

ZALORA

PROMOTION

June 2025



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		Yes	Open
25FAVORITES - 25% New Arrivals 3hrs Non Stackable 5.5	Voucher code	25FAVORITES	25%	5 May 2025	7 May 2025 - 7 May 2025		Yes	Open
USE100OFF - P100 Sitewide 4hrs 5.5	Voucher code	USE100OFF	\$100.00	5 May 2025	7 May 2025 - 7 May 2025		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		Yes	Open
55SUPREME - 60% Curated Baseline Non Stackable 5.5	Voucher code	55SUPREME	60%	2 May 2025	4 May 2025 - 6 May 2025		Yes	Open
55IGHT - 5% Curated Stackable 4hrs 5.5	Voucher code	55IGHT	5%	2 May 2025	4 May 2025 - 4 May 2025		Yes	Open
55RACE - 10% Curated Stackable 3hrs 5.5	Voucher code	55RACE	10%	2 May 2025	4 May 2025 - 5 May 2025		Yes	Open
ZVIPTODAY - Free ZALORA VIP 24hrs 5.5	Voucher code	ZVIPTODAY	\$9500.00	2 May 2025	5 May 2025 - 5 May 2025		Yes	Open

3 Click the icon to see promotion details

4 Click '**Join Promotion**' to add products

MAYFREESHIPPING - Free Shipping ×

ping Baseline 5.5

3 May 2025 - 31 May 2025

Registration ends in 16 days and 20 hours

Promotion Performance ▾

Promotion details ▾

Discount details ▾

Qualifying product criteria ▾

[View more](#) [Join promotion](#)

4

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

1

Edit voucher code Add products View products

< Promotions by Zalora

MAYFREESHIPPING - Free Shipping Baseline 5.5
3 May 2025 - 31 May 2025 Joined Add Products

Open	0	0	0
Promotion status	Approved products	Pending products	Rejected products

Submitted products

Search Product name, SKU or Status 0-0 of 0

Image	Product	Color	Size	Seller SKU	Shop SKU	Promotion price	Available stock	Status

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

2

3

Edit voucher code Add products View products

< Submitted products

MAYFREESHIPPING - Free Shipping Baseline 5.5
3 May 2025 - 31 May 2025 Joined Import Export

Eligible products

Search Brand, Product name or SKU 0-0 of 0

Image	Product	Color	Size	Seller SKU	Shop SKU	Price	Sales price	Promotion price	Available stock
<input checked="" type="checkbox"/>	20 items selected Add								
<input checked="" type="checkbox"/>		Relaxed Fit Polo with Tipping	Dark Green	XS	982549076	A3A6EAAF6966D8G5-070MMJ	P699.00	-	-
<input checked="" type="checkbox"/>		Women's Slides with Branding	Bone	5	984970001	743DASH1638EDOGS-077SEC	P499.00	-	-
<input checked="" type="checkbox"/>		Bucket Hat with Grosgrain Detail	Black	One Size	983837001	DA7ECAC475BC20G5-040SGH	P499.00	-	-
<input checked="" type="checkbox"/>		Men's Lace-Up Sneakers	White	6	984964001	41ABFSH3E86EOEGS-004MWX	P1,399.00	-	-

- 2 Select the **Box Icon** on the left of the product
- 3 Click **icon** Add to add products to a promotion

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

Promotions by Zalora

Start date
Filter start date

Search Promotion name, Type or Status 1-15 of 15

Status Open X

Promotion name	Type	Discount	Registration date	Promotion dates	Approved products	Status	
[SELECTED ITEMS] Hero Baseline 18 - 24 January (+Kids) (Voucher 15% Min. 199K + Cashback 5%, Max Cap 250K)	Voucher code	15%	16 Jan 2023	17 Jan 2023 - 25 Jan 2023	0	Open	
[SELECTED ITEMS] Best of January 18 - 24 January (+Kids) (Voucher 18% Min. 299K, Max Cap 400K)	Voucher code	18%	16 Jan 2023	17 Jan 2023 - 25 Jan 2023	0	Open	
[SELECTED ITEMS] Chinese New Year Outfit (Red + Gold) 18 - 24 January (+Kids) (Voucher 23% Min. 399K, Max Cap 400K)	Voucher code	23%	16 Jan 2023	17 Jan 2023 - 25 Jan 2023	0	Open	

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

< Promotions by Zalora

[SELECTED ITEMS] Hero Baseline 18 - 24 January (+Kids) (Voucher 15% Min. 199K + Cashback 5%, Max Cap 250K) 

