SELLER VOUCHER USER GUIDE

FOR SHOPEE APP

SELLER EDUCATION HUB

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INTRODUCTION TO SELLER VOUCHER

What is Seller Voucher?

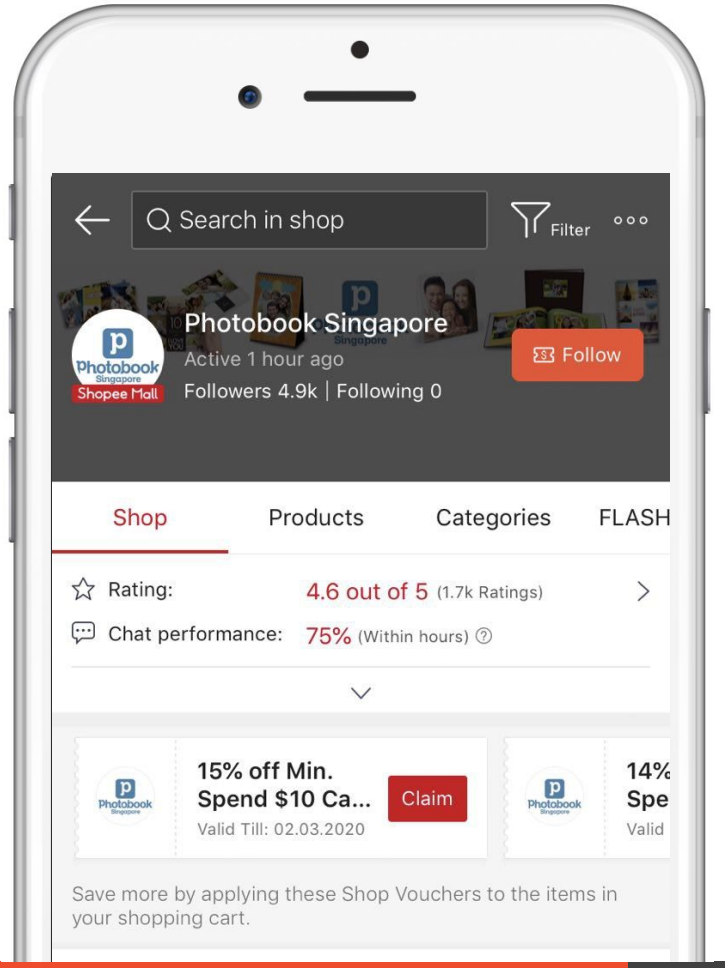
Sellers are able to easily create shop and product vouchers, straight from the Shopee App.

