

ZALORA

**GIFT WITH
PURCHASE (GWP)
PROMOTION**

June 2025



Gift with Purchase (GWP) Promotion Module

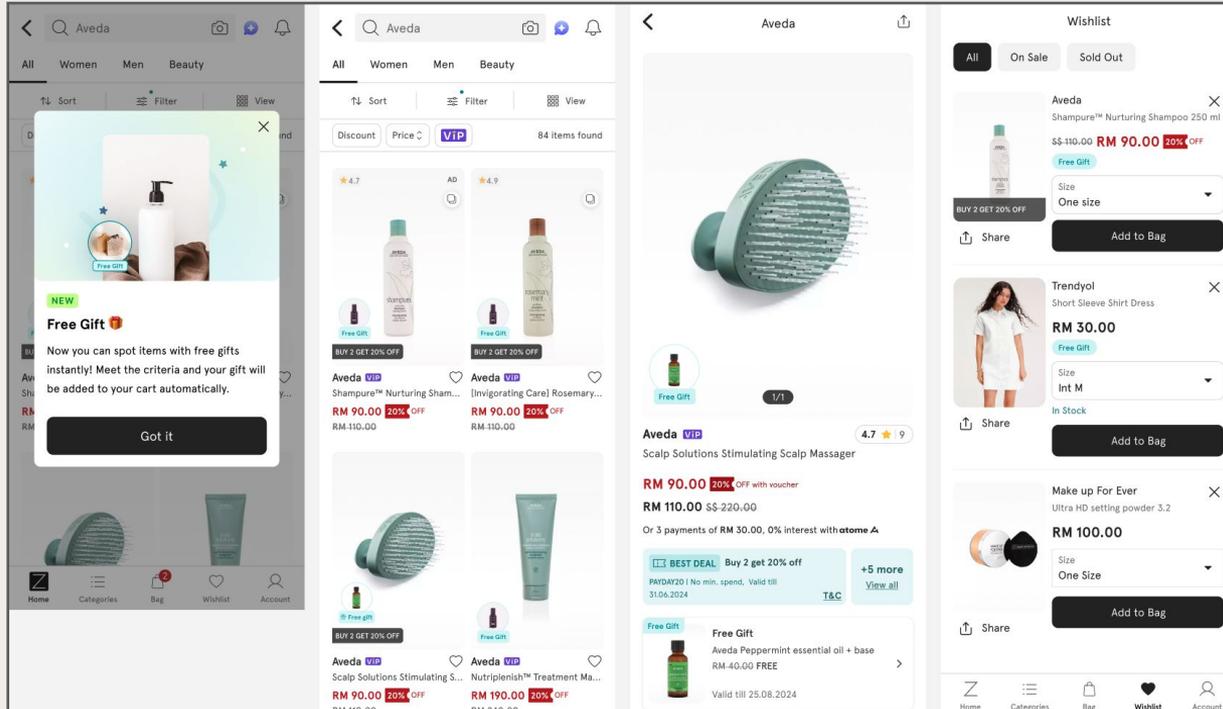
- Introduction to GWP Promotions
- How GWP Promotions Are Seen by Shoppers
- Introduction to Samples
- How to Set Up Samples?
- How to Create a GWP Promotion
- GWP SKU Display on Orders and Invoices



Zalora Gift with Purchase

Introducing GWP Promotions

The **Gift with Purchase (GWP)** feature is a new promotional mechanism that allows brands to offer free gifts to shoppers who meet certain purchase criteria. GWPs offer an alternative way for merchants to increase conversions without relying on direct product discounts.



