



SELLER VOUCHER USER GUIDE

**FOR SHOPEE APP
SELLER EDUCATION HUB**

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INTRODUCTION TO SELLER VOUCHER

What is Seller Voucher?

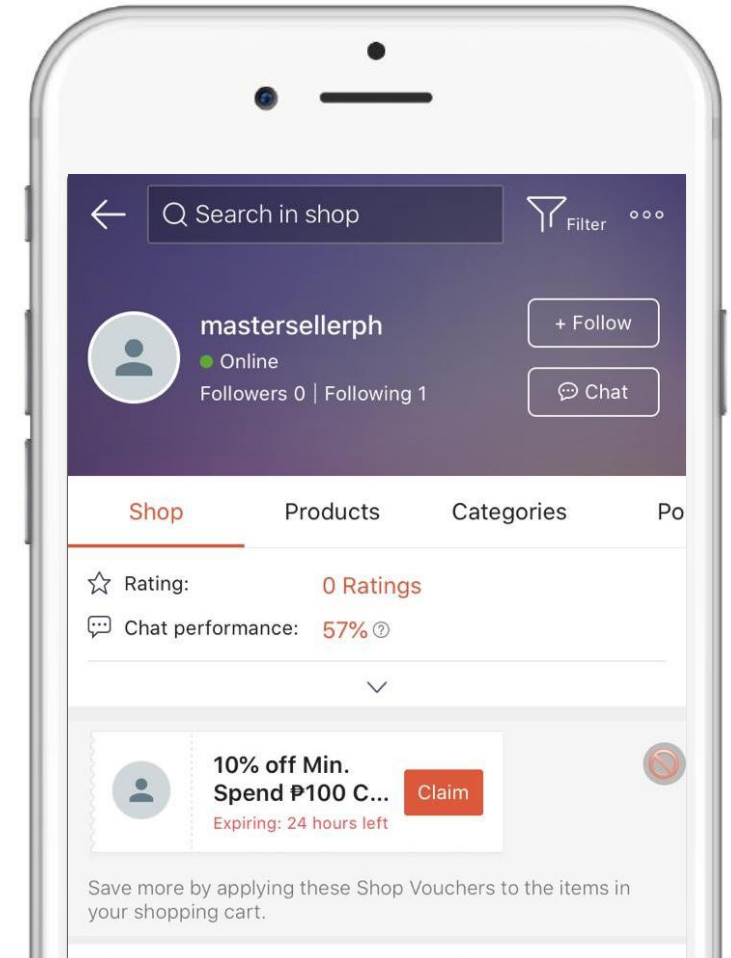
Sellers are able to easily create shop and product vouchers, straight from the Shopee App.

You have the full flexibility to choose:

- Voucher type, value and quantity
- Voucher promotion period
- Products the voucher can apply to

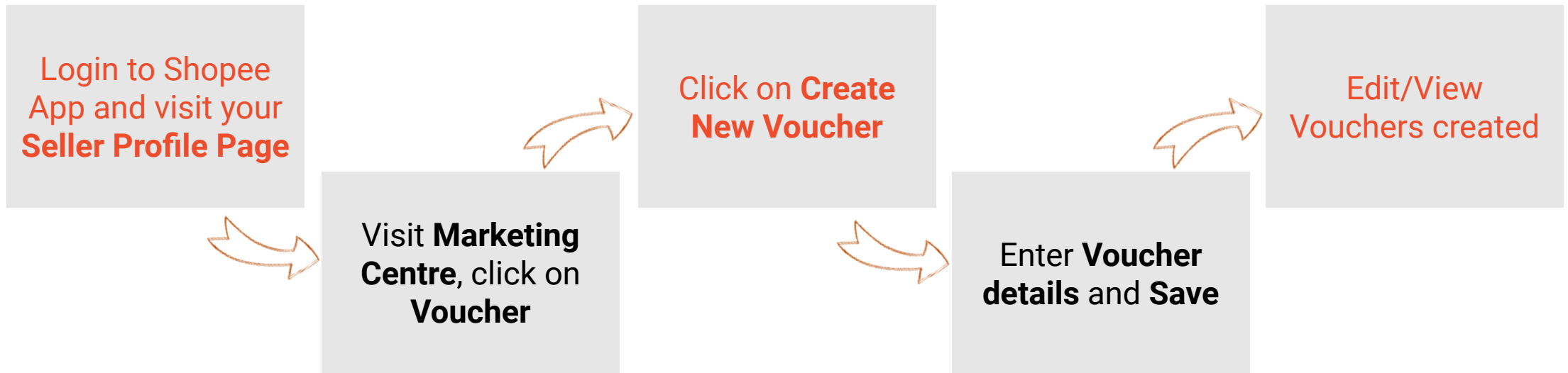
Buyers will see your vouchers when browsing your shop and products.