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.**

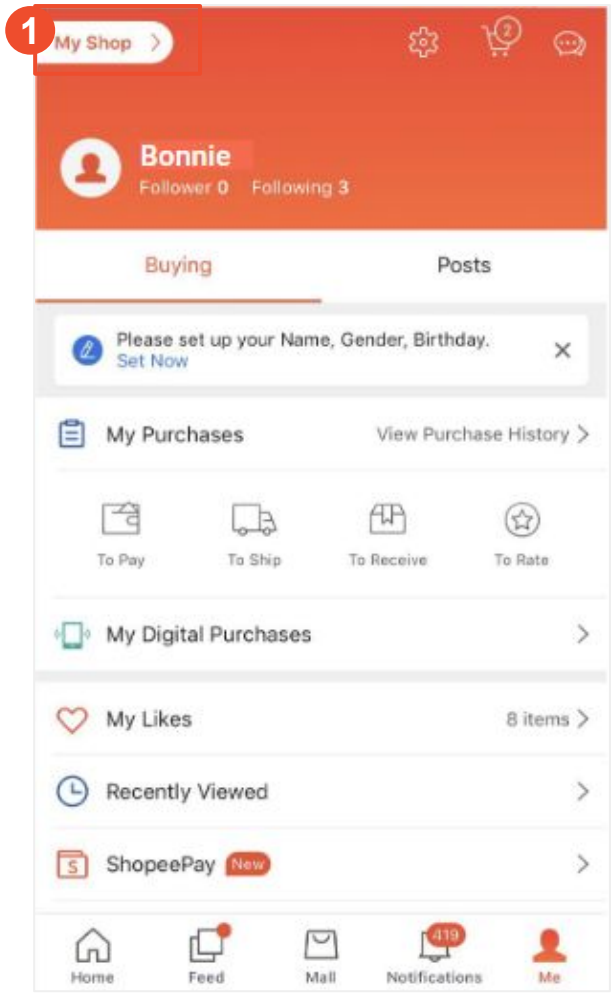


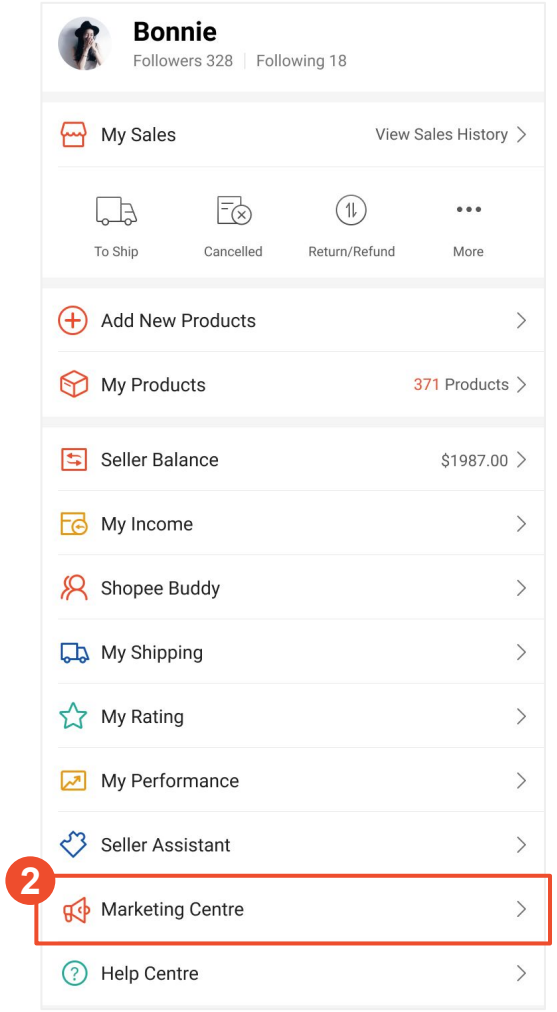
STEP-BY-STEP GUIDE

At a glance


Login to Shopee App and visit your **Seller Profile Page**
Visit **Marketing Centre**, click on **Voucher**
Click on **Create New Voucher**
Enter **Voucher details** and **Save**
Edit/View Vouchers created

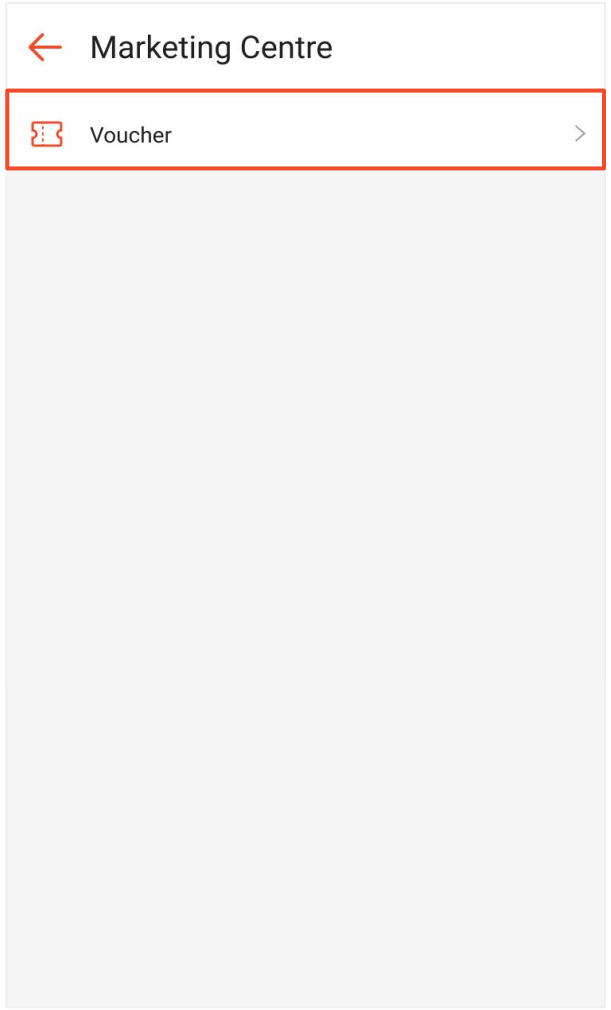
1. Enter your Seller Profile Page and click Marketing Centre