17 Jan 2023 - 25 Jan 2023

Open 0 2
Promotion status Approved products Pending products

Submitted products

Search Product name, SKU or Status 1-2 of 2

Image	Product	Size	Promotion price	Status	
	New Balance Cotton Men's Polo Shirt - Dark Grey - Grey	M	IDR 186.150.00	Pending	 

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)

< Submitted products

[SELECTED ITEMS] Hero Baseline 18 - 24 January (+Kids) (Voucher 15% Min. 199K + Cashback 5%, Max Cap 250K)

17 Jan 2023 - 25 Jan 2023

Eligible products

Search Product name, SKU, Brand or Category 1-1 of 1

Image	Product	Size	Price	Sales price	Promotion price	Available stock
<input type="checkbox"/>		dgfsdg	One Size	IDR 100,000.00	- IDR 85,000.00	0

3

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

Export products

Export parameters

- Export all products 4
- Selected products
- Current page
- Current filter

Cancel Export 5

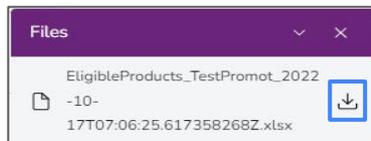
- 4 Select **'Export All Products'** to download all eligible SKUs
- 5 Click **'Export'**

Eligible products were successfully exported

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)

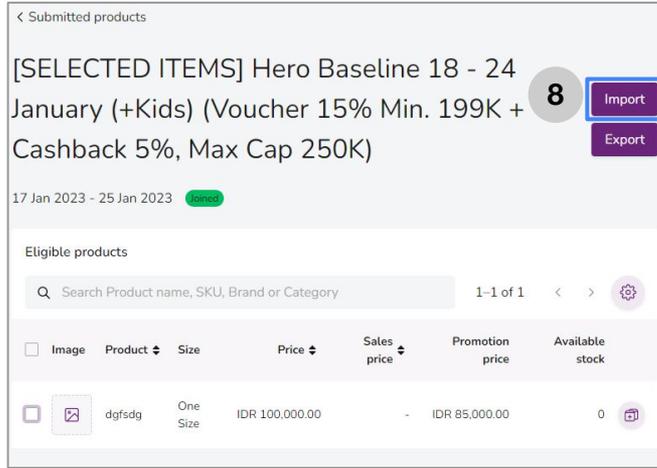
- 6 Click the  icon to download the file in the pop-up that appears at the bottom right of your seller center.



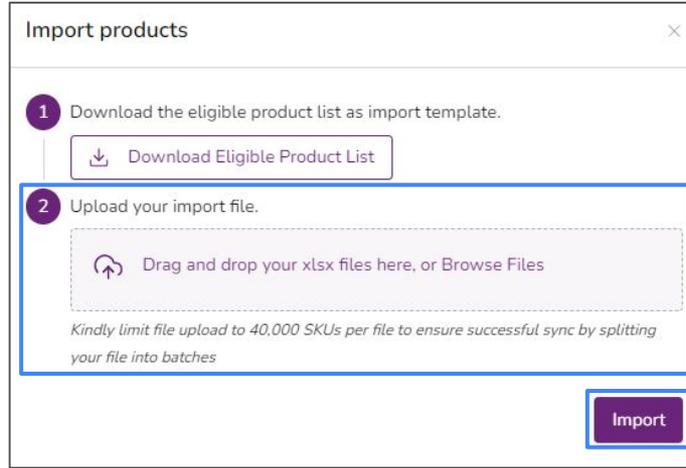
- 7 From the downloaded file, all eligible SKUs for the promotion will be visible. Sellers can curate which SKUs will be included in the promotion. For SKUs that do not want to be included, the row can be deleted. then save the file. Please do not delete the promo code column because each promotion has 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-08	HY2845-014-XS	Haniela Funnel Neck Knit Top	ZALORA
19a2cc43-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-08	HY2845-014-S	Haniela Funnel Neck Knit Top	ZALORA
19a2ccb2-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-08	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-08	HY2845-014-L	Haniela Funnel Neck Knit Top	ZALORA
19cfe0bd-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	70539AA0833B5FGS-01	HY2763-304-L	Kamea Knit Crop Top	ZALORA
1a630118-2f83-11e9-a67d-027c1c02	[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)	ASBF6AA3B0BEF8GS-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-027c1c02	[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-027c1c02	[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-027c1c02	[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-027c1c02	[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-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA460KZID-2067	HY1059-014-S	Patrice Cropped Pants	ZALORA
1e37253d-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA460KZID-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)	LO880AA460KZID-2067	HY1059-014-L	Patrice Cropped Pants	ZALORA
1f76528b-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0VMXSID-2293	HY2029-052-XS	Covet Nadena Netted Frill Hem Dress	ZALORA
1f765457-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0VMXSID-2293	HY2029-052-S	Covet Nadena Netted Frill Hem Dress	ZALORA
1f675333-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0w4I2ID-2364	HY2238-006-XS	Cynara Ruffle Bustier Crop Top	ZALORA
1f676e93-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0w4I2ID-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'**

