



MY DISCOUNT PROMOTIONS

User Guide 1.0

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What is My Discount Promotions?

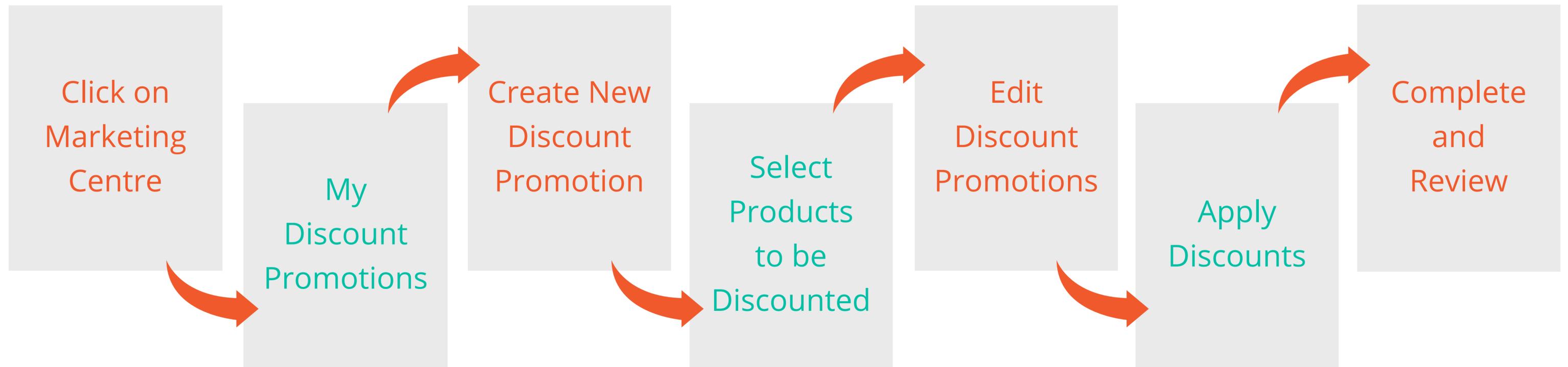
Looking to price your items competitively on Shopee? Give your customers the best deals with our new **My Discount Promotions** feature!

My Discount Promotions allows you to set your own custom discounts for a selected period of time for any product.

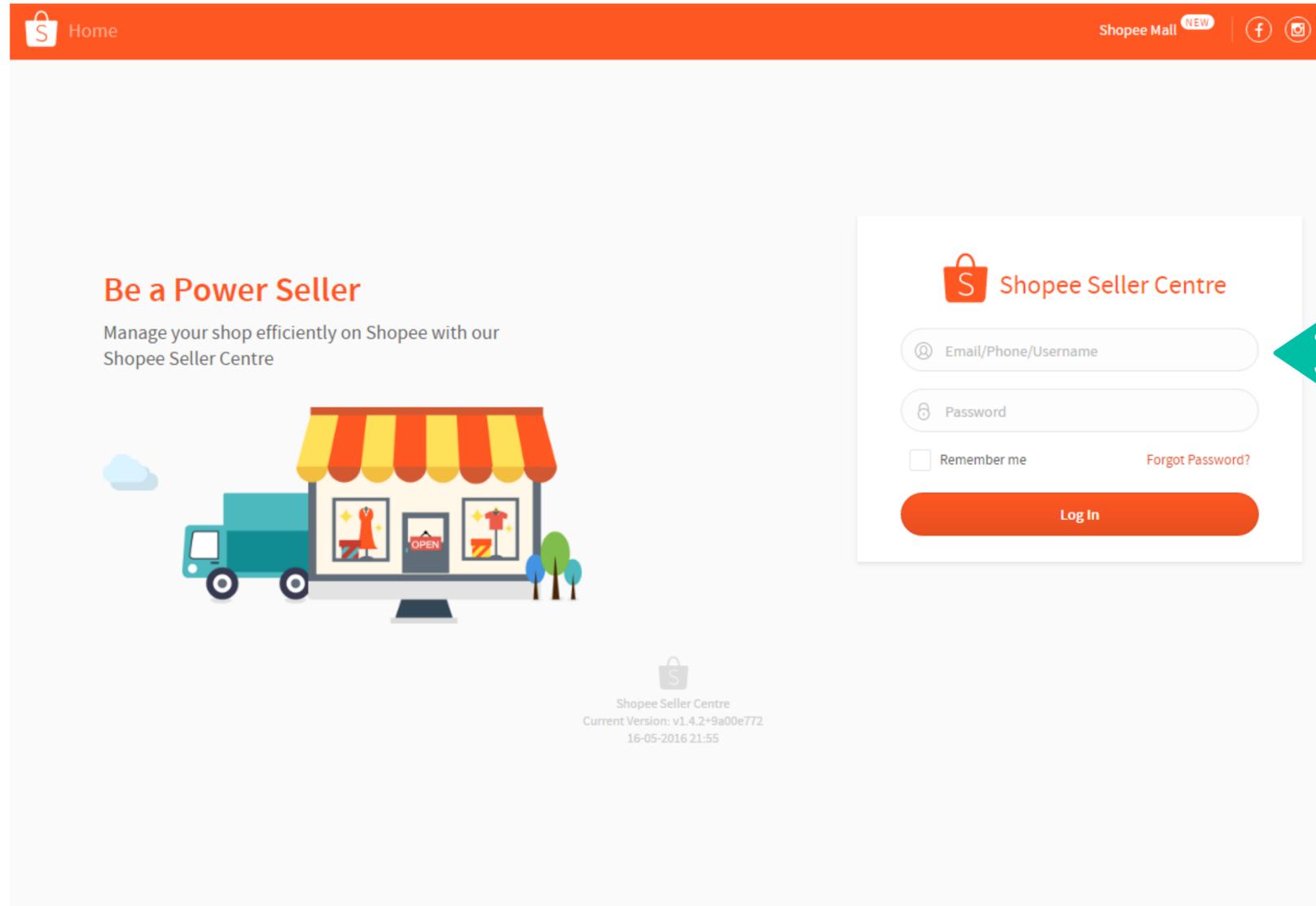
Follow the instructions below and start creating your own discount tags now!



