

How to use this deck?

Last Updated: 25 Sep 2025

REMOVE
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INTERNAL
SLIDE

This playbook is an overview of promotional tools in SEA market and it is maintained by PSO team. If you have further questions please contact @Bae Nichakorn

This playbook covers the the seller promotional tool suite, tips for success and showcases, promotion analytics and promotion stacking capability. If further information is required, it is recommended to visit the comms doc or TikTok Shop Seller Academy to learn more.

Usage Guideline: This playbook has been approved for external sharing. The playbook is designed to be modular, you can pick slides that are relevant to your audience and plug and play into your seller/brand meetings. For leave behinds, please download the playbook in PDF to be shared externally.



 TikTok Shop

Playbook: Seller Promotional Tools

Content

01 Introduction to Seller Promotional Tools

02 Seller Promotional Tools & Showcases

[Product Discount](#), [Seller Flash Sale](#), [New Arrival Discount](#), [Seller Vouchers](#),
[Promo Code](#), [Bundle Deal](#), [Buy More Save More](#), [Gift With Purchase](#), [Shipping Fee Discount](#)

03 Smart Promotions

04 Monitor Performance with Promotion Analytics

05 Promotion Price Prioritization and Stacking Capability





Introduction

Tools & Showcases

Smart Promotions

Promotion Analytics

Promotion Prioritization & Stacking

Chapter

1

Introduction to Seller Promotional Tools

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What are Seller Promotional Tools?

Tools accessible on **Seller Center** which allows sellers to create various **sales promotion mechanics** and **shipping discounts**.

What you'll learn?

1. Understand the benefits of each promotional tools.
2. Consumer journey to enjoy the promotions
3. Tips and best practices to make your promotions even more effective.

Promotions

[Create a promotion](#)[Manage your promotions](#)

Promotional tools

Product discount

Set daily discounts to make your products more attractive with a strike through price

[Create](#)[Learn more](#)

Flash Deal

Offer limited-time deals to incentivise swift purchases, sell excess inventories or attract new buyers.

[Create](#)[Learn more](#)

Buy More Save More

Offer product combination deals with tiered discounts to increase spending per order

[Create](#)[Learn more](#)

Gift with Purchase New

Offer free gifts to incentivize buyers purchase more items in a single order

[Create](#)[Learn more](#)

Shipping fee discount

Offer delivery incentives to increase conversions and lower basket abandonment rates.

[Create](#)[Learn more](#)

Voucher

Encourage buyers to increase their total order value and boost overall sales.

[Create](#)[Learn more](#)

Bundle Deal

Bundle multiple items at a special price to increase average spend per order.

[Create](#)[Learn more](#)

Creator LIVE giveaway

Connect with creators and manage product allocation for LIVE Giveaways.

[Manage](#)[Learn more](#)

Promotional tools can help increase your store's performance



	Product Discount	Seller Flash Sale	Seller Voucher	Targeted Voucher (CRM Tool)	Bundle Deal	Buy More Save More	Gift With Purchase	Shipping Fee Discount
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Awareness

Exposure



Consideration

Click Through Rate (CTR)



Offer Upsells

Average Order Value (AOV)



Purchase

Conversion (C_O)



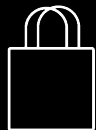
Loyalty

Repurchase Rate



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Recommended promotional tools on TikTok Shop



All Product Categories

Product Discount

Seller Flash Sale

Regular Vouchers & New Customer Vouchers

Seller Flash Sale & LIVE Flash Sale

LIVE Vouchers

During Livestream



Multiple categories usage of promotional tools on TikTok Shop

Bundle Deal

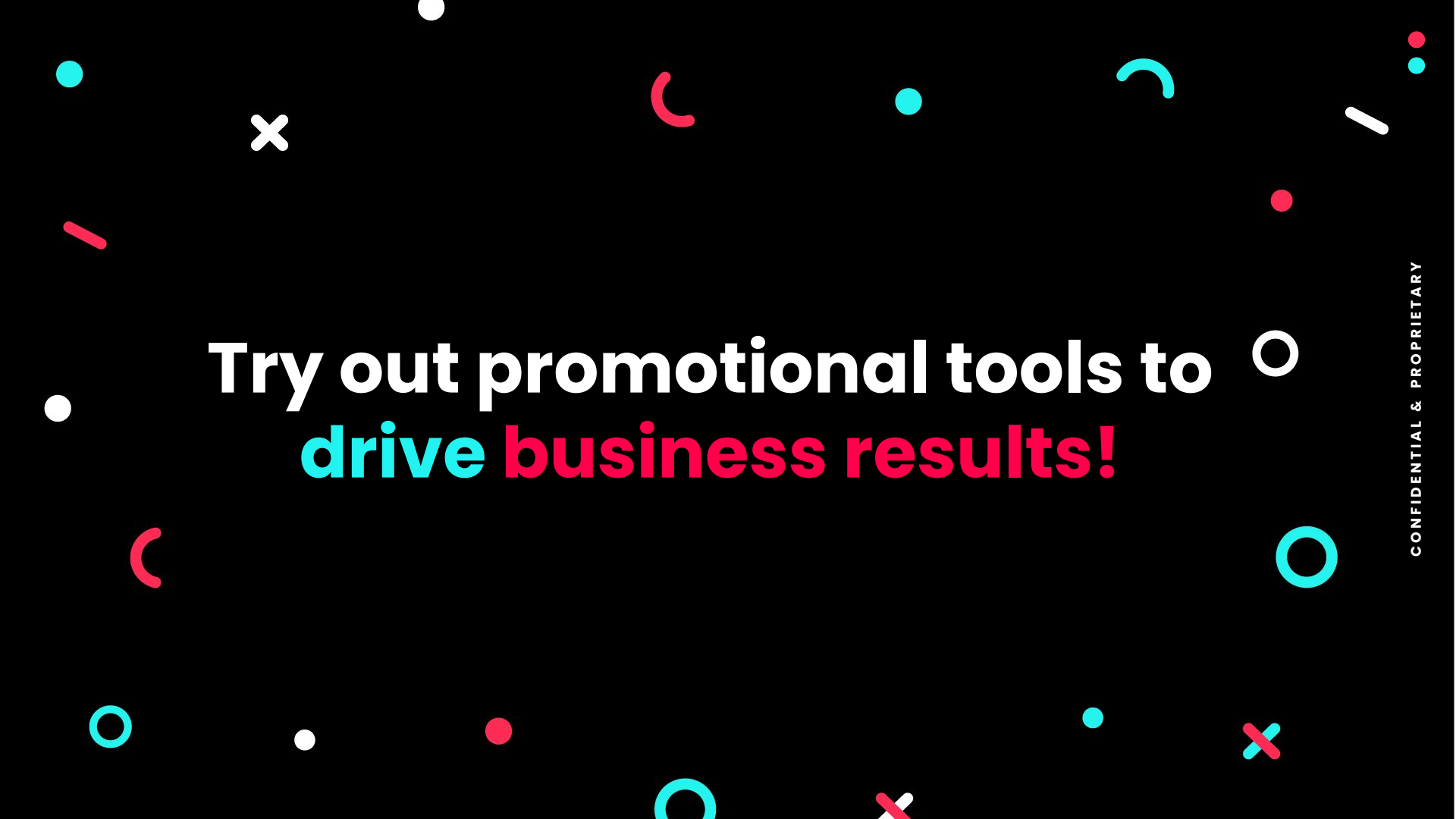
- 1 Food & Beverages
- 2 Phone & Electronics
- 3 Pet Supplies
- 4 Baby & Maternity
- 5 Beauty & Personal Care
- 6 Sports & Outdoor
- 7 Fashion Clothing

Buy More Save More

- 1 Fashion Accessories
- 2 Sports & Outdoor
- 3 Toys & Hobbies
- 4 Pet Supplies
- 5 Kitchenware
- 6 Baby & Maternity
- 7 Home Improvement

Gift With Purchase

- 1 Household Appliances
- 2 Jewellery & Derivatives
- 3 Pet Supplies
- 4 Baby & Maternity
- 5 Beauty & Personal Care
- 6 Phone & Electronics
- 7 Food & Beverage

The background is black and filled with various abstract geometric shapes in white, red, and teal. These include small solid circles, larger hollow circles, short line segments, and 'x' marks. Some shapes are clustered together, while others are isolated.

**Try out promotional tools to
drive business results!**



Introduction

Tools & Showcases

Smart Promotions

Promotion Analytics

Promotion Prioritization & Stacking

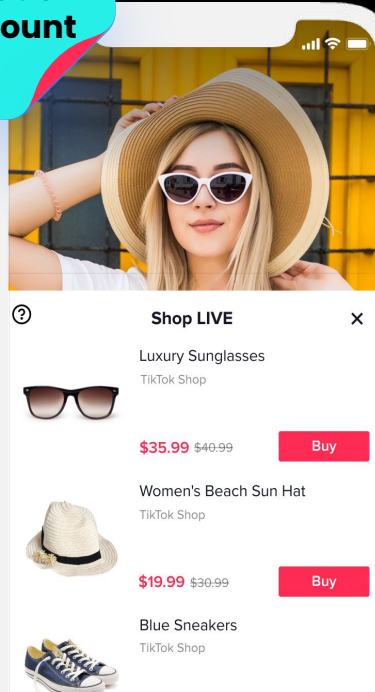
Chapter 2

Seller Promotional Tools & Showcases

Drive **sales** and **conversion** with having direct discounts on your products

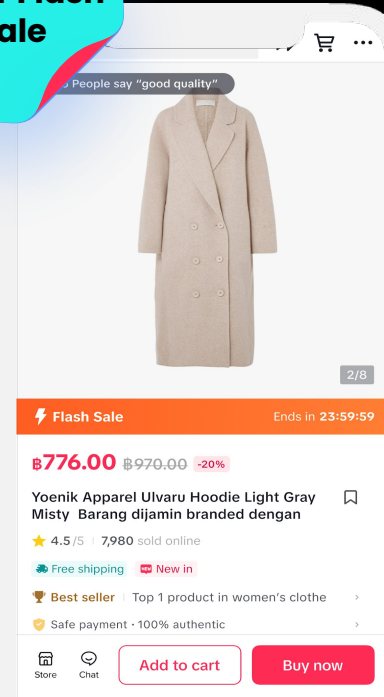
Product Discount

A simple and flexible tool to adjust product prices and make your product more attractive with a strikethrough price.



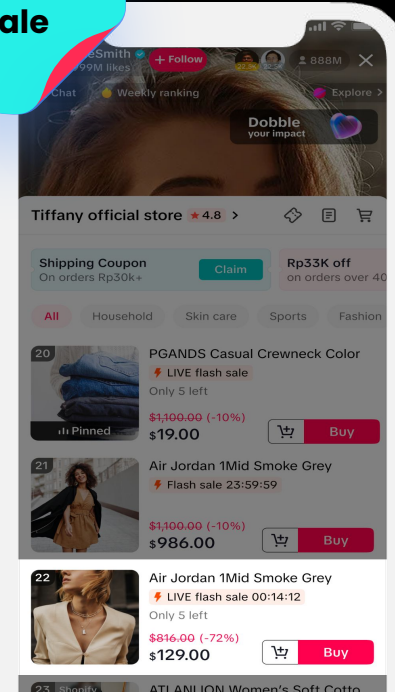
Seller Flash Sale

Offer limited time deals to encourage immediate purchases.



LIVE Flash Sale

Offer limited time deals exclusive during livestream to encourage immediate purchases.



Product Discount

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Maintain competitive price by using **Product Discounts** to set direct discounts on your products

Tips for success



Turn on Smart Discount

Let our Smart Discount function suggest discount settings for you based on historical data of similar products and sellers, helping you to improve your product discount performance. You can edit the suggested discount before submitting.



Monitor performance on Promotion Analytics

Go to Data Compass > Promotion Analytics to see whether your discount settings on Product Discount has improved your sales and conversion.

Create product discount

Basic information

Promotion name

Discount 09/12/2024 3:41:56 PM30/50

Promotion period ⓘ

09/12/2024 6:41 PM(GMT+8)03/11/2025 6:41 PM(GMT+8)

Discount type ⓘ

☐ Percentage Off
The price is reduced by a set percentage.

☐ Fixed Price
The price is a set discounted price.

Products

The discount can apply to either specific products or specific variations.

Smart discount ☐

The smart discount function suggests discount settings for you based on the historical data of similar sellers, helping you to improve your product discount performance. Give it a try!

☐ Product-level ☒ Variation-level

Select Products

Product discount requirements

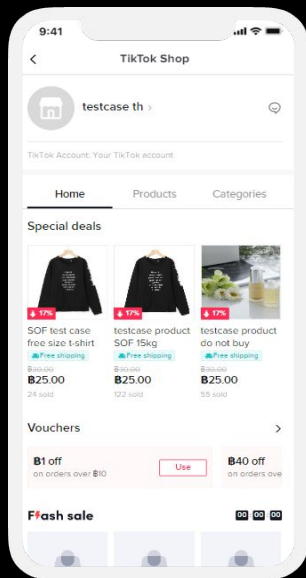
The biggest discount takes effect

A product can be included in multiple discount promotions, but only the biggest discount will take effect at any given time.

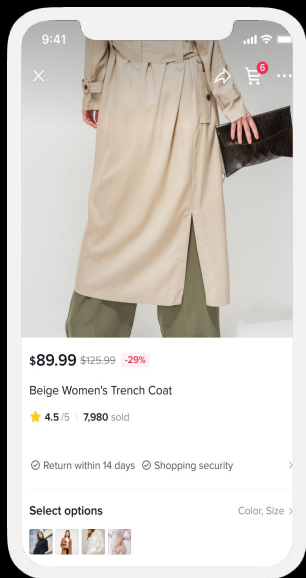
Campaign prices and flash deal prices are prioritized

When a product has both a product discount and a flash deal discount, only the flash deal price will be shown. Similarly, when a product has both a discount promotion and is approved to be part of a platform campaign, the campaign price will be prioritized.

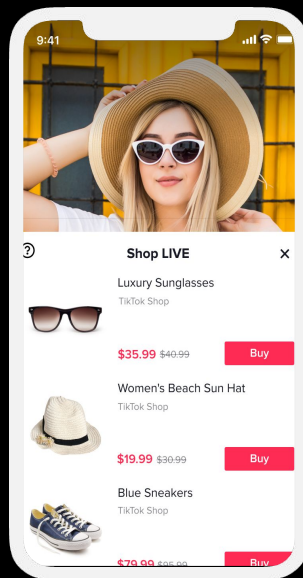
How customers can enjoy Product Discounts?



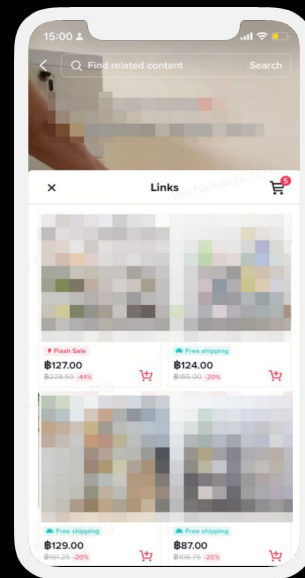
Store Page
Store Design feature



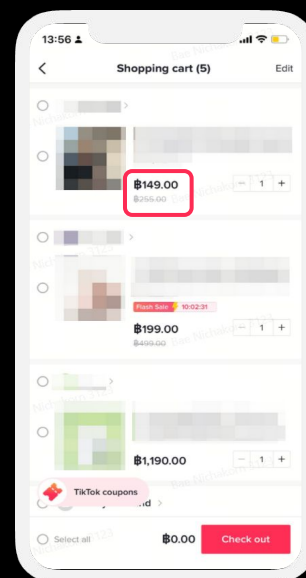
Product Detail Page



Livestream
Shopping Bag



Short Video
Product Link



Shopping Cart

FAQs

1. Can I set Product Discount at variation level (SKU level)?

Yes, product level and variation level settings are supported on Seller Center PC. But on Seller Center App, you cannot select variation level settings. Please visit Seller Center PC for more advanced settings.