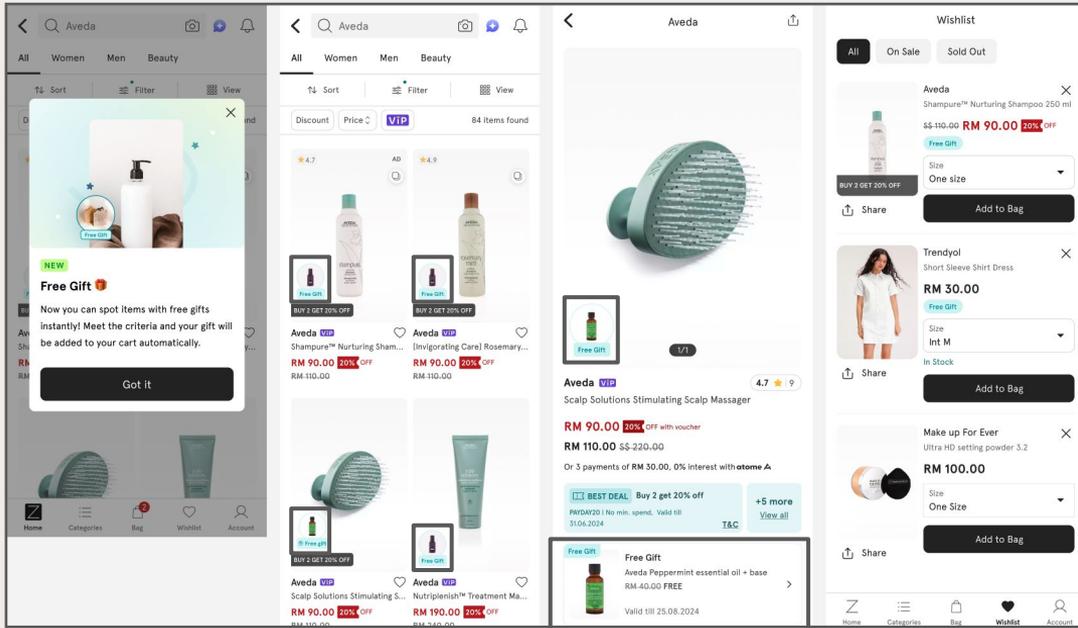
Gift with Purchase Promotion Module (GWP)

- Introduction to GWP Promotions
- **How GWP Promotions Are Seen by Buyers**
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Shoppers will receive GWP product information at every point of interaction relevant to the Shopper's shopping journey, including Catalog, PDV, Wishlist, ZIS/Storefront, Cart, Checkout, and Post-Purchase.

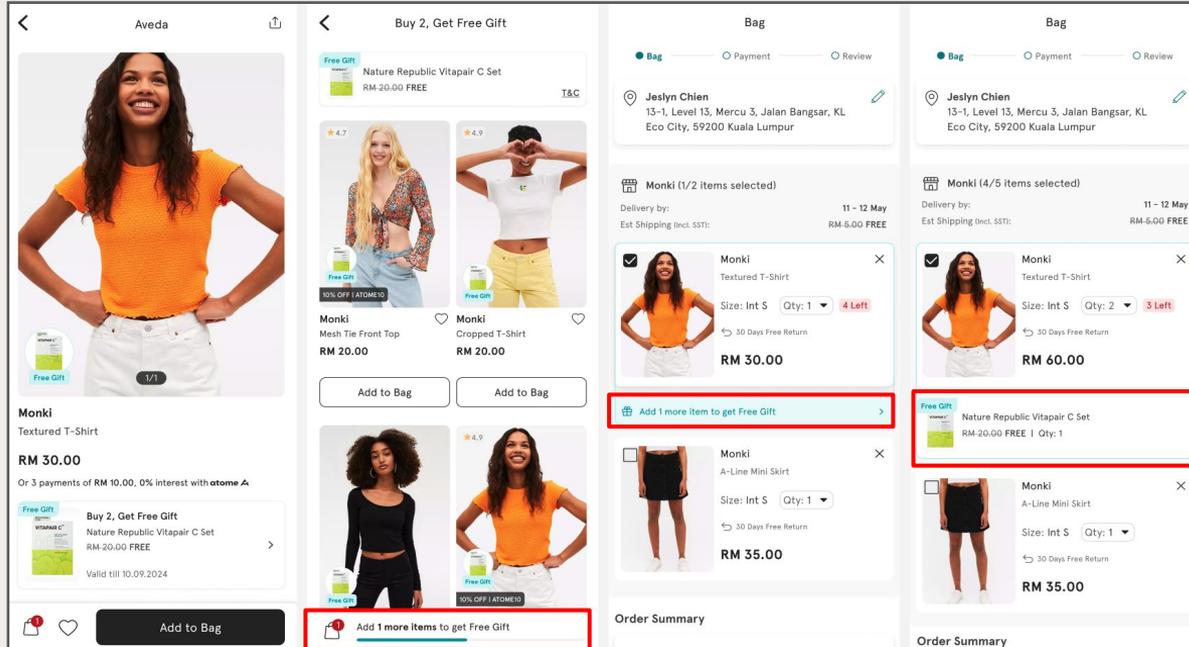


Catalog:

If any product in the Catalog is part of a GWP campaign, Shoppers will be prompted with a notification pop-up informing them of the Free Gift.