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

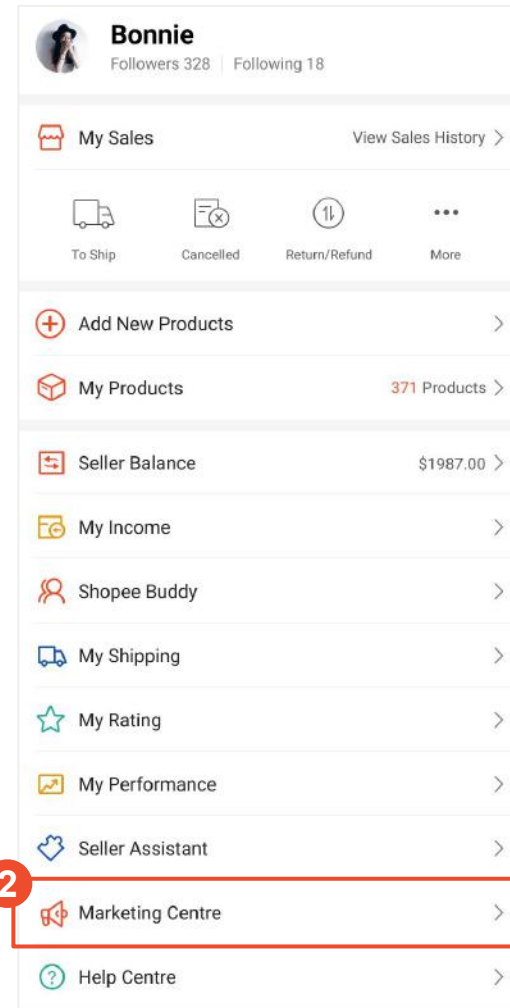
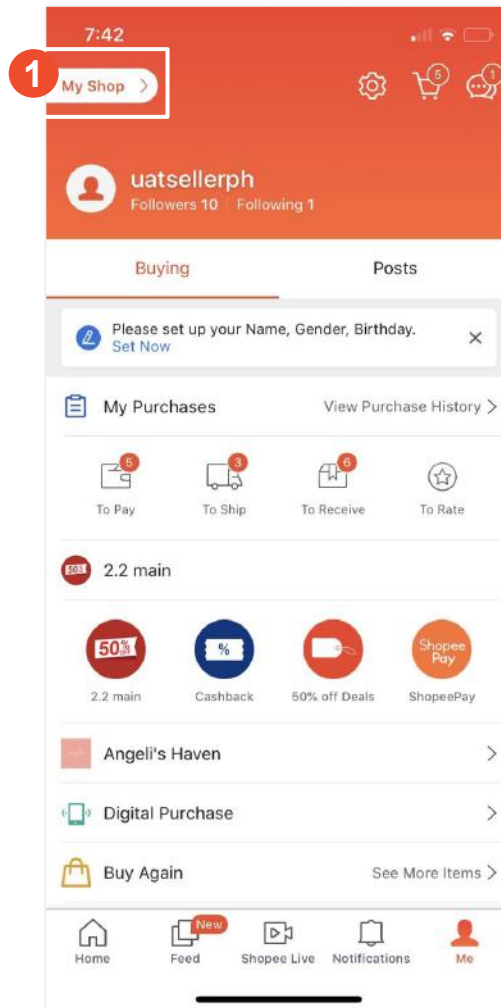


