ZALORA

PROMOTION



Promotion

Zalora Promotion

Definition: Promotion made by Zalora in the upcoming period. This promotion can be followed by all sellers in accordance with the applicable terms and conditions.

Benefits: By participating in Zalora Promotion, sellers have the opportunity to gain more exposure for the products they participate in.

Topic :

- **How to Follow Zalora Promotion**
- **How to Add Products Manually on Zalora Promotion**
- **How to Add Products in Bulk on Zalora Promotion**

Seller Promotion

Definition: Promotions created independently by the seller and visible on the products (SKUs) included.

Benefits: The seller promotion feature gives sellers the freedom to create and manage promotions for buyers on Zalora.

Topic :

1. Seller Promotion
   - How to Create Seller Promotion - Voucher
     -Percentage & Fix Amount
   - How to Create Seller Promotion - Cart Rule

2. **How to Add Products to Seller Promotion**
   - Manually
   - In Bulk

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Zalora Promotion



Zalora Promotion - How to Add Products Manually On Zalora Promotion (1/1)

1. Home > **Promotions** > **Promotions By Zalora**
2. Select the promotion you want to participate in



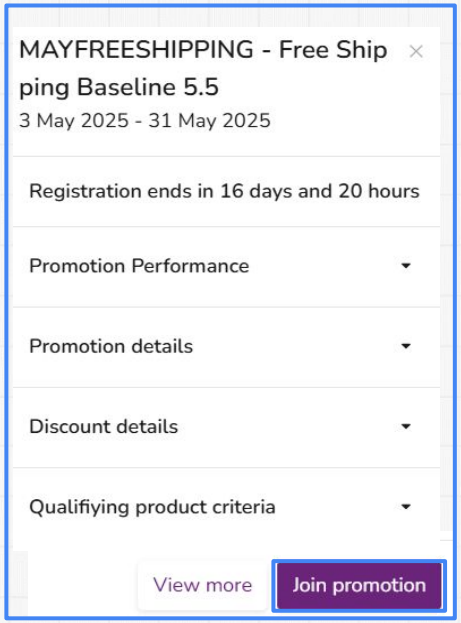
1

2

Promotion name	Type	Discount code	Discount	Registration date	Promotion dates	Approved products	Has eligible products	Status
MAYFREESHIPPING - Free Shipping Baseline 5.5	Voucher code	MAYFREESHIPPING	₱149.00	9 May 2025	3 May 2025 - 31 May 2025	0	Yes	Open
25FAVORITES - 25% New Arrivals 3hrs Non Stackable 5.5	Voucher code	25FAVORITES	25%	5 May 2025	7 May 2025 - 7 May 2025	0	Yes	Open
USE100OFF - ₱100 Sitewide 4hrs 5.5	Voucher code	USE100OFF	₱100.00	5 May 2025	7 May 2025 - 7 May 2025	0	Yes	Open
30COMMAND - 30% Sitewide 3hrs Non Stackable excluding H&L and Zmart 5.5	Voucher code	30COMMAND	30%	2 May 2025	4 May 2025 - 4 May 2025	0	Yes	Open
55SUPREME - 60% Curated Baseline Non Stackable 5.5	Voucher code	55SUPREME	60%	2 May 2025	4 May 2025 - 6 May 2025	0	Yes	Open
5SIGHT - 5% Curated Stackable 4hrs 5.5	Voucher code	5SIGHT	5%	2 May 2025	4 May 2025 - 4 May 2025	0	Yes	Open
55RACE - 10% Curated Stackable 3hrs 5.5	Voucher code	55RACE	10%	2 May 2025	4 May 2025 - 5 May 2025	0	Yes	Open
ZVIPTODAY - Free ZALORA VIP 24hrs 5.5	Voucher code	ZVIPTODAY	₱500.00	2 May 2025	5 May 2025 - 5 May 2025	0	Yes	Open

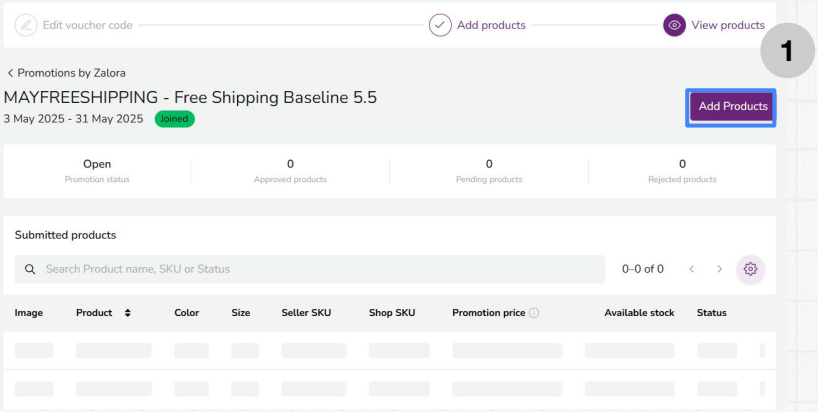
3

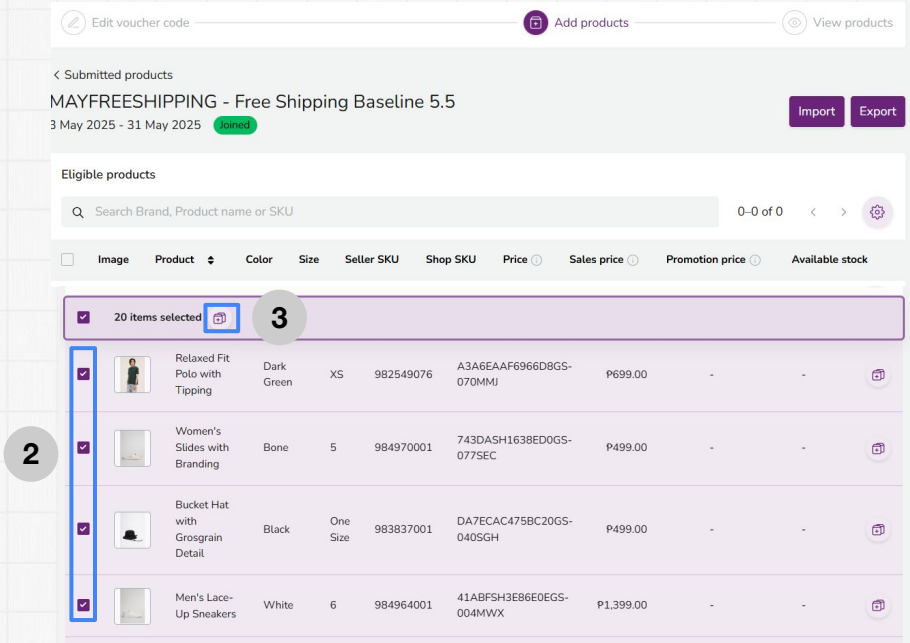
3. Click the icon  to see promotion details
4. Click '**Join Promotion**' to add products



4

Zalora Promotion - How to Add Products Manually On Zalora Promotion (1/2)



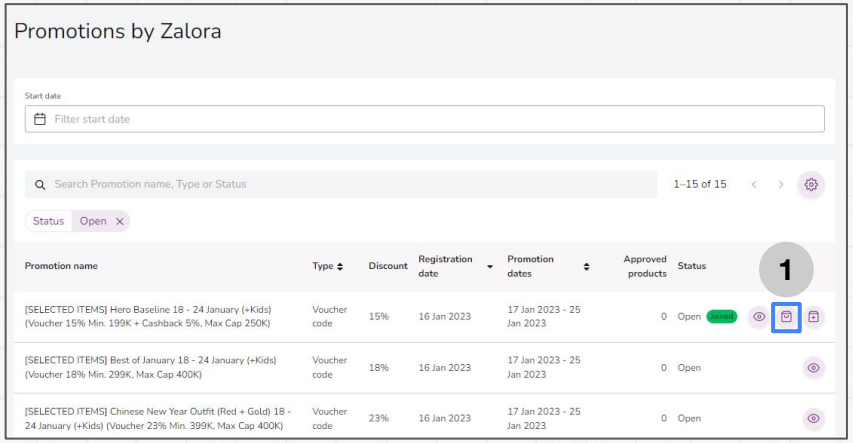


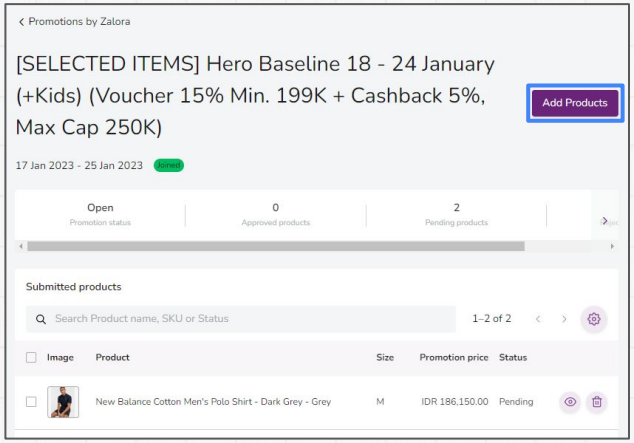
1 Click **'Add Products'** to add products that you want to include in the promotion

2 Select the **Box Icon** on the left of the product

3 Click **icon** to add products to a promotion

Zalora Promotion - How to Add Products in Bulk on Zalora Promotion (1/4)

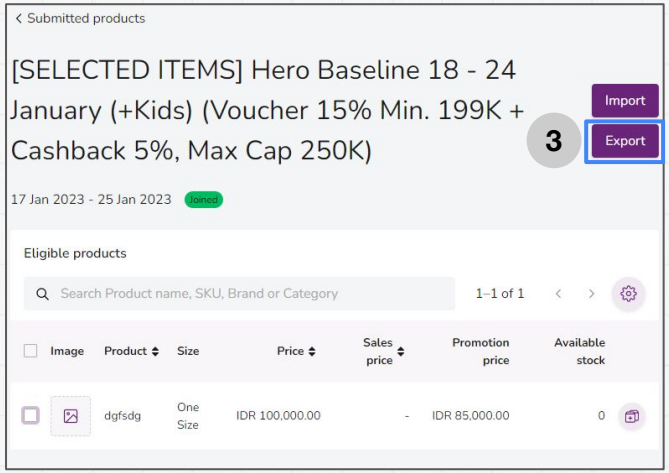




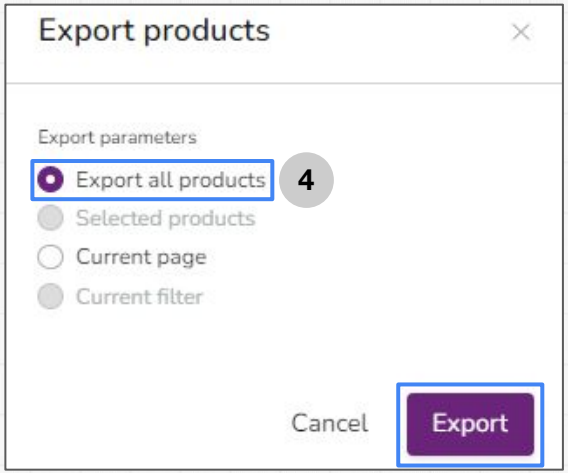
1 Click on the icon on the selected promotion to see the registered products.

2 Click **'Add Products'** to add products you want to include in the promotion.

Zalora Promotion - How to Add Products in Bulk to Zalora Promotion (2/4)



3 Click **'Export'** to download the template for adding products in bulk.



4 Select **'Export All Products'** to download all eligible SKUs

5 Click **'Export'**



If the **export** is successful, a pop-up notification will appear at the top right of your seller center page.

Zalora Promotion - How to Add Products in Bulk on Zalora Promotion (3/4)

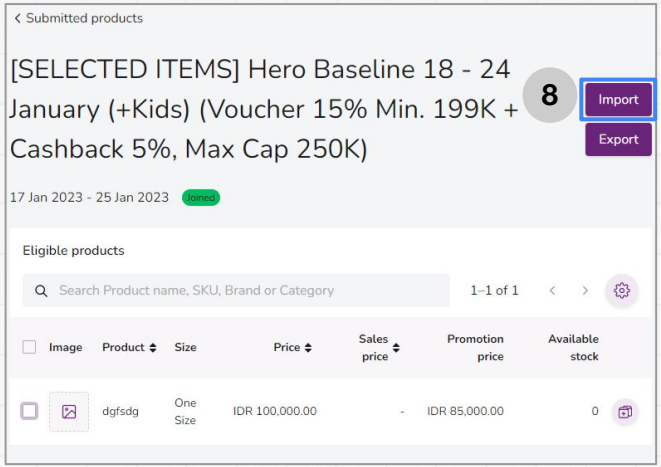
6 Click the icon to download the file in the pop-up that appears at the bottom right of your seller center.