Products that are eligible for GWP will be marked with a "Free Gift" label along with an image of the gift, helping Shoppers easily identify the promotional item when viewing the catalog.

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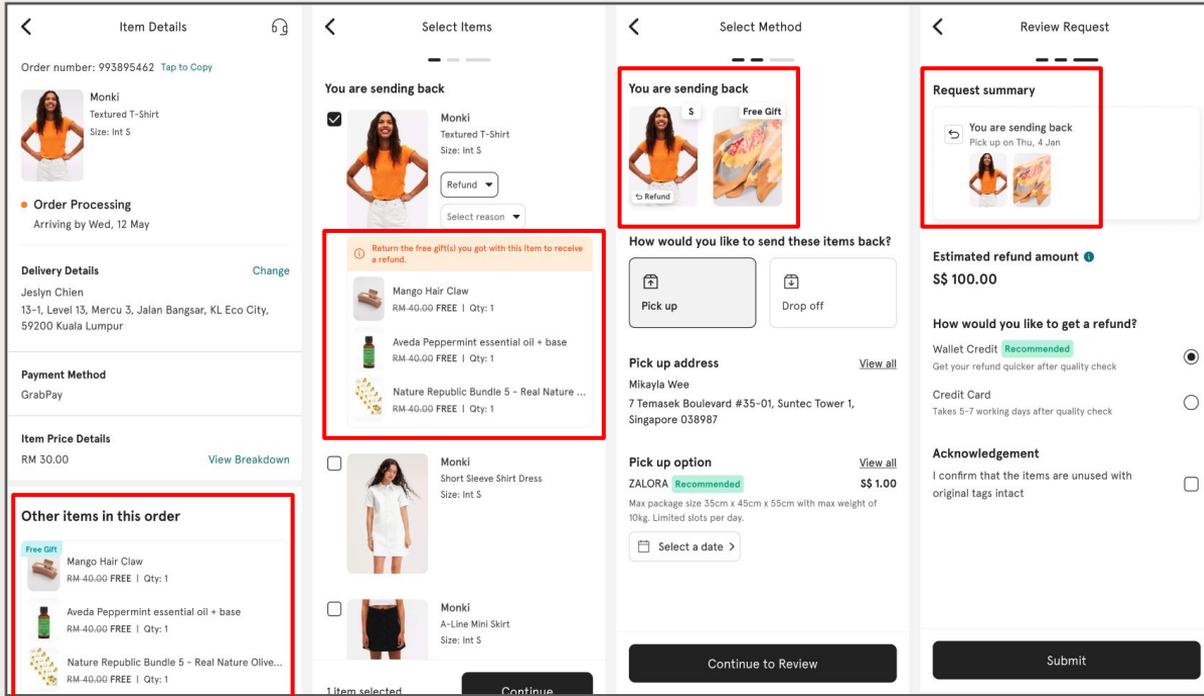
PDV:

- Customers can view detailed information about the free gift, and review any minimum spend or minimum quantity required to qualify for the GWP campaign.
- A list of all eligible products within the GWP campaign will be displayed, along with a progress bar showing how much more customers need to add to meet the criteria for the free gift.
- If customers add an item to the bag but haven't yet met the criteria required for the GWP, a prompt will appear encouraging them to add more items.

Cart:

- All products that are part of a GWP campaign will be grouped together in the Cart for clear visibility.
- If the GWP criteria are not met, prompts will encourage customers to take action, such as "Add S\$100 more to get Free Gift" or "Add 2 more items to get Free Gift".
- Once the GWP criteria are met, the free gift will be automatically added to the Cart.
- The same grouping of eligible products and gifts will also be displayed in the Order Review section, giving customers full visibility of their gifts.

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Post-Purchase

- After completing a purchase, free gifts received through the GWP promotion will be listed on the My Orders page.
- If a customer initiates a return and the returned item breaks the GWP criteria, they will be required to return the free gift as well.