The process for submitting products to the promotion has been successfully started

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

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Seller Promotion

[1. Voucher Promotion](#)

[2. Cart Rule 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**'

The screenshot shows the 'Overview' page of a promotion management system. The left sidebar contains a navigation menu with the following items: Home, Catalog, Orders, Promotions (expanded), Promotions by Zalora, Finance, Reports, Zalora Ads Platform, System, Store Builder, and Platform Services. The 'Promotions' menu item is highlighted, and the 'Overview' sub-item is selected. The main content area is titled 'Overview' and features a summary bar with the following statistics: Active cart rule (0), Active flash sale (0), Active voucher code (0), and Active discount promotion (0). Below the summary bar is a 'Start date' section with a 'Filter start date' input field. A search bar is located below the filter, with the placeholder text 'Search Promotion name, Discount code, Type, Creator or Status'. The search bar shows '0-0 of 0' results. Below the search bar is a table with the following columns: Promotion name, Type, Discount codes, Discount, Created by, Promotion dates, Pending products, Approved products, and Status. The table contains two rows of data, each with a 'Voucher code' column. A 'Create promotion' button is located in the top right corner, with a dropdown menu showing 'Cart rule' and 'Voucher code' options. The 'Voucher code' option is selected. A 'Feedback' button is located in the bottom right corner.

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

The screenshot shows the 'Create new voucher code' form. At the top, there are navigation links: 'Create new voucher code' (active), 'Add products', and 'View products'. Below this is a breadcrumb '< Overview' and the title 'Create new voucher code'. There are three buttons: 'Cancel', 'Save as Draft', and 'Submit & Add products'. The form is divided into sections. The 'General Information' section is expanded, showing 'Add name, duration, and other criteria'. The 'Name*' field is empty. Below it, a note says 'Promotion name will be visible for Sellers when they enlist for promotions and helps them to identify the topic E.g. Christmas Mobile Promotion 2015'. The 'Voucher Code*' field contains 'PING95576'. Below it, a note says 'Code that identifies this Voucher'. The 'Start Date*' field has a date input 'dd/mm/yyyy' and a time input '--:--'. Below it, a note says '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.' The 'End Date*' field has a date input 'dd/mm/yyyy' and a time input '--:--'. Below it, a note says '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.' The 'Description' field has a rich text editor with a toolbar containing icons for undo, redo, text color, bold, italic, underline, link, unlink, code, list, and table. The description field is empty. At the bottom, a note says 'Description defines the content of the promotion, it is a helpful text for the seller that helps to decide, what the promotion is about - Limit: 16000 characters'.

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)

Discount

Limit discount and more Show less ▲

Discount Type*

Percentage

How the discount will be calculated when using this promotion. *Note: The GWP campaign is currently available only to Beauty and Electronics (non-returnable) sellers. It will expand to other categories, including returnable and non-returnable sellers, once tech development is complete.

Voucher Usage Quota ⓘ

Total usable voucher for all buyers

Deal Minimum Criteria*

Minimum Spending

Applicable discount condition type in here

How to Create Seller Promotion - Voucher



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)

Discount

Limit discount and more Show less ▲

Discount Type*

Fixed

How the discount will be calculated when using this promotion. *Note: The GWP campaign is currently available only to Beauty and Electronics (non-returnable) sellers. It will expand to other categories, including returnable and non-returnable sellers, once tech development is complete.

Voucher Usage Quota ⓘ

Total usable voucher for all buyers

Deal Minimum Criteria*

Minimum Spending

Applicable discount condition type in here

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.

Discount details

Minimum Spending*

₹

The minimum purchase amount customers need to spend to be eligible for a promotion. The value is a fixed price (in the local currency). For example, to be eligible for the voucher code or cart rule promotion, the total amount of purchase needs to be P 50.