STEP-BY-STEP GUIDE

At a glance



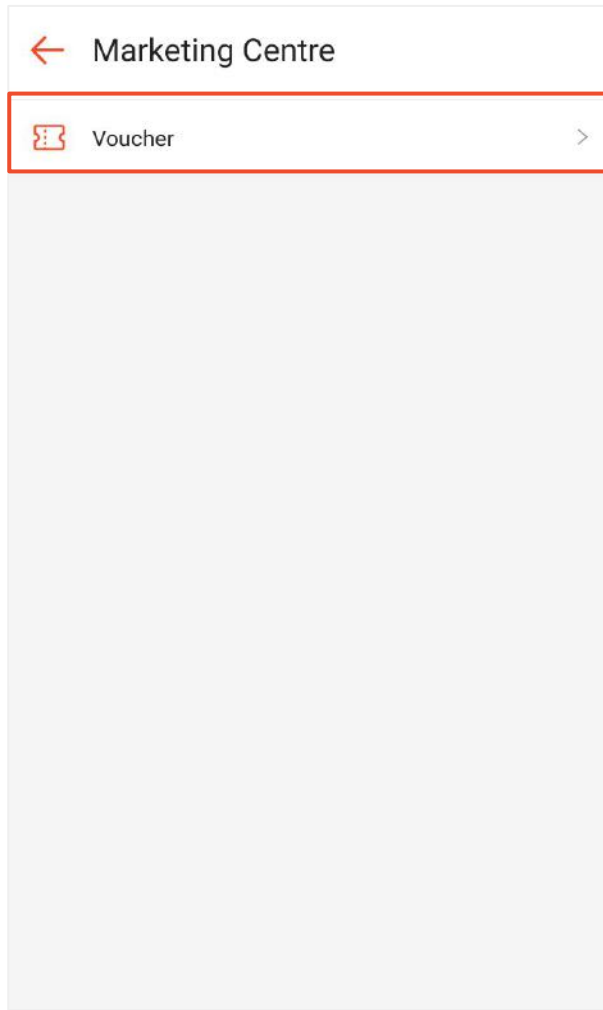
1. Enter your Seller Profile Page and click Marketing Centre



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



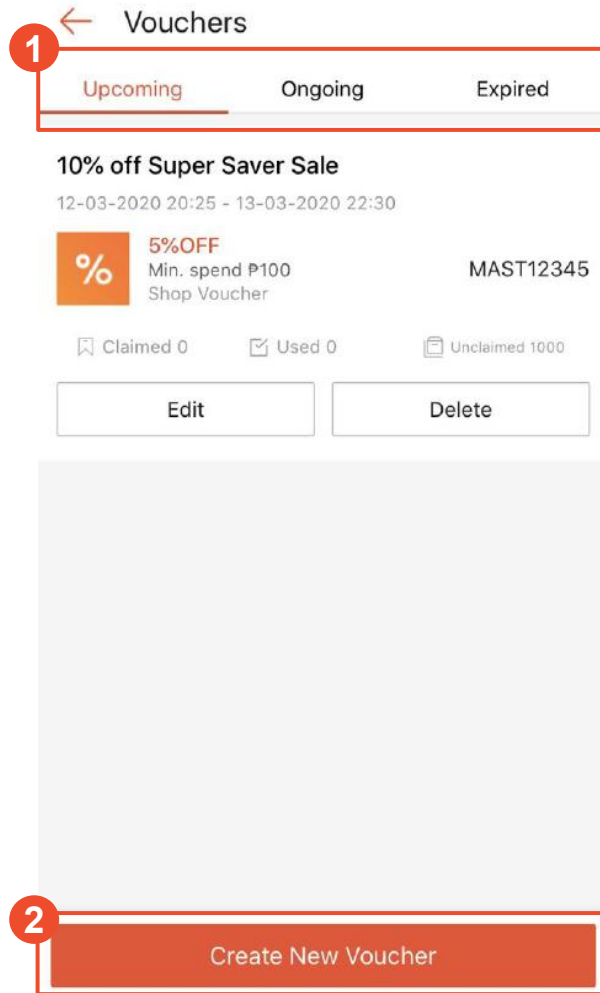
2. Click on Voucher



Click here to **view, edit or create** your Vouchers.



