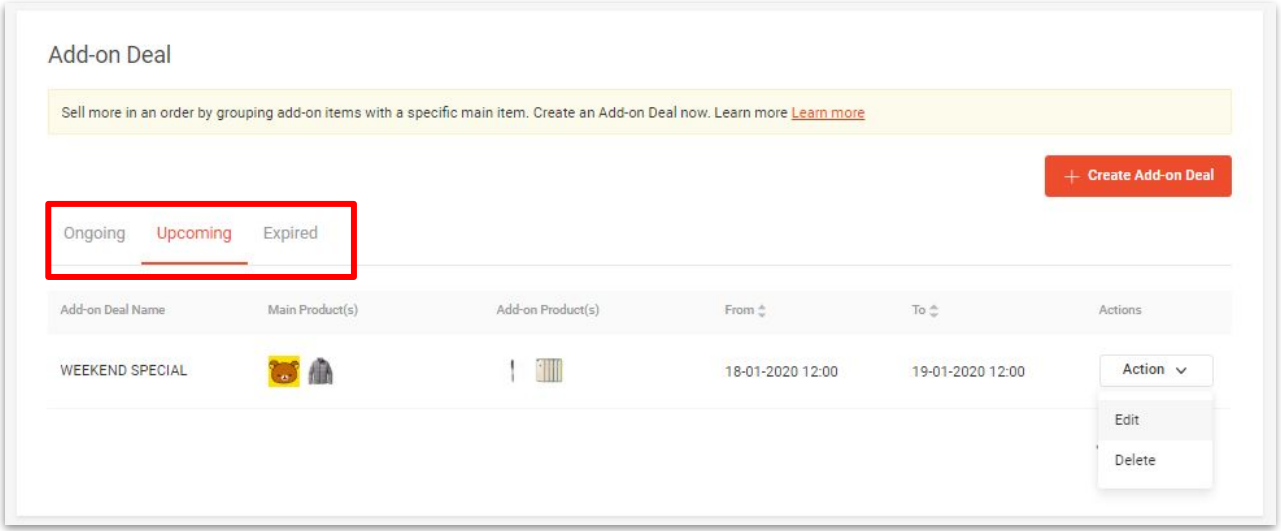
Set Add-on Product Order



Select 2 Add-on Products to be displayed with your Main item's Product page. This will attract buyers to add more items along with the Main Product.

Click “**Done**” to save your selected Product Order.

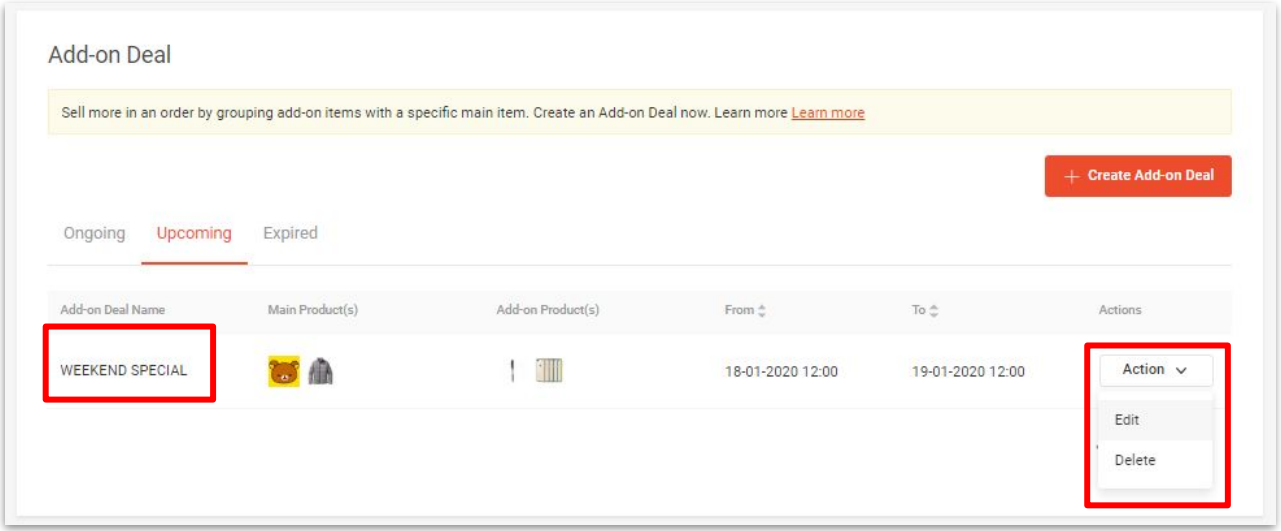
You’re all done



Once you have created your Add-on Deal, you can view the Add-on Deal details under Add-on Deal.