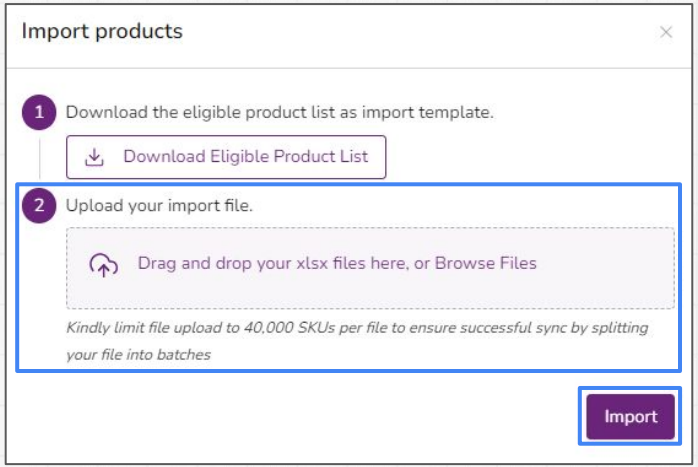


7 From the downloaded file, all eligible SKUs for the promotion will be visible. Sellers can curate which SKUs will be included in the promotion. For SKUs that do not want to be included, the row can be deleted. then save the file. Please do not delete the promo code column because each promotion has a different unique code

Catalog Product Uuid	Promotion Name	Shop SKU	Seller SKU	Product Name	Brand
15b9e762-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA78KXDID-11982	HY2605-014-L	Fiqi Printed Flare Tube Top	ZALORA
19a2cbd2-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-0	HY2845-014-XS	Haniela Funnel Neck Knit Top	ZALORA
19a2cc49-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-0	HY2845-014-S	Haniela Funnel Neck Knit Top	ZALORA
19a2ccbe-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-0	HY2845-014-M	Haniela Funnel Neck Knit Top	ZALORA
19a2cd2d-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-0	HY2845-014-L	Haniela Funnel Neck Knit Top	ZALORA
19cfe0bd-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	70539AAD833B5FGS-0	HY2763-304-L	Kamea Knit Crop Top	ZALORA
1a630118-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA39TQEID-1658	HY2238-014-L	Cynara Ruffle Bustier Crop Top	ZALORA
1be7c9a0-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	A5BF6AA3B0BEF8GS-0	HY2334-000-XS	Mabli Printed Mini Skirt	ZALORA
1be826d4-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA39TQEID-1804	HY2238-014-XL	Cynara Ruffle Bustier Crop Top	ZALORA
1e36f024-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA02LNTID-2062	HY2787-072-XS	Reyna Bodycon Midi Dress.	ZALORA
1e36f09d-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA02LNTID-2062	HY2787-072-S	Reyna Bodycon Midi Dress.	ZALORA
1e36f114-2f83-11e9-a67d-027c1c0214	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA02LNTID-2062	HY2787-072-M	Reyna Bodycon Midi Dress.	ZALORA
1e36f18f-2f83-11e9-a67d-027c1c0214	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA02LNTID-2062	HY2787-072-L	Reyna Bodycon Midi Dress.	ZALORA
1e37249f-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA46OKZID-2067	HY1059-014-S	Patrice Cropped Pants	ZALORA
1e372530-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA46OKZID-2067	HY1059-014-M	Patrice Cropped Pants	ZALORA
1e3725ad-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA46OKZID-2067	HY1059-014-L	Patrice Cropped Pants	ZALORA
1f76528b-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0VMXSID-2297	HY2029-052-XS	Covet Nadena Netted Frill Hem Dress	ZALORA
1f765457-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0VMXSID-2297	HY2029-052-S	Covet Nadena Netted Frill Hem Dress	ZALORA
1fe67533-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0W4IZID-2364	HY2238-006-XS	Cynara Ruffle Bustier Crop Top	ZALORA
1fe676e9-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0W4IZID-2364	HY2238-006-L	Cynara Ruffle Bustier Crop Top	ZALORA

Zalora Promotion - How to Add Products in Bulk on Zalora Promotion (4/4)

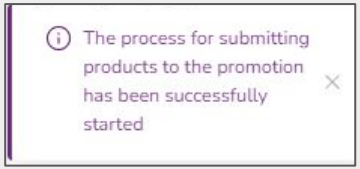




8 Go back to the seller center add product page and click **'Import'** to upload the list of products to be included in the promotion.

9 **Drag & drop** the edited file into the box as shown in the image above or click on the box to upload the file from your computer.

10 Click **'Import'**

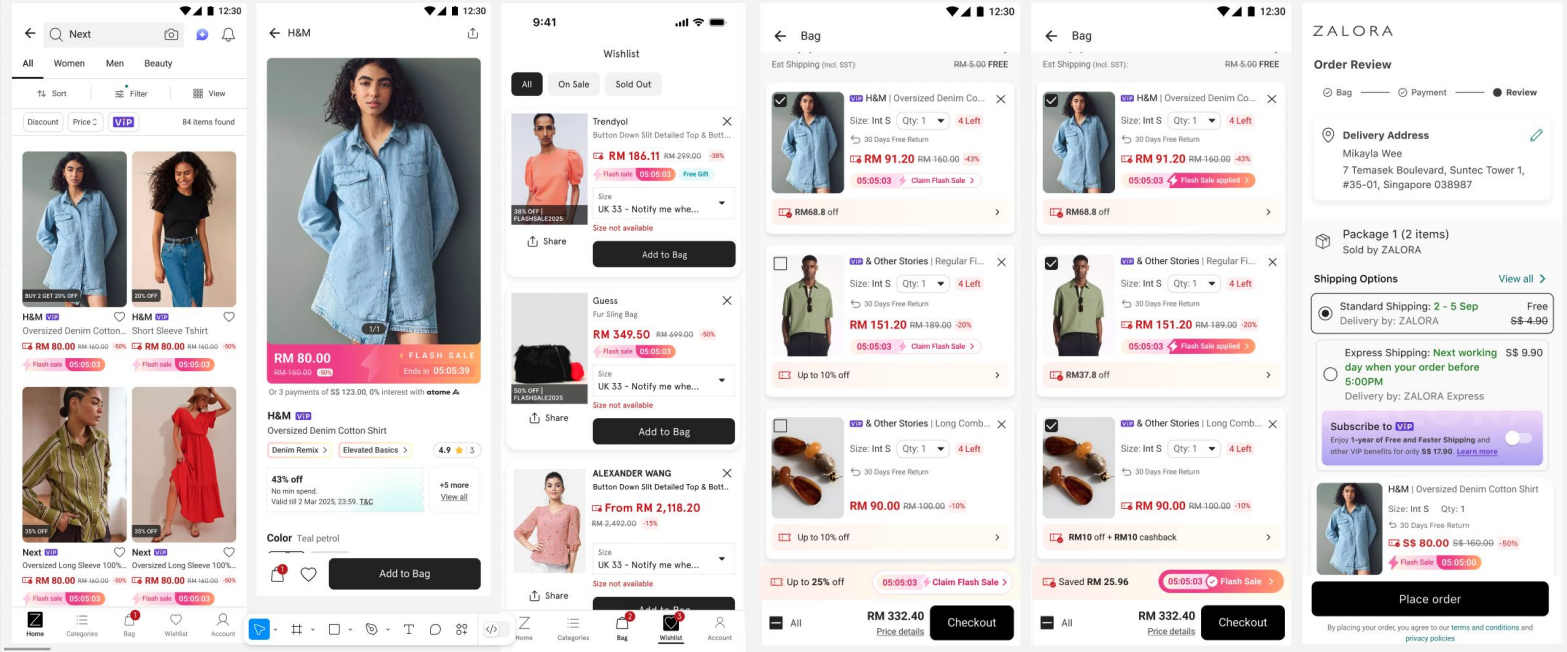


If the import is **successful**, a pop-up notification will appear at the top right of your seller center page.

Zalora Promotion - Flash Sale Promotion

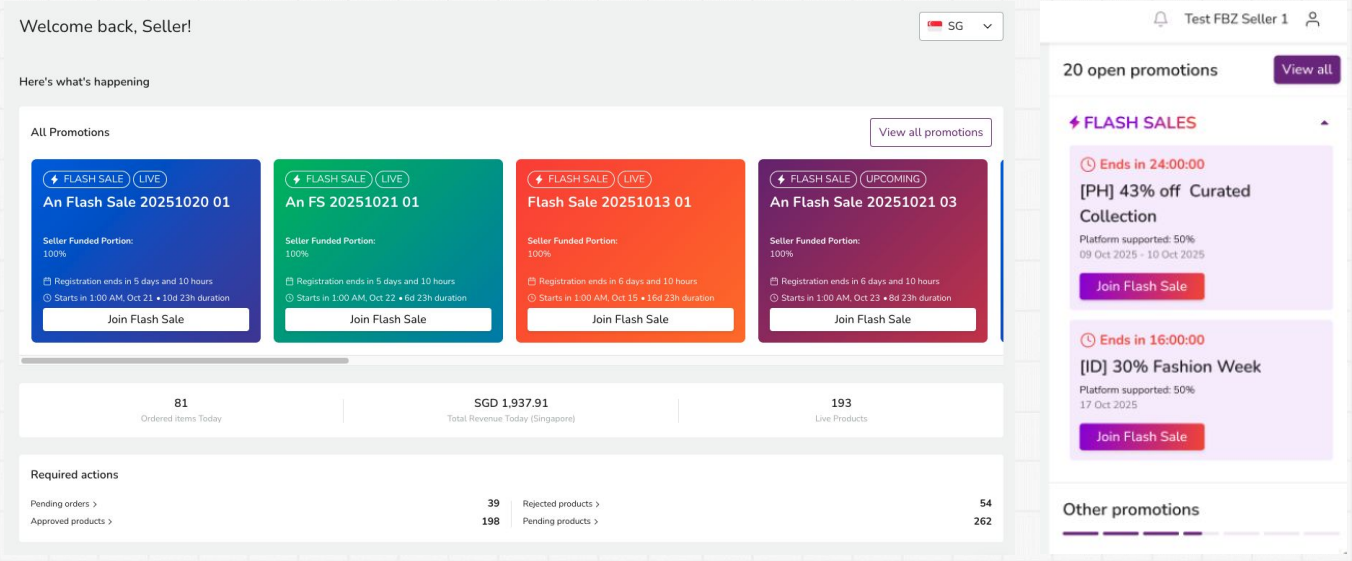
Zalora Flash Sale is a new promotion type and works in a form of stackable voucher to provide incremental discount with the primary goal to drive incremental NMV and conversions by leveraging urgency through limited-time, high-visibility promotions.

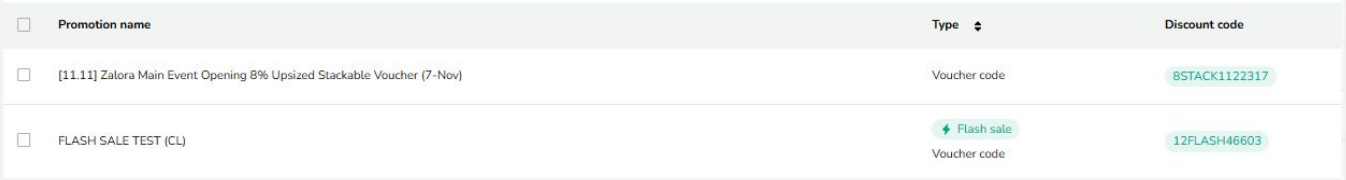
➔ Joining a stackable Flash Sale can boost your product engagement as products get Flash Sale visibility (badge and countdown timer) across customer touchpoints: Catalog, PDV, Wishlist, Cart, Checkout.



Zalora Promotion - Flash Sale Promotion

- ➔ Flash Sales promotion type will be highlighted to showcase its prominence if sellers are eligible to join.
- ➔ Flash Sale participation will follow the usual promotion joining and submission process





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Seller Promotion

1. Voucher Promotion

2. Cart Rule Promotion

3.. Discount Promotion



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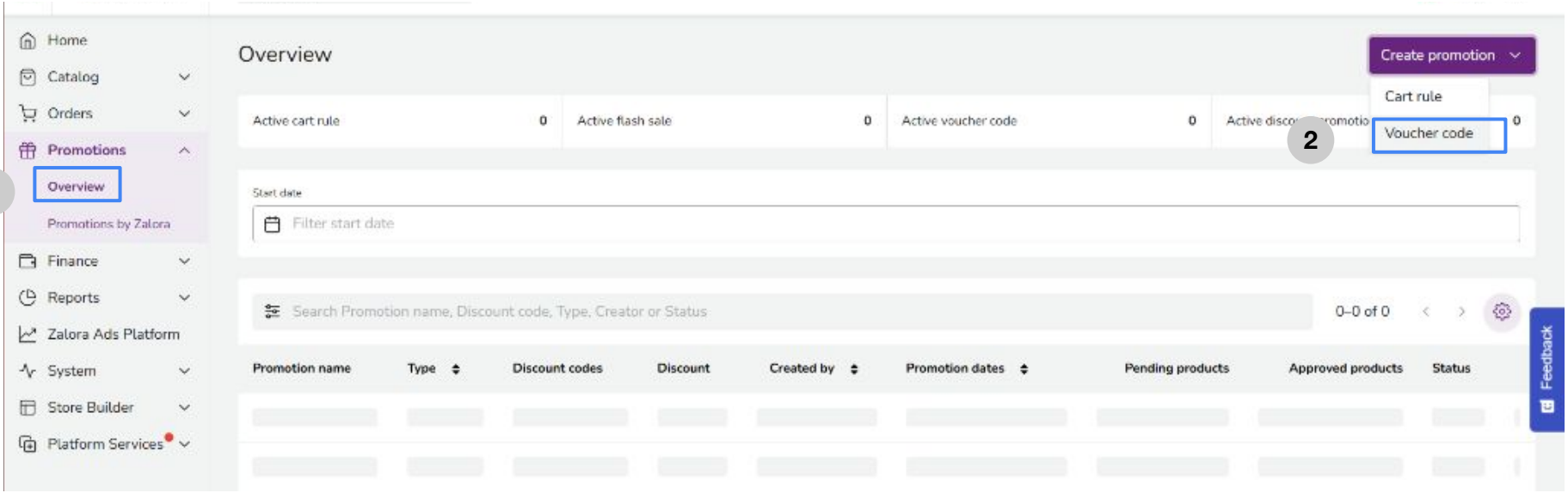
How to create a Voucher Promotion



How to Create Seller Promotion - Voucher

1 Home > **Promotion > Overview**

2 Click **'Create Voucher Code Promotion'**



How to Create Seller Promotion - Voucher

3 Fill in all mandatory fields **marked ***

A **General Information**

Name (Required): Name of the promotion that will be carried out, for example: Payday June 2025 Promo

