



# ZALORA

## MARKETPLACE

Seller Rewards Program

# Background

## **Seller Rewards Program**

- Earn free GFG Ads credits by meeting monthly KPIs
- Reward top-performing sellers

## **Key Terms:**

- Top-up: Exactly PHP 45,000 (or local equivalent)
- Validity: Free credit expires in 3 months
- Payment: Wire transfer or credit card
- Form: Submit within 5 business days

# Terms & Conditions

## 1. How to Qualify?

➤ Meet all 3 KPIs each month:

No	KPI Metrics	Target
1	Seller Related Cancellations (%SRC)	< 0.5% / 5 orders / NMV € 3000 or less
2	Seller Handling Time (% R2S within SLA)	> 97%
3	Seller Related Return (%SRR)	< 0.5% / 5 items or less

# Terms & Conditions

Tier	Condition	Reward
1	Meet all KPIs for 1 month	15% free Ads Credit (with PHP 45,000 top-up)
2	Meet all KPIs 2+ months in a row  <b>Note:</b> Sellers remain Tier 2 if all KPIs are met every month.	20% free Ads Credit (with PHP 45,000 top-up)

# How It Works

 Meet KPIs



 Receive Notification



 Top Up PHP 45,000.00



 Submit Google Form



 Get Paid Credit (7 days)



 Get Free Credit (7 days after paid credit)

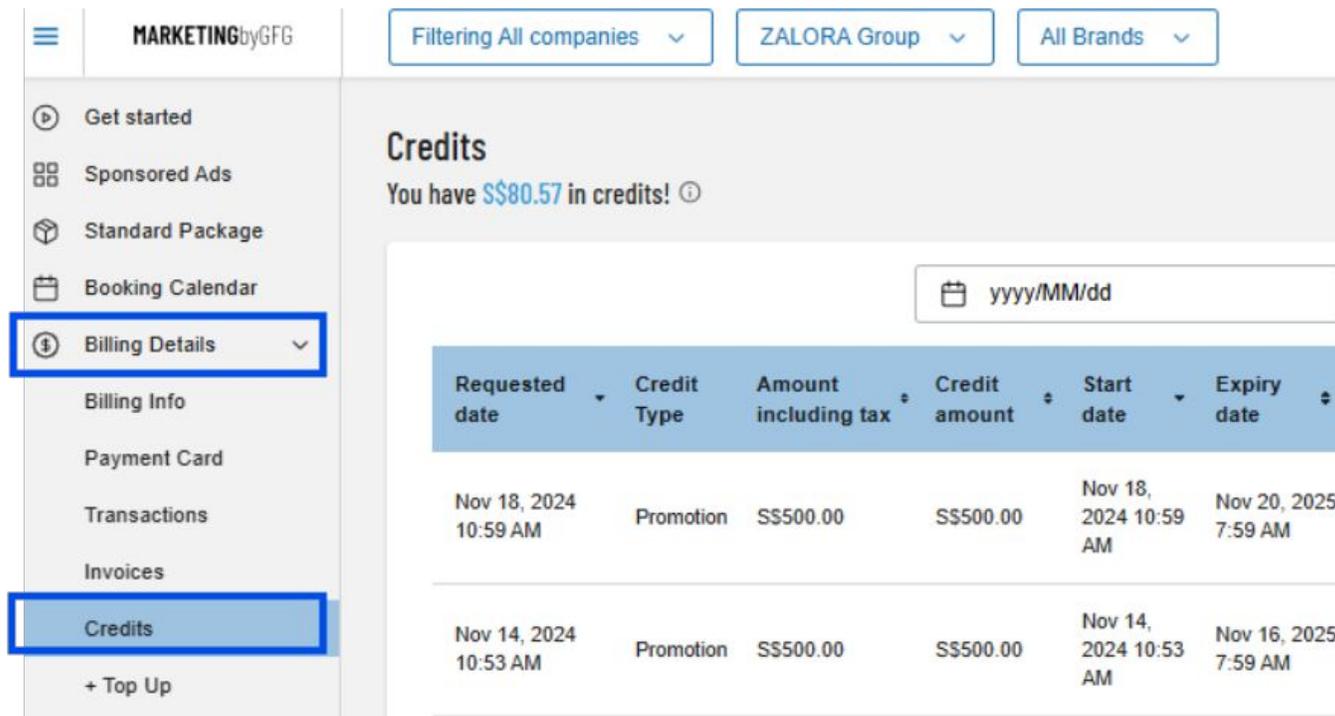
# FAQ

## 1. What if I do not have a GFG Ads account?

Create a GFG Ads account using the guide in this [link](#).

## 2. Is there a way to check the expiry date for my free credit?

Check the Credits section in your Ads account billing details for the expiry date:



The screenshot displays the 'MARKETINGbyGFG' interface. At the top, there are filters for 'Filtering All companies', 'ZALORA Group', and 'All Brands'. The left sidebar contains a navigation menu with items: 'Get started', 'Sponsored Ads', 'Standard Package', 'Booking Calendar', 'Billing Details' (highlighted with a blue box), 'Billing Info', 'Payment Card', 'Transactions', 'Invoices', 'Credits' (highlighted with a blue box), and '+ Top Up'. The main content area is titled 'Credits' and shows 'You have S\$80.57 in credits!'. Below this is a table with the following data:

Requested date	Credit Type	Amount including tax	Credit amount	Start date	Expiry date
Nov 18, 2024 10:59 AM	Promotion	S\$500.00	S\$500.00	Nov 18, 2024 10:59 AM	Nov 20, 2025 7:59 AM
Nov 14, 2024 10:53 AM	Promotion	S\$500.00	S\$500.00	Nov 14, 2024 10:53 AM	Nov 16, 2025 7:59 AM

# FAQ

**3. I made payment for the paid credit, but the Google Form is closed.  
Will I still get the free credit?**

No, you will not receive the free credit if the Google Form is closed.  
The form is only open for 5 business days after you receive the notification.

If you miss this window, only your paid credit will be processed.

*Example:* If you receive the notification on July 17, the form will be closed on July 24.

**4. Questions? Contact [Seller Helpdesk](#).**