If you configure the promotion based on product level and fixed price, the deal price for all the variations under the product will be the same deal price. If you wish to configure different prices for the variation, we recommend choosing variation level configuration.

2. What happens if there are multiple direct discounts applied to a product?

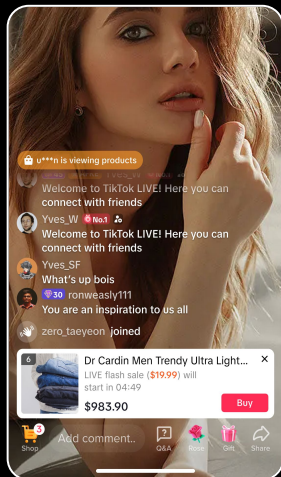
The prioritization for single product discounts for the same product in the same period is the following: **Creator LIVE Flash Sale = LIVE Flash Sale > Campaign > Seller Flash Sale > Product Discount.**

- If a Product Discount and Seller Flash Sale are applied for the same product, then Seller Flash Sale promotion price will take priority. If a Campaign, Product Discount and Seller Flash Sale are applied for the same product, the Campaign price will take priority.

Seller Flash Sale

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Seller Flash Sale types on TikTok Shop



LIVE Flash Deal

	Seller Flash Sale	LIVE Flash Sale	Creator LIVE Flash Sale
Display Channel	All channels on TikTok shop of official, marketing and creator affiliate account.	Livestream only of official account and marketing account.	Selected creator's livestream channel
Pre-Launch	Not available	5 minutes pre-launch by default	Not available
Promotion Duration	10 minutes to 3 days	1 minute to 3 days	10 minutes to 14 days
Price Requirement	Lower than the lowest product price in the last 30 days, including <u>seller product discount</u> .	Lower or equal to the lowest product price in the last 30 days, including <u>campaign price</u> , <u>co-funded product incentive</u> , <u>seller product discount</u> . But excluding Brand Crazy Deals, TikTok Shopping Flash Sale.	

Skyrocket your product's sales with limited time offer **Seller Flash Sale**

Tips for success



Choose the right product for Seller Flash Sale

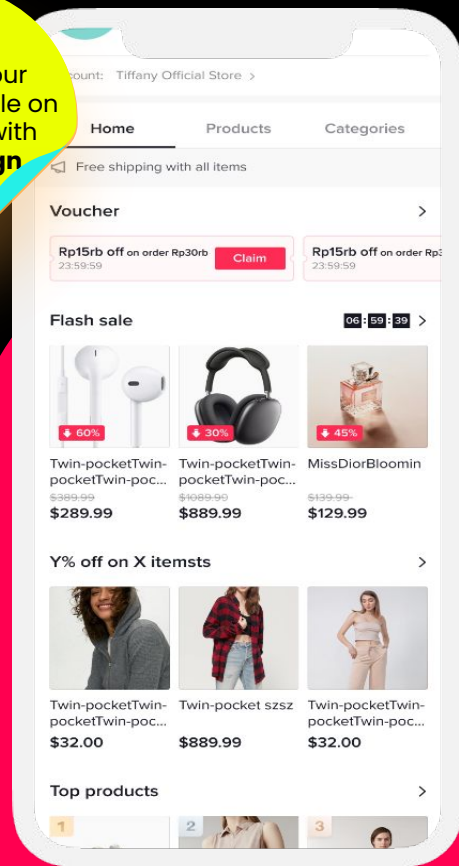
Select best selling, trending or most viewed products to maximize sales and potentially draw customers to visit other products in your store. Additionally, you can also utilize Seller Flash Sale to introduce new products or stock clearance.



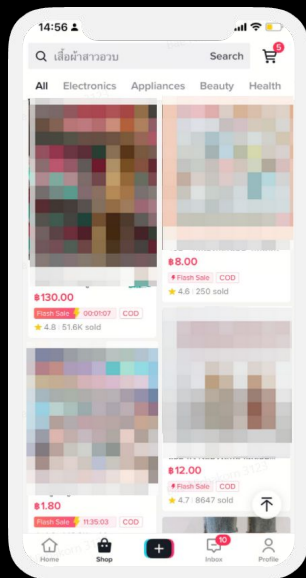
Create sense of urgency to encourage immediate purchases

Seller Flash Sale should not be too frequent or too long. Ensure to set Seller Flash Sale with limited time and limited stock with a deep discount.

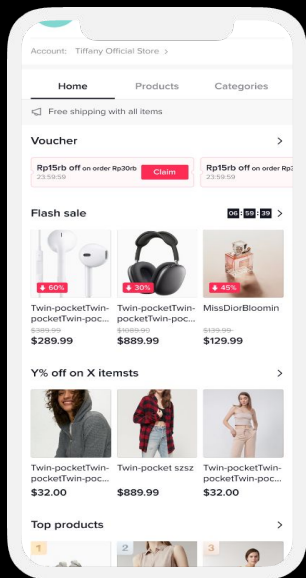
Highlight your Seller Flash Sale on Store Page with **Store Design**



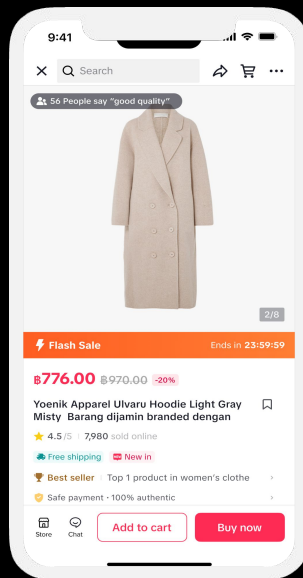
How customers can enjoy Seller Flash Sale?



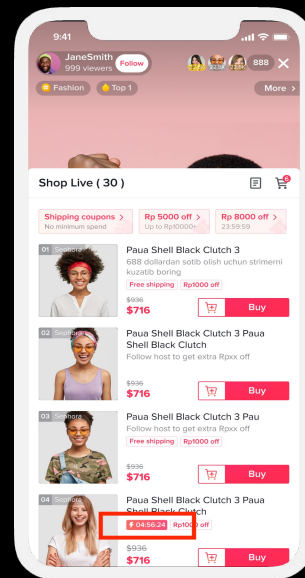
Shopping Center
Product Label



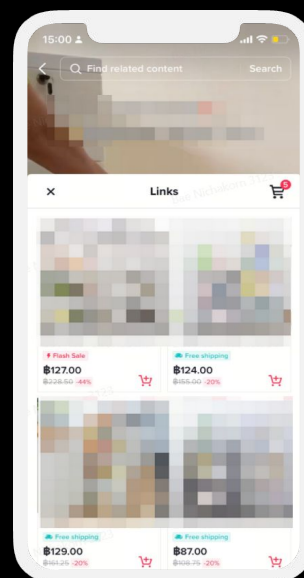
Store Page
Store Design feature



Product Detail Page



Livestream
Shopping Bag



Short Video
Product Link

Zucca

Product Discount for normal hours, and **Seller Flash Sale** during LIVE to attract more traffic

Background

- Market: Malaysia – Local
- Category: Fashion
- Focus primarily on livestream and promote sales of diverse range of fashion and apparel products on TikTok Shop.

Objective

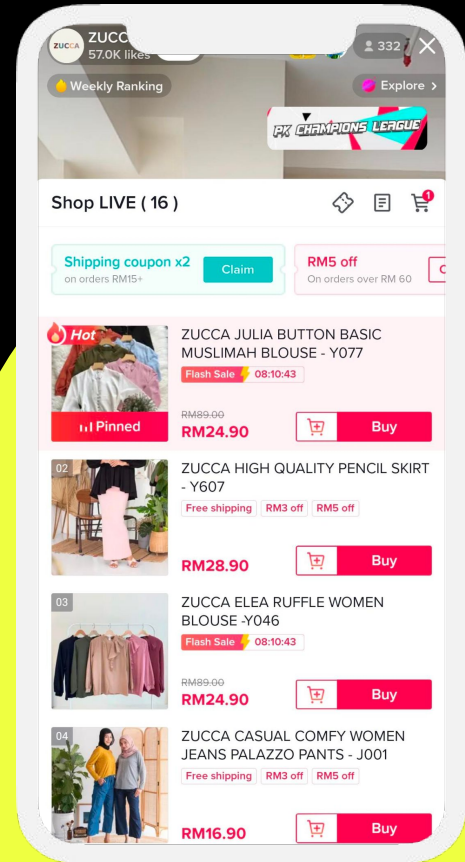
- Maintain livestream traffic and increase GMV during livestream..

Strategy

Zucca believes that using Seller Flash Sale and giving higher discounts during livestream can effectively help achieve their object. Zucca uses Product Discount tool daily and used Seller Flash Sale to give higher discounts during livestream.

◀ ▶ **+36%**
Traffic

🛍️ **+45%**
LIVE GMV



Atera

Used **Seller Flash Sale** during livestream to make customer feel rewarded when tuning into their livestream

Background

- Market: Indonesia - Local
- Category: 3C Electronic & Beauty

Objective

- Increase GMV during livestream

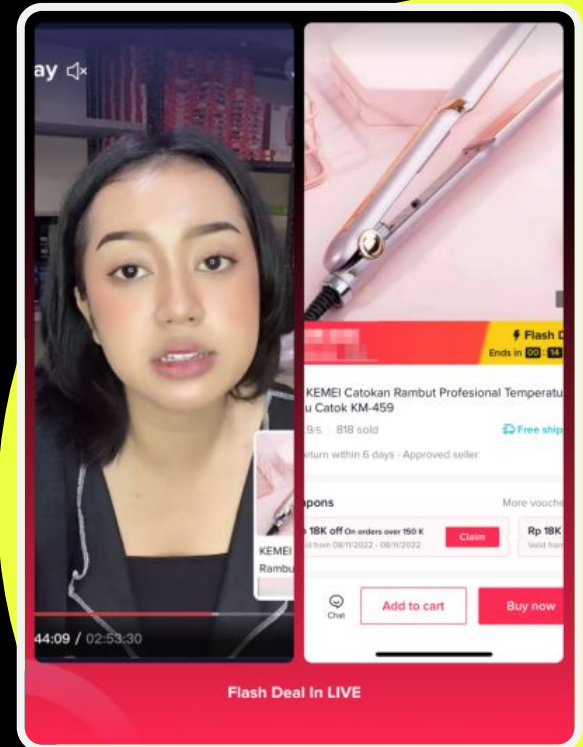
Strategy

- Atera created Seller Flash Sale which is set to be active 30 minutes after starting their livestream. The Seller Flash Sale is set at 70% discount and limited to 15 minutes only for their top selling product, hair curler.
- Atera believes that using Seller Flash Sale for several minutes after the start of the livestream make audiences feel that they are rewarded for watching the livestream which helps boost the sales of the product.



+18%

LIVE GMV



FAQs

1. What is Seller Flash Sale's minimum and maximum promotion duration?

Seller Flash Sale can be configured at 10 minutes and up to 3 days.

2. What is the minimum and maximum discount configuration?

The minimum discount for Seller Flash Sales is based on the lowest price paid by customers after seller discounts in the last 30 days, and the maximum discount is 90%.

3. Where can customer enjoy Seller Flash Sale?

After Seller Flash Sale is successfully created it will appear on all account types including official account, marketing account, creator affiliate account and be shown in all channels on TikTok Shop (livestream, short video, showcase etc.)

4. Can I set Seller Flash Sale at variation level (SKU level)?

Yes, product level and variation level setting is supported on Seller Center PC. But on Seller Center App, you cannot select variation level settings, please visit Seller Center PC for more advanced settings.

5. How come I cannot create Seller Flash Sale?

If you are unable to create Seller Flash Sale, we recommend you to check your Store Rating and Violation Points. Sellers must have a Store Rating equal to or larger than the indicated score for each market and violation points less than 36 to be eligible to create and edit Seller Flash Sale.

LIVE Flash Sale & Creator LIVE Flash Sale

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Offer exclusive deals for your livestream audiences with **LIVE Flash Sale** or **Creator LIVE Flash Sale**

Tips for success



Choose the right product for LIVE Flash Sales

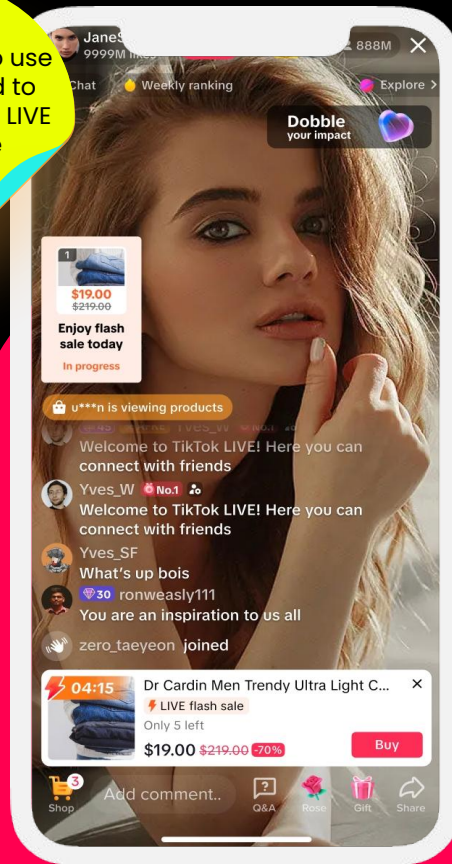
LIVE Flash Sales help drive sales, traffic and engagement. Closely monitor your product performance during livestream, for example products with high click through rate but low conversion rate, use LIVE Flash Sales to boost low product performance.



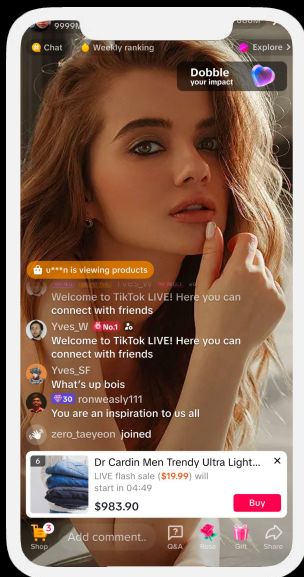
Announce the upcoming LIVE Flash Sales to your audience

LIVE Flash Sale offers a pre-launch countdown timer so your LIVE audiences will be able to notice what's next. Don't forget to promote and engage with your audience on the upcoming LIVE Flash Sale during the pre-launch.

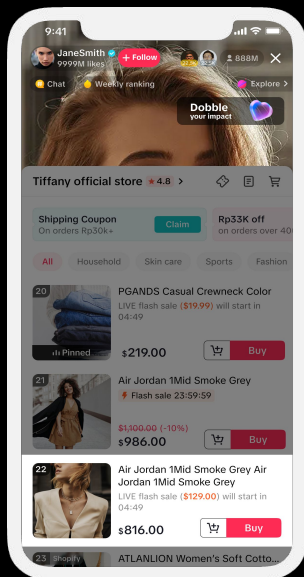
Don't forget to use LIVE Billboard to enhance your LIVE Flash Sale visibility



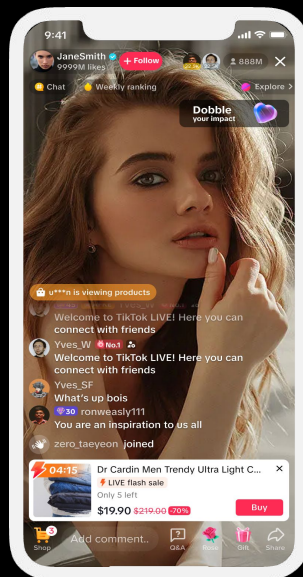
How customers can enjoy Flash Sales?