Voucher Code: Automatically generated by the system

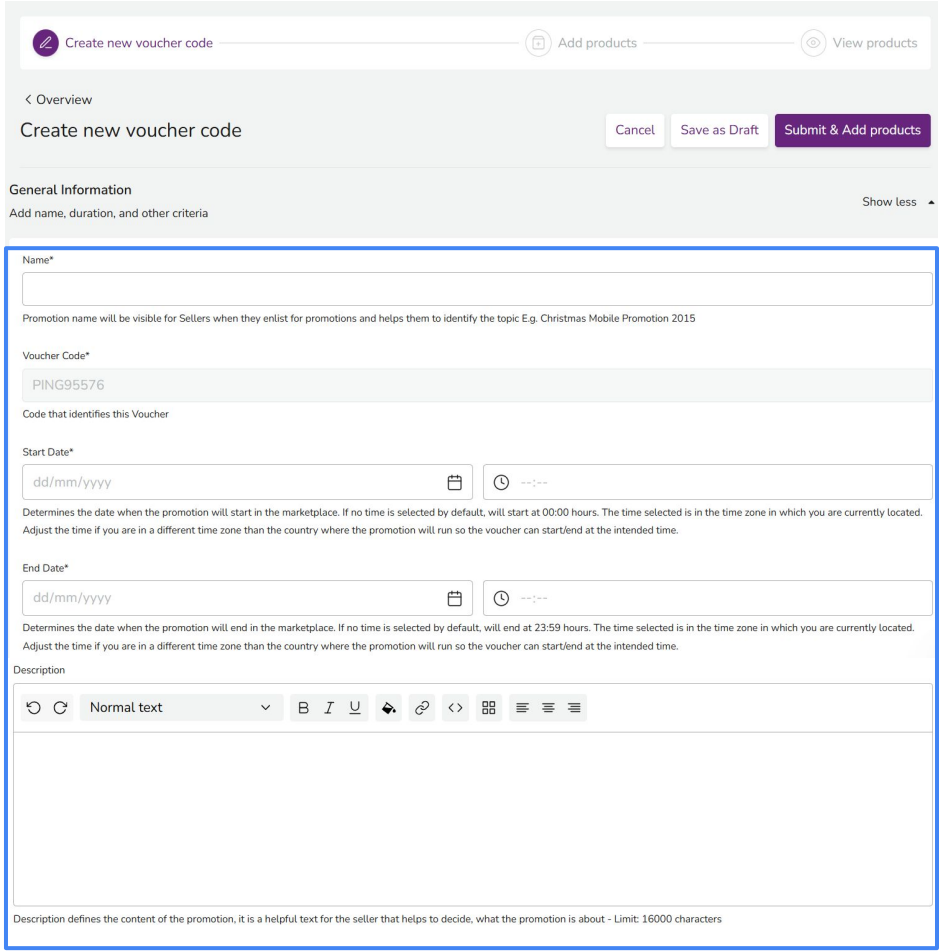
Start Date (Required): Enter the date & time the promotion will start

End Date (Required): Enter the date & time the promotion will end

Add Image (Optional): The promotion image will be visible on the main page of the store

Description (Optional): Fill in with a description of the promotion that will take place or if there is none, you can fill in "-"

A



How to Create Seller Promotion - Voucher

B

Discount

Discount Type (Required)

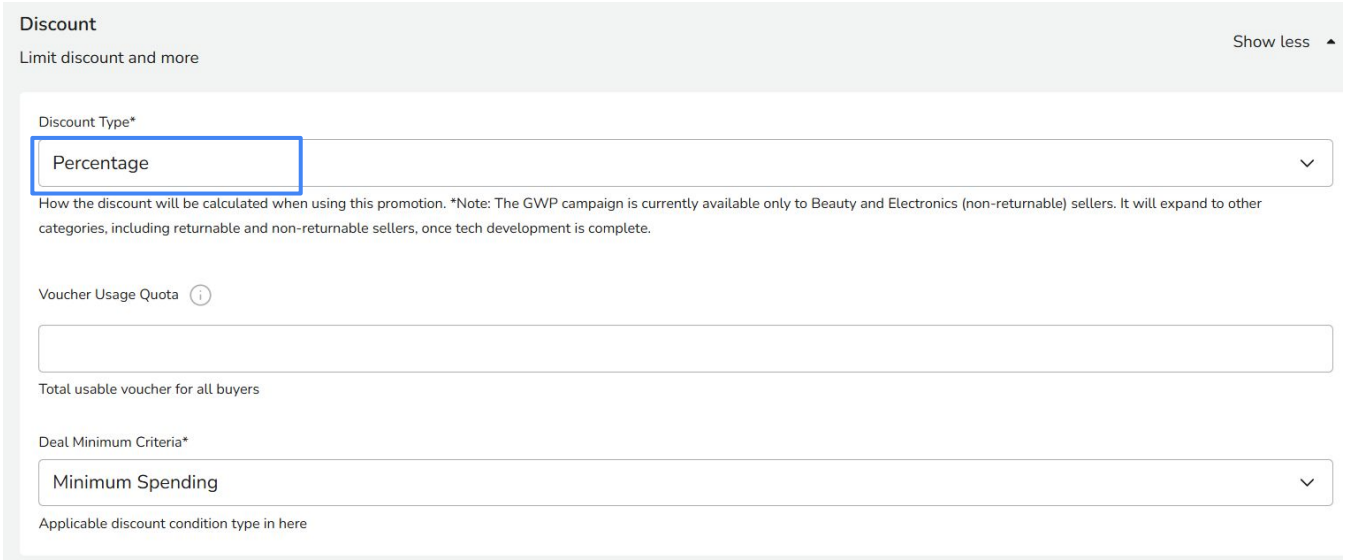
1. **Percentage**

Voucher Usage Quota

- The coupon usage quota will be reduced when the transaction is completed.
- 1 usage quota is valid for 1 transaction from 1 buyer during the coupon period. You don't need to pay for coupons that are not used by buyers.

Deal Minimum Criteria
(Choose Minimum Spending)

Discount Promotion (Percentage)



How to Create Seller Promotion - Voucher

C

Discount

Discount Type (Required)

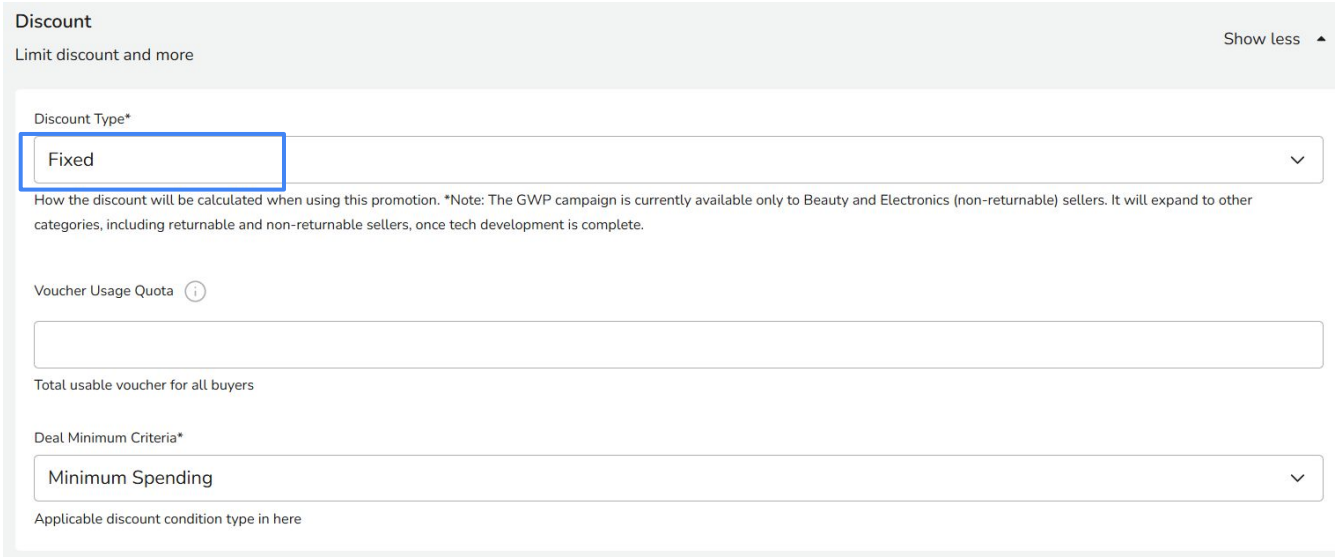
1. **Fixed**

Voucher Usage Quota

- The coupon usage quota will be reduced when the transaction is completed.
- 1 usage quota is valid for 1 transaction from 1 buyer during the coupon period. You don't need to pay for coupons that are not used by buyers.

Deal Minimum Criteria
(Choose Minimum Spending)

Direct Discount Promotion (Fixed)



How to Create Seller Promotion - Voucher

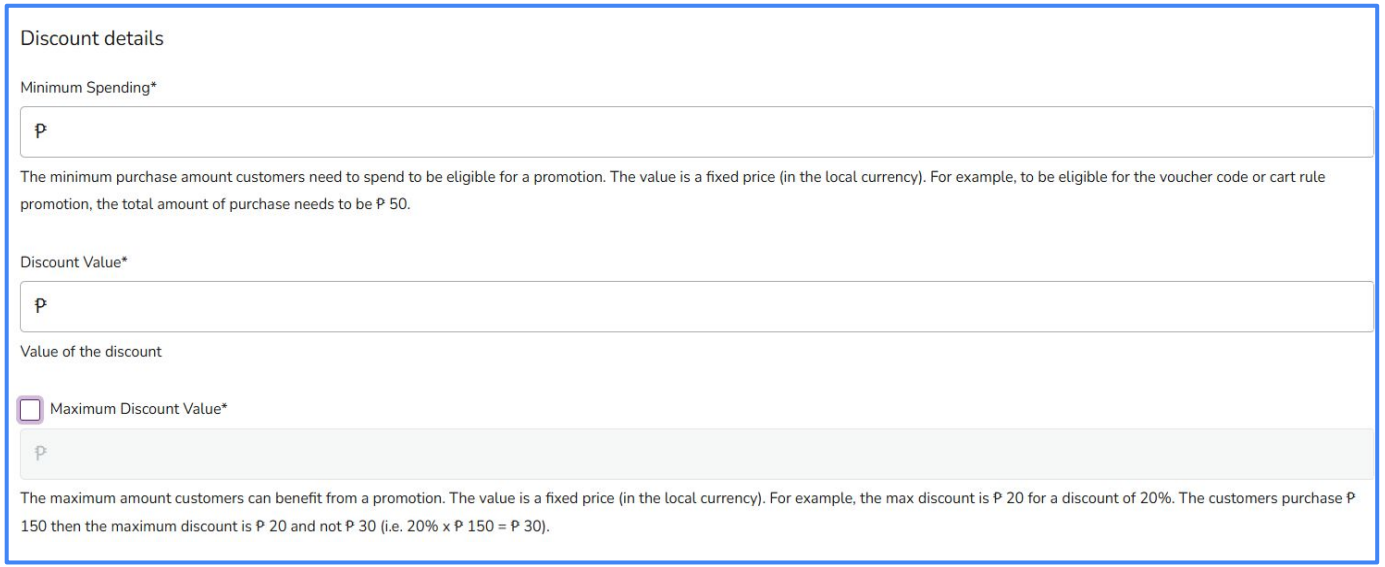
D

Discount details

Minimum Spending
- The minimum purchase amount customers need to spend to be eligible for a promotion.

Discount Value
- Value of the discount

Maximum Discount Value
- The maximum amount customers can benefit from a promotion.



How to Create Seller Promotion - Voucher

E

Qualifying Products Criteria: Set the status conditions of the products you want to include in the promotion.

Price Criteria (Required):
All = All Products

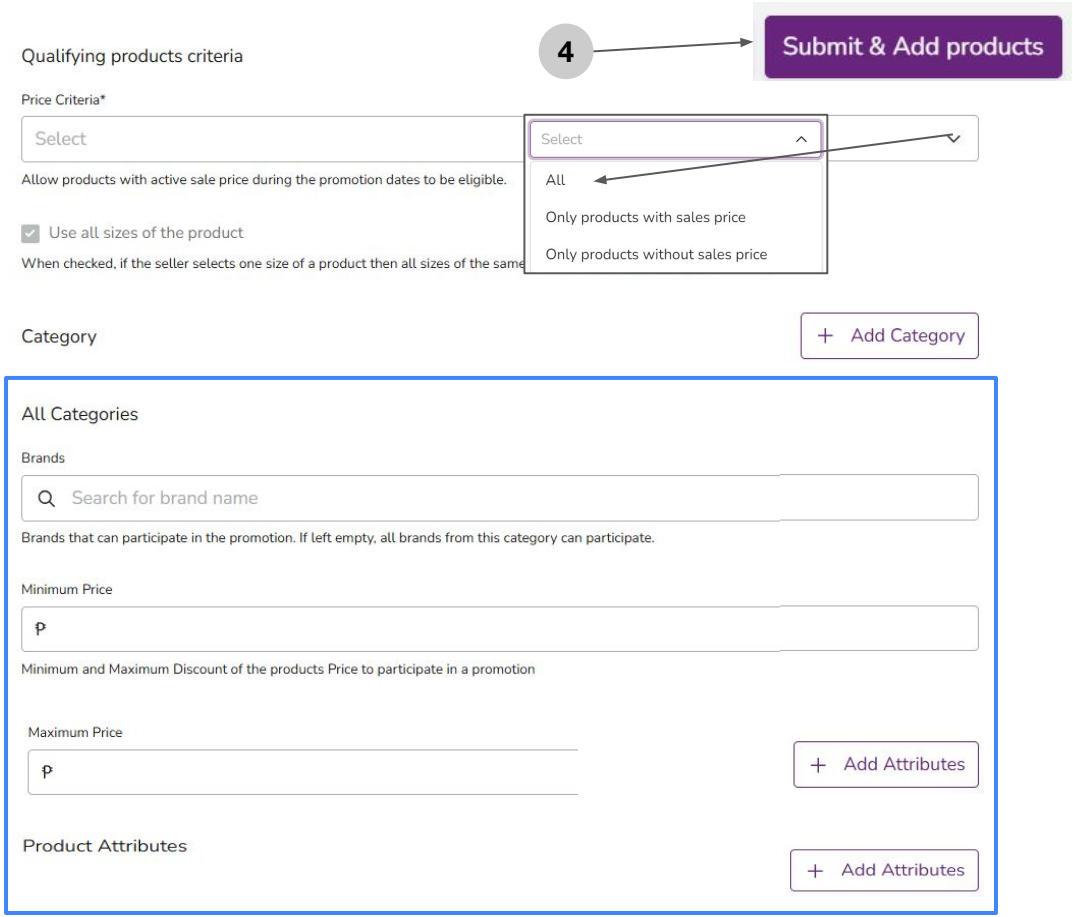
Only products with Sales Price = Only products that have promotional prices

Only products without Sales Price =Only Products that are in normal price.