At a Glance



1 Login to Shopee Seller Centre



Login to **Shopee Seller Centre** with your Username and Password.



2

Go to 'Marketing Centre'

Welcome to Shopee Seller Centre

Manage your shop with ease. Designed for you to seamlessly organize products, track orders, manage customers & measure shop performance - all in one go.



My Products



My Shop Categories



My Sales



Marketing Centre



My Income



My Wallet



Shop Settings

Click on **Marketing Centre**.



3 My Discount Promotions

Seller Marketing Centre

My Discount Promotions [+ Add My Discount Promotion](#)

1 My Discount Promotions

Upcoming Ongoing Expired

| Event Name | Products | From | To | Actions |
|--|----------------|------------------|------------------|---------|
| Limited Time Offer! Upcoming Start in a day | No product yet | 12-10-2016 12:00 | 16-10-2016 12:00 | Details |

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Seller Marketing Centre

My Discount Promotions [+ Add My Discount Promotion](#)

Upcoming Ongoing Expired

| Event Name | Products | From | To | Actions |
|--|----------------|------------------|------------------|---------|
| Limited Time Offer! Upcoming Start in a day | No product yet | 12-10-2016 12:00 | 16-10-2016 12:00 | Details |

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1) Click and select the **My Discount Promotions** tab.

2) If there are no ongoing My Discount Promotions, click on **Add My Discount Promotion** to add one.



4 Create New Discount Promotion

← Create New Discount Promotion
Fill in promotion details and set product prices to create new discount promotion

Promotion Details

1 Promotion Name

2 Promotion Period 11-10-2016 11:15 — 11-10-2016 11:15

Save & Continue

1) Start by filling in an appropriate **Promotion Name**.

- Example: Limited Time Sale, Flash Sale

2) Next, select a **Promotion Period**.

- Promotion Period needs to start at least 24 hours from your current time.
- You may set your Promotion Period to end anytime.

3 Once you have set your Promotion Period, you may choose to shorten it. However, you will not be able to extend it. Please check before you continue.