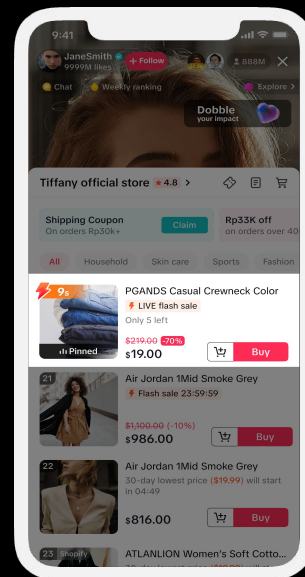
Livestream
Pre-Launch Pinned
Product



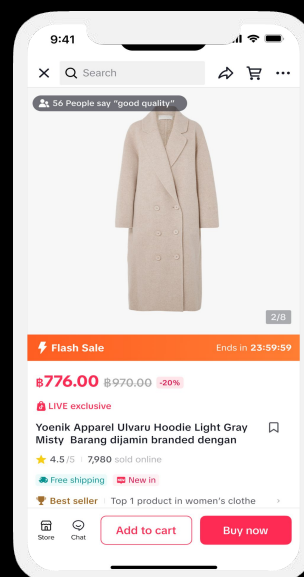
Livestream
Pre-Launch Shopping
Bag



Livestream
Pinned Product



Livestream
Shopping Bag



**Product Detail
Page**

FAQs

1. What is the price requirement for LIVE Flash Sale and Creator LIVE Flash Sale?

Lower or equal to the lowest campaign price and seller product discount in the last 30 days, but excluding Brand Crazy Deals, TikTok Shopping Center Flash Sale, Seller Flash Sale and LIVE Flash Sale.

2. Where can customer enjoy LIVE Flash Sale?

After LIVE Flash Sale is successfully created it will appear on livestream channel of official account and marketing accounts.

3. Do the creator and seller need to have an active affiliate plan for the seller to be able to offer the Creator LIVE Flash Sale?

Yes, the seller needs to have any active affiliate plan with the designated creator and the creator needs to add seller's product to their LIVE Shopping Bag for the Creator LIVE Flash Sale to display to customers.

4. Can I remove or change the pre-launch time on LIVE Flash Sale?

No, you cannot remove the pre-launch countdown timer and the pre-launch time will be set at 5 minutes by default.

5. Do customers need to check out immediately in livestream sessions to enjoy the LIVE Flash Sale?

No, customers will only see LIVE Flash Sale in the livestream session, they can choose to add to cart or purchase immediately. If customers choose to add to cart, the price of the LIVE Flash Sale in customer's shopping cart is valid during the effective promotion period.

New Arrival Discount

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Boost sales of new products and get the first few orders with **New Arrival Discount**



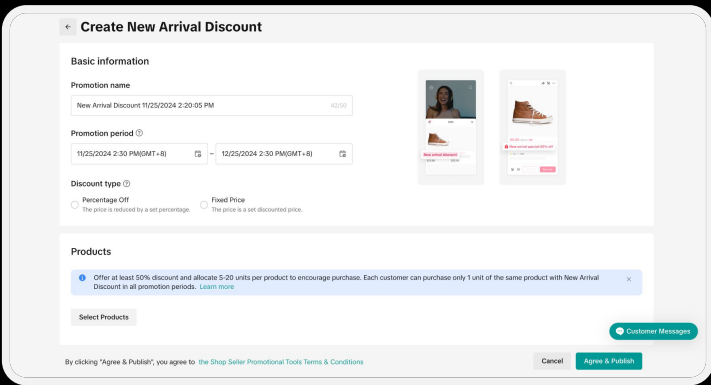
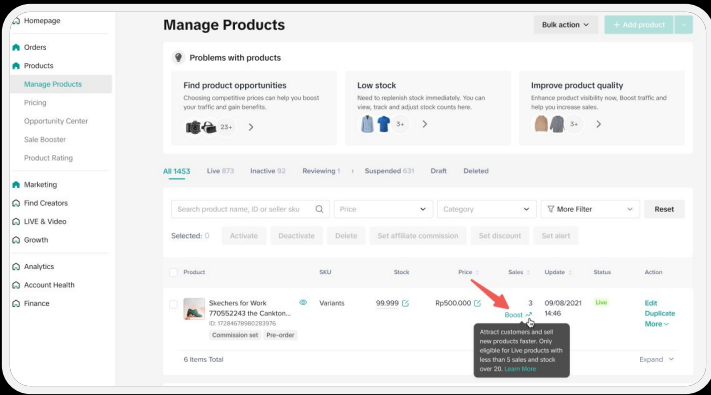
Boost New Arrival Products

After uploading new products in “Manage Products”, boost the product right away with New Arrival Discount to make your product more attractive to customers with a special deal, exclusive stock, and special tag.



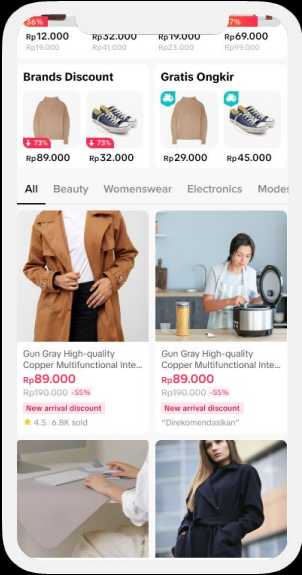
Eligible Product for New Arrival Discount

- Product status active
- Products created in the last 60 days
- Products with less than 5 quantities of total sales
- Products with at least 5 quantities of stock

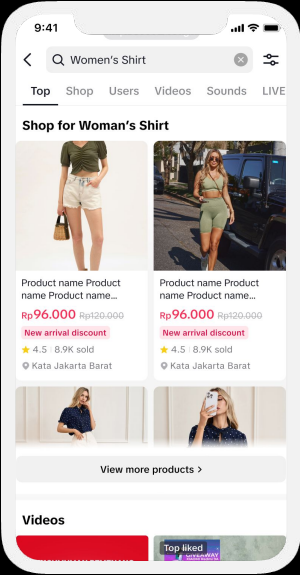


Learn more on
TikTok Shop Academy
10, 11, 12, 13, 14, 15, 16

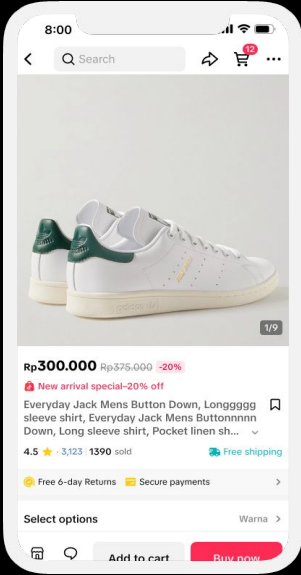
How customers can enjoy New Arrival Discount?



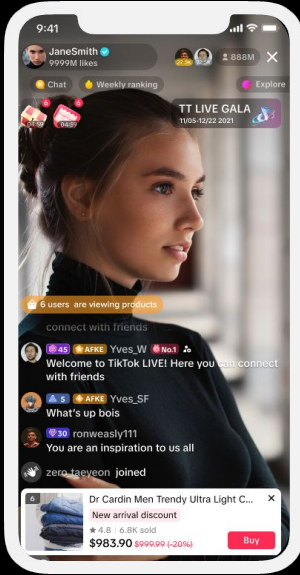
Shopping Center
Product Label



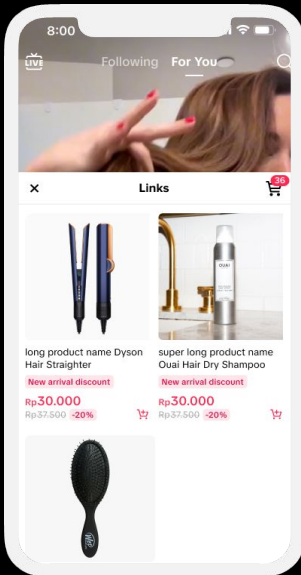
Search
Product Label



Product Detail Page



Livestream
Pinned Product



Short Video
Product Link

FAQs

1. How many New Arrival Discounts can I create at the same time?

Unlimited, as long as the products meet the eligible criteria for New Arrival Discount.

- Products created in the last 60 days
- Products with less than 5 quantities of total sales
- Products with at least 5 quantities of stock
- Products that do not overlap with another New Arrival Discount promotion.

2. How come my New Arrival Discount is not displayed to customers?

If you have successfully created New Arrival Discount but the promotion is not displayed to customer, it may be due to overlapping promotions of the same product in the same period of time. The priority for the promotion to be displayed to customers is the following Creator LIVE Flash Sale or LIVE Flash Sale > Campaign > Seller Flash Sale > New Arrival Discount or Product Discount.

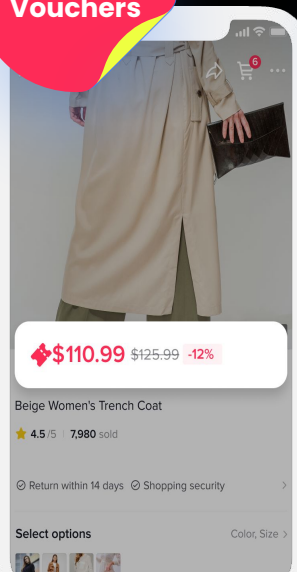
- If New Arrival Discount and Campaign are applied for the same product, then campaign price will take priority
- If New Arrival Discount and Product Discount are applied for the same product, then the lowest price will take priority.

Seller Vouchers

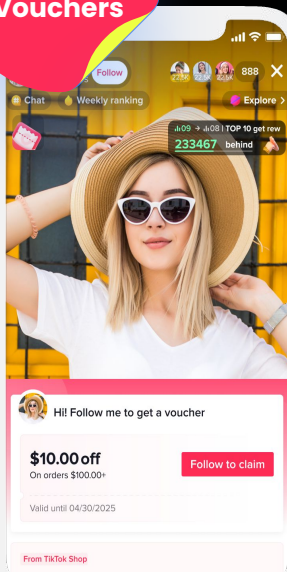
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Improve **average order value** and **conversion** with different voucher types that suit your business goals

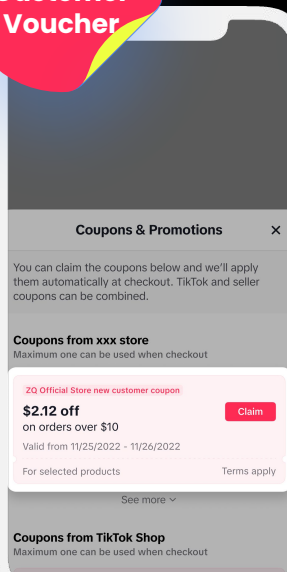
Regular Vouchers



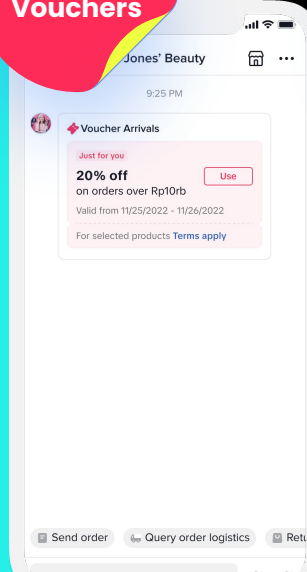
LIVE Vouchers



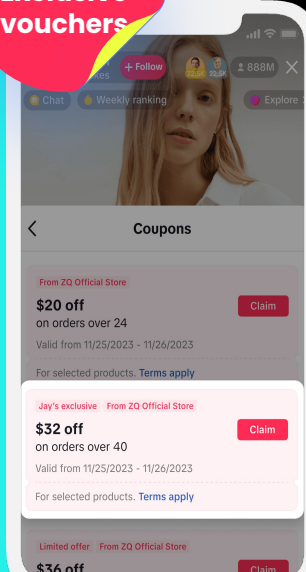
New/Repeat Customer Voucher



Chat Vouchers



Creator Exclusive vouchers



Vouchers types available on Seller Center

Regular Voucher



Most popular voucher type that supports storewide or specific products. Customers can claim and redeem from various channels upon check-out.

LIVE Vouchers



Vouchers are distributed and claimed during your livestream only. LIVE Voucher supports additional interactive tasks to engage with LIVE audiences.

Seller New/Repeat Customer



New Customer Vouchers are targeted to your store's new customer only and Repeat Customer Vouchers are targeted to customers who have previously purchased from your store within 30 days.

Chat Vouchers



Chat Vouchers are not visible on product detail or check-out pages. This allows you to send exclusive vouchers to customer via chat messages

Creator Exclusive Vouchers



Strengthen partnership with creators by offering Creator Exclusive Vouchers. This voucher can only be claimed and redeemed in the selected creator's channels.

Regular Vouchers

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Increase average order value and conversion with **Regular Vouchers** that can be claimed from various channels

Suggested to set your voucher minimum spend to be higher than your average order value (AOV)

1.2x – 1.5x
of AOV

Tips for success



Create product specific vouchers

You don't always have to give discounts to your entire store. Vouchers could be valid for selected products such as promoting new products, clearance sales, or providing exclusive discounts during campaigns.



Create multi-tier voucher to encourage spending

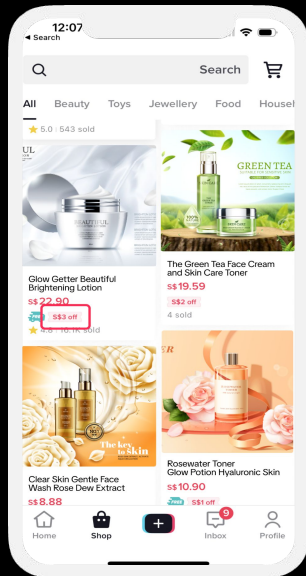
Set up a low, medium and high voucher to encourage customers to purchase more products in a single order (deeper discounts for higher minimum spend)



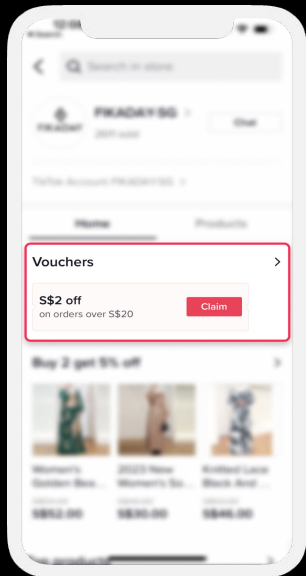
Make your vouchers visible on your Store Page

Highlight your ongoing vouchers on your Store Page. Go to Seller Center > Store Design > Drag and drop the Voucher (Supports a maximum of 3 vouchers)

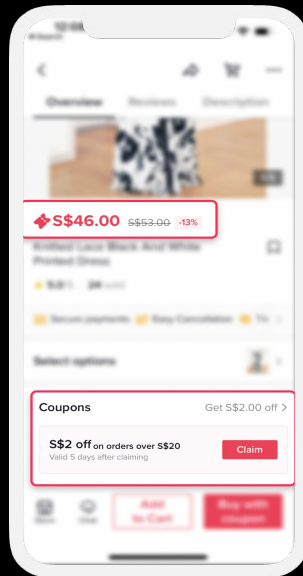
How customers can enjoy Regular Vouchers?