Use all sizes of the products: If the seller enters only 1 size of the product into the list of products to be included in the promotion, then the other sizes will automatically be included in the promotion.

Category section does not need to be filled

4 Click **'Submit & Add Products'**



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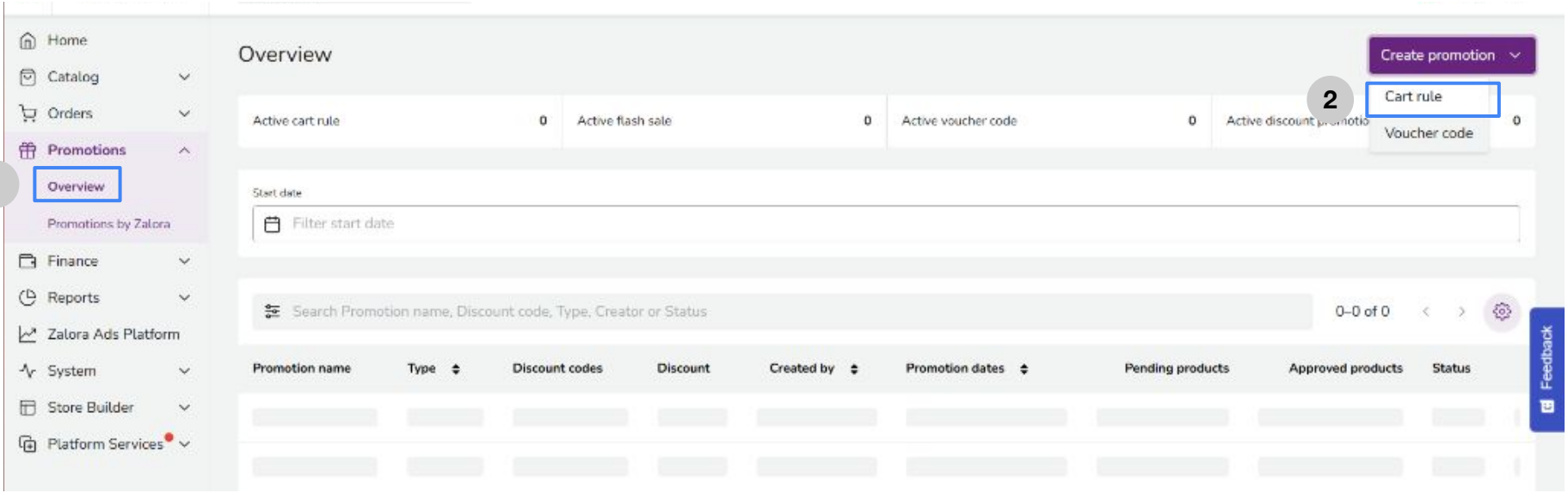
How to Create a Cart Rule Promotion



How to Create Seller Promotion - *Cart Rule*

1. Home > Promo> **Overview/Description**
2. Click **'Create Cart Rule Promotion'**



How to Create Seller Promotion - *Cart Rule*

3 Fill in all mandatory fields **marked ***

A **General Information**

Name (Required): Name of the promotion that will be carried out, for example: Payday June 2025 Promo

Cart Rule Code: Automatically generated by the system

Start Date (Required): Enter the date & time the promotion will start

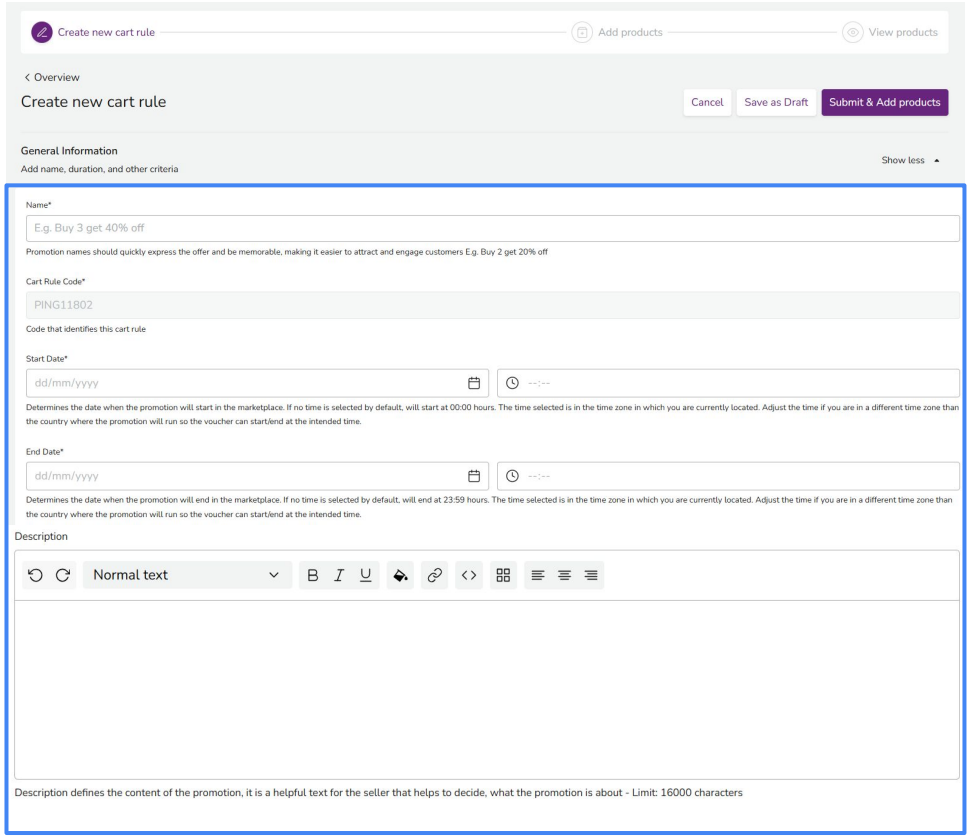
End Date (Required): Enter the date & time the promotion will end

Description (Optional): Fill in with a description of the promotion that will take place or if there is none, you can fill in "-"

Example:

- Min. purchase xxx pcs
- Discount up to Rp xxx / No max. Discount
- Only valid for specially marked products
- Promos can be selected on your shopping cart page
- Click "View Products" to find other products

A



How to Create Seller Promotion - *Cart Rule*

B

Discount

Discount Type (Required)

1. **Percentage**

Percentage = Discount with percentage (e.g.: Buy 1 Get 10% OFF, Buy 2 Get 20% OFF)

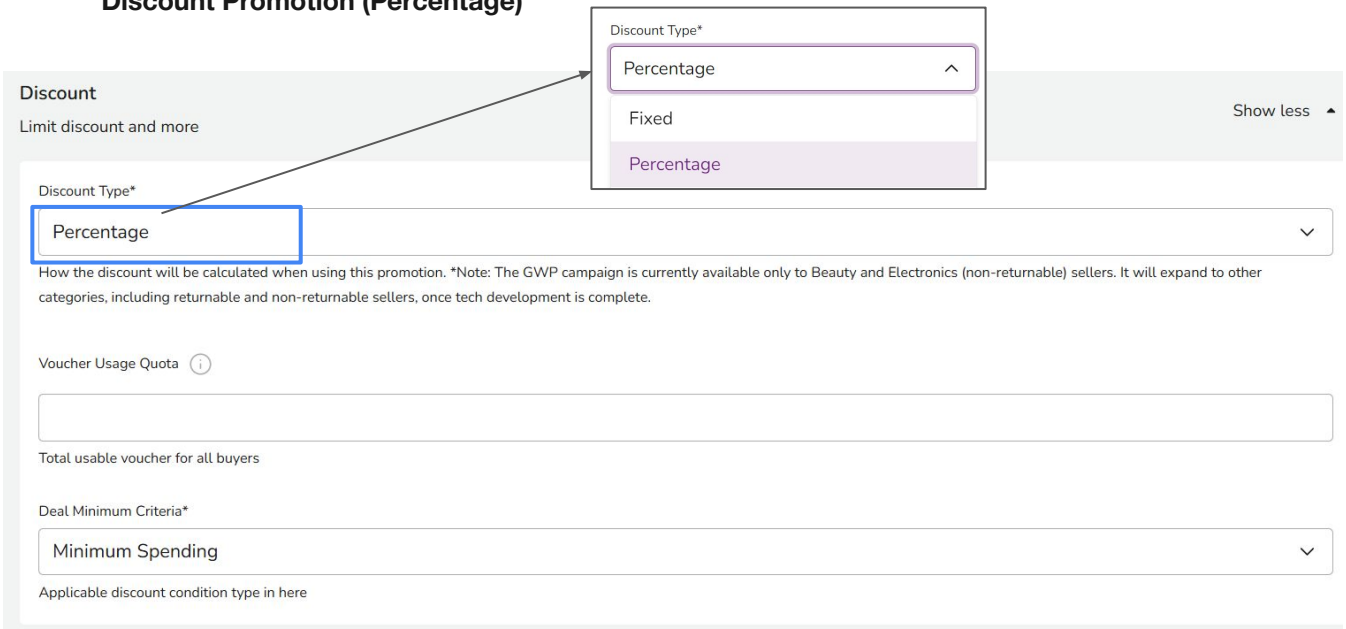
Fixed = Direct discount
(e.g.: Buy 1 Get 100K OFF, Buy 2 Get 200K OFF)

Voucher Usage Quota

- The coupon usage quota will be reduced when the transaction is completed.
- 1 usage quota is valid for 1 transaction from 1 buyer during the coupon period. You don't need to pay for coupons that are not used by buyers.

Deal Minimum Criteria
(Choose Minimum Spending)

Discount Promotion (Percentage)



How to Create Seller Promotion - *Cart Rule*

C

Discount

Discount Type (Required)

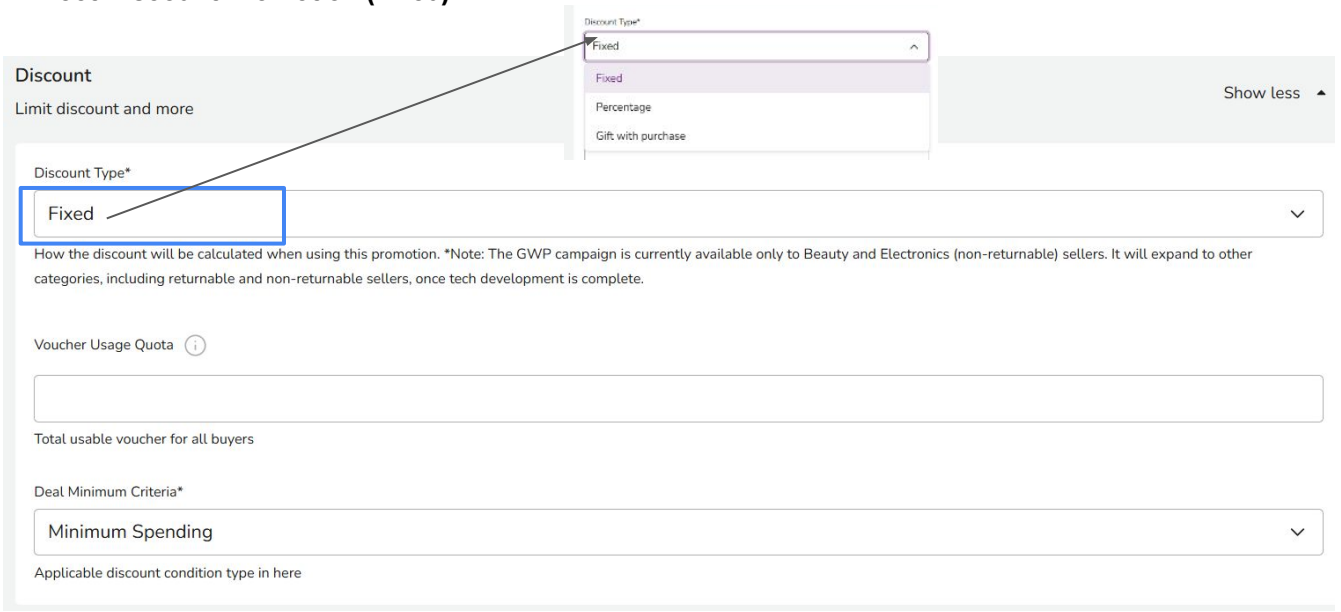
1. **Fixed**

Voucher Usage Quota

- The coupon usage quota will be reduced when the transaction is completed.
- 1 usage quota is valid for 1 transaction from 1 buyer during the coupon period. You don't need to pay for coupons that are not used by buyers.

Deal Minimum Criteria
(Choose Minimum Spending)

Direct Discount Promotion (Fixed)



How to Create Seller Promotion - *Cart Rule*

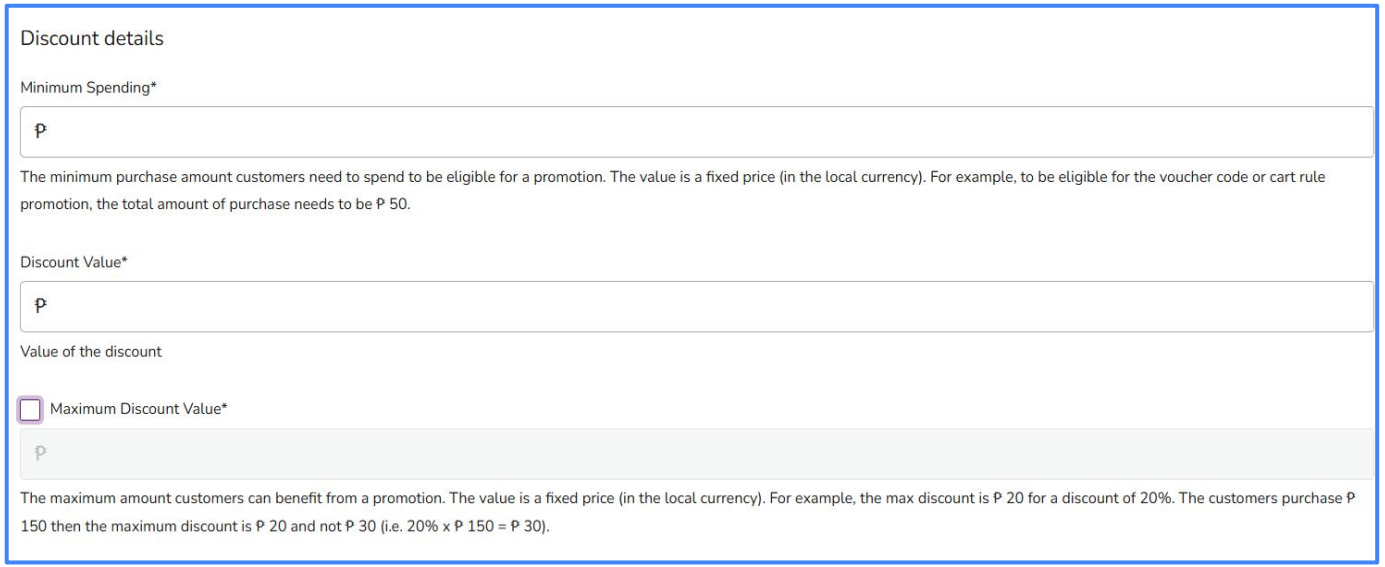
D

Discount details

Minimum Spending
- The minimum purchase amount customers need to spend to be eligible for a promotion.