For example, if the promotion is "Spend S\$100, get a free gift," and returning an item brings the total below \$100, the free gift must also be returned.

- Customers will be informed during the return process that the free gift must be returned.

Wishlist and Recommended Feeds:

- In both the Wishlist and Recommended Feeds, products that are eligible for GWP will be marked with a "Free Gift" label, making it easy for customers to recognise products that have an ongoing GWP campaign.

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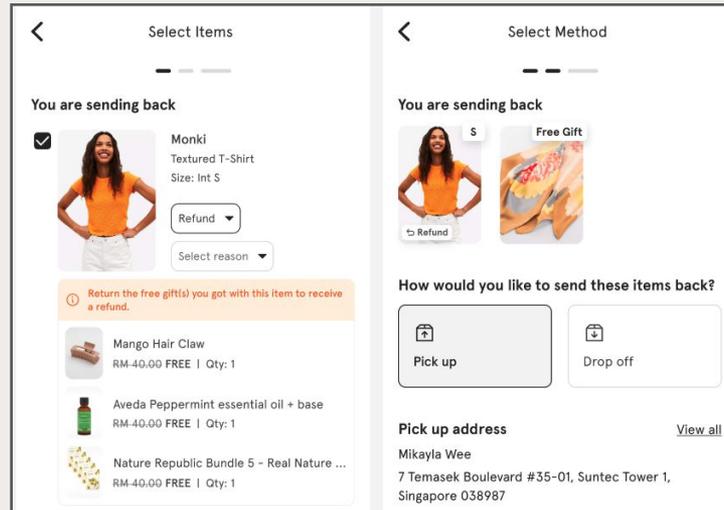
Zalora Gift with Purchase

How Do Samples Work?

Visibility: Once a product is marked as a sample, it will not be visible in the Catalog, PDV, Wishlist, RecFeeds, or during regular shopping journeys. Shoppers will only see samples when they are given as gifts in related GWP campaigns.

Add to Cart: Shoppers cannot add samples to their cart directly; they will only appear in the cart as a gift if they meet the GWP criteria.

Returns: If a Shopper returns an item that was purchased with a sample as a gift, the sample will not be required as part of the return.



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How to Organize Samples

1. Making Product Samples

- Select Catalog > **Add Product**
- In the **Additional Information** > Main section, you will find a checkbox labeled “This Product is a Sample”
- **Check the box** if the product you are creating is a sample. Complete the rest of the product details as usual.

2. Editing an Existing Product as a Sample

- If a product is already listed, go to the product listing page
- Select the product you want to update and click “Edit Product”
- In the Additional Information > Main section, check the box “This Product is a Sample”.
- Save changes to update the product status to sample

Add New Product Save and Copy Submit

Images
Add up to 8 images of your product

Additional Information
Information regarding the product

Main Show less

This Product is a Sample
Use this only if this product is a sample

Name in Bahasa Indonesia*
Denim Floral Dress 18/255

Translated Name of the product. For a better listing quality, the name should consist of the Brand, the actual product name, if available color, edition, speciality Displayed on the ZALORA website

Multiple small gifts or samples, instead of creating each one as a separate product, can opt to create a “gift set” or “sample bundle” as a single product during the product creation process. This combine several smaller samples or products into one product listing, simplifying the GWP setup and avoiding clutter in the product catalog. When offering this gift set or sample bundle, it's important to ensure customers receive all the products/samples as advertised when fulfilling the order.