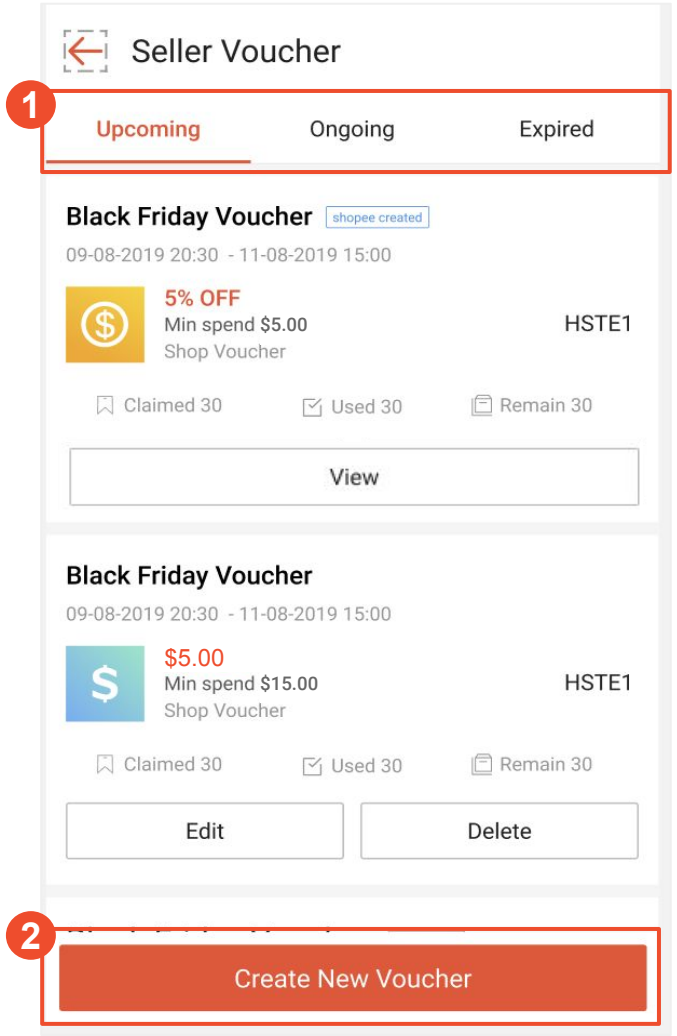
1. Click on **My Shop** in your Shopee Profile Page
2. Click on **Marketing Centre** in your Seller Profile Page.