Discount Value
- Value of the discount

Maximum Discount Value
- The maximum amount customers can benefit from a promotion.



How to Create Seller Promotion - *Cart Rule*

E

Qualifying Products Criteria: Set the status conditions of the products you want to include in the promotion.

Price Criteria (Required):
All = All Products

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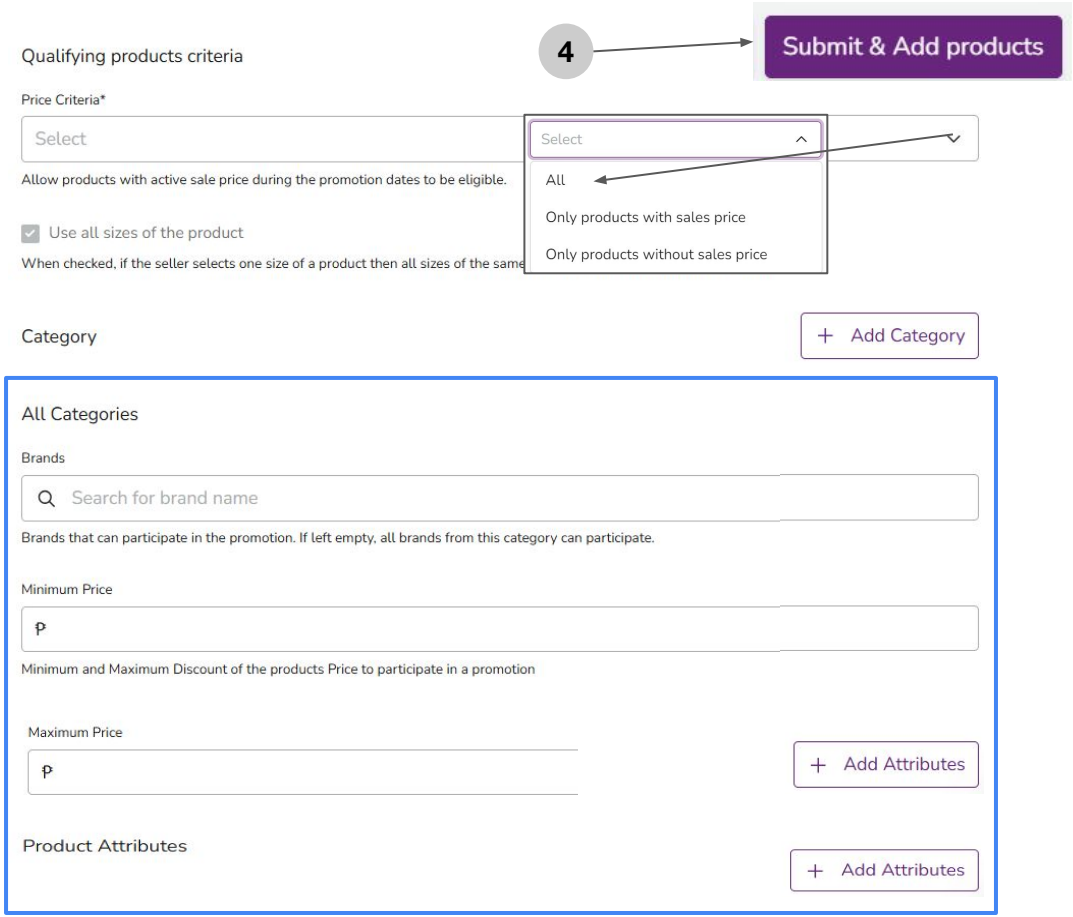
Use all sizes of the products: If the seller enters only 1 size of the product into the list of products to be included in the promotion, then the other sizes will automatically be included in the promotion.

Category section does not need to be filled

4 Click **'Submit & Add Products'**



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How to create a Discount Promotion



What is Multiple Markdown?

Overview

Sellers use Seller Center to manage product pricing and promotional markdowns during campaign periods. In many campaign scenarios, sellers need to apply different discount levels to the same SKU across multiple dates within a single campaign window, such as setting a base campaign discount and a deeper markdown on peak campaign days.

The core functionality to support multiple markdown (pricing promotion) schedules per SKU has already been developed in Seller Center through its Promotion Module

Key rules:

- When two pricing promotion periods overlap on the same sku, the system applies the lowest price.
- These pricing promotions carry no campaign conditions - no minimum spend and no minimum quantity since it mimics how temporary markdown works.
- Pricing promotions can only be created by sellers

How does it work?

- When a pricing promotion is created in Seller Center, it is stored as a voucher in BOB with a voucher type value of *markdown_pricing_voucher*. It doesn't change the special_price of the product.
- The discount amount from pricing promotion is recorded against a specific campaign identifier, so it's attributable to a named seller campaign.

Definition of Terms

Term	Meaning
Original price / RRP	Starting price set by brand or seller before any discount. Displayed normally, or grey + strikethrough when discounted.
Markdown Price	Price after reducing the original price. Can be Temporary Markdown or Permanent Markdown.
Voucher price	Price after applying a voucher discount. Can stack on top of markdown price.
Pricing promotion price	Price after applying a pricing promotion. Can stack with other vouchers

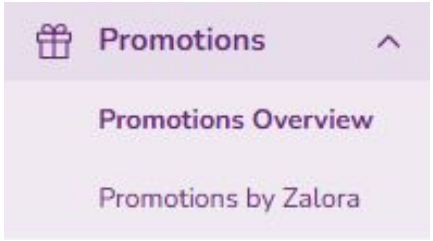
Step-by-Step Setup Guide

Follow these steps to set up a pricing promotion.

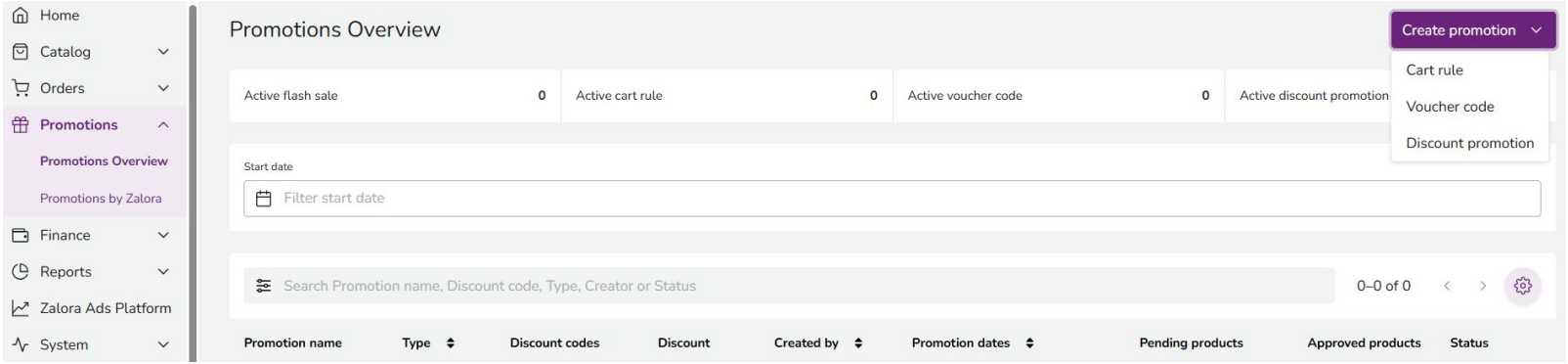
Create Discount Promotion

1. Go to the **Promotions** tab and click on **Participating Promotions** or **Promotions**

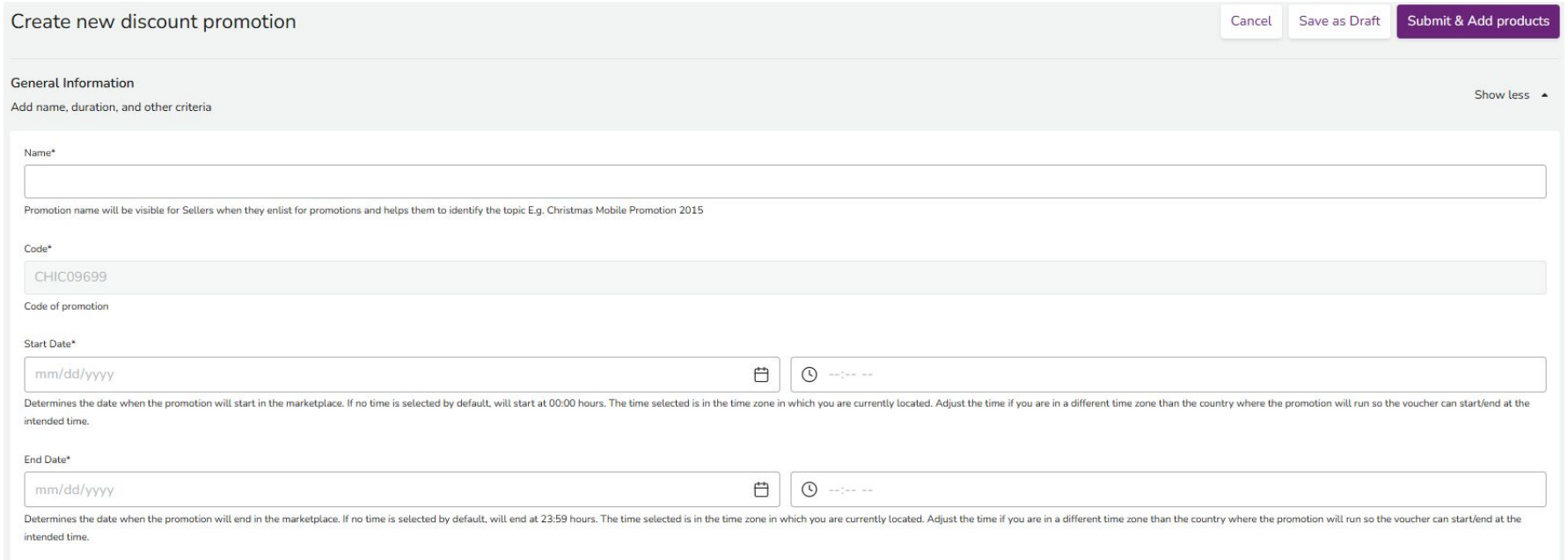
Overview



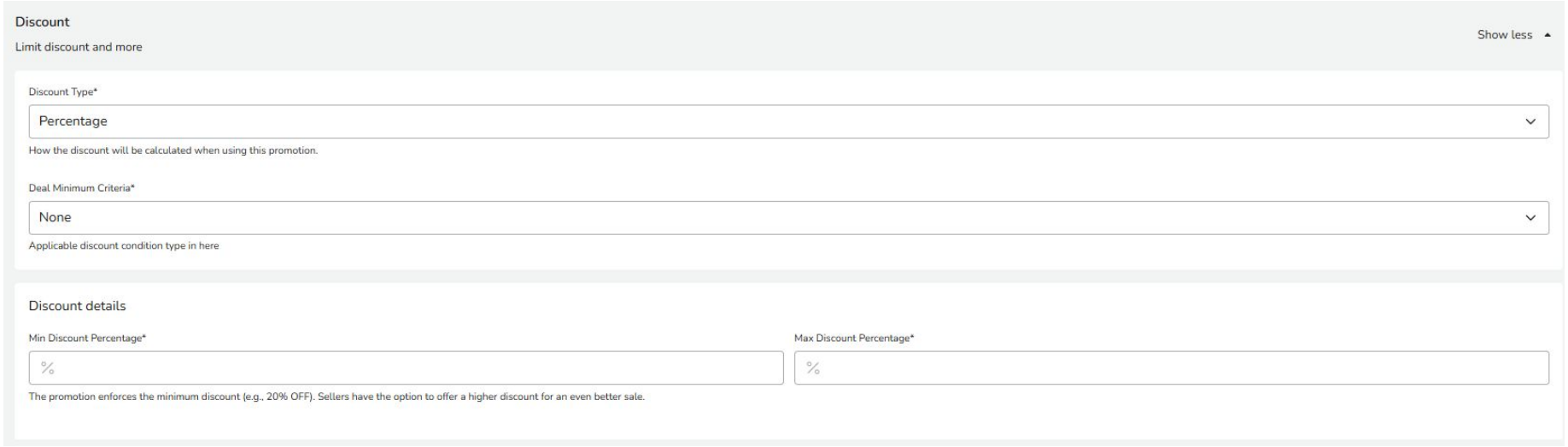
2. In the Promotion Overview page, click **Create promotion**, then click **Discount promotion**