- Click on the “Ongoing”, “Upcoming” and “Expired” tabs to view add-on deals in the respective tabs

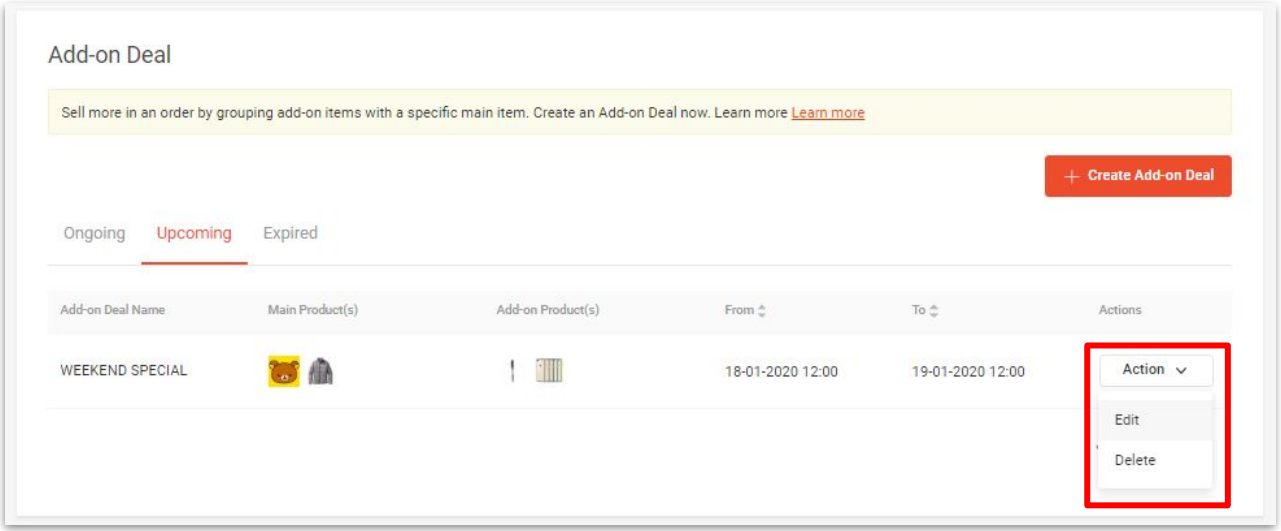
Editing your Add-on Deal



You can edit products for **Ongoing or Upcoming** Add-on Deals. Click on **Action**, followed by **Edit**.

Add-on Deals that have **Expired**, or are **Shopee Created** (with orange label), cannot be edited.

Editing your Add-on Deal



You can end **Ongoing or Upcoming** Add-on Deals. Click on **Action**, followed by **End Now**.

Add-on Deals that have **Expired**, or are **Shopee Created** (with orange label), cannot be edited.

Frequently Asked Questions

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FAQ: Creating Add-on Deals

Q: What is an Add-on Deal? How should I select my items for Add-on Deal?
A: Add-on Deals allows sellers to give discounts on selected add-on products with a purchase of a main product. **i.e.** Buy one main product A, get add-on item B at Y% discount
This tool is best used for complementary products.

Some Add-on Deal examples of complementary Main Products + Add-on Products:

- Shampoo + Conditioner
- Phone Casing + Phone Cable
- Clothing + Socks

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

FAQ: Adding products in Add-on Deals

Q: Why can't I add some products into an Add-on Deal in the Product Selector?
A: You cannot add products that are sold out or unavailable or in another overlapping promotion. They will be greyed out and you will not be able to select them.

Q: Why can't I 'Batch Enable' some products in an Add-on Deal?
A: Products in an Add-on Deal cannot be in:

- different shipping channels from the first enabled main product
- overlapping promotions during the same period, e.g. Bundle Deals (for main products only) or Shocking Sales (for add-on products only)
- Main products that are already in an Add-on Deal cannot be added into another Add-on Deal as a main product again, it can only be added as an add-on product.

Hover over the error icon beside the product toggle to view specific reason why product cannot be enabled.