2. Click on Voucher



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

3. Create New Voucher

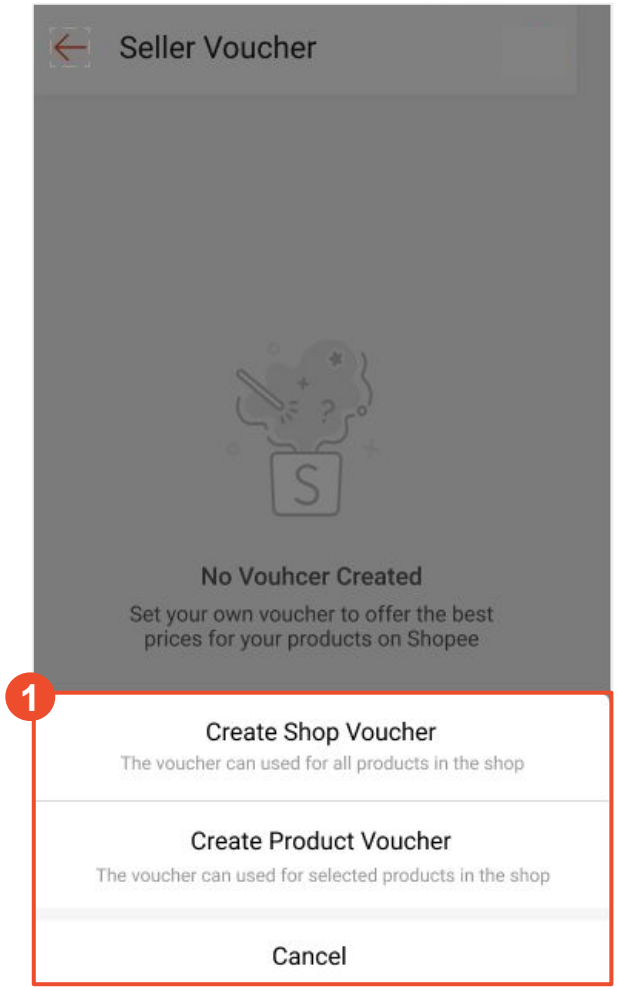


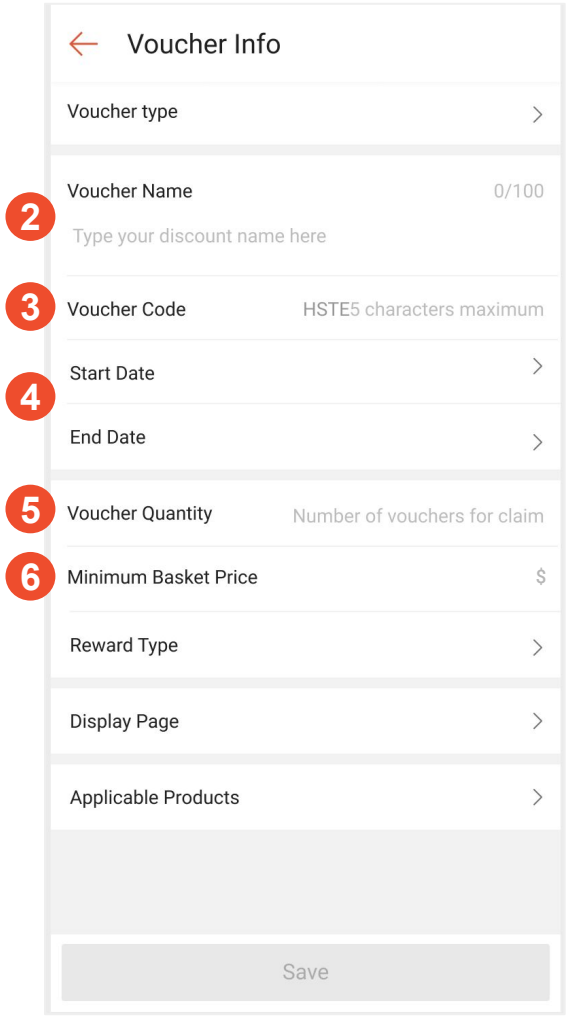
This page will show all vouchers created for your shop and products.

1. Navigate the tabs to view your Upcoming, Ongoing and Expired Vouchers.