Gift with Purchase (GWP) Promotion Module

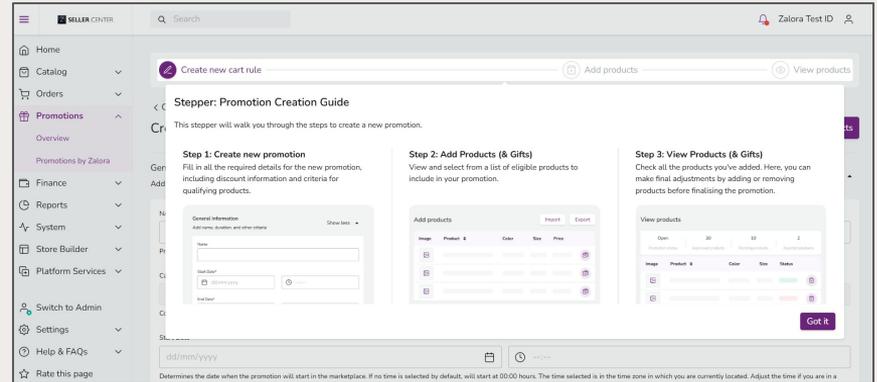
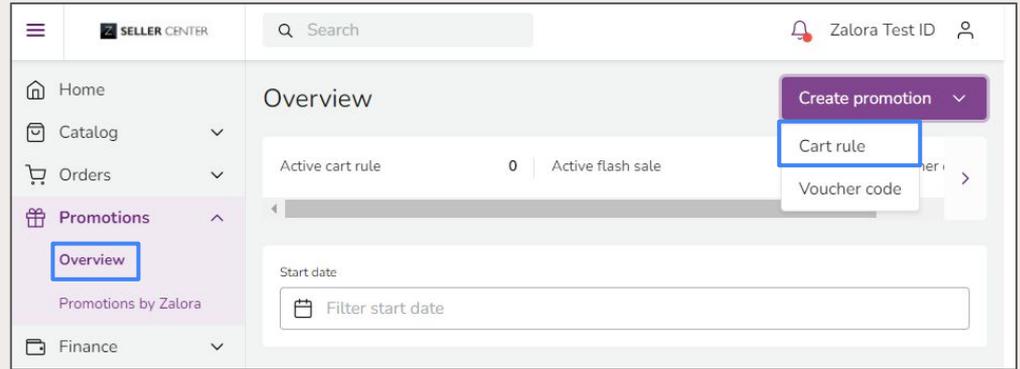
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Zalora Gift with Purchase

How to Create a GWP Promotion

- Home > Promotion > Overview:
- Create a promotion using “Cart Rule”



A Cart Rule GWP pop-up notification will appear.

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How to Create a GWP Promotion

2. General Information

Name (Required to be filled in with the format): Seller Name – Gift With Purchase (Example: Zalora - Gift With Purchase)

Cart Rule Code: No need to fill in, automatically generated by the system

Start Date (Required): Enter the date & time the promo will start (submit the promotion a maximum of H-2 before the start date)

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

Description (Optional): Can be filled in with “-”

The screenshot shows a web interface for creating a new cart rule. At the top, there are three buttons: 'Create new cart rule' (with a pencil icon), 'Add products' (with a plus icon), and 'View products' (with a magnifying glass icon). Below these is a navigation bar with '< Overview' and 'Create new cart rule'. To the right of the title are three buttons: 'Cancel', 'Save as Draft', and 'Submit & Add products'.

The main section is titled 'General Information' with a 'Show less' link. Below the title is the instruction 'Add name, duration, and other criteria'. The form contains several fields:

- Name***: A text input field containing '[Nama Seller] - Gift With Purchase'. Below it is a note: 'Promotion names should quickly express the offer and be memorable, making it easier to attract and engage customers E.g. Buy 2 get 20% off'.
- Cart Rule Code***: An empty text input field. Below it is the note: 'Code that identifies this cart rule'.
- Start Date***: Two input fields. The first is for the date (format 'dd/mm/yyyy') with a calendar icon. The second is for the time (format '--:--') with a clock icon. Below is the note: 'Determines the date when the promotion will start in the marketplace. If no time is selected by default, will start at 00:00 hours. The time selected is in the time zone in which you are currently located. Adjust the time if you are in a different time zone than the country where the promotion will run so the voucher can start/end at the intended time.'
- End Date***: Two input fields. The first is for the date (format 'dd/mm/yyyy') with a calendar icon. The second is for the time (format '--:--') with a clock icon. Below is the note: 'Determines the date when the promotion will end in the marketplace. If no time is selected by default, will end at 23:59 hours. The time selected is in the time zone in which you are currently located. Adjust the time if you are in a different time zone than the country where the promotion will run so the voucher can start/end at the intended time.'
- Description**: A rich text editor with a toolbar containing icons for undo, redo, bold, italic, underline, link, unlink, list, and text color. The text area contains a single hyphen character '-'. Below the editor is a 'Description' label.