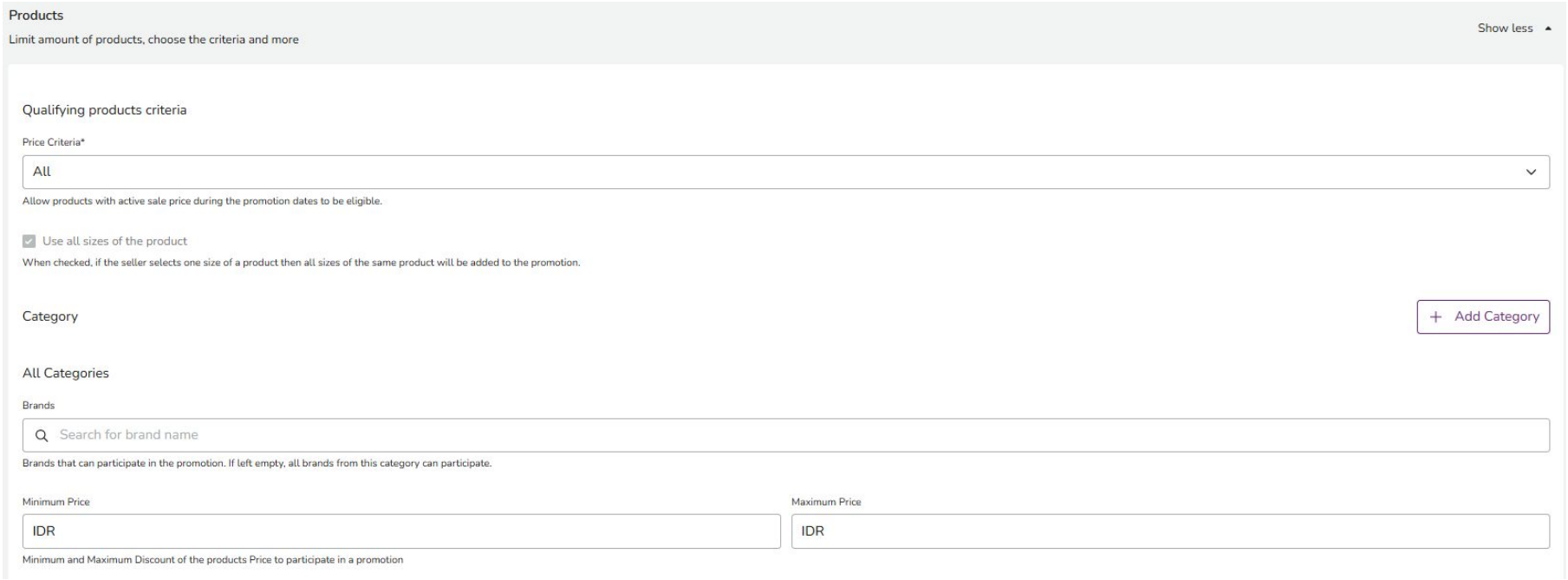
3. In the next page, fill up the necessary details in the **General Information** section.
    a. **Country** - Targeted countries for promotion (GSC only)
    b. **Name** - Name of promotion
    c. **Start Date** - Date and time of when the promotion will start
    d. **End Date** - Date and time of when the promotion will end
    e. **Description** - What the promotion is about



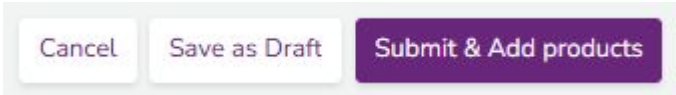
4. Next, fill up the **Discount** section. This section is for setting up the discount type, the discount condition, and the discount range for the products included in the promotion.
   Note: When assigning discounts to products later, the discount should only be between the set range. So please make sure that the min and max discount percentage is correct.



5. Then, fill up the **Products** section. Limiting the promotion to certain products can be done here. This section can be left as is, if all products of the seller will be allowed to be added to the promotion.



6. Once done, click the **Submit & Add products** button on the top right of the page. Afterwards, this promotion will then be submitted for approval and the next page will appear.



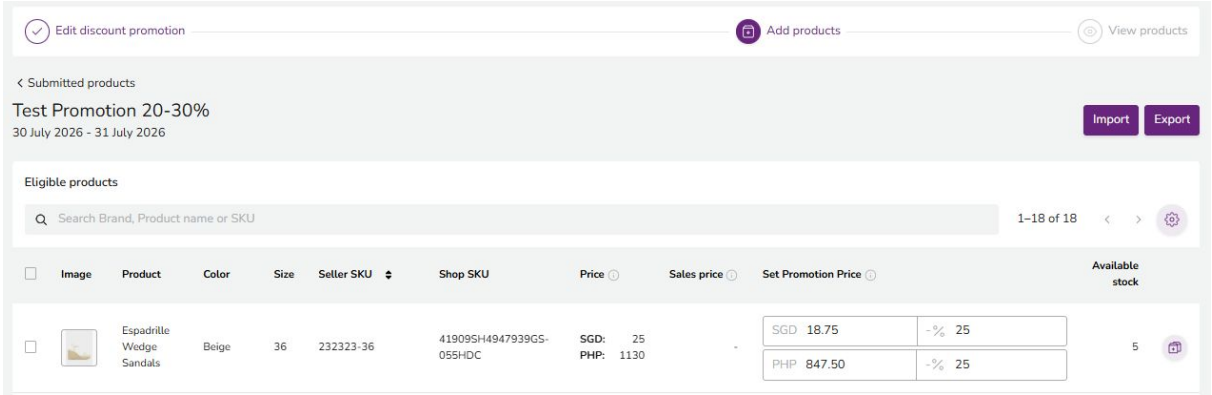
Add Products to Discount Promotion

In the next page, products can be assigned their respective discounts and be added to the promotion.
There are two ways to add products to a promotion, by using the UI or by importing.

Add Products via UI

Under the **Set Promotion Price** column, there is a field for the discount price, and the discount percentage. When either field is entered, the other field will be filled up automatically.
Example: If you input 25%, the equivalent discount price will be shown.

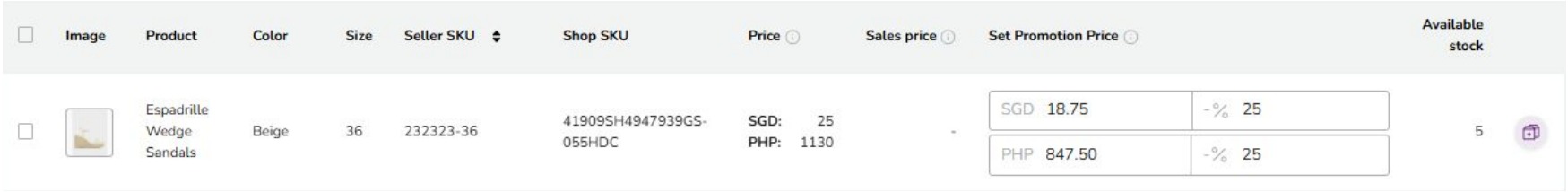
1. Enter the assigned discount for any eligible product listed. You may also search for any specific product. Make sure that the assigned discount is within the set discount range. For products with multiple sizes/variations, the discount should be the same between all. There is no need to enter the discount for all sizes/variations, setting the discount for one size/variation is enough.



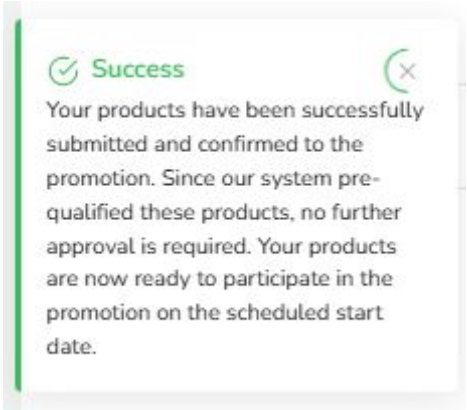
Here is an example from a different promotion, showing which values are allowed and not allowed if the discount range is 20-30%. If the value is not allowed, there will be an error message shown.



2. Once done with setting the promotion price of a product, click the rightmost button to **Add all sizes** of the product to the promotion.



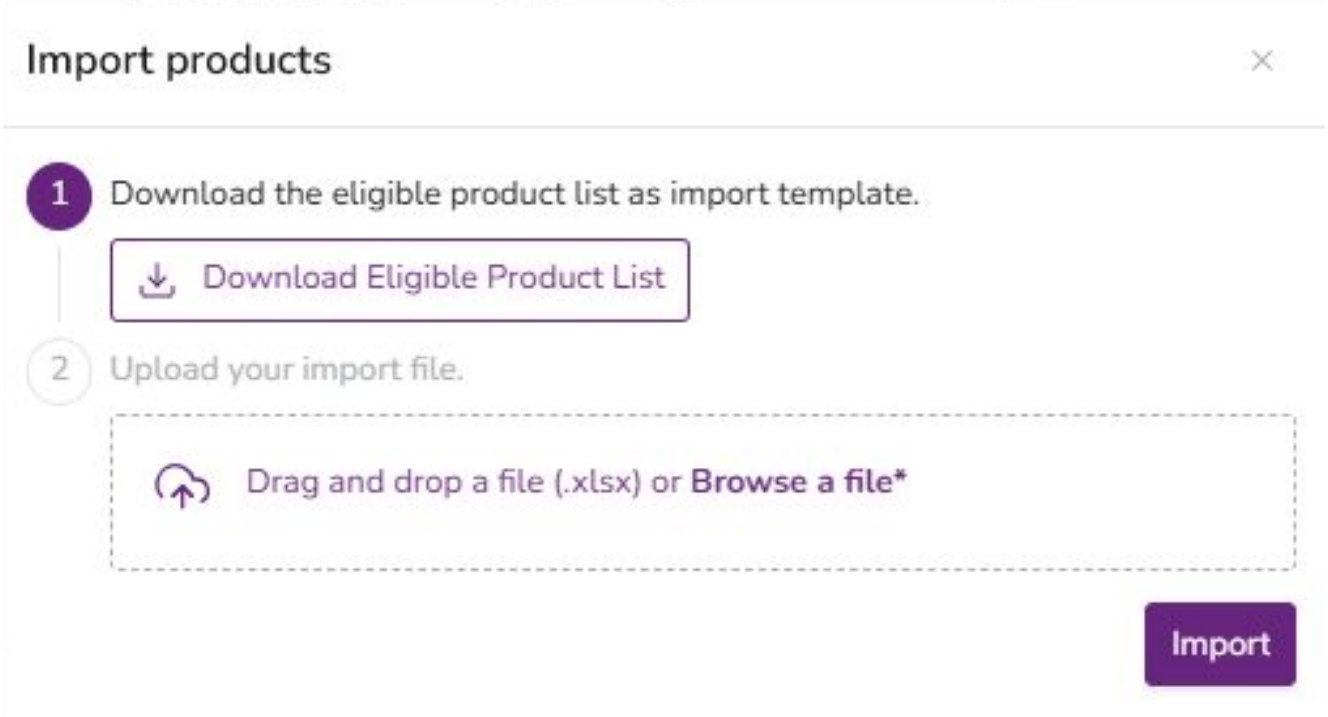
3. If the product was added successfully to the promotion, this message will appear.



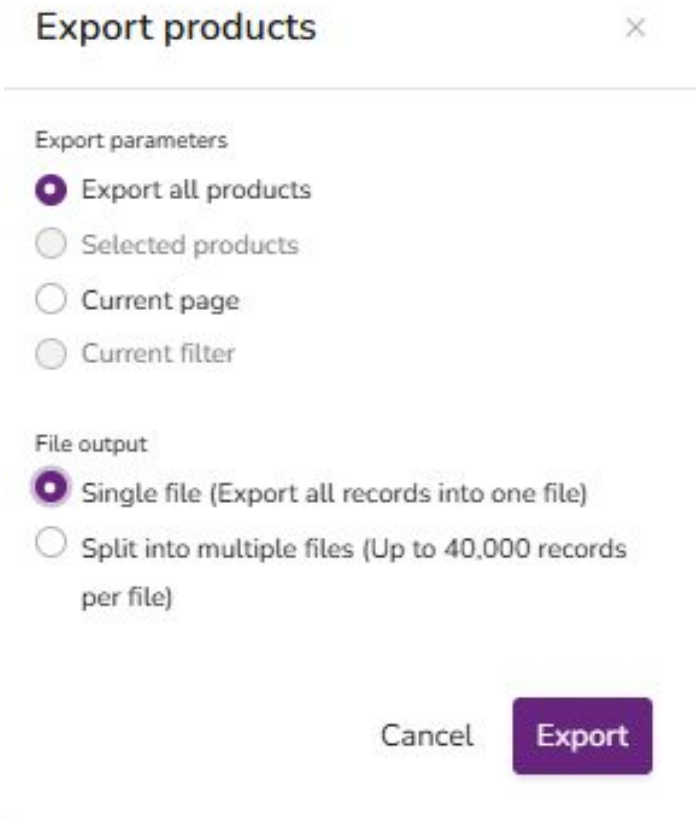
Add Products via Import

The seller should always export first the list of eligible products before importing.

1. Click the **Import** button on the top right of the page, then click Download Eligible Product List.



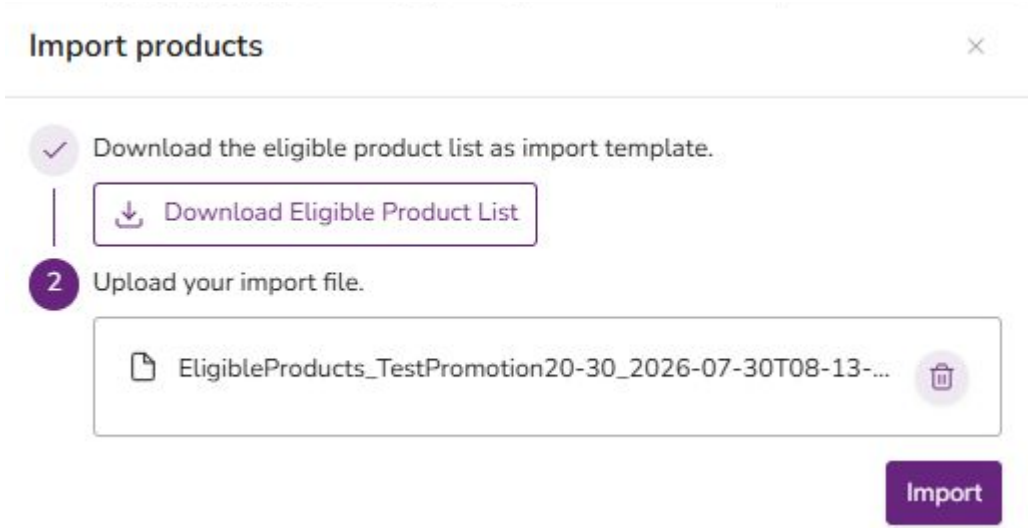
2. In the next popup, select the export parameters and the file output. Under **File output**, there are options to choose whether to export all products to a single file (Excel file), or to split the export into multiple files (ZIP file). Unless chosen otherwise, the export file will be a ZIP file by default. Once done selecting, click **Export**. Then download the export file that will appear in File Manager.