2. Click here to **create new** Voucher.

4. Enter your Voucher Details





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.

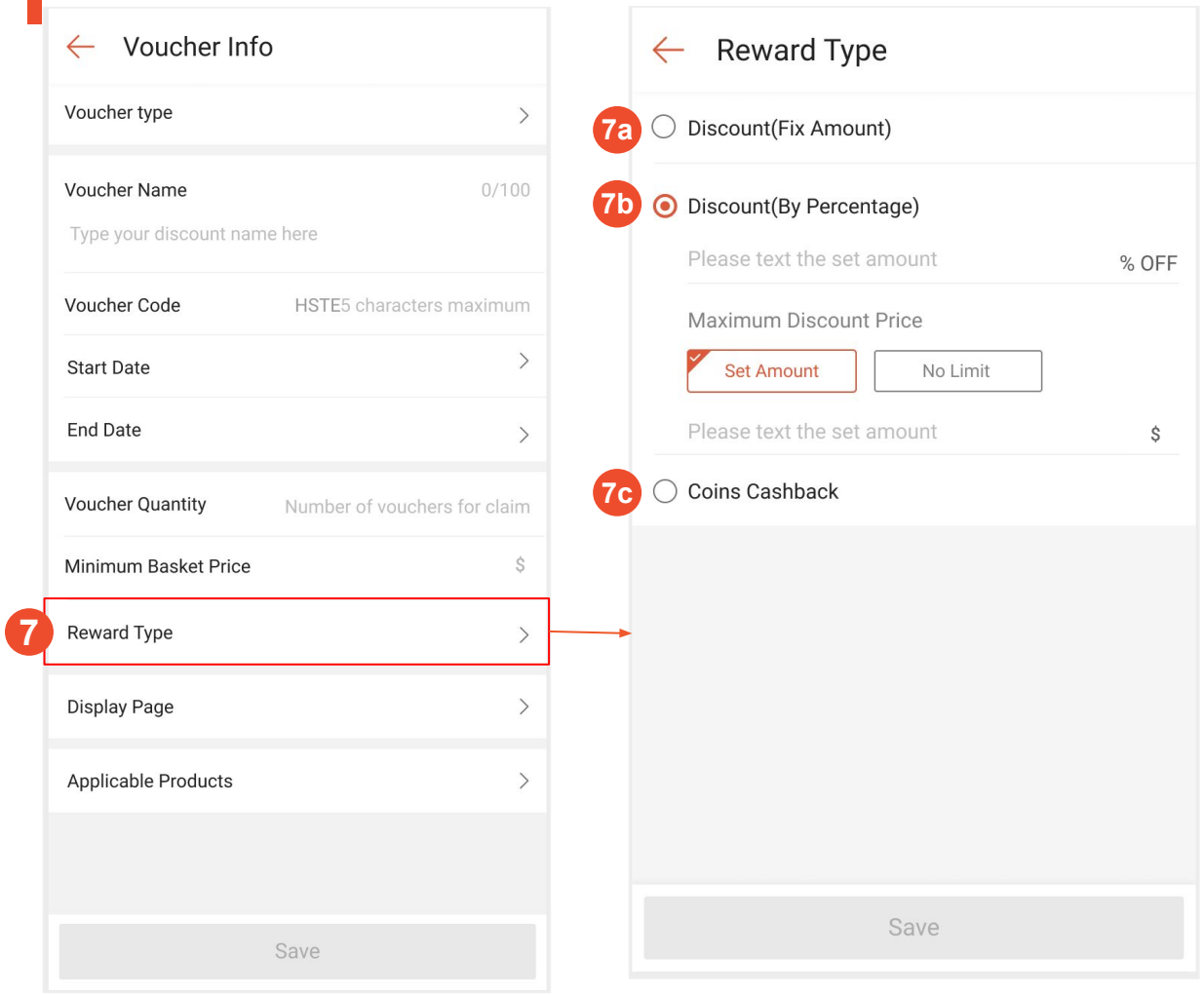
3. **Voucher Code**
   First 4 letters will be your username by default.
   You can input the last 1-5 characters of the voucher code.