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How to Create a GWP Promotion

3. Discount

Discount Type: select “**Gift with Purchase**”

Deal Minimum Criteria:

- A. Minimum Spending (e.g. Buy Rp100,000, get a free gift)
- B. Minimum Quantity (e.g. Buy 2, get a free gift)
- C. None (e.g., a free gift with the purchase of any item, with no spending restrictions or specific amounts)

Discount Show less

Limit discount and more

Discount Type*

Gift with purchase

How the discount will be calculated when using this promotion

Deal Minimum Criteria*

None

Minimum Spending

Minimum Quantity

None

% 100

Value of the discount

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How to Create a GWP Promotion

4. Products: 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 a promo price

Only products without Sales Price = Only products that are at normal prices

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

Category does not need to be filled

Create new cart rule

Cancel Save as Draft Submit & Add products

Qualifying products criteria

Price Criteria*

Select

Allow products with active sale price during the promotion dates to be eligible.

Use all sizes of the product

When checked, if the seller selects one size of a product then all sizes of the same product will be added to the promotion.

Category + Add Category

All Categories

Brands

Search for brand name

Brands that can participate in the promotion. If left empty, all brands from this category can participate.

Minimum Price Maximum Price

IDR IDR

Minimum and Maximum Discount of the products Price to participate in a promotion

Product Attributes + Add Attributes

Select

All

Only products with sales price

Only products without sales price

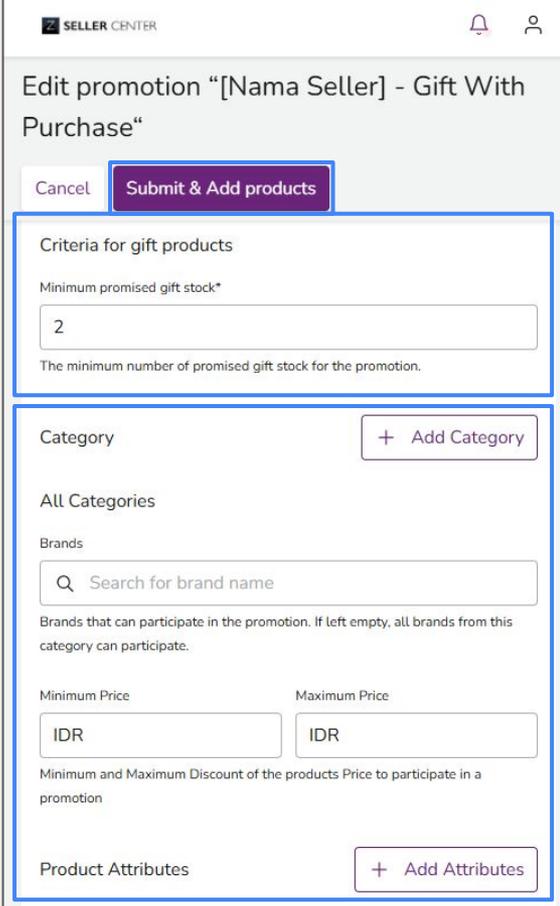
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How to Create a GWP Promotion

4. Criteria for gift products: Determine the minimum promised gift stock, match the stock on the sample SKU

Category does not need to be filled

Click **Submit & Add Products**



The screenshot shows the 'SELLER CENTER' interface for editing a promotion titled "[Nama Seller] - Gift With Purchase". At the top, there are 'Cancel' and 'Submit & Add products' buttons. The main form is divided into several sections:

- Criteria for gift products:** This section contains a field for 'Minimum promised gift stock*' with the value '2'. Below the field is a note: 'The minimum number of promised gift stock for the promotion.'
- Category:** This section has a '+ Add Category' button. Below it, under 'All Categories', there is a 'Brands' section with a search bar labeled 'Search for brand name'. A note below the search bar states: 'Brands that can participate in the promotion. If left empty, all brands from this category can participate.'
- Price Range:** This section has two input fields for 'Minimum Price' and 'Maximum Price', both containing 'IDR'. A note below them reads: 'Minimum and Maximum Discount of the products Price to participate in a promotion'.
- Product Attributes:** This section has a '+ Add Attributes' button.

