Introduction of Coded Coupon function and usage

Introduction of Coded Coupon function and usage

1. Function Introduction
2. How to use it

1. Function Introduction
Coded Coupon is a special offer code that buyer can use upon checkout to get certain discount from seller.

The discounts are based on the order size or the amount spent by a buyer. The discount function can separate as four categories ? Spend/Quantity/Buy one, get one/No minimum purchase

'Spend' is a type of cashback promotion. It includes the following three situations ?1) Buy a specific amount and get a specific amount reduction; 2) Buy a specific amount and get a specific percentage discount; 3) If you buy a specific amount, and attain the particular level, you can receive a specific amount reduction

'Quantity' is another type of cashback promotion. It includes the following three situations ?1) Buy a specific quantity and get a specific amount reduction ; 2) Buy a specific quantity and get a specific percentage discount ; 3) If you buy a specific quantity, and attain the particular level, you can receive a specific amount reduction

'Buy one, get one' is a type of discount. It includes the following four situations ?1) Buy one get one free; 2) Buy one get a percentage of discount for another one; 3) Buy one get one free (Only can use once for each order) ; 4) Buy one get a percentage of discount for another one (Only can use once for each order).

'No minimum purchase' promotion includes the following three situations ?1) Buy one or more can save a specific amount; 2) Enjoy a specific percentage of discount; 3) Singal product provides a specific amount discount. The buyer can choose a suitable promotion according to their needs.

Let's use Spend to be an example.

We can choose ' save$10 when you spend $100 '. This means that when the buyer purchases such products at a time of 100 USD, he/she can enjoy the 10 USD reduction immediately.

The specific introduction can refer to⬚

https://www.ebay.com/help/selling/selling-tools/promotions-manager?id=4094#section3

2. How to use it

1. Go to **Tools>Scheduler>eBay Promotion Manager** and click <Create a new promotion>

Promotion Type

Please choose a promotion type first.

Promotion Type * : Coded Coupon ⌄

Promotion Name and Site

Markdown promotions are supported on all eBay marketplaces. Other promotions are supported limited sites.

Promotion Name * : Name of the promotion.

This won't be visible to buyers, but helps you track your promotions. 0/40

Promotion Site * : US / eBayMotors ⌄

Promotion description and photo

We use your photo and description wherever your promotion is promoted.

Promotion Description * : Name of the promotion.

This is displayed on the offer tile. Example: Save on designer shoes. 0/50

Promotion Image Url * : ◉ Use listing's gallery photo ○ Choose an image to upload or from url

Coupon settings

Customize the coupon code that your buyers can apply at checkout.

Coupon Code * : Enter a code buyers can use during checkout to receive the discount.

Coupon Codes must be unique. The code must be from 8-15 alphanumeric characters and can contain no more than two dashes (-). 0/15

Private or public * : Public coupon ⌄

This determines who can find your coupon and who can use it.Private: Anyone can use and share the coupon code, but it isn't posted on eBay.
Public: Anyone can find the coupon code on eBay and use it.

Maximum savings * : 10

The limit on how much a buyer can save using a coupon code. Supported values range from 1-1000

Maximum redemptions : 1 ⌄

This sets the limit on the number of times a buyer can use this coupon. The range of values is 1-10. If no value is provided, a buyer can use the coupon an unlimited number of times.

Promotion Budget : 100

This sets the budget for the promotion. Supported values range from 100-1000000

Discount type

Use the recommended discount templates or set up your own discount details.

Promotion Discount Type * : ◉ Minimum spend ○ Minimum quantity ○ Buy one, get one ○ No minimum purchase

Promotion Discount Detail * : ◉ Extra USD 5 ⌄ off USD 5 ⌄ *
○ Extra 5 ⌄ % off USD 5 ⌄ +
○ Save USD 5 ⌄ for every USD 5 ⌄

Duration

Select when your coupon will begin and end.

Promotion Start Time (selected site timezone) * :

Promotion End Time (selected site timezone) * :

Points to notice:

1. "Promotion name" is not visible to buyers, but "Promotion description" and "Promotion Image" are visible to buyers on eBay
2. If the coded coupon is Private, this offer is not visible on all offers page on eBay, but if it is Public, this offer is visible on all offers page on eBay
3. After the promotion has begun, SoldEazy will generate a URL that points to the promotion offer page on eBay

2. After the setting, click <Save> and go to <Datasheet> to select the listing to be assigned

eBay Promotion Manager

Promotion created , go to Datasheet to add items

	Promotion Name	Promotion Type	Site	Promotion Start Time	Promotion End Time	Status	Listings Assigned		
✏️	home and garden	Order discount	US / eBayMotors	2020-07-22 00:00	2020-07-23 00:00	○	0		

Bulk Assign Options

Promotion Name	home and garden 滿減活動 ▾
Edit Type	Assign to promotion ▾

Update   Cancel

3. After assigning the listing, you need to go to **Tools>Job Manager** to see the assignment result.

4. View all offers page and this particular coded coupon offer page on eBay

After you assigned listings and the promotion has begun, go to the promotion detail page

Shop Assigned Listing						Download Report
2018FF	Assigned Listings	Average Order Size	Number of Orders Sold	Promotion Sales	Sales Lift	Offer Page
	4	0.00	0	EUR 0.00	0.00 %	

1. Click here to go to all offers page on eBay
2. Click here to to to this coded coupon offer page and view all eligible listings on eBay

Fin

//

🔲🔲URL: https://www.soldeazy.com/support/article.php?id=923