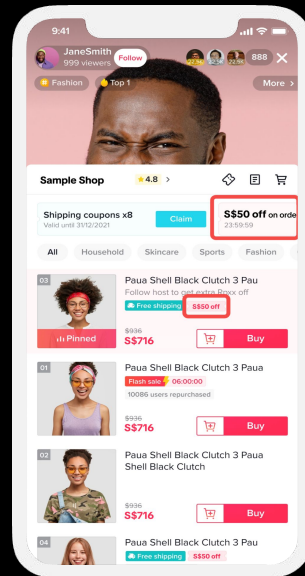
Shopping Center
Product Label



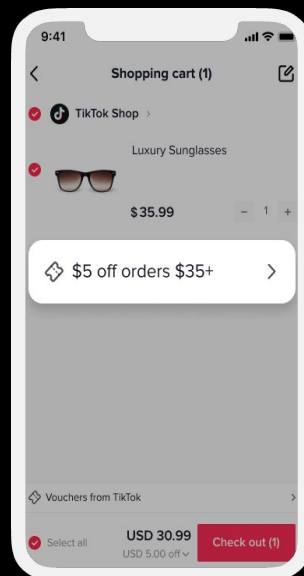
Store Page
Store Design feature



Product Detail Page



Livestream
Shopping Bag



Shopping Cart

THE KKR SHOP

Use **Regular Vouchers** to increase average order value and grow customer base

Background

- Market: Thailand – Local
- Category: Beauty and Personal Care – Eye & Eye Care

Objective

- Increase average order value (AOV)
- Increase seller's customer base

Strategy

- Created Regular Voucher with minimum spend THB 99, get 5 THB of (minimum spend was set a 1.45x higher than the store's AOV)
- The voucher was applicable to all products for customers' ease of use when they as the seller wanted to boost sales.
- The seller used Data Compass Promotion Analytics to track usage and decide on the promotional budget allocated for the tools.



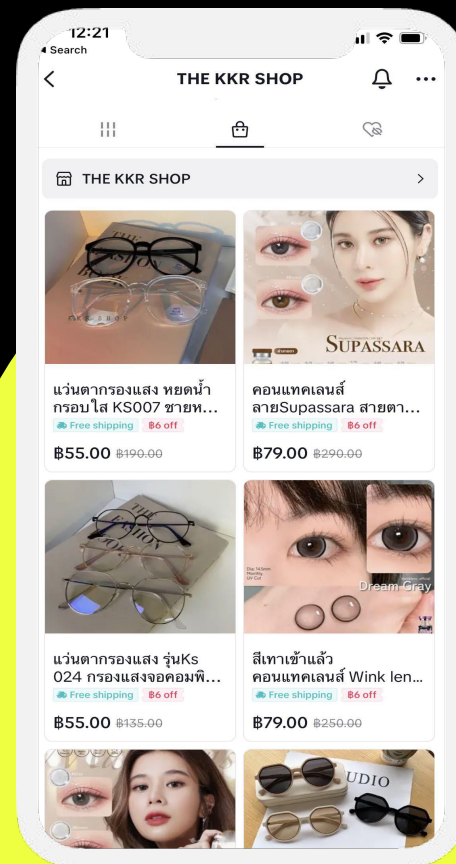
2.08x

Regular Voucher AOV
uplift compared to store's
overall AOV



92%

of the customers who used
the voucher were new
customers to the store



FAQs

1. Should the customer claim the Regular Vouchers first before they can use it during check-out?
Yes, customer should claim the voucher first before check-out. Discounted price after vouchers will still be shown on PDP although the voucher is not claimed yet.
2. If customer claimed a Regular Voucher (Shopping Center channel) and added multiple products from the seller to cart from both Shopping Center and non-Shopping Center, can customers continue to use the voucher?
Yes, Regular Vouchers can be used on any channel if the voucher is applicable to those products and the purchase is made within the voucher validity period.
3. What happens when the voucher usage quantity has reached the limit?
Customers will not be able to see or use the voucher anymore even though the customer has claimed it. The voucher redemption is based on a first come first serve basis.
4. For orders that have applied regular vouchers and resulted in cancellation or return, will the voucher usage quantity be updated?
Yes, in the case of order cancellation or returned, the voucher usage will be updated based on the actual usage amount.
5. Why am I receiving a "Maximum Discount Per Order is Low" message when creating a voucher?
When the voucher is configured with "Percentage off" and has a low maximum discount per order you need to check if the promotion is created as intended. If you continue to submit after seeing the message the promotion will take effect as configured. For example:
 - 20% off voucher with a maximum discount per order at \$2 for Product A with original price of \$1000
 - Ideally, at 20% off the discount will be \$200 however the maximum discount per order is locked at \$2. This is an unattractive promotion as the price after promotion will be $\$1000 - \$2 = \$9$

LIVE Vouchers

CONFIDENTIAL & PROPRIETARY

Increase engagement and reward your livestream audiences with **LIVE Vouchers**

Tips for success



Create multiple LIVE vouchers before starting livestream

This allows the host to have flexibility to select and distribute vouchers at the host's own pace based on the livestream's performance.



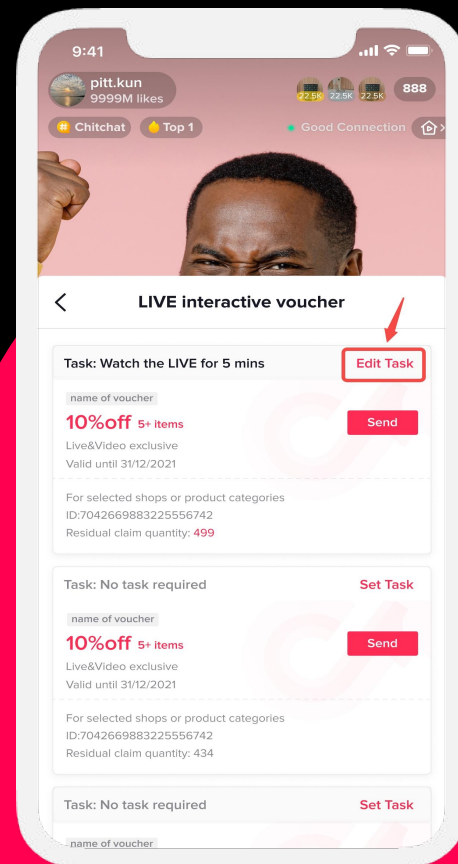
Set a "Follow LIVE Host" task every time you go LIVE

An easy way to increase your followers and reward those new followers right away (Only audiences who have followed the LIVE host for the first time in the last 30 days can claim the voucher)

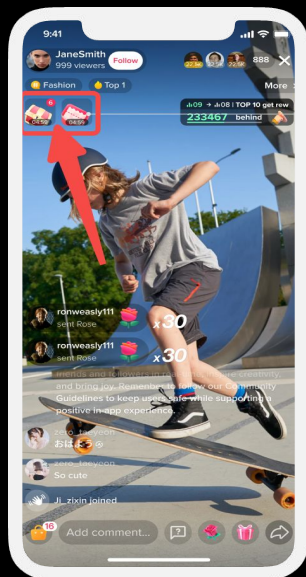


Distribute a "Watch LIVE" task strategically

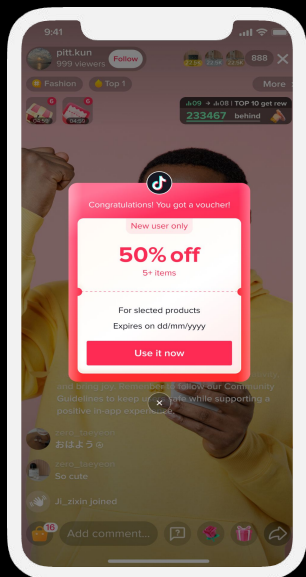
The voucher supports 1, 3, 5 minutes watch duration task to help you increase your livestreaming viewing time. You can distribute this voucher when viewers count seems lower, before unveiling new products or simply to reward your audiences for staying tuned.



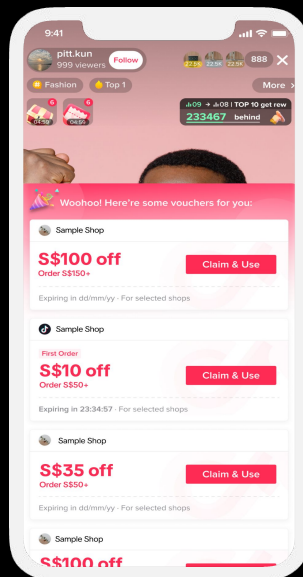
How customers can enjoy Live Vouchers?



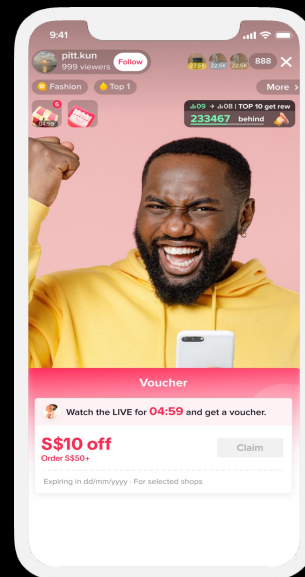
Livestream
Voucher icon



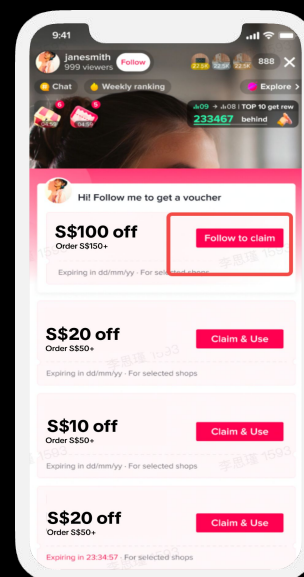
Livestream
Pop-Up



LIVE Voucher
No task required



LIVE Voucher
Watch task



LIVE Voucher
Follow task

Thế Giới Khuyến

Used **Regular Vouchers** and **LIVE Vouchers** to increase average order value

Background

- Market: Vietnam – Local
- Category: Fashion
- Seller's average selling price of their products ranges from 80k to 90k VND

Objective

- Increase the number of viewer in livestream
- Increase sales and average order value (AOV)

Strategy

Created multiple vouchers with different minimum spend tiers for Regular and LIVE vouchers. The minimum spend for LIVE voucher is lower to reward viewer loyalty.

- Regular Vouchers: Minimum spend VND 300k, get VND 30k off (minimum spend is 3.19x higher than the store's AOV)
- LIVE Vouchers: Minimum spend VND 200k, get VND 15k off and minimum spend VND 100k, get VND 5k off (minimum spend is 1.6x higher than the store's AOV).



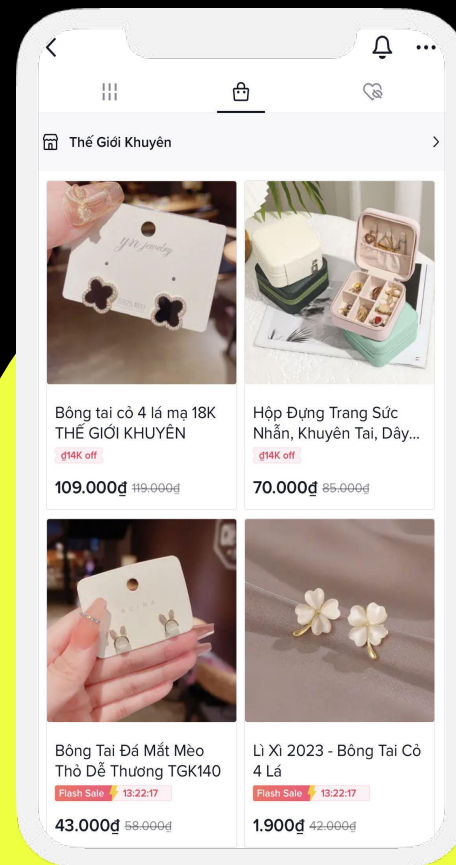
3.85x

Regular voucher AOV
uplift compared to store's
overall AOV



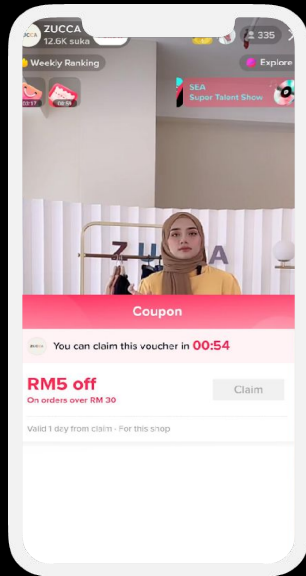
30x

LIVE Voucher ROI



Zucca

Used **LIVE Vouchers** to increase LIVE viewing time



Watch LIVE task



Comment to remind audience of voucher only available in LIVE

Background

- Market: Malaysia – Local
- Category: Fashion
- Focus primarily on livestream and promote sales of diverse range of fashion and apparel products on TikTok Shop.

Objective

- Improve order conversion in livestream and increase live viewing time

Strategy

- ZUCCA set a LIVE Voucher with minimum spend RM 30, get RM 5 off.
- As the voucher is only available for LIVE audiences, the seller makes an announcement during LIVE in the comment section to remind the audience about the LIVE Vouchers available.



50 sec □ 120 sec

Average LIVE viewing time

FAQs

1. How come I cannot see my LIVE Voucher after creating the voucher already on Seller Center?

After creating LIVE Voucher, it is required to use TikTok App or Streamer Desktop (PC) to distribute the LIVE Vouchers during your livestream.

2. Can the livestream hosts set more than one task if the seller only set up one LIVE Voucher?

No, one LIVE Voucher can only have one task at a time. If you wish to have multiple tasks you need to set up multiple LIVE Vouchers on Seller Center.

3. If I set up Follow LIVE host task, will I be able to obtain only unique followers?

No, there is a possibility that multiple vouchers can be obtained by the same customer if audiences repeatedly follow your profile. Therefore, when setting up the voucher on Seller Center PC, it is recommended to limit the number of claims per customer to 1 to help avoid this behaviour.

4. What happens if the host stops distributing the voucher during livestream will the customer still be able to use the voucher?

The host can stop distributing the voucher anytime during livestream. The host can also choose to redistribute again with a different task. However, once the audience has claimed the voucher, the host cannot take it back and customers can use the voucher within the validity period.

5. Which TikTok accounts have access to use LIVE Vouchers?

All linked accounts including TikTok Official Account and (up to 4) marketing accounts bound to your seller account can access and set up LIVE Vouchers and tasks for your livestream.

- If there are multiple accounts using the same LIVE Voucher that was created, the voucher will be deducted from the same claimable quota.

Seller New Customer Voucher

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Attract potential customers and build on your customer base with New Customer Vouchers

Tips for success



Set a New Customer Voucher as an 'always-on' promotion

The voucher is only visible to customers who have never placed an order from your store, so you don't have to worry about offering vouchers to the repeated customers.



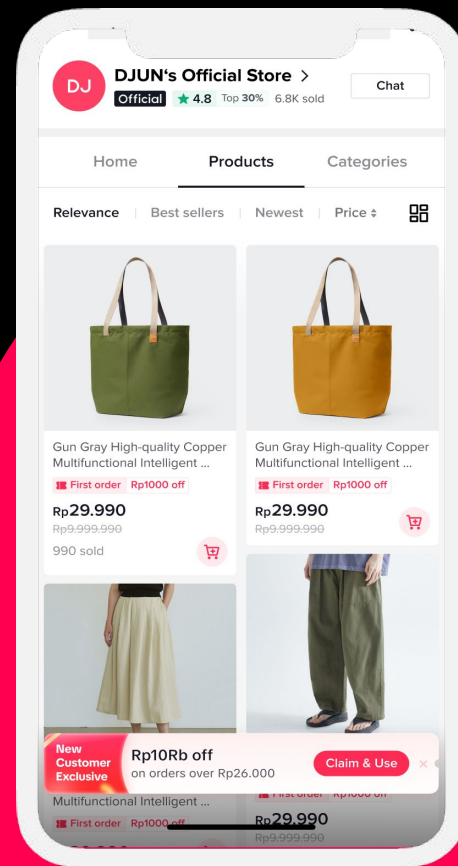
Set a low minimum threshold voucher

Easily attract customers to make their first order by setting no minimum threshold or low minimum threshold vouchers.