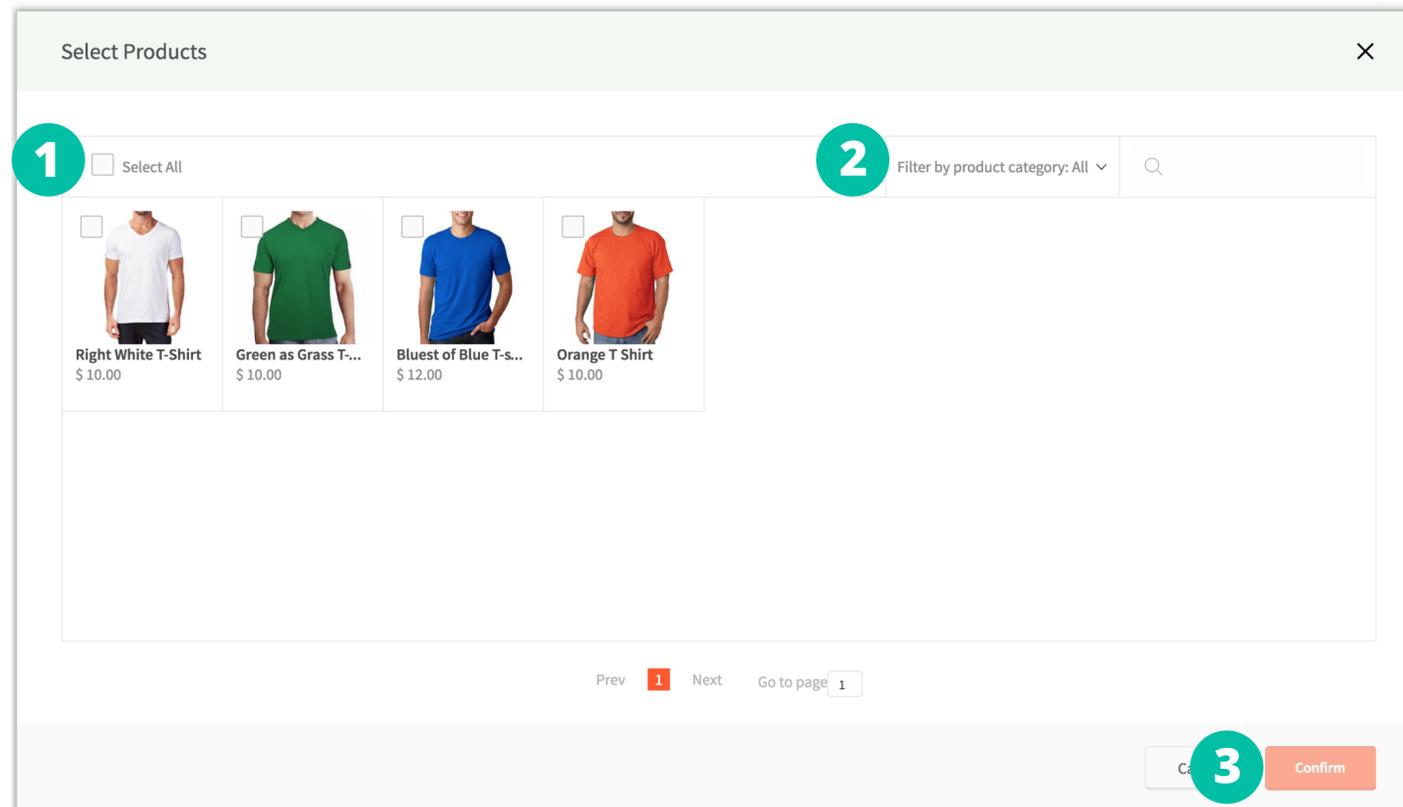
Discard Confirm

3) *Note:*

*Once you have set your **Promotion Period**, you may choose to shorten it at a later date. However, you will not be able to extend it. Please check your **Promotion Period** before clicking on **Confirm** to continue.*



5 Edit Discount Promotion



- 1) Choose which products to discount. You may click on **Select All** to select all products or pick products individually by clicking on their respective checkboxes.
- 2) If you are looking for a specific product to discount, you may use the search bar or filter your products by category.
- 3) Click on **Confirm** to proceed.



6 Edit Discount Promotion

← Edit Discount Promotion
Fill in promotion details and set product prices to edit discount promotion

Promotion Details

Promotion Name: Best Seller Deals - up to 50% Discount!

Promotion Period: 12-10-2016 12:00 — 19-10-2016 12:00 [Submit](#) [Cancel](#)

① Promotion period can only be shortened.

Entitled Products 0 products entitled in this promotion [1 Edit Product](#)

| | Product Name | Variation | Original Price | Discounted Price | | Purchase Limit |
|---|--|-----------|----------------|------------------|--------|----------------|
| 1 |  Right White T-Shirt | | \$ 10.00 | \$ 10.00 | 0% OFF | 0 |
| 2 |  Green as Grass T-Shirt | Small | \$ 10.00 | \$ 10.00 | 0% OFF | 0 |
| | | Medium | \$ 10.00 | \$ 10.00 | 0% OFF | |
| | | Large | \$ 10.00 | \$ 10.00 | 0% OFF | |
| 3 |  Bluest of Blue T-shirt | Small | \$ 12.00 | \$ 12.00 | 0% OFF | 0 |
| | | Medium | \$ 12.00 | \$ 12.00 | 0% OFF | |
| | | Large | \$ 12.00 | \$ 12.00 | 0% OFF | |

On this page, you'll be able to view your promotion details.