3. Create New Voucher

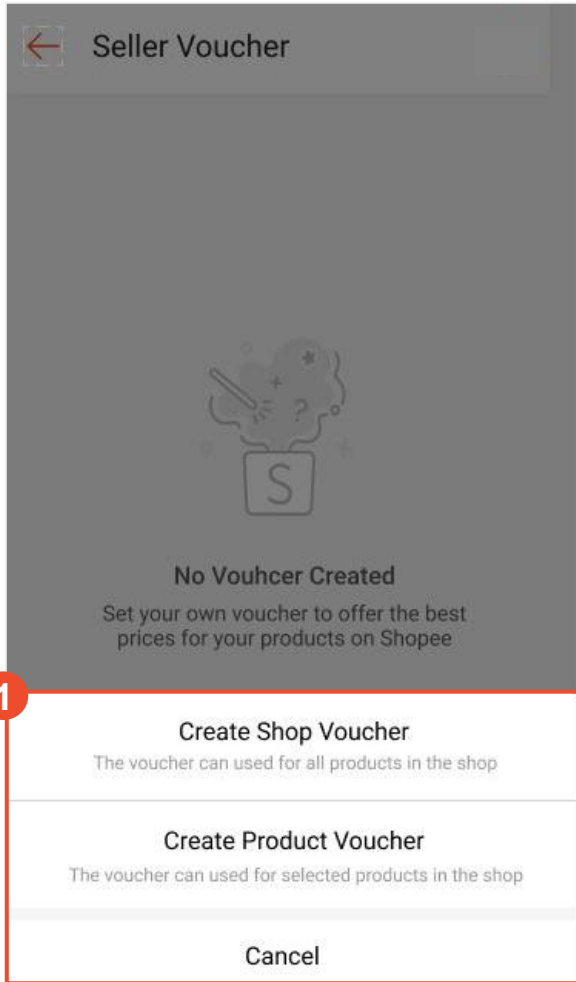


This page will show all vouchers created for your shop and products.

1. Navigate the tabs to view your Upcoming, Ongoing and Expired Vouchers.
2. Click here to **create new** Voucher.



4. Enter your Voucher Details



The 'Voucher Details' form includes the following fields and annotations:

- 1** Voucher Type: Shop Voucher >
- 2** Voucher Name: 0/100. Subtext: Voucher name not visible to buyers.
- 3** Voucher Code: MAST Max. 5 characters.
- 4** Start Date: Please set start date >
- 4** End Date: Please set end date >
- 5** Voucher Quantity: Max. number of vouchers to...
- 6** Min. Spend Required: Please set min. spend amount
- Discount Type >
- Voucher Display Settings >
- Save

- 1. Select the Voucher Type to be created**
 - Shop Voucher: Applicable shop-wide, for all products
 - Product Voucher: Applicable for selected products only
- 2. Voucher Name**

This name is not public and is for seller's reference only.
- 3. Voucher Code**

*First 4 letters will be your username by default.
You can input the last 1-5 characters of the voucher code.*
- 4. Start Date and End Date**

Maximum validity of a voucher is 3 months.
- 5. Voucher Quantity**

Total voucher quantity shoppers can claim. Claiming a voucher is different from using a voucher: shoppers may claim but not use the voucher.
- 6. Minimum Basket Price**

Minimum spend required for shopper to use the voucher.



4. Enter your Voucher Details

← Voucher Details

Voucher Type Shop Voucher >

Voucher Name 0/100
Voucher name not visible to buyers

Voucher Code MAST Max. 5 characters

Start Date Please set start date >

End Date Please set end date >

Voucher Quantity Max. number of vouchers to...

Min. Spend Required ₱ Please set min. spend amount

7 Discount Type >

Voucher Display Settings >

Save

← Discount Type

7a Discount(Fix Amount)

7b Discount(Percentage Off)

Please set the voucher discount % OFF

Maximum Discount Amount

Set Amount No Limit

₱ Please input the voucher discount amount

7c Coin Cashback

Save

7. Discount Type

a. Discount (Fixed Amount)

- Input ₱ discount value
e.g. ₱50 off voucher

b. Discount (By Percentage)

- Input % discount value
- Choose “Set Amount” to set the maximum discount price
e.g. 10% off, capped at ₱200

c. Coins Cashback

- Input % coins cashback value
- Choose “Set Amount” to set the maximum discount price
e.g. 10% coins cashback, capped at ₱200



4. Enter your Voucher Details

← Voucher Details

Voucher Type Shop Voucher >

Voucher Name 0/100

Voucher name not visible to buyers

Voucher Code MAST Max. 5 characters

Start Date Please set start date >

End Date Please set end date >

Voucher Quantity Max. number of vouchers to...