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



7. Discount Type

a. Discount (Fixed Amount)

- Input $ discount value
  e.g. $5 off voucher

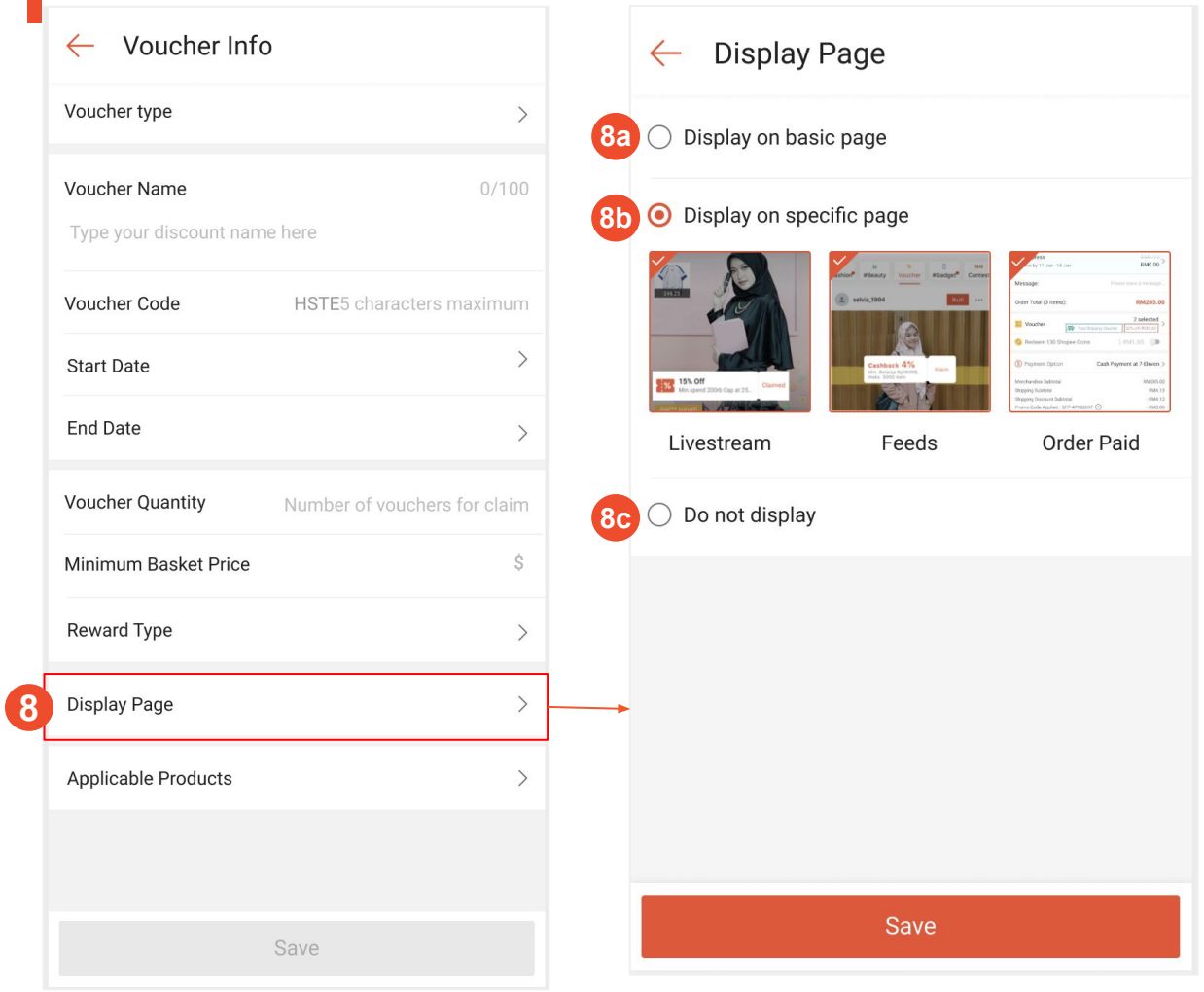
b. Discount (By Percentage)