1) To enter your discount, click on **Edit Product**.



7

Applying Discounts to Multiple Products

Entitled Products 0 products entitled in this promotion

+ Add Products 5 Done

Batch setting 1 2 3 4

Set discount at % OFF, Purchase limit (per customer) at

Update All Products Update Selected Products

| <input type="checkbox"/> | Product Name | Variation | Original Price | Discounted Price | Discount | Purchase Limit | Action |
|-------------------------------------|--|---|----------------|---------------------------------------|---|--------------------------------|---|
| <input type="checkbox"/> |  Right White T-Shirt | | \$ 10.00 | <input type="text" value="\$ 10.00"/> | or <input type="text" value="0"/> % OFF | <input type="text" value="0"/> |  |
| <input type="checkbox"/> |  Green as Grass T-Shirt | <input checked="" type="checkbox"/> Small | \$ 10.00 | <input type="text" value="\$ 10.00"/> | or <input type="text" value="0"/> % OFF | <input type="text" value="0"/> |  |
| <input checked="" type="checkbox"/> | | Medium | \$ 10.00 | <input type="text" value="\$ 10.00"/> | or <input type="text" value="0"/> % OFF | | |
| <input checked="" type="checkbox"/> | | Large | \$ 10.00 | <input type="text" value="\$ 10.00"/> | or <input type="text" value="0"/> % OFF | | |
| <input type="checkbox"/> |  Bluest of Blue T-shirt | <input checked="" type="checkbox"/> Small | \$ 12.00 | <input type="text" value="\$ 12.00"/> | or <input type="text" value="0"/> % OFF | <input type="text" value="0"/> |  |
| <input checked="" type="checkbox"/> | | Medium | \$ 12.00 | <input type="text" value="\$ 12.00"/> | or <input type="text" value="0"/> % OFF | | |
| <input checked="" type="checkbox"/> | | Large | \$ 12.00 | <input type="text" value="\$ 12.00"/> | or <input type="text" value="0"/> % OFF | | |
| <input type="checkbox"/> |  Orange T Shirt | <input checked="" type="checkbox"/> Small | \$ 10.00 | <input type="text" value="\$ 10.00"/> | or <input type="text" value="0"/> % OFF | <input type="text" value="0"/> |  |
| <input checked="" type="checkbox"/> | | Medium | \$ 10.00 | <input type="text" value="\$ 10.00"/> | or <input type="text" value="0"/> % OFF | | |

- 1) To set a discount across multiple products, first input the desired discount rate here.
- 2) Next, set the desired Purchase Limit for each buyer. This limits the purchase quantity for products under promotion.
- 3) To apply the discount for all products, simply click on **Update All Products**.
- 4) To apply the discount for selected products, first choose your products by clicking on their respective checkboxes, then click on **Update Selected Products**.
- 5) Once finished, click on **Done**.



8 Applying Tailored Discounts to Specific Products

Entitled Products 0 products entitled in this promotion + Add Products Done

Batch setting

Set discount at 20 % OFF , Purchase limit (per customer) at 1 Update All Products Update Selected Products

| <input type="checkbox"/> | Product Name | Variation | Original Price | Discounted Price | Discount | Purchase Limit | Action |
|--------------------------|--|--|----------------|---------------------|----------|---|--------|
| <input type="checkbox"/> |  Right White T-Shirt | | \$ 10.00 | \$ 8.00 or 20 % OFF | 1 |  | |
| <input type="checkbox"/> |  Green as Grass T-Shirt | <input checked="" type="checkbox"/> Small | \$ 10.00 | \$ 7.00 or 30 % OFF | 1 |  | |
| | | <input checked="" type="checkbox"/> Medium | \$ 10.00 | \$ 8.00 or 20 % OFF | | | |
| | | <input checked="" type="checkbox"/> Large | \$ 10.00 | \$ 9.00 or 10 % OFF | | | |
| <input type="checkbox"/> |  Bluest of Blue T-shirt | <input checked="" type="checkbox"/> Small | \$ 12.00 | \$ 9.60 or 20 % OFF | 1 |  | |
| | | <input checked="" type="checkbox"/> Medium | \$ 12.00 | \$ 9.60 or 20 % OFF | | | |
| | | <input checked="" type="checkbox"/> Large | \$ 12.00 | \$ 9.60 or 20 % OFF | | | |
| <input type="checkbox"/> |  Orange T Shirt | <input checked="" type="checkbox"/> Small | \$ 10.00 | \$ 8.00 or 20 % OFF | 1 |  | |
| | | <input checked="" type="checkbox"/> Medium | \$ 10.00 | \$ 8.00 or 20 % OFF | | | |
| | | <input checked="" type="checkbox"/> Large | \$ 10.00 | \$ 8.00 or 20 % OFF | | | |

1) To tailor discounts for specific products or variations, you may edit the product's Discounted Price or Discount % value.