Set up New Customer Vouchers with other voucher types

Offer vouchers with different tiers to drive AOV. Customers can only enjoy 1 seller voucher per order and the system will choose the optimal voucher, so you don't have to worry about overspending in your order ([Learn more](#))



FAQs

1. How many new customer vouchers can be created at the same time?
You can only set one new customer voucher for the same time period.
2. If customers return the order that they have used the New Customer Voucher, can they use the New Customer Voucher again?
Yes, the New Customer Voucher will also be returned to the customer, and the customer can use it again on their next purchase within the voucher validity period.
3. If the customer claimed the New Customer Voucher, but it has expired can they claim the voucher again?
If the customer claimed the voucher and it expired before usage, the customer will no longer be able to use that specific New Customer Voucher anymore. However, in the future, if the seller creates another New Customer Voucher, the customer will be able to claim the voucher again if they are still a new customer to the store.
4. If the customer have used a new customer voucher funded by TikTok Shop, can they continue to use a new customer voucher funded by sellers?
It depends whether the New Customer Voucher funded by the platform was used in the specific store. If not use in that store, the customer can still use the New Customer Voucher funded by the seller.
5. Can the new customer voucher be used with other seller voucher types in the same order?
No, only one seller-funded voucher can be redeemed for the same order. The system will auto-apply the optimal discount amount of seller voucher for the customers upon check-out.

Repeat Customer Voucher

CONFIDENTIAL & PROPRIETARY

Retain customers and encourage repeat purchases with **Repeat Customer Vouchers**

Tips for success



Set a higher minimum threshold voucher and improve your AOV

Repeat customers tend to spend more over time as they are familiar with the products and has developed a level of trust in your store, making them more likely to make higher-value purchases.



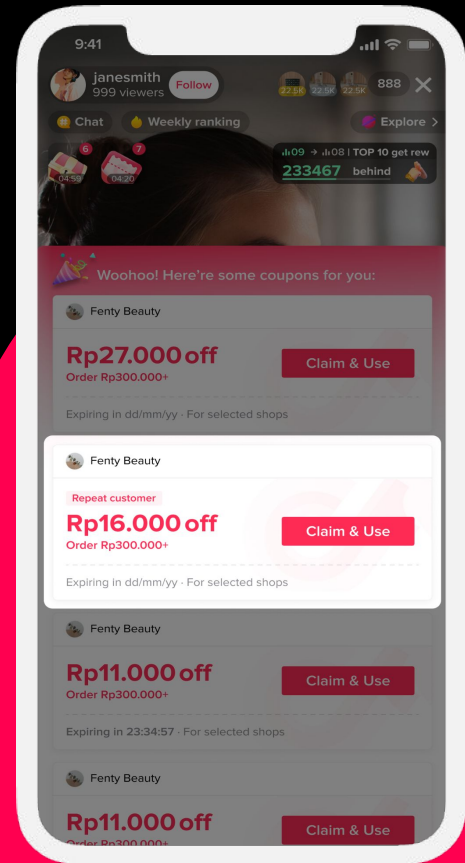
Use CRM Engagement Tool and create a Broadcast Plan

Create an engaging customer experience by offering targeted vouchers and broadcast your message to the customer group.



Set up Repeat Customer Vouchers with other voucher types

Offer vouchers with different tiers to drive AOV. Customers can only enjoy 1 seller voucher per order and the system will choose the optimal voucher, so you don't have to worry about overspending in your order ([Learn more](#))



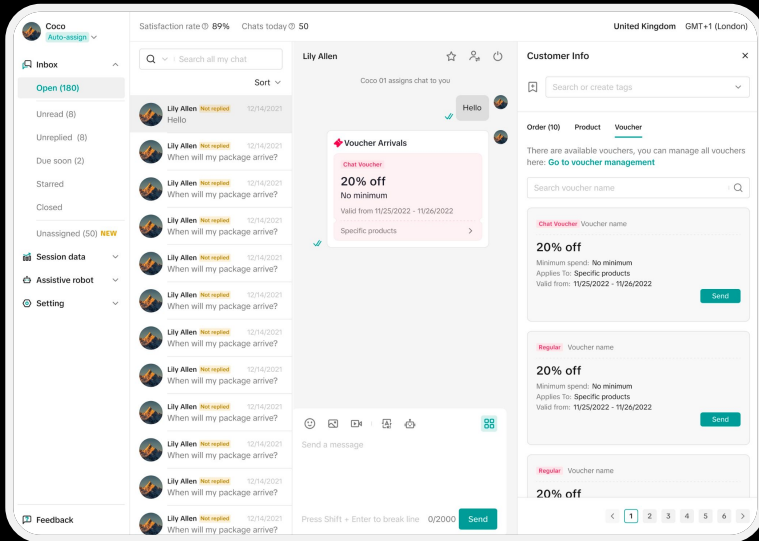
FAQs

1. Can selles create Repeat Customer Voucher on TikTok Shop Seller Center App?
No, we do not support creating Repeat Customer Voucher on Seller Center App. However, the seller can view and deactivate Repeat Customer Voucher on Seller Center App.
2. How many Repeat Customer Vouchers can be created at the same time?
Unlimited
3. Who will be able to claim a Repeat Customer Voucher?
Only repeat customers (customers who have previously placed orders in your shop and made another purchase within 30 days) will be able to see and claim the vouchers. It is recommended to set Repeat Customer Voucher in parallel with Regular Vouchers or New Customer Voucher to ensure other customer segments are offered at least one promotion from your store.
4. If I have already created a Repeat Customer Voucher, will the group size of repeat customers be updated over time?
Yes, the group size of repeat customers will automatically update over time.
5. Can Repeat Customer Voucher be used with other seller vouchers in the same order?
No, only one seller-funded voucher can be redeemed for the same order. The system will auto-apply the optimal discount amount of seller voucher for the customers upon check-out.

Chat Vouchers

CONFIDENTIAL & PROPRIETARY

Send **Chat Vouchers** to specific customers improve conversion and customer experience



Tips for success



Use Chat Vouchers to promote conversion

If there are customers who are inquiring or need further incentive to complete the transaction, Chat Vouchers is the best solution as the voucher can only be seen and used by the specific customer via IM Chat platform.



Use Chat Vouchers to resolve customer dissatisfactions

During day to day operations where seller or chat agents face dissatisfied customers, Chat Vouchers can quickly help you compensate your customers in their next order.

FAQs

1. After seller creates Chat Vouchers, will the vouchers be automatically sent on IM channel?

No, the created Chat Vouchers will not be automatically sent. The seller is required to visit TikTok Shop IM Chat platform to send the vouchers to the specific customer's chat.

2. What are the types of vouchers that could be sent on IM channel?

The IM Chat platform allows sellers to send Regular Vouchers, New Customer Vouchers and Chat Vouchers through active chats.

3. Who can sellers send the voucher to and is there a daily limitation?

Sellers are able to send only ongoing vouchers to chats that are active. The IM Chat platform does not limit the number of voucher sharing but will follow the claimable quantity set by the seller during the voucher creation process.

4. Can Chat Vouchers be stacked with other seller vouchers (Regular Voucher, New Customer Voucher) which are from the same seller in the same order?

No, only one seller voucher can be redeemed for the same seller in the same order. The system will auto-apply the optimal discount amount of seller voucher for customers upon check-out. For example, if the customer has claimed a Chat Voucher from IM chat and Regular Voucher from product details page, upon check-out only 1 seller voucher will be applied based on the highest discount.

Creator Exclusive Vouchers

Establish exclusive partnerships with creators by offering **Creator Exclusive Vouchers**

Tips for success



Strategically create vouchers for selected products

Increase your chance of collaborating with creators by pairing creator exclusive vouchers with an attractive affiliate commission. You may want to provide vouchers for products that are new or have less reviews/ratings to drive creator collaboration.



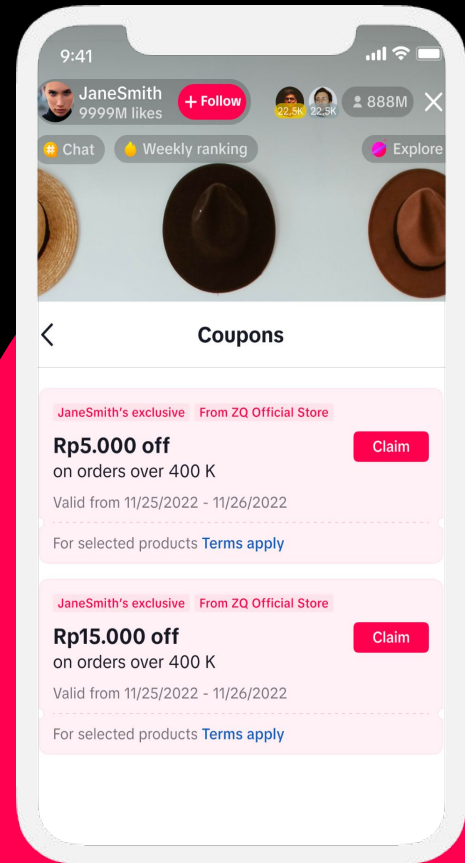
Ensure creator audience fit

Look into the creator's profile and choose creators that match your target audience, ensure that selected products resonate with creator's style and expertise.

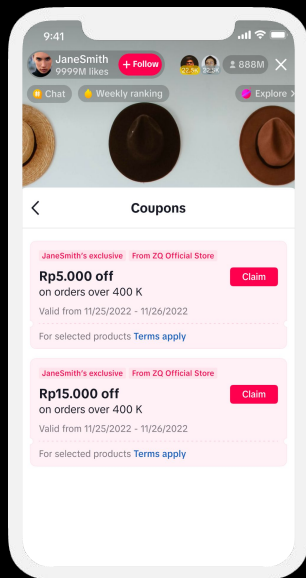


Planning and communication is key

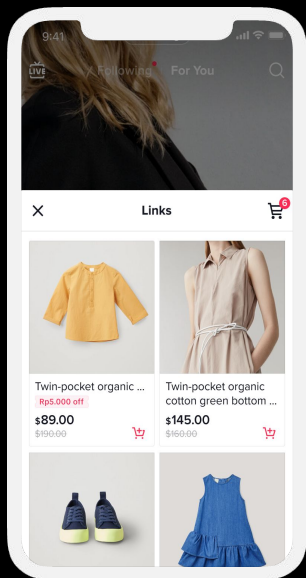
To ensure smooth collaboration and for creators to promote the vouchers effectively, connect with your creators before issuing the vouchers to ensure creators are aware of the voucher details and terms.



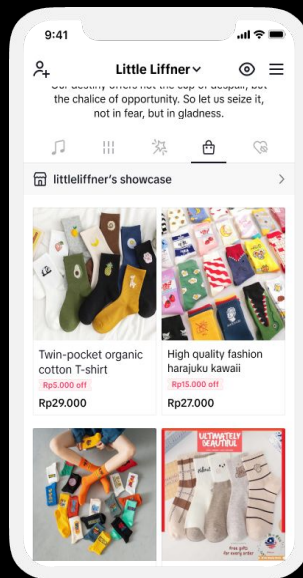
How customers can enjoy Creator Exclusive Vouchers?



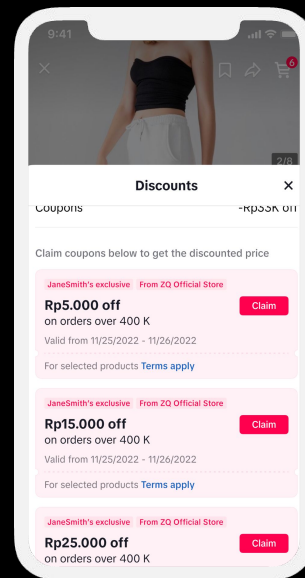
Creator's Channel
Livestream



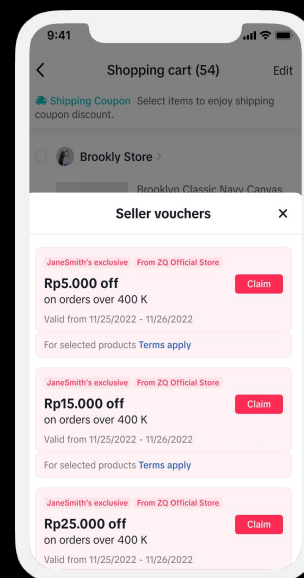
Creator's Channel
Short Video



Creator's Channel
Showcase



Product Detail
Page



Shopping Cart

FAQs

1. How many Creator Exclusive Vouchers can be created at the same time?
There is no limit for creating Creator Exclusive Vouchers
2. How many creators can be chosen when creating Creator Exclusive Voucher?
Each voucher can only be bound to one creator. However, one creator can have multiple Creator Exclusive Vouchers offered by the same seller.
3. Is there a restriction to which creators can be chosen to offer Creator Exclusive Vouchers?
No, any creator can be eligible for Creator Exclusive Voucher as chosen by the seller when setting up the voucher. Creators must be from the same operating country as the seller and cannot be under a seller official account or marketing account.
4. Does the creator and seller need to have an active affiliate plan for the seller to be able to offer the Creator Exclusive Voucher?
Yes, the seller needs to have any active affiliate plan (shop plan, open plan or target plan) with the designated creator, and the creator needs to add seller's product to their showcase for the voucher to appear on creator's channel.
5. How will the creators be notified that they have received a Creator Exclusive Voucher?
The creators will not be notified that they have received a Creator Exclusive Voucher. The voucher will be automatically displayed for the designated creator during the selected claim period if the affiliate plan and product has been added to creator's showcase.
6. If the customer claimed a Creator Exclusive Voucher from creator's channel, how can the customer use the voucher?
Customers can use the voucher if the order is placed or added to cart from the designated creator's channel (LIVE, short video, showcase). If the purchase or add to cart happened in other channels (i.e. different creator or Shopping Center), the Creator Exclusive Voucher will not apply.

Promo Code

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Use **Promo Code** for your marketing campaigns and external collaborations

Promo code

Create new promotion

Promotion name

Promo code 27/05/2024 15:07:26

Claim code

Claim codes cannot be edited once they've been created.

TEST E.g. TSLIVE

Generate a code

Active dates

The promotion period must be longer than 10 minutes and shorter than 365 days

Start time

27/05/2024

19:07(GMT+8)

End time

23/11/2024

19:07(GMT+8)

By clicking "Agree & Publish", you agree to the [Shop Seller Promotional Tools Terms & Conditions](#)

Cancel Agree & Publish

Summary

Promo code 27/05/2024 15:07:26

Type

Promo code

Details

Active from 27/05/2024 18:07 to 23/11/2024 18:07

Guidelines

What shoppers will see (example)

Add promo code

XXXXXXXX

Code REDEEMED!

15% off

Where are promo codes displayed?

How can I share promo codes?

Can customers use seller

Tips for success

Strategic partnerships and collaborations

You can use Promo Code to collaborate with other sellers, other brands or creators to increase your shop/products exposure and broaden your customer based.

Assign unique Promo Code for each marketing campaign

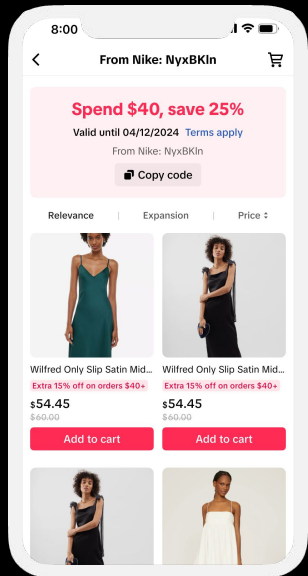
It is recommend to have unique Promo Code for each marketing campaigns so that you can easily monitor customer's behavior and strategize for future campaigns.