FAQ: Adding products in Add-on Deals

Q: Why can’t I delete my Main products?

A: There must be minimally 1 Main Product in an Add-on Deal. You cannot delete all Main Products at once, nor delete the the only Main Product in your Add-on Deal.

FAQ: Editing the Add-on Deal period

Q: Why can't I edit the timing of my Add-on Deal?

A: You will only be able to edit timings for Add-on Deals that are:

- Ongoing: the end time can only be changed to be earlier than what you had previously set.
- Upcoming: the start time can only be changed to be later than what you had previously set.

This helps to prevent potential overlaps with other Upcoming or Ongoing promotions that you may have created. You will not be able to edit the timings for Expired or Shopee-created Add-on Deals.

FAQ: Add-on Deal pricing

Q: How is the “Current Price” calculated after selecting Main or Add-on Products?

A: The “Current Price” is the price of the Main/Add-on product at the time of selection.

Pricing scenarios:

- If product is not in any promotion, Current Price = Original Price
- If product is in a Shocking Sale / Discount Promotion, Current Price = Promotion Price

If a product has a few variations with different prices, a price range will be displayed.

Q: Why do I get an error message after entering a discounted price for my Add-on Products?

A: Check the amount entered. The price of Add-on products must be lower than the Current Price.

FAQ: Add-on Deal stock and purchase limit

Q: Why can't I set the stock for my products in an Add-on Deal?
A: The available stock for your Add-on Deal products will automatically apply for the entire promotion period.

Q: How does the Add-on Deal purchase limit work?
A: You can set the max. number of Add-on products a buyer can purchase (under Add-on Deal Basic Info). In addition, each buyer is also limited to 1 purchase of each Main product by default.

The purchase limit will still take effect when buyer has ordered, but:

- has not made payment (e.g. unpaid bank transfer, Cash-on-Delivery cancel)
- cancelled or returned order (paid or unpaid)

The purchase limit will not take effect if buyer's checkout fails or expires.

FAQ: Setting multiple promotions for your items

Q: Can I set an Add-on Deal for products in a Shocking Sale?

A: Yes, you can have your product in a Shocking Sale when it is already in an Add-on Deal. Selected promotions can coexist.



Shocking Sale and Add-on Deal

- Shocking Sale pricing and stocks will take priority over Add-on Deal. Your Main Product in an Add-on Deal can be approved into Shocking Sale for the same period.
  - Buyers will purchase the Main Product with Shocking Sale price.
  - Buyers will be able to purchase Add-on Products with the Main Product in Shocking Sale price.
- If your Add-on Product in an existing Add-on Deal gets approved into Shocking Sale, Shocking Sale will take priority.
  - This product will be temporarily removed from Add-on Deal during the Shocking Sale.
  - Product cannot be newly added into Add-on product pool if it is currently in a Shocking Sale.

FAQ: Setting multiple promotions for your items

Q: Can I set an Add-on Deal for products in a Bundle Deal?

A: Yes, you can have your product both in a Bundle Deal and Add-on Deal. Various promotions can coexist but they must have different priorities:



Bundle Deal and Add-on Deal

- Main products in your Add-on Deal cannot be in a Bundle Deal of the same period.
  - You will need to end the Bundle Deal to be able to add item as a Main Product in Add-on Deal.
- Add-on Products can coexist in a Bundle Deal during the same period.
  - Only 1 promotion's pricing and purchase limitation will apply.
  - If buyer selects a main and add-on product to fulfil an Add-on Deal, the Add-on Deal pricing and purchase limitation will apply.
  - If buyer selects enough items to meet Bundle Deal requirements, the Bundle Deal pricing and purchase limitation will apply.

FAQ: Setting multiple promotions for your items

Q: Can I set a Discount Promotion for products in an Add-on Deal?

A: Yes, you can set a Discount Promotion for a product that is in an Add-on Deal. Selected promotions can coexist.



Discount Promotion and Add-on Deal

- Add-on Deal can coexist with Discount Promotion.
- Both offers will be visible to shoppers on product display page.
- Only 1 promotion's pricing and purchase limitation will apply depending on the buyer's item selection:
  - If buyer selects a main and add-on product to fulfil an Add-on Deal, the Add-on Deal pricing and limitation will apply.
  - If buyer does not add any add-on products, the Discount Promotion pricing and limitation will apply.



Thank You

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

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

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