Min. Spend Required Please set min. spend amount

Discount Type >

8 Voucher Display Settings >

Save

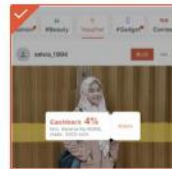
← Display Page

8a Display on basic page

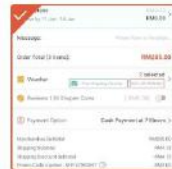
8b Display on specific page



Livestream



Feeds



Order Paid

8c Do not display

Save

8. Voucher Display Settings

where your vouchers will be shown to buyers

a. Display on All Pages

- Shop Home Page, Product Page, Shop Cart Page, Shopee Feed, Shopee Live and Order Paid Page

b. Display on Specific Channels

- Shopee Feed
- Shopee Live
- Order Paid Page (TH only)
Multiple options can be selected

c. Do not Display

- Voucher will not be shown on any pages, but you can share the voucher code with shoppers



4. Enter your Voucher Details

9 Applicable Products

9a Add Products

9b Greenday crispy peach crispy peach
crispy peach one imparisi...
₱90.999 Stock: 500

This product is out of stock

9a Greenday crispy peach crispy peach
crispy peach one imparisi...
₱5,000 Stock: 500

Greenday crispy peach crispy peach
crispy peach one imparisi...
₱5,000 Stock: 500

Greenday crispy peach crispy peach
crispy peach one imparisi...
₱5,000 Stock: 0

Greenday crispy peach crispy peach
crispy peach one imparisi...
₱5,000 Stock: 500

9c Add

10 Selected

9. Applicable Products for Product Vouchers only

- You can select eligible products for a product voucher**
 - Use the search function to find your products
 - Use the check boxes to select the products
- Products not eligible for selection will be greyed out**
 - Hover over the “i” icon to view error message
- After selecting products, click “Add” to confirm products**
 - “Add” button will turn orange after at least 1 product is selected