- Input % discount value
- Choose “Set Amount” to set the maximum discount price
  e.g. 10% off, capped at $20

c. Coins Cashback

- Input % coins cashback value
- Choose “Set Amount” to set the maximum discount price
  e.g. 10% coins cashback, capped at $20

4. Enter your Voucher Details



8. Voucher Display

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

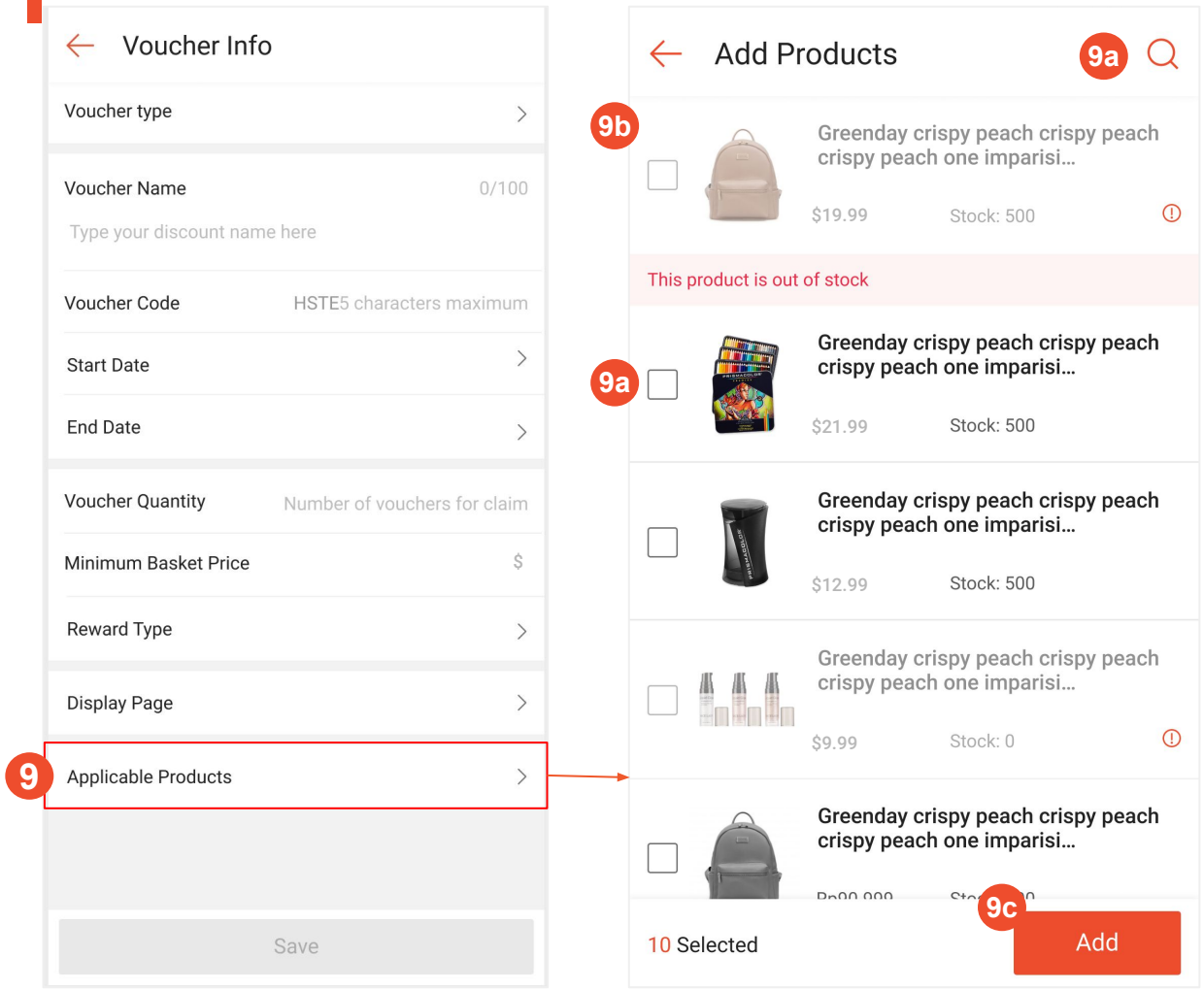
- Shopee Feed
- Shopee Live

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

for Product Vouchers only

a. 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

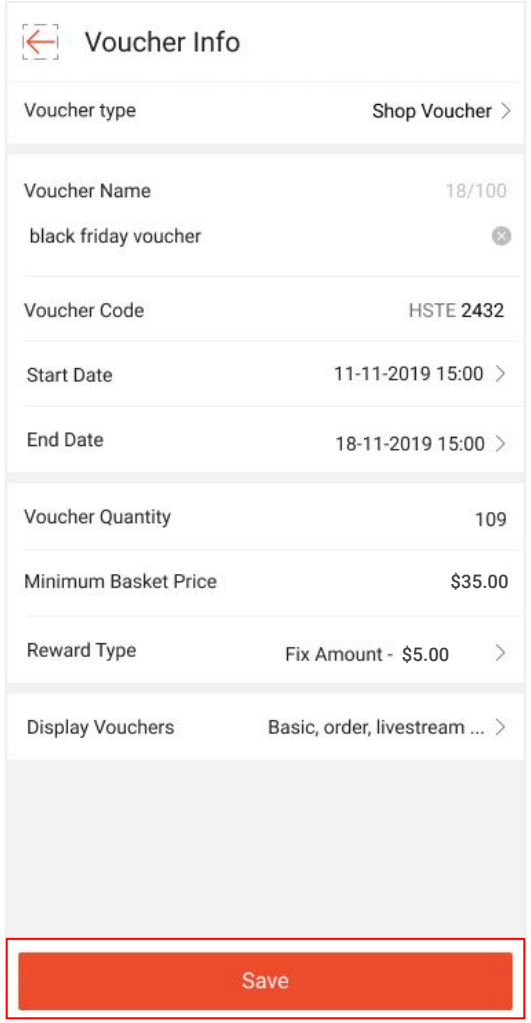
b. Products not eligible for selection will be greyed out