Discount Value*

₹

Value of the discount

Maximum Discount Value*

₹

The maximum amount customers can benefit from a promotion. The value is a fixed price (in the local currency). For example, the max discount is P 20 for a discount of 20%. The customers purchase P 150 then the maximum discount is P 20 and not P 30 (i.e. $20\% \times P 150 = P 30$).

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'**

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

4

Submit & Add products

Select

All

Only products with sales price

Only products without sales price

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

₹

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

Maximum Price

₹

+ Add Attributes

Product Attributes

+ Add Attributes

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How to Create a 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

Create new cart rule

< Overview

Create new cart rule

Cancel Save as Draft Submit & Add products

General Information

Add name, duration, and other criteria

Show less

Name*

E.g. Buy 3 get 40% off

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*

PING11802

Code that identifies this cart rule

Start Date*

dd/mm/yyyy

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*

dd/mm/yyyy

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

Normal text

B I U

Description defines the content of the promotion, it is a helpful text for the seller that helps to decide, what the promotion is about - Limit: 16000 characters

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)

Discount Promotion (Percentage)

Discount
Limit discount and more

Discount Type*
Percentage

Fixed
Percentage

Show less ▲

Discount Type*
Percentage

How the discount will be calculated when using this promotion. *Note: The GWP campaign is currently available only to Beauty and Electronics (non-returnable) sellers. It will expand to other categories, including returnable and non-returnable sellers, once tech development is complete.

Voucher Usage Quota ⓘ

Total usable voucher for all buyers

Deal Minimum Criteria*
Minimum Spending

Applicable discount condition type in here

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)

Discount
Limit discount and more

Discount Type*

Fixed

Percentage

Gift with purchase

Show less ▲

Discount Type*

Fixed

How the discount will be calculated when using this promotion. *Note: The GWP campaign is currently available only to Beauty and Electronics (non-returnable) sellers. It will expand to other categories, including returnable and non-returnable sellers, once tech development is complete.

Voucher Usage Quota ⓘ

Total usable voucher for all buyers

Deal Minimum Criteria*

Minimum Spending

Applicable discount condition type in here

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.

Discount details

Minimum Spending*

₱

The minimum purchase amount customers need to spend to be eligible for a promotion. The value is a fixed price (in the local currency). For example, to be eligible for the voucher code or cart rule promotion, the total amount of purchase needs to be ₱ 50.

Discount Value*

₱

Value of the discount

Maximum Discount Value*

₱

The maximum amount customers can benefit from a promotion. The value is a fixed price (in the local currency). For example, the max discount is ₱ 20 for a discount of 20%. The customers purchase ₱ 150 then the maximum discount is ₱ 20 and not ₱ 30 (i.e. $20\% \times ₱ 150 = ₱ 30$).

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

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'**

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

4

Submit & Add products

Select

All

Only products with sales price

Only products without sales price

Category

+ Add Category

All Categories

Brands

Q Search for brand name

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

Minimum Price

₹

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

Maximum Price

₹

+ Add Attributes

Product Attributes

+ Add Attributes

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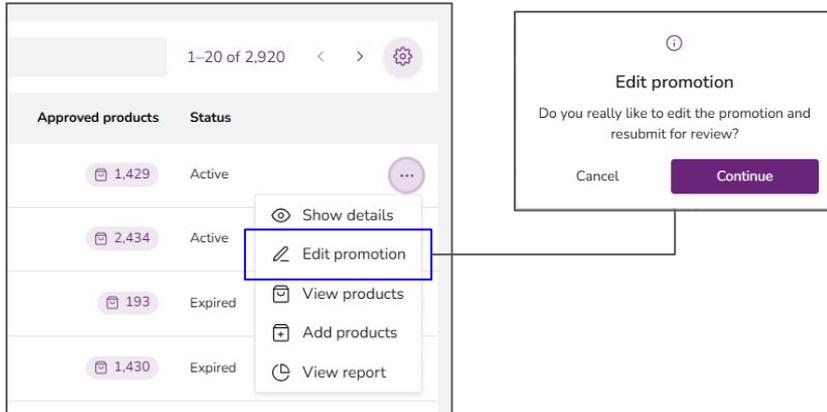
How to Quick Stop the Seller Promotion



How to Quick Stop the Seller Promotion

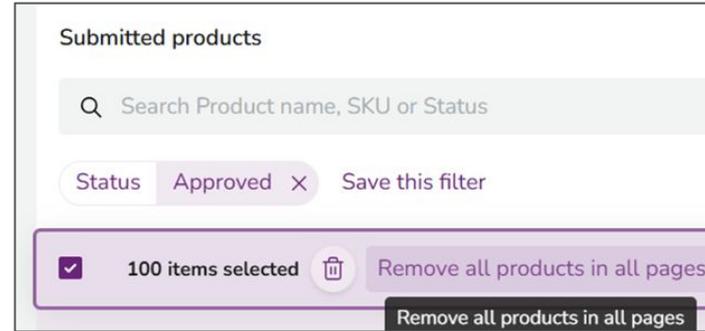
1. Status: Active Promotion

- **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.