2) Next, set the desired Purchase Limit for each buyer.

3) If you wish to remove the product from the Promotion Period, click on the **Bin** icon.

4) Once finished, click on **Done**.



1

← Best Seller Deals - up to 50% Discount! Delete Promotion

Upcoming Start in 2 days

Type Discount

Event Period 12-10-2016 12:00 - 19-10-2016 12:00 Edit Promotion

Seller Marketing Centre

My Campaigns My Discount Promotions + Add My Discount Promotion

2 Upcoming Ongoing Expired

| Event Name | Products | From | To | Actions |
|---|----------------|------------------|------------------|---------|
| Best Seller Deals - up to 50% Discount! Upcoming Start in 2 days | | 12-10-2016 12:00 | 19-10-2016 12:00 | Details |
| Limited Time Offer! Upcoming Start in 2 days | No product yet | 12-10-2016 12:00 | 16-10-2016 12:00 | Details |

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1) Hit the back button, and you'll be brought back to the main menu.

2) You can then check between your Upcoming, Ongoing, and Expired Promotions.

- Your Promotion Event will now be displayed under Upcoming Promotions.
- Add as many more Promotion Events as you wish!



9 Complete and Review



Once the Promotion Period has begun, your discounts will be shown on your relevant product listings.



FAQ

Q: Will Promotion Names for My Discount Promotions be displayed to buyers?

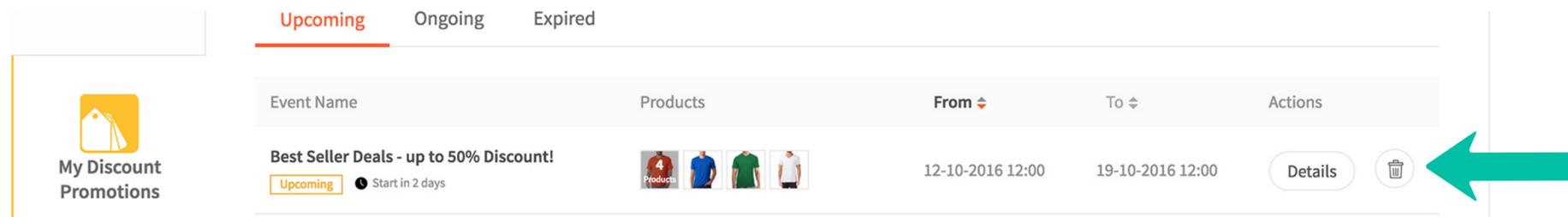
A: No, Promotion Names are for your own internal reference only and will not be displayed publicly.

Q: Why can't I extend my Promotion Period for My Discount Promotions?

A: Your Promotion Period cannot be extended due to potential discount clashes with other promotions that you may have scheduled with the same products.

Q: How do I end an ongoing My Discount Promotion before the promotion's end date?

A: Simply click on the Bin icon next to the promotion that you wish to end.



The screenshot shows the 'My Discount Promotions' interface. On the left is a sidebar with the 'My Discount Promotions' logo. The main area has three tabs: 'Upcoming' (selected), 'Ongoing', and 'Expired'. Below the tabs is a table with the following columns: 'Event Name', 'Products', 'From', 'To', and 'Actions'. The table contains one row for a promotion named 'Best Seller Deals - up to 50% Discount!'. The 'From' date is '12-10-2016 12:00' and the 'To' date is '19-10-2016 12:00'. The 'Actions' column contains a 'Details' button and a bin icon. A green arrow points to the bin icon.

| Event Name | Products | From | To | Actions |
|---|---|------------------|------------------|---|
| Best Seller Deals - up to 50% Discount! Upcoming Start in 2 days |  | 12-10-2016 12:00 | 19-10-2016 12:00 | Details  |



FAQ

Q: What is Purchase Limit and why should I use it?

A: Purchase Limit is the maximum quantity of a product that one buyer can purchase from a particular promotion. This helps prevent a single buyer from snapping up all your best deals before other buyers get a chance to purchase.

Q: How many My Discount Promotions can I create?

A: As long as you are prepared to handle the spike in orders, you can create as many promotions as you desire.

Q: What is the maximum number of products I can add to one promotion?

A: There is no limit to the number of products you can discount in one promotion.





THANK YOU