- Hover over the “i” icon to view error message

c. After selecting products, click “Add” to confirm products

- “Add” button will turn orange after at least 1 product is selected

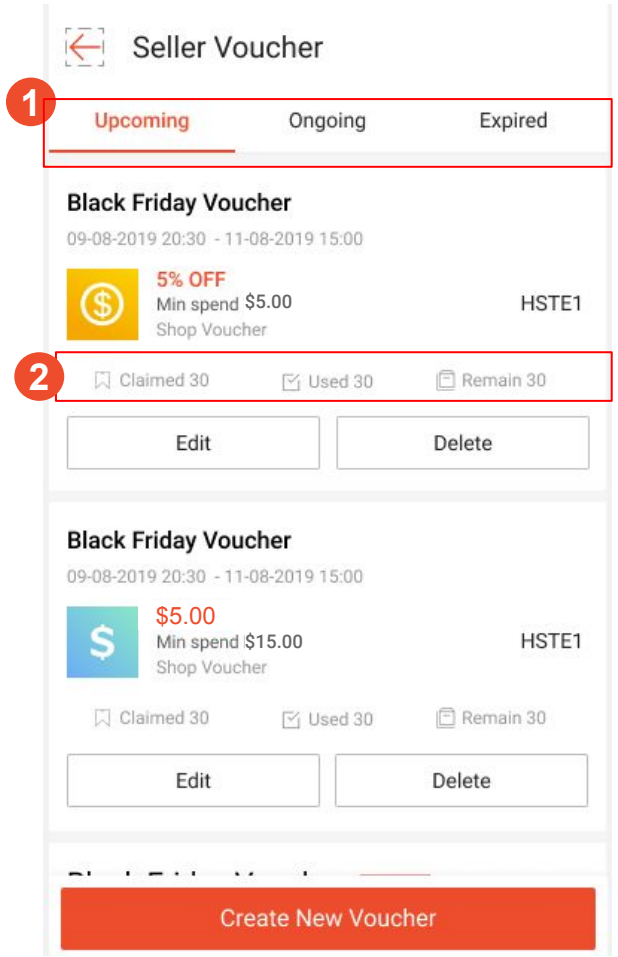
5. Save to create your Voucher



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

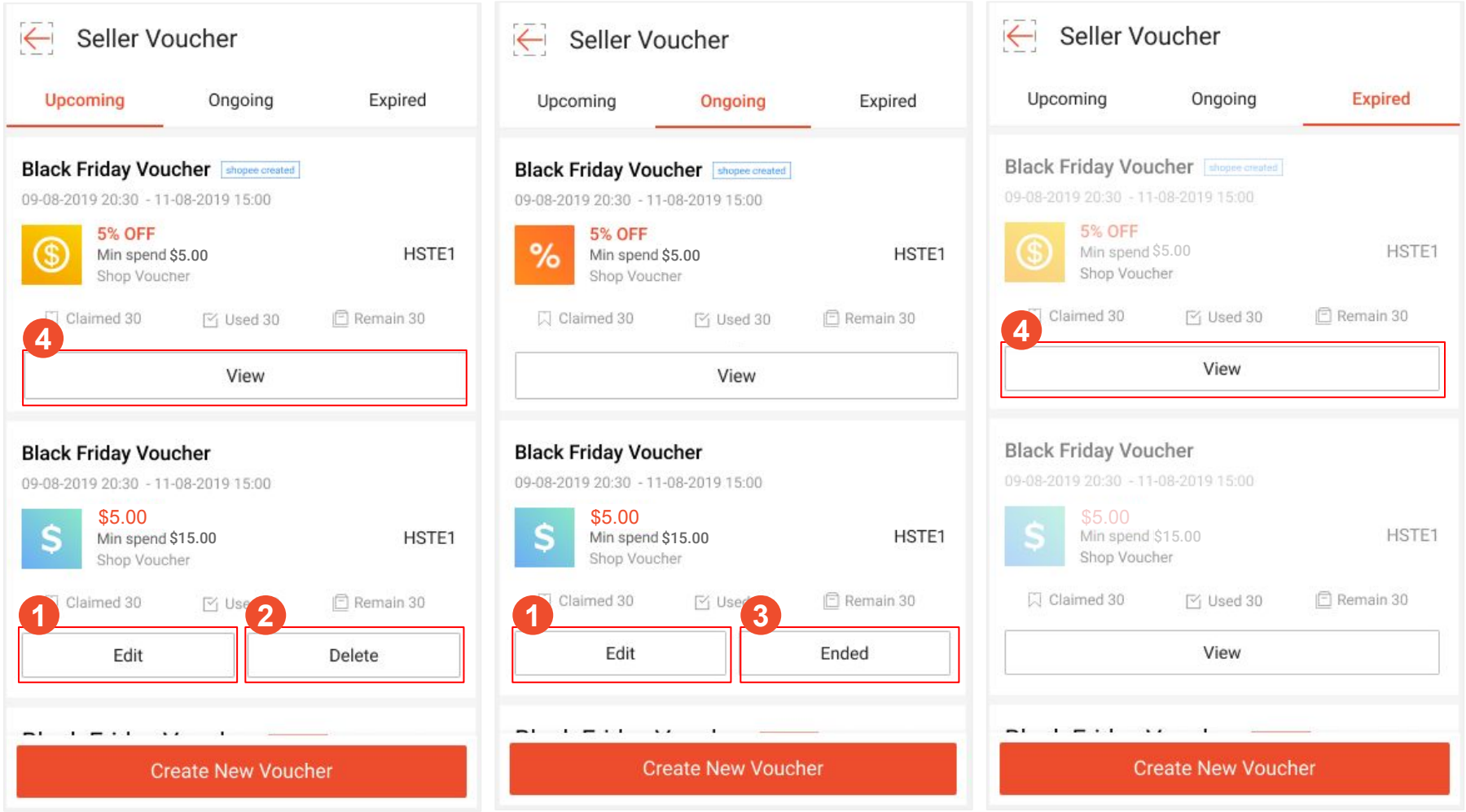


Once you have created your Voucher, you can view it under the main Seller Voucher Page.

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



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 be edited earlier or later but the end time can only be adjusted to a later timing.

The following vouchers **cannot** be edited:

1. Expired
2. Shopee-created
3. Follow-shop

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.sg/edu

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