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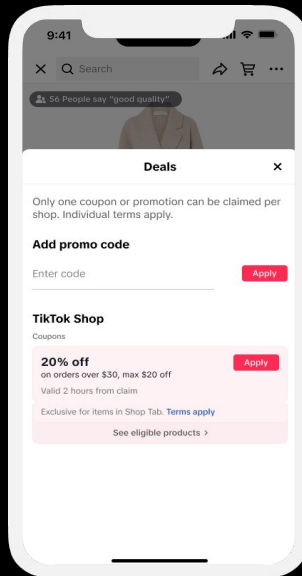
TikTok Shop

Learn more on
TikTok Shop Academy
[10](#), [11](#), [12](#), [13](#), [14](#), [15](#), [16](#)

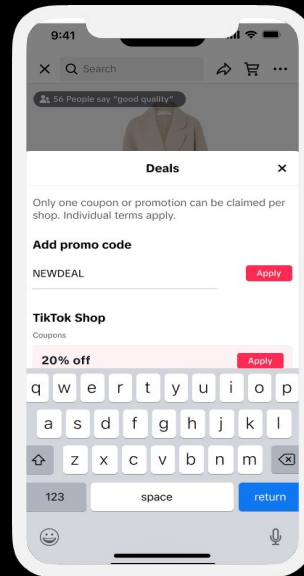
How customers can enjoy Promo Code?



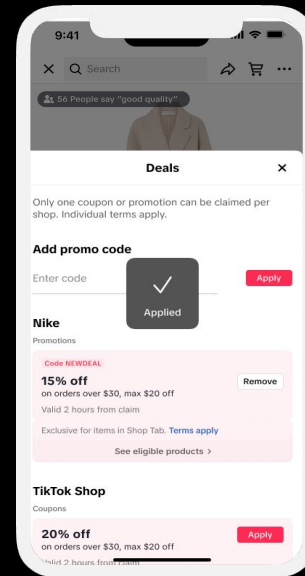
Share the link outside of TikTok,
and the link will lead customer to
the Promo Code landing page



Type or paste the
Promo Code in th
Deals panel



Click Apply



Voucher Card
appear and ready
to be used

FAQs

1. Why can't I successfully create a claim code?

If you are unable to generate a claim code, please check the possible reasons below:

- The number of characters or numbers filled is lower than 2 or exceeds 8.
- The code is not complaint with TikTok's text safety guidelines
- The code is not unique among all the upcoming and ongoing Promo Codes created by all TikTok sellers in the country.

2. How can i change the first 4-characters prefix on my Promo Code?

The 4-character prefix is displayed by default for each seller. It is based on the first 4 characters of the shop name and cannot be customized.

3. Can customers use my Promo Code after I deactivate them?

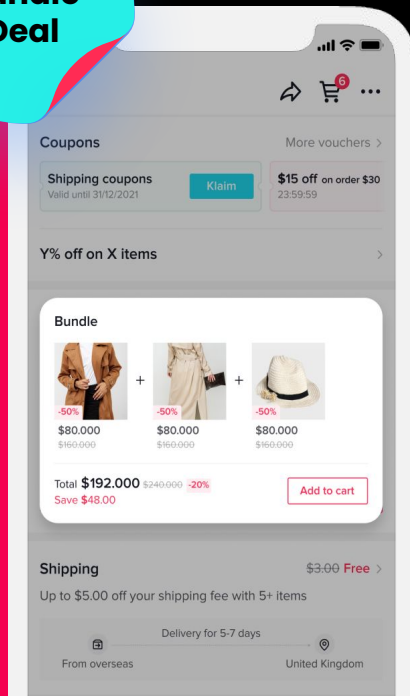
Promo Codes that have already been claimed by customers can still be redeemed regardless of the Promo Code status. However, these Promo Codes cannot be used if the usage quantity is reached or after the expiration date.

4. Can the Promo Code be used with other seller vouchers in the same order?

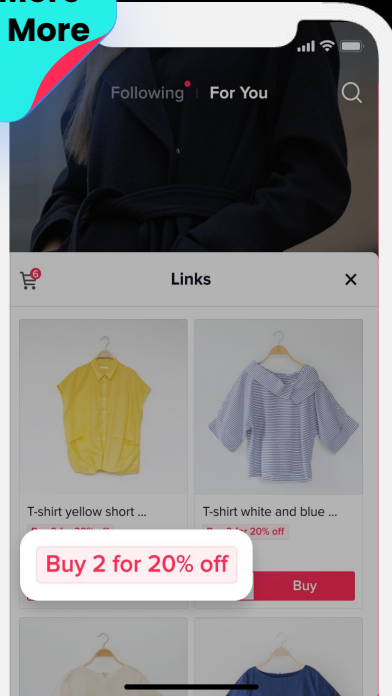
No, the Promo Code cannot be stacked with other type of seller voucher, customers will only be able to use on seller voucher or one seller Promo Code.

Increase **basket size** and **average order value** with **combo deals**

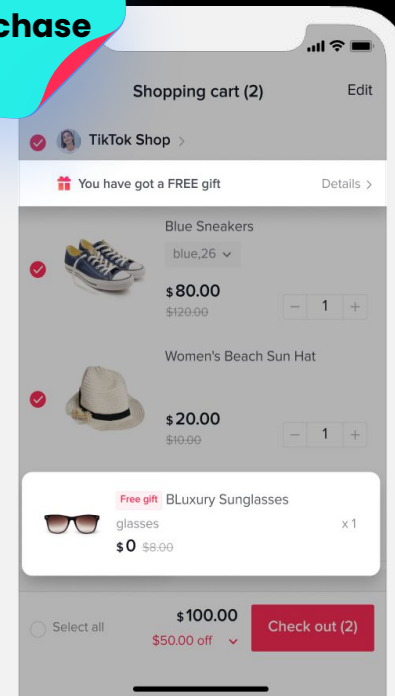
Bundle Deal



Buy More Save More



Gift With Purchase



Bundle Deal

CONFIDENTIAL & PROPRIETARY

Offer complementary products at a discounted price with **Bundle Deal**

Discount settings

Discount type ⓘ

☐ Percentage Off ☐ Fixed Price

Buyer Purchase Limit ⓘ

No limit ▼

Products

Create a product bundle or select an existing bundle of 2-3 products. [About product bundles](#)

Create a new bundle Select an existing bundle

Tips for success



Recommended for low involvement products and categories

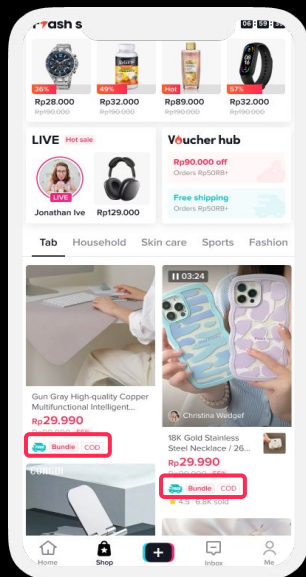
Suitable for low price products and products that are low involvement in purchase decision



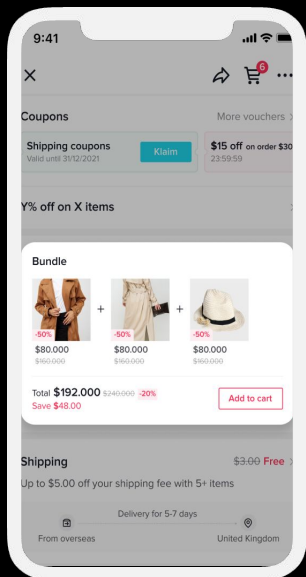
Try various bundle offers to find what works for your products

- Complementary product: Bundle complementary products, accessories of the products, or products that could be used together.
- New Product Bundling: Boost new product visibility by bundling with existing/popular products.
- Inventory Clearance Bundling: Pair a popular product with a slow-moving product to clear inventory space.

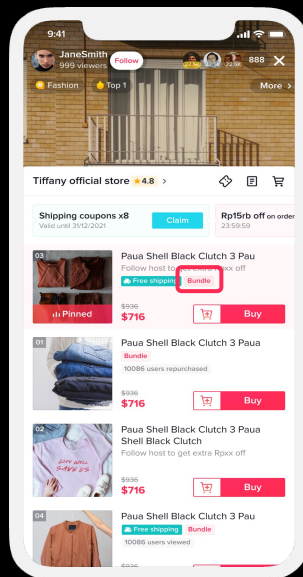
How customers can enjoy Bundle Deal?



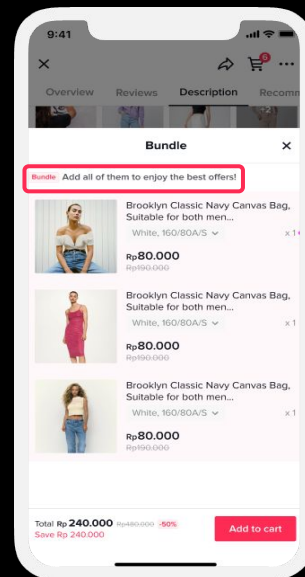
Shopping Center
Product Label



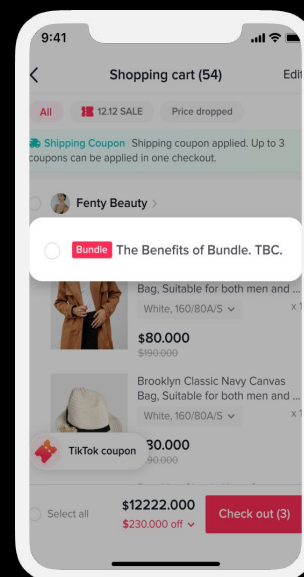
Product Detail
Page



Livestream
Shopping Bag



Bundle Deal
Promotion panel



Shopping Cart

FAQs

1. How many Bundle Deals can I create at the same time?
You can have up to 10 ongoing and upcoming Bundle Deals.

2. How many items can be combined per product bundle?
You can combine 2-3 items per bundle

3. Can a buyer be eligible for 2 different Bundle Deals and check out altogether

Yes, for example

- Bundle Deal 1: Product A (\$8), Product B (\$4) = \$12
- Bundle Deal 2: Product C (\$7), Product D (\$2) = \$9
- The customer can check out together and will be $\$12 + \$9 = \$21$

4. Why are customers not getting the discount from my Bundle Deal promotion?

Customers need to select the SKUs via the Bundle Deal promotion panel only for the Bundle Deal price to take effect, building their own cart and selecting products separately will result the Bundle Deal price to not take effect.

Buy More Save More

Offer tiered discounts to increase spending per order with **Buy More Save More**

Tips for success

Apply BMSM promotion to your entire shop

- Better shopping experience as this allows customers to mix and match products freely and encourages customers to buy more with seamless storewide discounts, this can help you boost your average order value

Understand the types of products you sell to group the BMSM products

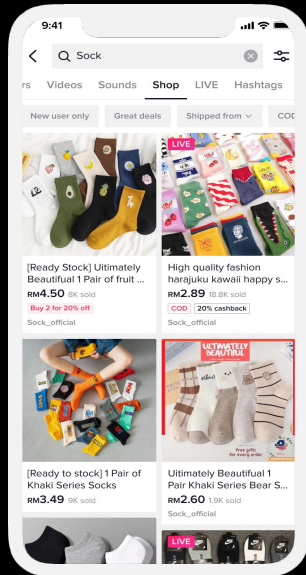
- Necessity of the product: Basic products that are ideal for stocking up (e.g. underwear, basic clothing, cleaning products, diapers, paper towels).
- Variety of the products: Makeup or fashion products with multiple styles or colors (e.g. lipstick shades).

Set up 2 tiers of BMSM promotion to encourage higher spend

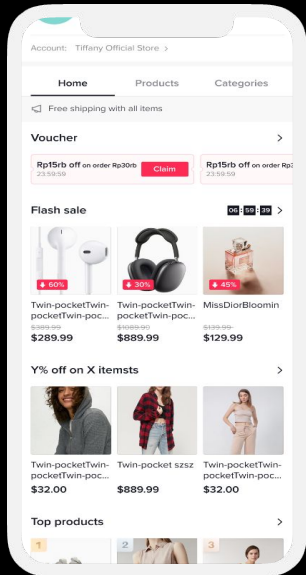
By setting 2 tiers of minimum purchase quantity and discount, you can incentivize customers to add more items to their order to get a better offer.

Buy More Save More

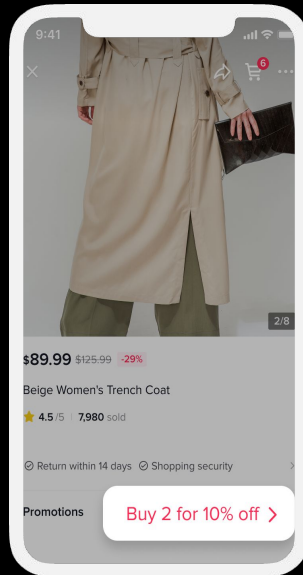
How customers can enjoy Buy More Save More?



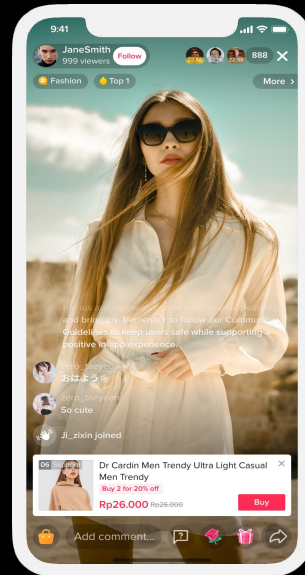
Shopping Center
Product Label



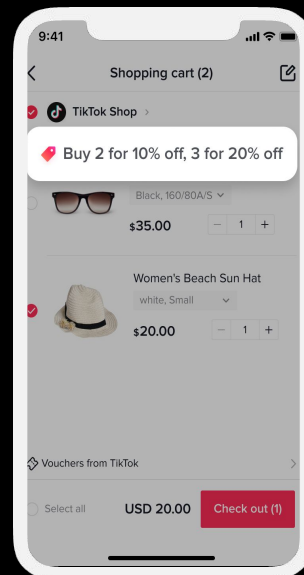
Store Page
Store Design feature



Product Detail Page



Livestream
Pinned Product



Shopping Cart

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GeminiHome.ph

Used **Buy More Save More** to encourage bulk buying

Background

- Market: Philippines – Local
- Category: Lifestyle – Home Supplies

Objective

- Increase items per order (IPO) and encourage bulk buying
- Increase seller's GMV & Order

Strategy

- Created a 2-tiered Buy More Save More promotion 'Buy 2, get 5% off' and 'Buy 3, get 10% off'. The BMSM promotion has selected categories with IPO of more than 2, covering 4,795 products. Customers can place orders for different products in the same store to enjoy the discount.



2x

IPO uplift from 2.0 to 6.03
after using BMSM
promotion



77x

GMV uplift in TikTok Shop
after using BMSM
promotion



Hot selling

KYODAi Kimuchi

Used **Buy More Save More** to encourage bulk buying

Background

- Market: Thailand - Local
- Category: Food & Beverages - Drinks

Objective

- Increase average order value (AOV)
- Encourage bulk buying

Strategy

- Created 2-tiered Buy More Save More (Buy 2, get 2% off and Buy 3, get 3% off). The BSM promotion had 6 products consisting of 2 top selling products and the remaining 4 products are related products (allowing customer to choose variations based on product flavor or health symptoms).
- BSM product pool selection was refreshed every 2 months based on promotion performance and stock
- The seller used Data Compass Promotion Analytics to monitor the revenue and conversions to see if the promotion is effective.