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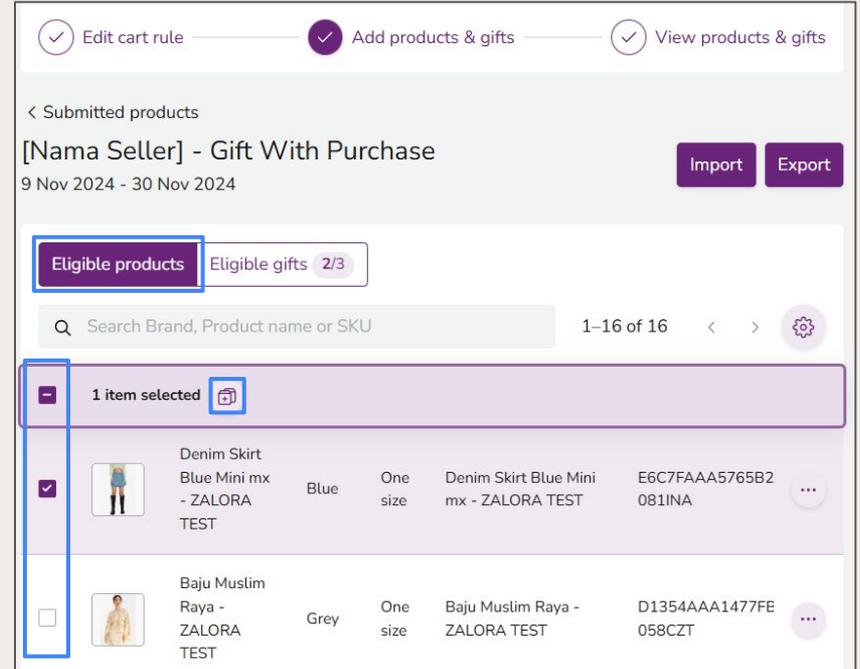
How to Create a GWP Promotion

5. **Eligible Products:** add products that will be part of the GWP campaign

- Select the product by checking the check box to the left of the product

- Add the product to the promotion by clicking the icon 

 1 Eligible Product can only participate in 1 GWP campaign period. If there is a product that participates in more than one GWP campaign in the same period, the Buyer will only see the product in the first GWP promotion.



Product Image	Product Name	Color	Size	Full Name	SKU	Action
<input checked="" type="checkbox"/>	 Denim Skirt Blue Mini mx - ZALORA TEST	Blue	One size	Denim Skirt Blue Mini mx - ZALORA TEST	E6C7FAAA5765B2081INA	
<input type="checkbox"/>	 Baju Muslim Raya - ZALORA TEST	Grey	One size	Baju Muslim Raya - ZALORA TEST	D1354AAA1477FE058CZT	

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How to Create a GWP Promotion

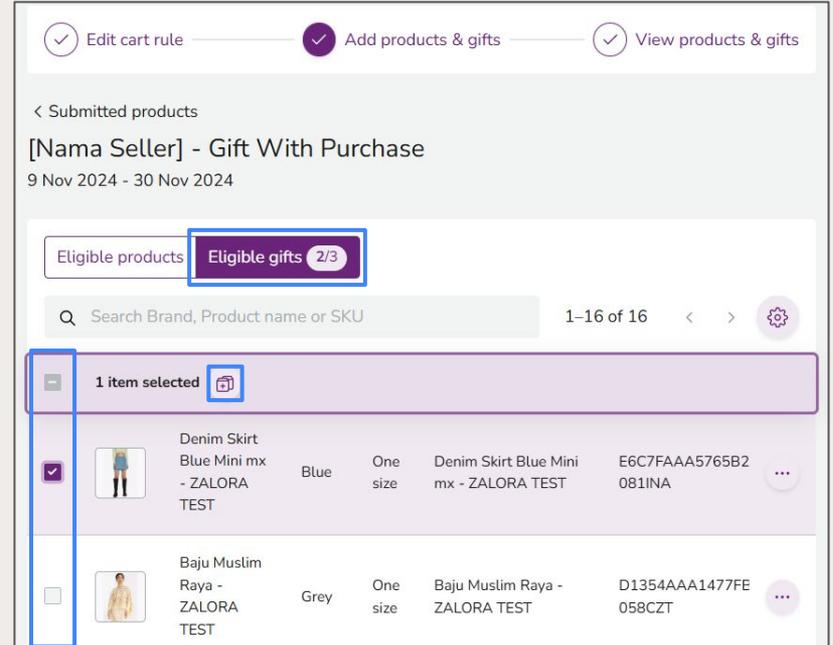
6. Eligible Gifts: Add products or samples that will be offered as prizes in the campaign. Prizes can be products or products that have been configured as samples when creating the product.