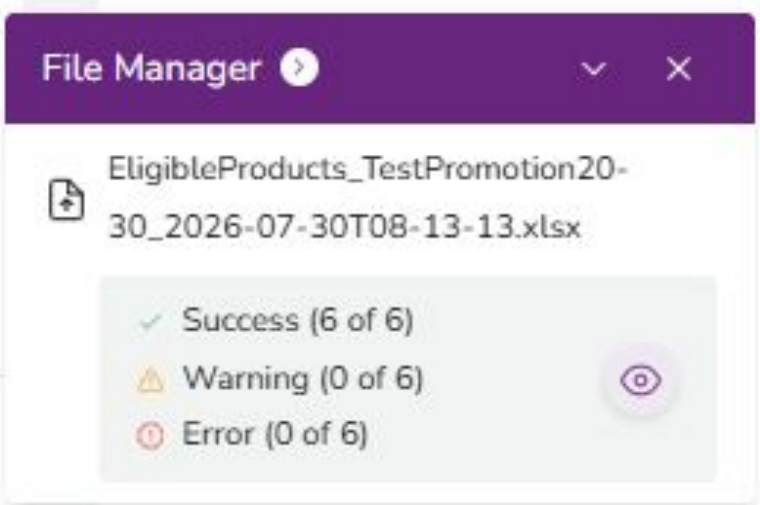
3. In the export file, eligible products for the promotion will be listed. Fill up the columns with white background: **Promotion Price**, **Discount Percentage**. Once done, save the file.

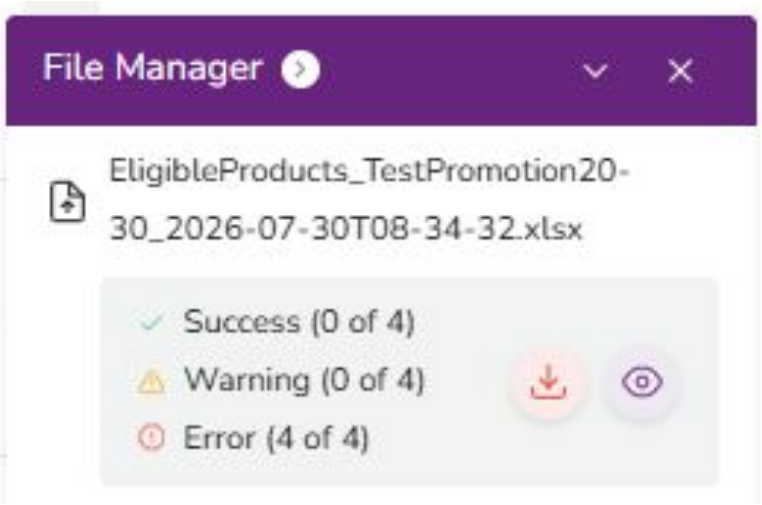
M	N	O	P	Q	R	S	T	U	V
Promotion Price SGD	Discount Percentage SGD	Base Price SGD	Product Price PHP	Special Price PHP	Special Price PHP Start Date	Special Price PHP End Date	Promotion Price PHP	Discount Percentage PHP	Base Price PHP
8.00	20%	10.00	4,442.00				3,553.60	20%	4,442.00
8.00	20%	10.00	4,442.00				3,553.60	20%	4,442.00
8.00	20%	10.00	4,442.00				3,553.60	20%	4,442.00
63.92	20%	79.90	3,599.00				2,879.20	20%	3,599.00
63.92	20%	79.90	3,599.00				2,879.20	20%	3,599.00
63.92	20%	79.90	3,599.00				2,879.20	20%	3,599.00

4. In the **Add products** page, click the **Import** button. Then upload the saved file, and click **Import**.



5. After the import is processed, check in File Manager if the import was successful. If the import returns errors, please download the error report to read the error messages, and import again.





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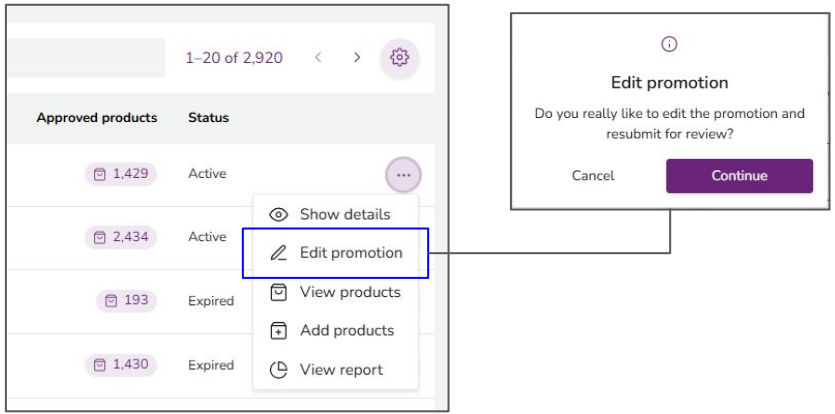
How to Quick Stop the Seller Promotion



How to Quick Stop the Seller Promotion

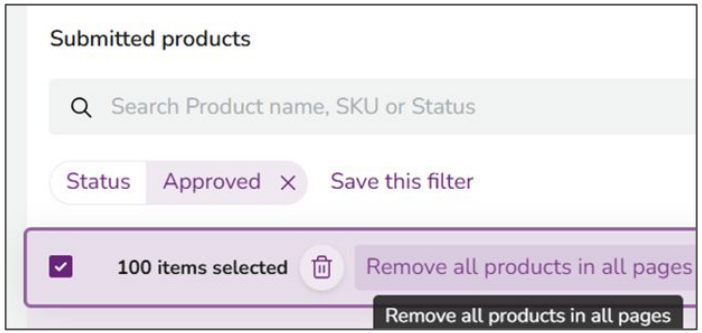
1. Status: Active Promotion

- **Definition:** Promotion is currently live and running.
- **Action Required:**
  - SKUs (products) cannot be removed from an active promotion.
  - To end the promotion, by clicking ‘edit promotion’ > continue > **set the promotion duration to end** as soon as possible
  - The entire promotion will end early, but individual SKUs cannot be removed.



2. Status: Approved Promotion (Not Yet Live)

- **Definition**: Promotion is approved but has not started yet.
- **Action Required:**
  - You can **remove SKUs** from the upcoming promotion.
  - Go to the seller promotion module.
  - Use the [Submitted Products] option to remove any submitted SKUs before the promotion goes live.



How to Quick Stop the Seller Promotion - Summary

Status	What You Can Do to End Promotion
Active	Set end date ASAP. Cannot remove individual SKUs.
Approved	Remove SKUs via [Submitted Products] before promotion starts

Key Takeaways

- Once a promotion is **live**, Seller cannot remove individual SKUs—only end the whole promotion early.
- For **upcoming** promotions, Seller can still adjust the product list before it goes live.

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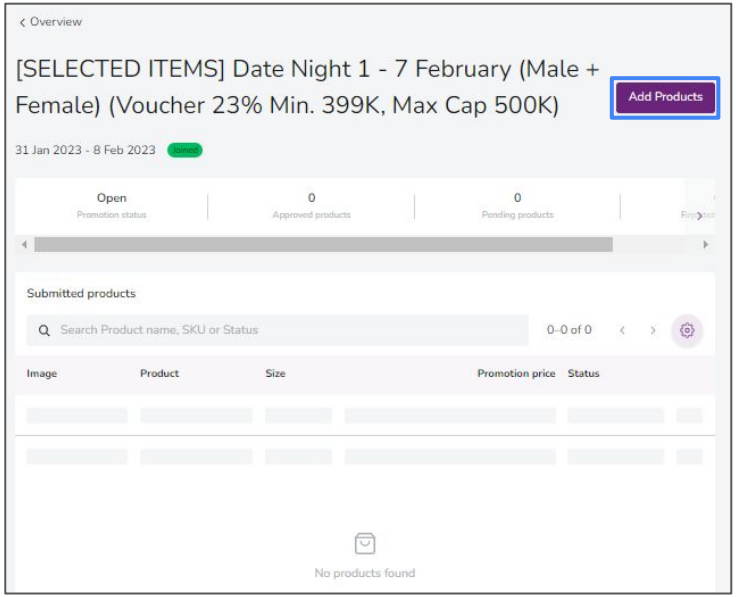
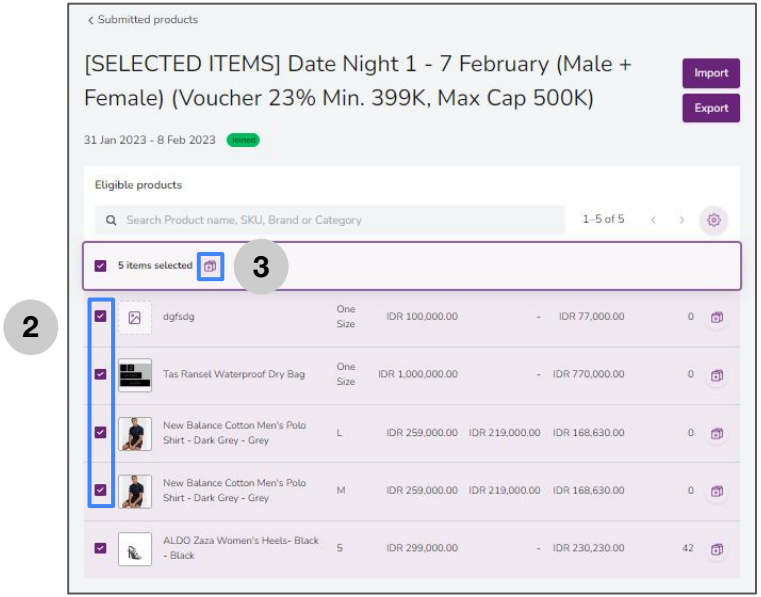
How to Add Products To Seller Promotion

- Manually
- In Bulk



Seller Promotion - How to Add Products Manually to Seller Promotion (1/1)





1 Click **'Add Products'** to add products you want to include in the promotion.

2 Select the product by checking the check box to the left of the product.

3 Add the product to the promotion by clicking the icon.

Seller Promotion – Adding Products Based on Parent SKU/Config SKU

Overview

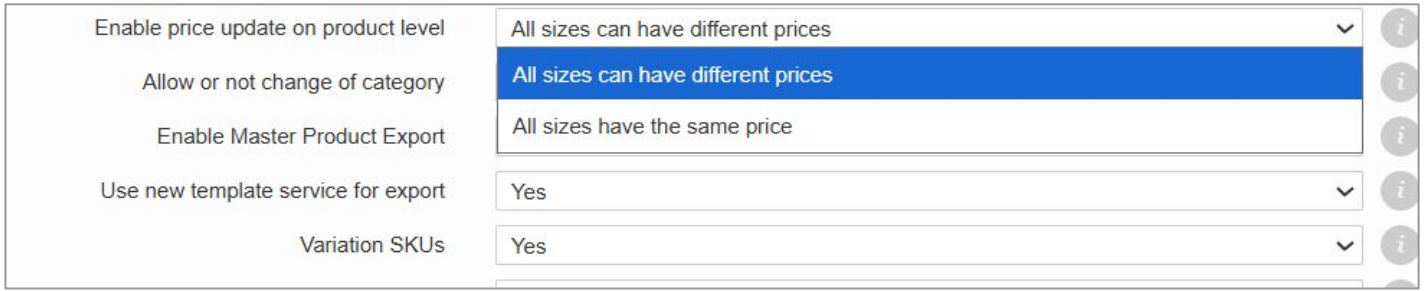
An enhancement has been made to the Seller Center promotion module, allowing sellers to upload SKUs to a promotion at the ***Parent SKU/Config*** SKU level (previously, this was done at the individual product size variant level). This improvement aims to reduce the workload when sellers are uploading a large number of SKUs.

FEATURE SCOPE

- The Config SKU import and export feature is available for all promotion types, including ZALORA Promotions, Seller Promotions, Cart Rules, and Discount Promotions. It is also available to sellers using the API.
- Promotion criteria must apply to all product variants.

Seller Promotion – Adding Products Based on Parent SKU/Config SKU

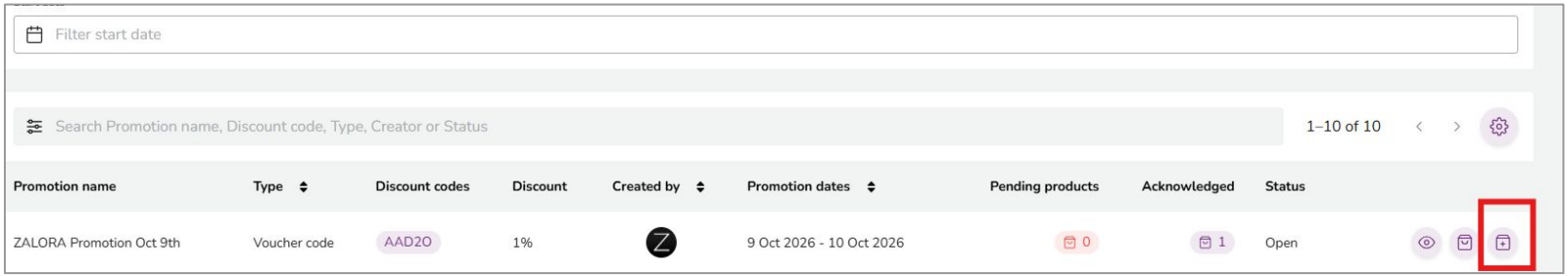
For **Discount Promotions**, the import/export option at the **Config SKU/Parent SKU** level is available only when product pricing is set to “All sizes have the same price.”