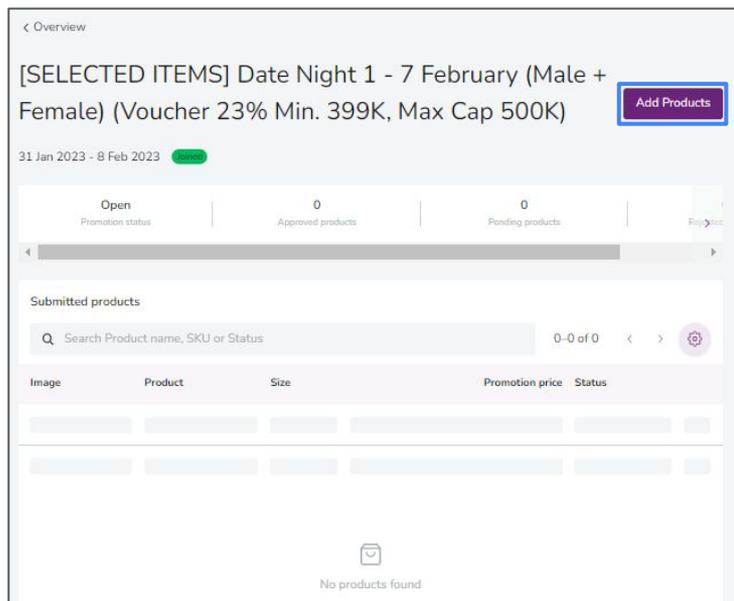
ZALORA

How to Add Products To Seller Promotion

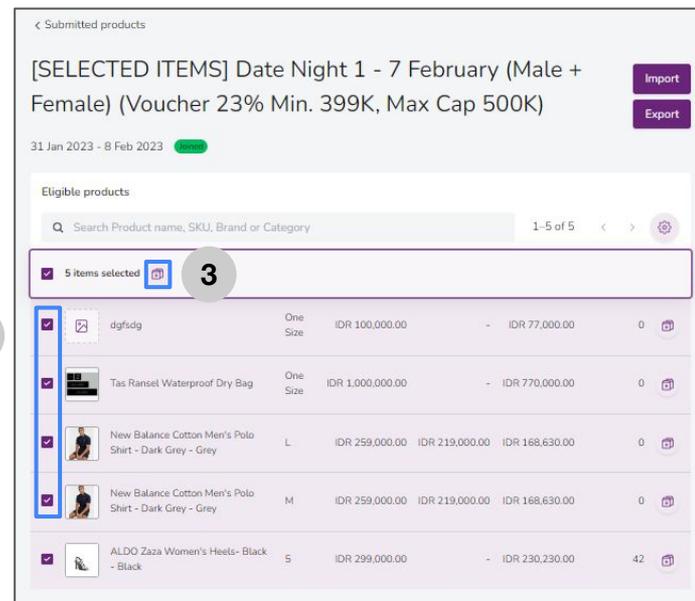
- Manually**
- In Bulk**



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 - How to Add Products in Bulk to Seller Promotion (1/5)

Overview Create Voucher code promotion

Active cart rule 0 | Active flash sale 0 | Active voucher code 0

Start date
Filter start date

Search Promotion name, Type, Creator or Status 1-20 of 55

Promotion name	Type	Discount	Creator	Promotion dates	Approved products	Status
[SELECTED ITEMS] Hero Baseline 1 - 7 February (+Kids) (Voucher 20% Min. 299K + Cashback 5%, Max Cap 250K)	Voucher code	20%	Z	31 Jan 2023 - 8 Feb 2023	0	Open
[SELECTED ITEMS] 2.2 Month of Love 1 - 7 February (+Kids) (Voucher 22% Min. 299K, Max Cap 400K)	Voucher code	22%	Z	31 Jan 2023 - 8 Feb 2023	0	Open
[SELECTED ITEMS] Date Night 1 - 7 February (Male + Female) (Voucher 23% Min. 399K, Max Cap 500K)	Voucher code	23%	Z	31 Jan 2023 - 8 Feb 2023	0	Open