2.42x

BSM AOV uplift
compared to store's
overall AOV



41.27x

BSM ROI



Jussy Official

Used **Buy More Save More** to encourage bulk buying

Background

- Market: Vietnam – Local
- Category: Fashion – Clothes Accessories

Objective

- Stock clearance
- Increase average order value (AOV)

Strategy

- Created 'Buy 2, get 5% off' Buy More Save More promotion. The seller selected a lot of products in their BMSM product pool (171 out of 281 products) instead of their entire stock to control profit margin. By grouping similar products and allow customers to choose from different designs encouraged bulk purchases.



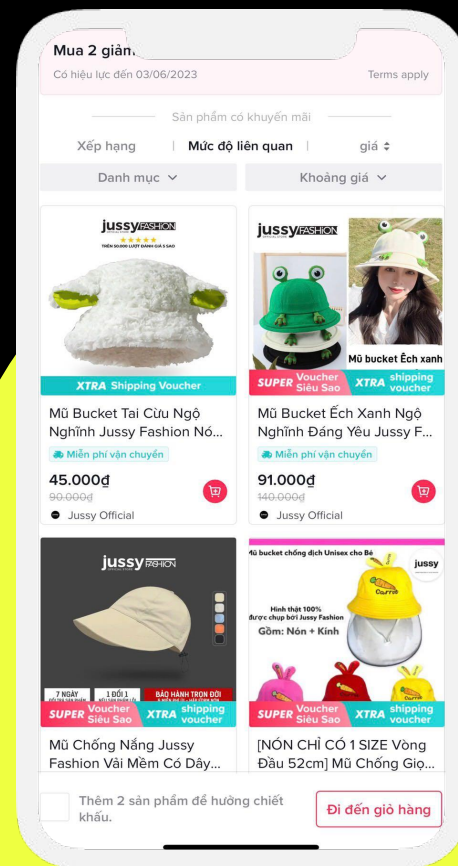
2x

BMSM AOV uplift
compared to store's
overall AOV



19.95x

BMSM ROI



FAQs

1. How many Buy More Save More promotions can I create at the same time?
You can have up to 30 ongoing and upcoming Buy More Save More promotions.
2. Why can't I create a Buy More Save More promotion?
You can set a maximum of 30 Buy More Save More promotions at a time. A product can only participate in one BMSM promotion at the same time period. Products that have been selected as Bundle Deals within the same period can no longer participate in BMSM promotion.
3. What happens if a customer exceeds the minimum quantity threshold on a multi-tiers Buy More Save More promotion?
Customers will only enjoy one tier of BMSM promotion in one order based on the optimal discount. For example,
 - Tier 1 BMSM: Buy 2 products get 20% off
 - Tier 2 BMSM: Buy 3 products get 30% off
 - If the customer buys 6 products that are selected under the BMSM promotion the customer will get 30% off for all 6 products.
4. In the scenario of cancellation or refund of a Buy More Save More order will the be promotion cost be refunded back to the promotion budget?
If the customer cancels the order before shipping, the promotion cost will be refunded back to the promotion budget. If customer request a return or refund after the order is shipped, the promotion cost will not be refunded to the promotion budget.

Gift With Purchase

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Use **Gift With Purchase** to reward customers with free gifts when order threshold is met

Tips for success



Make you offer attractive with relevant free gifts

Use high quality gift images to enhance the aesthetics of the gift and potentially help with conversion.



Choose a gift that is cost-effective for your business

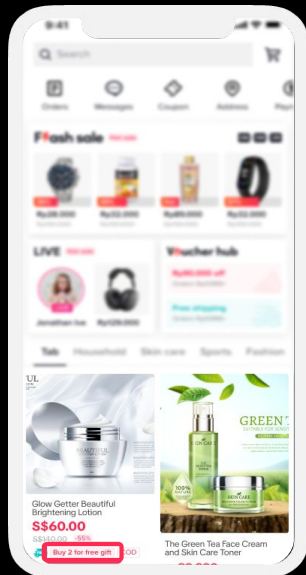
Recommended to use free gifts that are light in weight to avoid additional shipping costs for the customer.



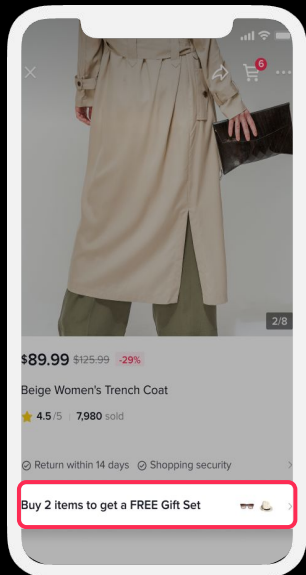
Set up 2 tiers of GWP promotion to encourage higher spend

By setting 2 tiers of minimum threshold and providing gift items, you can incentivize customers to add more items to their order to qualify for the gift set.

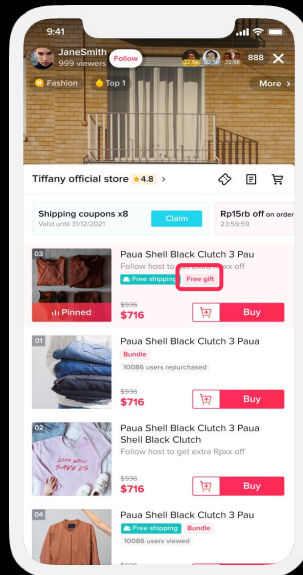
How customers can enjoy Gift With Purchase?



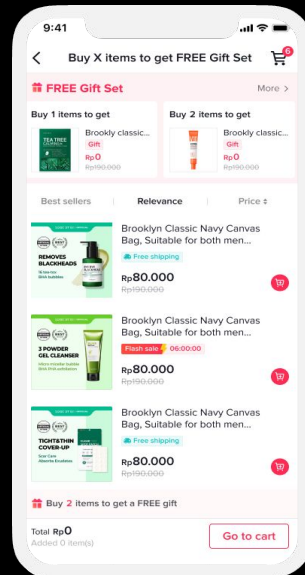
Shopping Center
Product Label



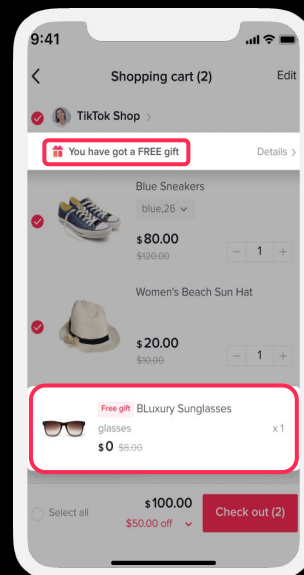
Product Detail
Page



Livestream
Shopping Bag



Gift With Purchase
Landing Page



Shopping Cart

FAQs

1. How many main items and gifts can be set per GWP promotion?

Each GWP promotion can have a maximum of 100 main items and a maximum of 7 gifts in the gift set of each tier.

2. Is it possible to set a maximum amount of gift for the GWP promotion and what happens if gifts run out?

Yes, sellers can set different claim limit for different gifts in the GWP promotion as long as the claim limit does not exceed the current stock. The GWP promotion will only be deactivated if the promotion period has ended or all the gifts in the GWP promotion have reached the total claim limit.

- If the GWP promotion contains multiple gifts and one of the gifts reaches the total claim limit, customers can still enjoy the GWP promotion but will only receive the remaining gifts.
- If the gifts from the first tier are all received, customers will only see gifts from the second tier. The GWP promotion will still be active displaying the active tier.
- If the gifts in the second tier are all received, the order will automatically use the gifts in the first tier. If the gifts in the first tier are all received, the GWP promotion will be deactivated.

3. Can customers enjoy more than one Gift With Purchase promotion in one order?

Yes, different GWP promotions can be enjoyed in the same order. For example:

- GWP 1: Buy 2 items, get gift A
- GWP 2: Buy 3 items, get gift B
- If customer purchases 5 items in the GWP promotion the customer will receive gift A and gift B.

4. If customers hit the minimum quantity threshold of the first and second tier at the same time, can customers get the gift set from both tiers?

No, if customers qualify for both tiers within the same GWP promotion, the system will prioritize the gift from the second tier. For example:

- GWP 1 tier 1: Buy 2 items, get gift A
- GWP 1 tier 2: Buy 3 items, get gift B
- If customer purchases 5 items from the GWP promotion the customer will receive gift B.

5. What is the return policy of orders with Gift With Purchase promotion?

For a return request which involves all the main items in an order, any free gifts involved in the promotion shall be returned together. If the gift is return damaged or not returned at all, the seller has the right to reject the order refund request.

- Return of all main items = Gift needs to be returned with the main items
- Return partial of main items = Gift can be kept by customers.

Shipping Fee Discount

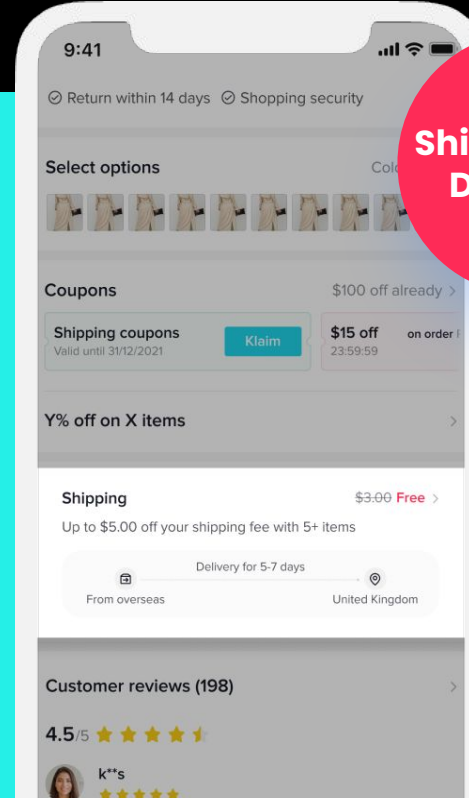
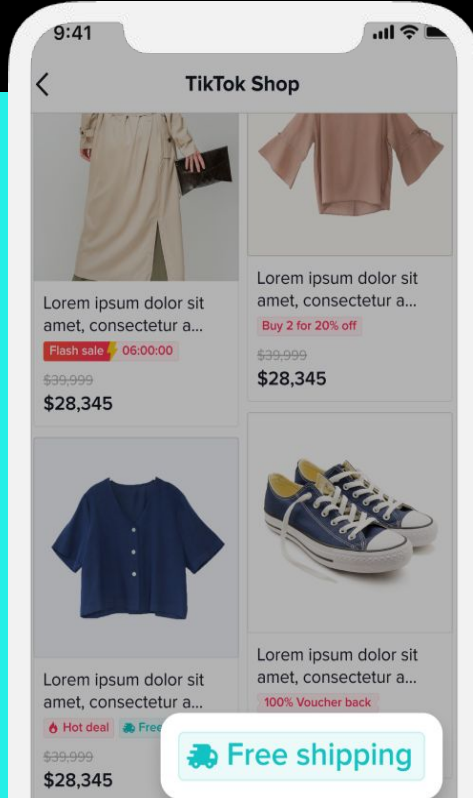
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Increase **sales** and **conversion** effectively with Shipping Fee Discount

A promotional tool where customers can **buy products without having to pay for shipping fee** when they reach the threshold set by the seller.

Benefits

- Increase competitiveness
- Increase visibility with product label
- Increase conversion rate
- Increase basket size



Shipping Fee Discount

The feature supports **free shipping** or **partial discount**. Additionally, you can select **shipping area regions** to better control your budget.

Learn more on
TikTok Shop Academy
[ID](#), [VN](#), [TH](#), [MY](#), [PH](#), [SG](#)

PH-KILY.PH online

Used **Shipping Fee Discount** to get more conversion for low-priced items

Background

- Market: Philippines - Local
- Category: Women's Fashion
- KILY.PH is well well-know shop catering to women and their fashion needs. Although fairly new to TikTok Shop, their monthly sales is already at the top 30% of the fashion category.

Objective

- Improve conversion rate

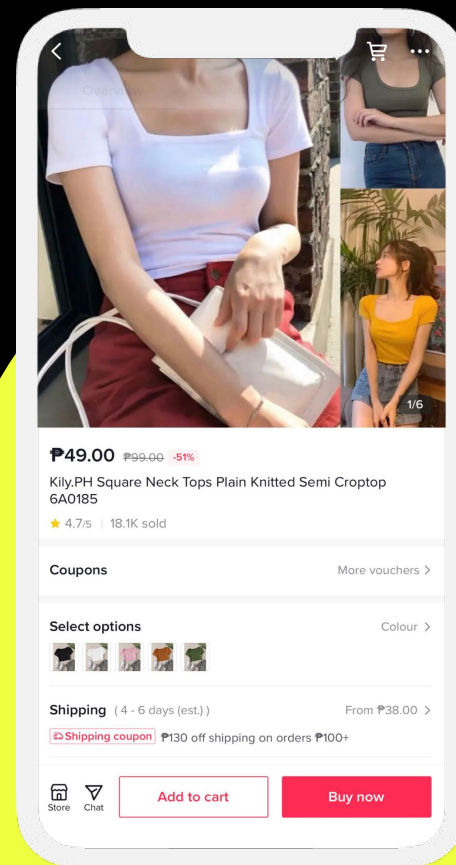
Strategy

- Created shipping fee discount promotion with minimum spend PHP 100 to attract customers.



+45%

Increase in LIVE conversion rate compared to without free shipping



FAQs

1. Why am I not eligible to use Shipping Fee Discount?

For you to access the Shipping Fee Discount, you must meet all of the following criteria

- Seller must maintain a positive shop account balance (>0 USD); and
- Sellers must graduate from the new shop probation period. ([Probation period for each market](#))

2. Will a negative account balance affect my current Shipping Fee Discounts?

No, your account balance will not impact active discounts, but you will be unable to publish new promotions.

3. Can Shipping Fee Discount be used with platform funded shipping fee discounts?

Yes, platform funded shipping fee discounts will be applied first followed by seller Shipping Fee Discount. If the platform shipping fee discounts covers the shipping fee, then the seller Shipping Fee Discounts will not be applied.

4. Can I set a budget for Shipping Fee Discount?

No, you may only set shipping region and discount criteria to help control your budget.

5. Will the “Free Shipping” label appear in all my products after I set Shipping Fee Discount?

The “Free Shipping” label will be displayed based on the following criteria

- 1) The lowest price sku meets the promotion threshold and 2) The promotion covers the entire shipping fee.



Introduction

Tools & Showcases

Smart Promotions

Promotion Analytics

Promotion Prioritization & Stacking

Chapter 3

Smart Promotions

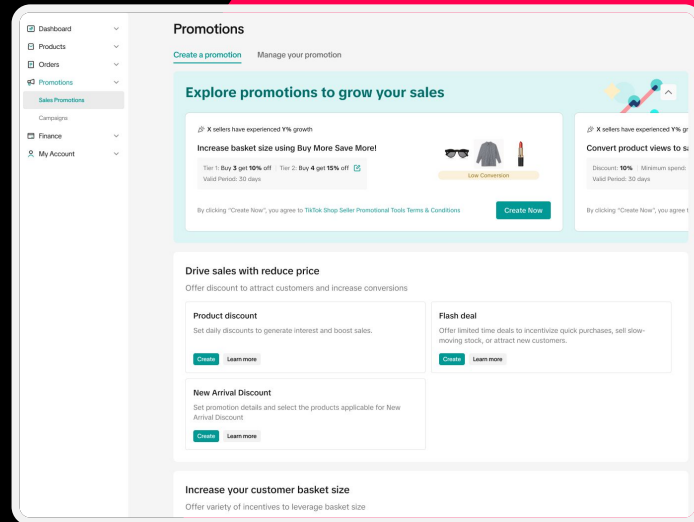
Try **Smart Promotions** – Quick and easy way to set up promotions to maximize your results

What is Smart Promotion?