- Select the product by checking the check box to the left of the product

- Add products to the promotion by clicking the icon 

NOTE

Buyers cannot choose their rewards at this stage. If multiple rewards are offered, the Buyer will receive all of them.



✓ Edit cart rule — Add products & gifts ✓ View products & gifts

< Submitted products

[Nama Seller] - Gift With Purchase

9 Nov 2024 - 30 Nov 2024

Eligible products **Eligible gifts 2/3**

Q Search Brand, Product name or SKU 1-16 of 16 < > ⚙️

1 item selected 

<input checked="" type="checkbox"/>		Denim Skirt Blue Mini mx - ZALORA TEST	Blue	One size	Denim Skirt Blue Mini mx - ZALORA TEST	E6C7FAAA5765B2 081INA	...
<input type="checkbox"/>		Baju Muslim Raya - ZALORA TEST	Grey	One size	Baju Muslim Raya - ZALORA TEST	D1354AAA1477FE 058CZT	...

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7. Approval Process

- Once the products and rewards are added, the campaign will be in Pending status;
- Please wait for Zalora QC approval. Once the promotion is approved, it will be live for the duration of the promotion period.

Promotion name	Type	Discount codes	Discount	Created by	Promotion dates	Pending products	Approved products	Status
TEST [Nama Seller] - Gift With Purchase	Cart rule	ZALO51092	Gift with purchase	ZT	14 Nov 2024 - 22 Nov 2024	0 0	1 1	Pending
[Nama Seller] - Gift With Purchase	Cart rule	ZALO10369	Gift with purchase	ZT	9 Nov 2024 - 30 Nov 2024	0 0	2 2	Approved

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GWP Display on Orders and Invoices

Send to	Seller SKU	Product	Shipping Information	Status	Printed	Action
<input type="checkbox"/> angga saputro HO ZALORA.LT. 26 HO ZALORA.LT. 26 Jakarta Selatan Mampang Prapatan DKJ Jakarta 12710 Indonesia Invoice Number: 142	Test_DoubleSKU_1_S	Test Dress Multi Seller - S - Red - red	Dropshipping To customer: Provider: JNE - MARKETPLACE Tracking Code: 0133582400870884	Delivered		
<input type="checkbox"/> angga saputro HO ZALORA.LT. 26 HO ZALORA.LT. 26 Jakarta Selatan Mampang Prapatan DKJ Jakarta 12710 Indonesia Invoice Number: 142	Test - GWP	Toner GWP Test - One Size - white - n/a	Dropshipping To customer: Provider: JNE - MARKETPLACE Tracking Code: 0133582400870884	Delivered No transaction generated		

Display on Order:

SKU set for GWP will have a mark “No Transaction Generated”

ZALORA MARKETPLACE				
MERCHANT INVOICE				
Customer : angga saputro HO ZALORA.LT. 26 HO ZALORA.LT. 26 12710 Jakarta Selatan 085774923620 /				
Nomor Order : 234935681				
Nomor Invoice : 142				
Package No. : 30233399				
Tanggal : 14 Nov 2024				
Metode Pembayaran : COD				
Produk	SKU	Package No.	Harga	Harga Dibayarkan
Test Dress Multi Seller	Test_DoubleSKU_1_S	30233399	10,000.00	10000.00
Toner GWP Test	Test - GWP	30233399	1,000.00	0.00
Total Sebelum PPN				Rp 54,810.00
Apabila kurir melakukan kesalahan pada penagihan ongkir, harap menghubungi CS untuk melakukan refund				PPN Rp 0.00
TERIMA KASIH TELAH BERBELANJA DI ZALORA, BUTUH BANTUAN? HUBUNGI KAMI DI: CUSTOMER SERVICE -				TOTAL Rp 10,000.00
www.zalora.co.id/contact/				

View on Invoice:

SKUs set for GWP will have a value of 0 in the “Price paid” display.

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