Seller Promotions: How to Add Products in Bulk (1/5)

1 Export File

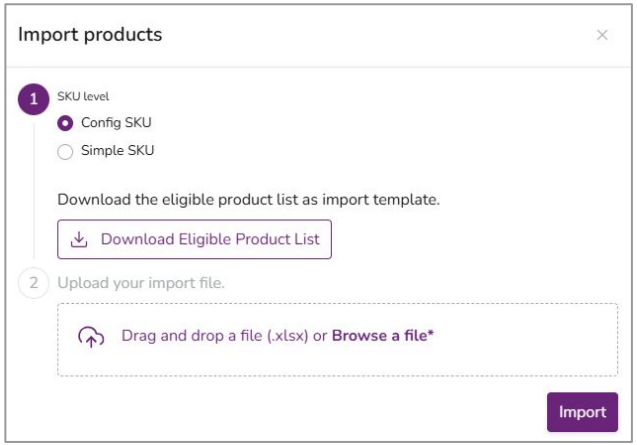
Open the promotion page, then click **Add Product**.



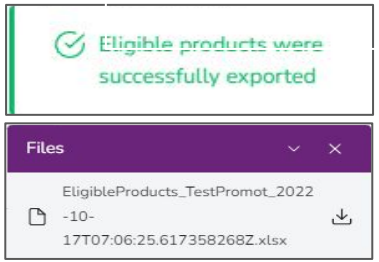
2 On the **"Submit Product"** page, sellers can import or **export t**he SKU list.



Seller Promotions: How to Add Products in Bulk (1/5)



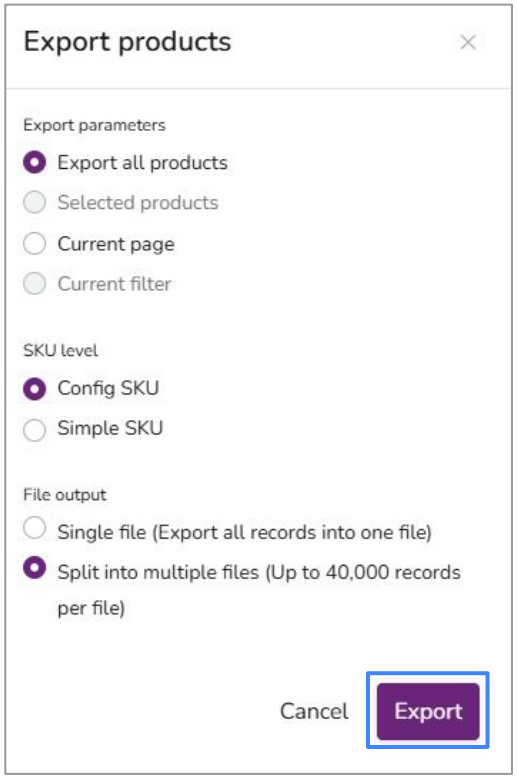
3.a When sellers open the **Import Products** menu, they can upload products by **Config SKU (parent SKU)** or **Simple SKU (SKU per variant)**



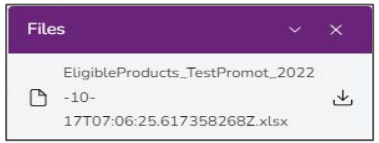
If the export is **successful**, a **notification** will appear in the top-right corner of your Seller Center page.

Seller Promotions: How to Add Products in Bulk (3/5)

3.b In the **Export Products** menu, sellers can select **Config SKU (parent SKU)** or **Simple SKU (SKU per variant)**, then click **Export**.



Click the icon to download the file from the pop-up that appears at the bottom right of your Seller Center.



Seller Promotions: How to Add Products in Bulk (4/5)

4 The downloaded file lists all SKUs eligible for the promotion. Sellers can choose which SKUs to include by deleting the rows for any SKUs they don't want, then saving the file.

Do not delete the **Promotion Code** column, as each promotion has a unique code. The file will list SKUs in the format selected: **Config SKU** or **Simple SKU**.

4.a

	A	B	C
	Promotion Name	**Config SKU**	**Product Name**
	ZALORA Promotion Oct 9th	AK909AA89HLIID	AKO JEANS Short Sleeve Shirt
	ZALORA Promotion Oct 9th	AK909AA39HNGID	Short Sleeve Shirt
	ZALORA Promotion Oct 9th	AK909AA40HNFID	Long Sleeve Shirt
	ZALORA Promotion Oct 9th	AK909AA34HNLID	AKO JEANS Shirt Lanela Flower
	ZALORA Promotion Oct 9th	AK909AA36HNJID	Atlantis
	ZALORA Promotion Oct 9th	AK909AA32HNNID	AKO JEANS Short Sleeve Shirt
	ZALORA Promotion Oct 9th	AK909AA10HWBID	Skinny Fit
	ZALORA Promotion Oct 9th	AK909AA12HVZID	Jogger
	ZALORA Promotion Oct 9th	AK909AA11HWAID	Jogger

The following example file shows the **Config SKU** format.

Seller Promotions: How to Add Products in Bulk (4/5)

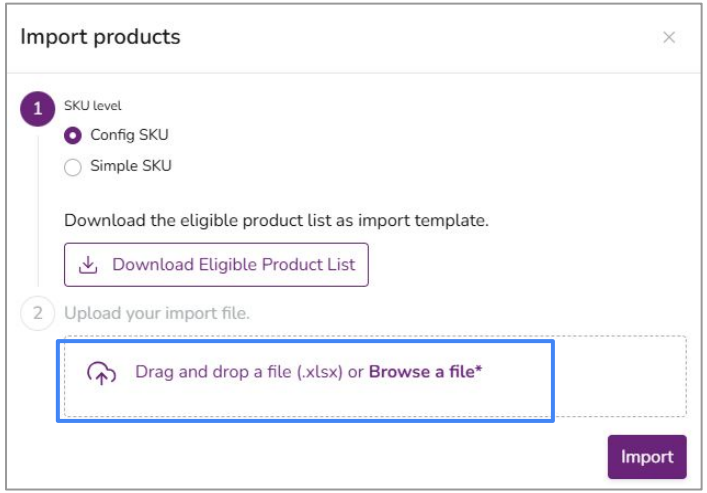
The following example file shows the **Simple SKU (SKU per size variant)** format.

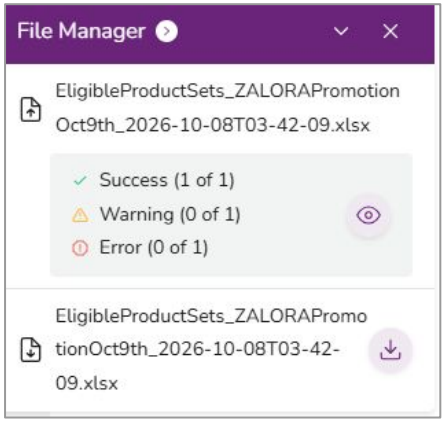
4.b

Catalog Product Uuid	Promotion Name	Shop SKU	Seller SKU	Product Name	Brand
15b9e762-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA78KXDID-1198	HY2605-014-L	Figi Printed Flare Tube Top	ZALORA
19a2cbd2-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-0	HY2845-014-XS	Haniela Funnel Neck Knit Top	ZALORA
19a2cc49-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-0	HY2845-014-S	Haniela Funnel Neck Knit Top	ZALORA
19a2ccbe-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-0	HY2845-014-M	Haniela Funnel Neck Knit Top	ZALORA
19a2cd2d-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-0	HY2845-014-L	Haniela Funnel Neck Knit Top	ZALORA
19cfe0bd-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	70539AAD833B5FGS-0	HY2763-304-L	Kamea Knit Crop Top	ZALORA
1a630118-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA39TQEID-1658	HY2238-014-L	Cynara Ruffle Bustier Crop Top	ZALORA
1be7c9a0-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	A5BF6AA3B0BEF8GS-0	HY2334-000-XS	Mabli Printed Mini Skirt	ZALORA
1be826d4-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA39TQEID-1804	HY2238-014-XL	Cynara Ruffle Bustier Crop Top	ZALORA
1e36f024-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA02LNTID-2062	HY2787-072-XS	Reyna Bodycon Midi Dress.	ZALORA
1e36f09d-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA02LNTID-2062	HY2787-072-S	Reyna Bodycon Midi Dress.	ZALORA
1e36f114-2f83-11e9-a67d-027c1c0214	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA02LNTID-2062	HY2787-072-M	Reyna Bodycon Midi Dress.	ZALORA
1e36f18f-2f83-11e9-a67d-027c1c0214	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA02LNTID-2062	HY2787-072-L	Reyna Bodycon Midi Dress.	ZALORA
1e37249f-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA46OKZID-2067	HY1059-014-S	Patrice Cropped Pants	ZALORA
1e372530-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA46OKZID-2067	HY1059-014-M	Patrice Cropped Pants	ZALORA
1e3725ad-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA46OKZID-2067	HY1059-014-L	Patrice Cropped Pants	ZALORA
1f76528b-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0VMXSID-2297	HY2029-052-XS	Covet Nadena Netted Frill Hem Dress	ZALORA
1f765457-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0VMXSID-2297	HY2029-052-S	Covet Nadena Netted Frill Hem Dress	ZALORA
1fe67533-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0W4IZID-2364	HY2238-006-XS	Cynara Ruffle Bustier Crop Top	ZALORA
1fe676e9-2f83-11e9-a67d-027c1c021	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0W4IZID-2364	HY2238-006-L	Cynara Ruffle Bustier Crop Top	ZALORA

Seller Promotions: How to Add Products in Bulk (5/5)

To import a file, click **Import Products**, then select **Config SKU** or **Simple SKU**, depending on the file format.





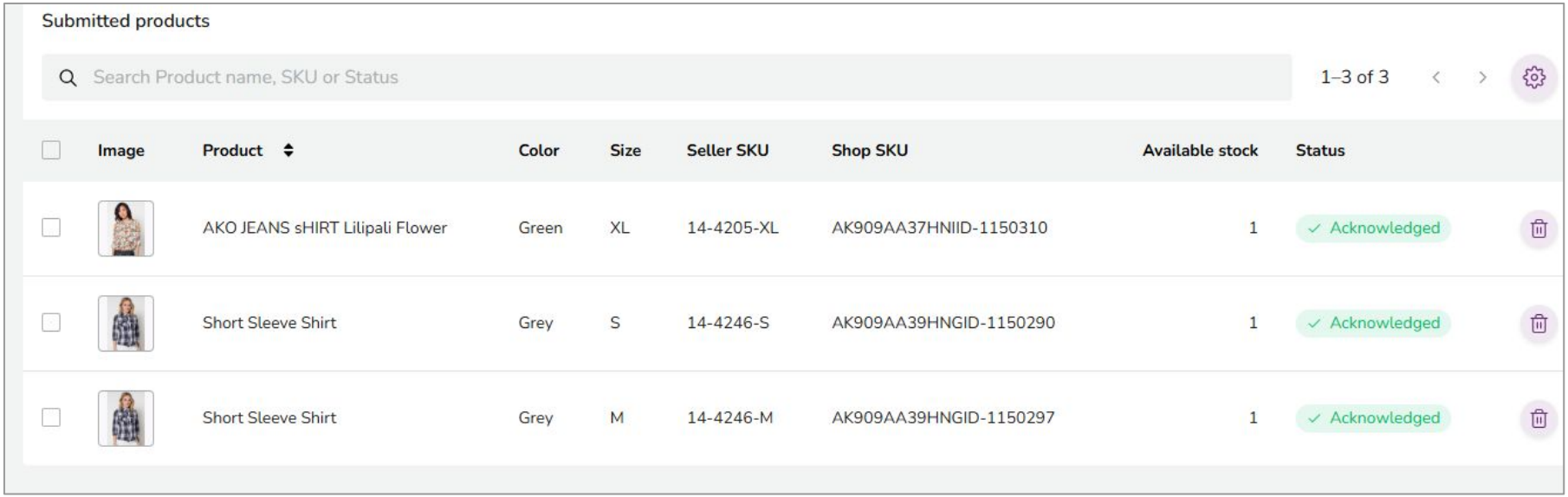
If the import is successful, a notification will appear in the top-right corner of your Seller Center page.

5 **Drag and drop** the edited file into the upload box shown above, or click the box to select the file from your computer.

6 Then, click **Import**.

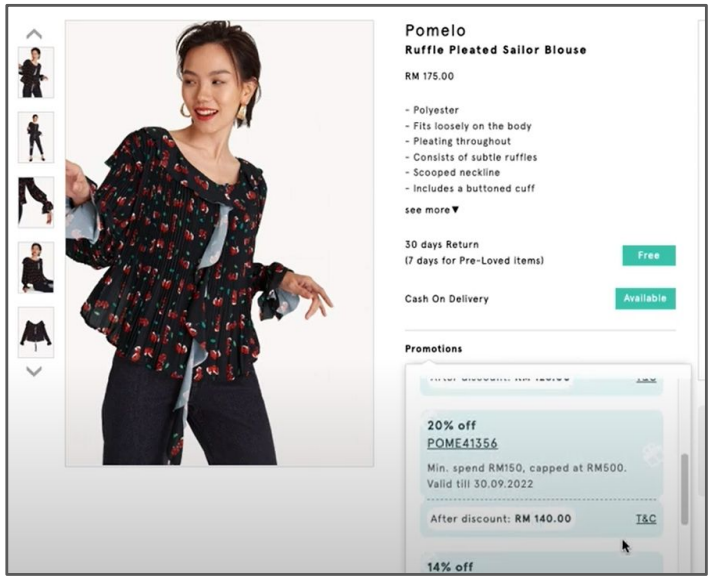
Steps to Add Products by Parent SKU (5/5)

7 Once the import is complete, selecting a **Config SKU** will also import all associated **Simple SKUs** (size variants).



Seller Promotions: How to Add Products in Bulk (5/5)

8 Check the **vouchers** on your shop page and make sure they comply with the seller's terms and conditions.





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