5. Save to create your Voucher

← Voucher Info

Voucher type >

Voucher Name 0/100
Type your discount name here

Voucher Code HSTE5 characters maximum

Start Date >

End Date >

Voucher Quantity Number of vouchers for claim

Minimum Basket Price Rp

Reward Type >

Display Page >

Applicable Products >

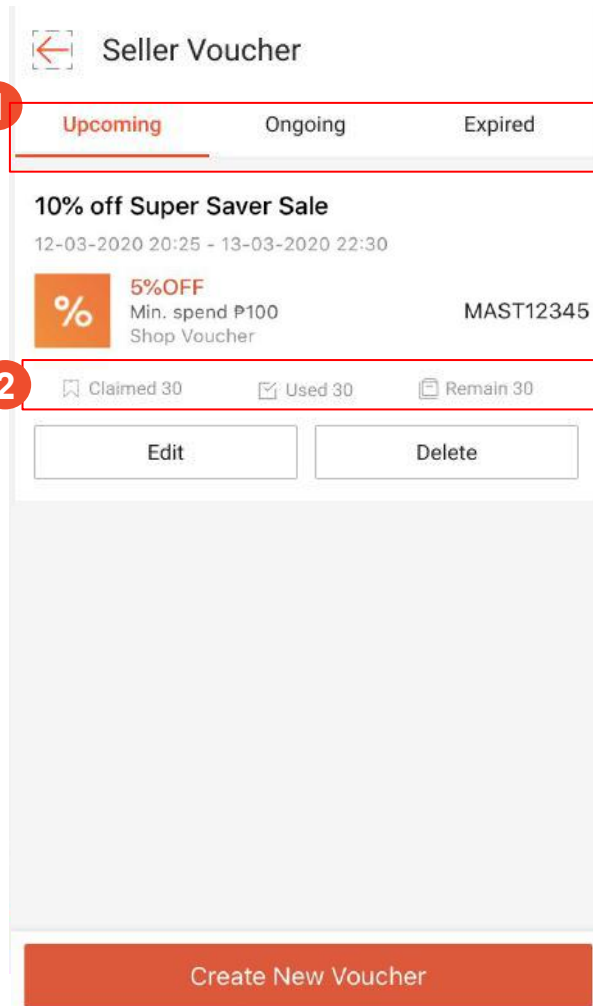
Save

Click **“Save”** to save your voucher details and create your voucher

- You can only click **“Save”** after you have input all the required information



6. You're all done



Once you have created your Voucher, you can view it under the main Seller Voucher Page.

1. Click on the “Ongoing”, “Upcoming” and “Expired” tabs to view vouchers in the respective tabs
2. You can view the number of times a voucher has been claimed, used and how many are unclaimed



6. Editing your Vouchers

The image displays three screenshots of the 'Seller Voucher' interface, illustrating the actions available for different voucher statuses. Each screenshot shows two vouchers: a '10% off Super Saver Sale' (orange label) and a 'Black Friday Voucher' (blue label).

- Upcoming:** The 'View' button is highlighted with a red circle and the number 4.
- Ongoing:** The 'Edit' button (1) and 'Ended' button (3) are highlighted with red circles and numbers.
- Expired:** The 'View' button is highlighted with a red circle and the number 4.

At the bottom of each screenshot is a red button labeled 'Create New Voucher'.

1. You can edit voucher details for **Ongoing or Upcoming** vouchers
 - Click **“Edit”**
2. You can only delete **Upcoming** vouchers
 - Click **“Delete”**
3. You can only end **Ongoing** vouchers
 - Click **“End”**
4. Vouchers that have **Expired**, or are **Shopee Created** (blue label) or **Follow Prize** (orange label) cannot be edited



FREQUENTLY ASKED QUESTIONS

FAQ: Creating and adding products into Vouchers

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

Q: Why can't I add some products to be applicable for my voucher in the Product Selector?

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

Q: Can I reuse a voucher code that I have created previously?

A: You can reuse a voucher code 30 days after the voucher end date.



FAQ: Editing the Voucher period

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

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

- Ongoing: the end time can only be extended to a later timing.
- Upcoming: the start time can only be extended to an earlier timing and the end time can be adjusted earlier or later.

Vouchers that have Expired or are Shopee-created or Follow-shop cannot be edited.



FAQ: Tracking Voucher Usage

Q: How do I track my voucher usage?

- A: You can track voucher usage easily on Shopee App > Marketing Centre > Voucher. You will be able to view:
- Number of vouchers claimed (how many vouchers buyers have collected)
 - Number of vouchers used (how many vouchers buyers have used with their orders)
 - Number of vouchers unclaimed (how many vouchers are left for buyers to claim)

Alternatively, you can also login to Shopee Seller Centre (Web) > My Vouchers > Details, to view orders and access a full data dashboard on your vouchers.



FAQ: Voucher Claim, Usage, and Cost

Q: How does voucher claim and usage work?

A: Shoppers can view your Vouchers in your shop and click on 'claim', then use the claimed voucher at checkout.

Shoppers can only claim and use each voucher once.

Once a voucher is fully claimed, the voucher will no longer be displayed to shoppers.

Q: Can shoppers use my shop vouchers if they have not claimed the voucher from my shop before?

A: Yes, shoppers can manually enter the voucher code in their shopping cart without clicking to claim the voucher.

Q: How will I be charged for the cost of these vouchers?

A: The total value of the vouchers used will be deducted from your escrow amount in your Seller Centre order statement.



FAQ: Coin Cashback Vouchers

Q: What happens when a shopper returns item(s) purchased after applying the Coin Cashback Voucher?

A: If a shopper returns a full order after applying a Coin Cashback voucher, the coins earned from the voucher will be deducted from the shopper's account and you will be reimbursed.

If you are contacted by shoppers who have issues with coin cashback, please inform shoppers to contact Shopee.



Thank you

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

<https://seller.shopee.ph/help/start>



Shopee

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