Smart Promotion provides personalized product selection and discount suggestions tailored to your shop based on your historical performance and what works well for similar products and sellers.

Why Smart Promotion?

- **Data-Driven strategy:** Uses platform insights and historical data to maximize your promotion effectiveness
- **Time-Saving:** No need to manually select products or set discounts, Smart Promotion does it for you in just a few clicks
- **Beginner-Friendly:** Ideal for sellers unfamiliar with promotion tools or unsure about the right setup strategy



How to use Smart Promotions?

Access Smart Promotion on **Seller Center > Marketing > Promotions > Create a promotion**

1. Review the recommended strategies on the the recommendation widget, you may scroll to see other recommended strategies (up to 3 strategies)
2. After reviewing the details, click “**Create Now**” to launch the promotion instantly, or select the edit icon to customize it to your preference
3. Promotions created will be listed in “Manage your promotion” tab. You can view the details of the promotion, edit, duplicate, or deactivate your promotions.

The image shows two screenshots of the TikTok Shop Promotions interface. The top screenshot displays the 'Promotions' page with a 'Create a promotion' link and a 'Manage your promotion' link. It features a section titled 'Explore promotions to grow your sales' with two cards: 'Increase basket size using Buy More Save More' and 'Convert product views to sales'. The bottom screenshot shows the 'Promotion Tool' dashboard with a 'New promotion created' notification. It includes an 'Analytics' section with GMV, Orders, and Buyers metrics, and a table listing promotions with columns for Promotion name, Status, Start Time, End Time, Type, and Action.

Promotions

Create a promotion Manage your promotion

Explore promotions to grow your sales

⚙️ X sellers have experienced Y% growth

Increase basket size using Buy More Save More

Tier 1: Buy 3 get 10% off Tier 2: Buy 4 get 15% off

Valid Period: 30 days

Low Conversion

By clicking "Create Now", you agree to TikTok Shop Seller Promotional Tools Terms & Conditions

Create Now

⚙️ X sellers have experienced Y% growth

Convert product views to sales

Discount: 10% Minimum spend: \$10

Valid Period: 30 days

By clicking "Create Now", you agree to TikTok Shop Seller Promotional Tools Terms & Conditions

Create Now

Drive sales with reduce price

Offer discount to attract customers and increase conversions

Product discount

Set daily discounts to generate interest and boost sales.

Flash deal

Offer limited time deals to incentivize quick purchases, sell slow-moving stock, or attract new customers.

Promotion Tool

Create a Promotion Manage your Promotion

New promotion created

Analytics Jul 12, 2024 - Jul 23, 2024 View More

GMV 0 Orders 0 Buyers 0

All Statuses Ongoing 5 Upcoming 2 Deactivated 1 Expired 2

All promotion tools Please enter ID

Promotion name	Status	Start Time	End Time	Type	Action
Promotion 1	Ongoing	3/10/2021 23:48	21/11/2021 23:48	Flash Sale	View

1 - 1 of 1 1 10/page



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Chapter 4

Monitor Performance with Promotion Tool Analytics

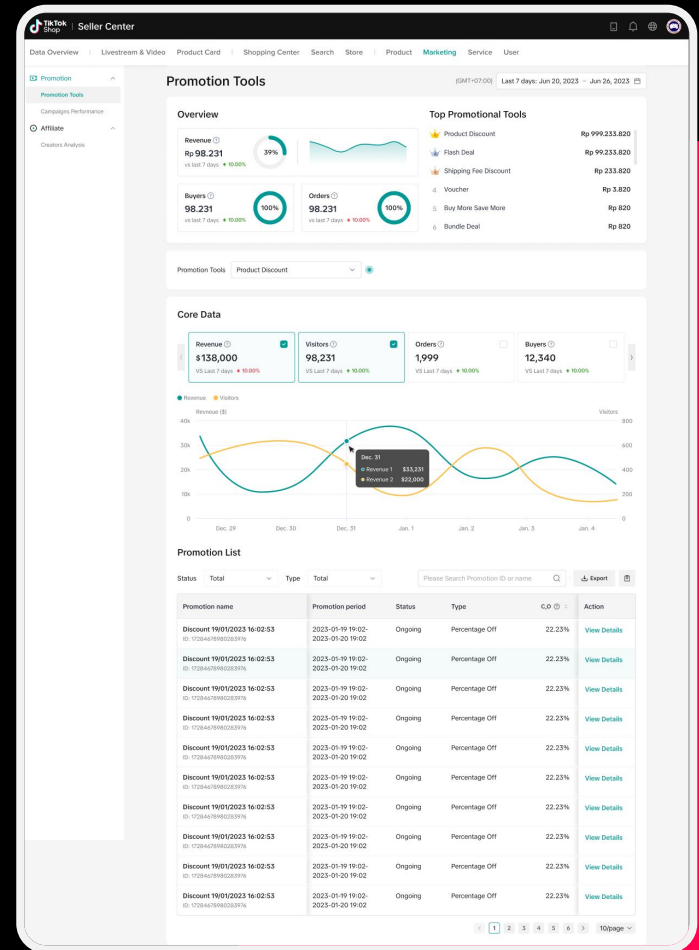
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Track your promotion performance in real time

Promotion Tools Analytics shows your promotion performance with key business indicators

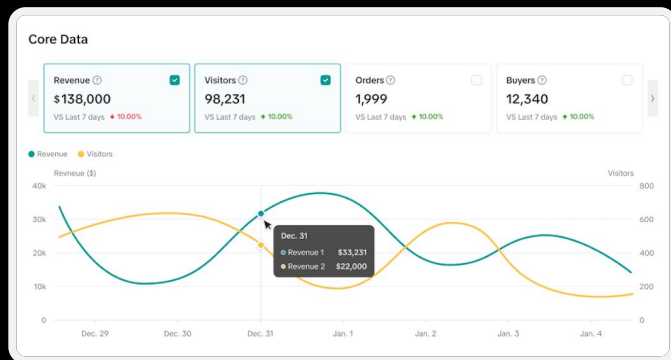
What are the benefits?

1. Track promotion performance in real time or for selected periods.
2. Make smart decisions to optimize sales or specific indicators
3. Monitor the effectiveness of the strategies used



How to use Promotion Tools Analytics?

Core Data



Select the time period, and in the **Core Data** section you can easily find the quick overview of the promotion or compare the key indicators at promotion tool level.

Examples:

- Seller Flash Sale: Has my conversion rate improved?
- Seller Voucher: What is my shops voucher usage rate? What is the ROI? How many new buyers?

Promotion List

Status	Total	Type	Total		
Please Search Promotion ID or name					
Promotion name	Promotion period	Status	Type	C.O	Action
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details
Discount 19/01/2023 16:02:53 ID: 17284678980283976	2023-01-19 19:02-2023-01-20 19:02	Ongoing	Percentage Off	22.23%	View Details

It is recommended to deep dive to promotion level, in the **Promotion List** section. It is important to identify effective and ineffective promotions in order to optimize future promotions.

For Example:

- Which promotion event resulted in the most effective ROI? Why?



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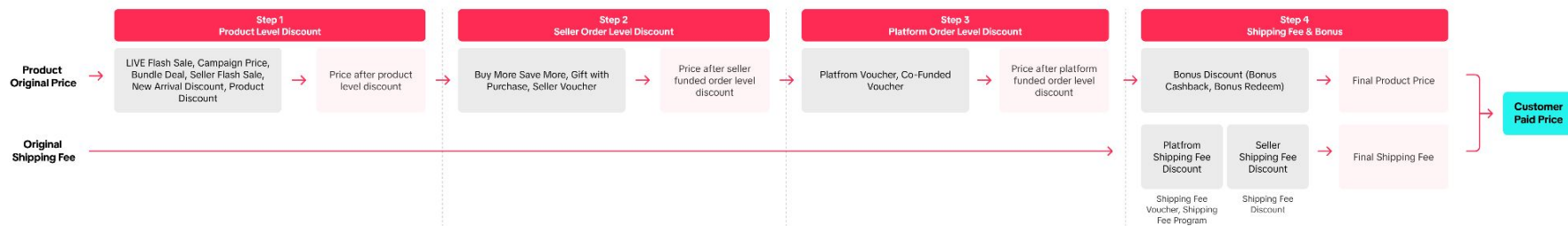
Promotion Prioritization & Stacking

Chapter **5**

Promotion Price Prioritization & Stacking Capability

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Promotion Calculation Sequence



Stacking Capabilities of Campaign & Seller Promotions

		Product Level Discount						Order Level Discount			Shipping Fee & Bonus			
Promotion Type	Campaign	Product Discount	New Arrival Discount	Seller Flash Sale	LIVE Flash Sale	Bundle Deal	Seller Voucher	Co-funded Voucher	Buy More Save More	Gift with Purchase	Bonus Cashback	Bonus	Shipping Fee Discount	Shipping Fee Program
Product Level Discount	Campaign	Promotion with the largest discount will be used												
	Product Discount	Display campaign price	Promotion with the largest discount will be used											
	New Arrival Discount	Display campaign price	Promotion with the largest discount will be used	A product can only join one promotion at a time										
	Seller Flash Sale	Display campaign price	Display Flash Sale price	A product can only join one promotion at a time										
	LIVE Flash Sale	Display LIVE Flash Sale price	Display LIVE Flash Sale price	A product can only join one promotion at a time	A product can only join one promotion at a time									
	Bundle Deal	Display campaign price	Display Bundle Deal price	Display Flash Sale price	Display LIVE Flash Sale price	A product can only join one promotion at a time								
Order Level Discount	Seller Voucher	Stackable	Stackable	Stackable	Stackable	Stackable	Promotion with the largest discount will be used							
	Co-funded Voucher	Stackable	Display co-funded voucher	Display co-funded voucher	Display co-funded voucher	Display co-funded voucher	Stackable	Promotion with the largest discount will be used						
	Buy More Save More	Stackable	Stackable	Stackable	Stackable	Display Bundle Deal price	Stackable	Stackable	Promotion with the largest discount will be used					
	Gift with Purchase	Stackable	Stackable	Stackable	Stackable	Displays the first one set	Stackable	Stackable	Display Buy More Save More	Promotion with the largest discount will be used				
Shipping Fee & Bonus	Bonus Cashback	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Promotion with the largest discount will be used			
	Bonus	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Promotion with the largest discount will be used		
	Shipping Fee Discount	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Promotion with the largest discount will be used	
	Shipping Fee Program	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Stackable	Promotion with the largest discount will be used

Color Legend

Stackable

Two promotions can be applied together in the order

Non-stackable

Two promotions cannot be applied together, promotion will follow the mentioned rules

Promotion with the largest discount will be used

Two promotions cannot be applied together in the order. The promotion with the largest discount will be taken by default

Calculation Examples

Example 1

Calculating with multiple seller funded promotions

SKU A product original price = 52

Multiple active promotions:

- Product Discount: SKU A 50
- Buy More Save More: Buy 2, get 10% off
- Seller Voucher: Minimum spend 120, get 10 off
- Free Shipping Discount: Minimum spend 60, get free shipping

Number of SKUs purchase by the customers	Single Product Discount	Seller Product Combination Discount		Order Value	Seller Shipping Fee Discount
	Product Discount	Buy More Save More	Seller Voucher		Free Shipping
1	✓	✗	✗	50	✗
2	✓	✓	✗	$(50 \times 2) - 10\% = 90$	✓
3	✓	✓	✓	$((50 \times 3) - 10\% = 135) - 10 = 125$	✓

Example 2

Calculating with seller & platform funded promotions

SKU A product original price = 50

Multiple active promotions:

- Campaign Price: SKU A 45
- Buy More Save More: Buy 2, get 10% off
- Seller Voucher: Minimum spend 90, get 10 off
- Platform Voucher: Minimum spend 75, get 5 off
- Free Shipping Discount: Minimum spend 60, get free shipping

Number of SKUs purchase by the customers	Single Product Discount	Seller Product Combination Discount		Platform Product Combination Discount	Order Value	Seller Shipping Fee Discount
	Campaign price	Buy More Save More	Seller Voucher	Platform Voucher		Free Shipping
1	✓	✗	✗	✗	45	✗
2	✓	✓	✓	✗	$((45 \times 2) - 10\% = 81) - 10 = 71$	✓
3	✓	✓	✓	✓	$((45 \times 3) - 10\% = 1,21.5) - 10 - 5 = 106.5$	✓

Example 3

Calculating campaign, seller platform funded promotions

SKU A product original price = 50

Multiple active promotions:

- Campaign Price: SKU A 50
- Seller Voucher: Minimum spend 90, get 10 off
- Co-Funded Voucher: Co-Funded Campaign Price: SKU A 48, Co-Funded Voucher: Minimum spend 90, get 5 off
- Free Shipping Discount: Minimum spend 60, get free shipping

	Single Product Discount	Seller Product Combination Discount	Platform Product Combination Discount		Seller Shipping Fee Discount
Number of SKUs purchase by the customers	Campaign price	Seller Voucher	Co-Funded Voucher	Order Value	Free Shipping
1	×	×	×	48	×
2	×	✓	×	$(48 \times 2 = 96) - 10 = 86$	✓
3	×	✓	✓	$(48 \times 3 = 144) - 10 - 5 = 129$	✓

Note: Co-Funded Campaign will be prioritized over the regular campaign, this means co-funded campaign price will take effect. If sellers did not join a co-funded campaign but the submitted the same products to multiple regular campaigns, then the lowest campaign price will take effect.

Example 4

Calculating seller & platform shipping fee promotions

SKU A product original price = 12

Shipping Fee = 7

Multiple active promotions:

- Seller Voucher: Minimum spend 12, get 1 off
- Platform Voucher: Minimum spend 20, get 1 off
- Shipping Fee Voucher or Shipping Fee Program: Minimum spend 20, get 4 off
- Shipping Fee Discount: Minimum spend 30, get 3 off

	Seller Product Combination Discount	Platform Product Combination Discount	Platform Shipping Fee Discount	Seller Shipping Fee Discount		
Number of SKUs purchase by the customers	Seller Voucher	Platform Voucher	Shipping Fee Voucher/SFP	Free Shipping Discount	Order Value	Shipping fee
1	✓	✗	✗	✗	$12 - 1 = 11$	7
2	✓	✓	✓	✗	$(12 * 2 = 24) - 1 - 1 = 22$	$7 - 4 = 3$
3	✓	✓	✓	✓	$(12 * 3 = 36) - 1 - 1 = 34$	$7 - 4 - 3 = 0$ (Free Shipping)

Example 5

Calculating seller funded promotion & platform Bonus promotion

SKU A product original price = 12

Multiple active promotions:

- Seller Voucher: Minimum spend 12, get 1 off
- Platform Voucher: Minimum spend 20, get 1 off
- User Bonus balance: 2
- Platform Bonus Cashback Voucher: Minimum spend 20, get 20% cashback, capped at 5

Number of SKUs purchase by the customers	Seller Product Combination Discount	Platform Product Combination Discount	Bonus		Order Value	Cashback Bonus (To be earned)
	Seller Voucher	Platform Voucher	Bonus Balance (Toggle on/off)	Bonus Cashback Voucher		
1	✓	✗	✓	✗	$12 - 1 - 2 = 9$	0
2	✓	✓	✓	✓	$(12*2 = 24) - 1 - 1 - 2 = 20$	$20*20\% = 4$
3	✓	✓	✓	✓	$(120*3 = 36) - 1 - 1 - 2 = 32$	$32*20\% = 5$ (6.40 but capped at 5)

**Thank
you!**



 **TikTok** Shop