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

< Overview

[SELECTED ITEMS] Hero Baseline 1 - 7 February (+Kids) (Voucher 20% Min. 299K + Cashback 5%, Max Cap 250K) 2 Add Products

31 Jan 2023 - 8 Feb 2023 Active

Open 0 5 0
Promotion status Approved products Pending products Rejected products

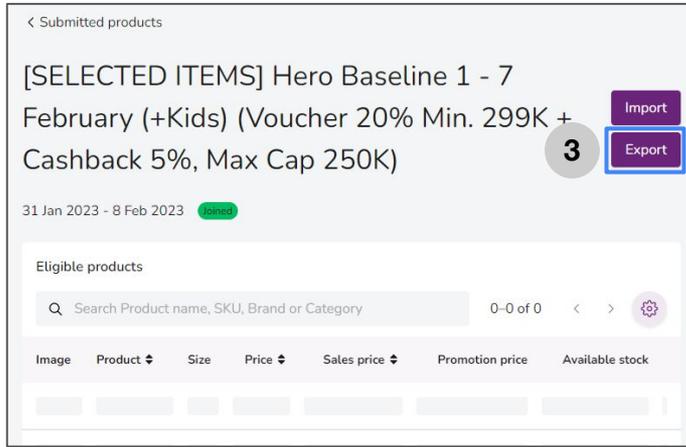
Submitted products

Search Product name, SKU or Status 1-5 of 5

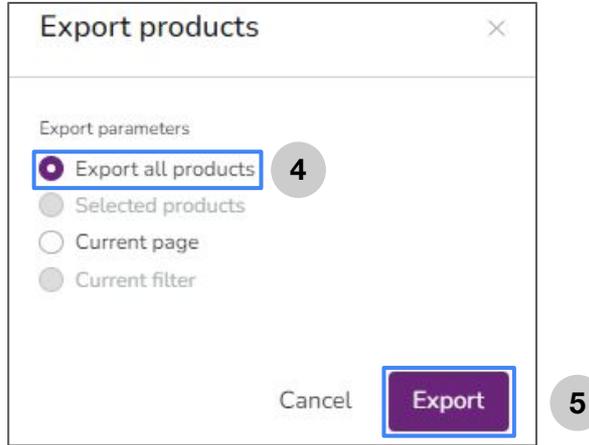
Image	Product	Size	Promotion price	Status
<input type="checkbox"/>	New Balance Cotton Men's Polo Shirt - Dark Grey - Grey	M	IDR 175,200.00	Pending
<input type="checkbox"/>	Tas Ransel Waterproof Dry Bag	One Size	IDR 800,000.00	Pending
<input type="checkbox"/>	dgfsdg	One Size	IDR 80,000.00	Pending

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

Seller Promotion - How to Add Products in Bulk to Seller Promotion (2/5)



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



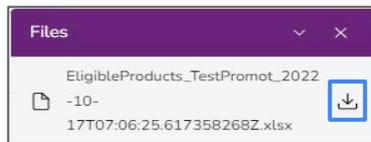
- 4 Select '**Export All Products**' to download all eligible SKUs
- 5 Click '**Export**'



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

Seller Promotion - How to Add Products in Bulk to Seller Promotion (3/5)

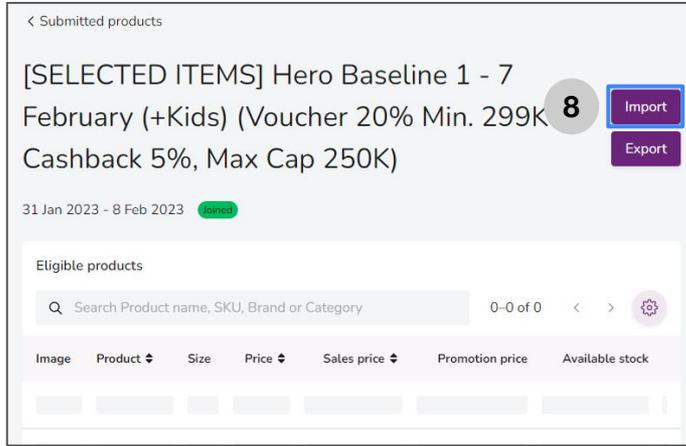
- 6 Click the  icon to download the file in the pop-up that appears at the bottom right of your seller center.



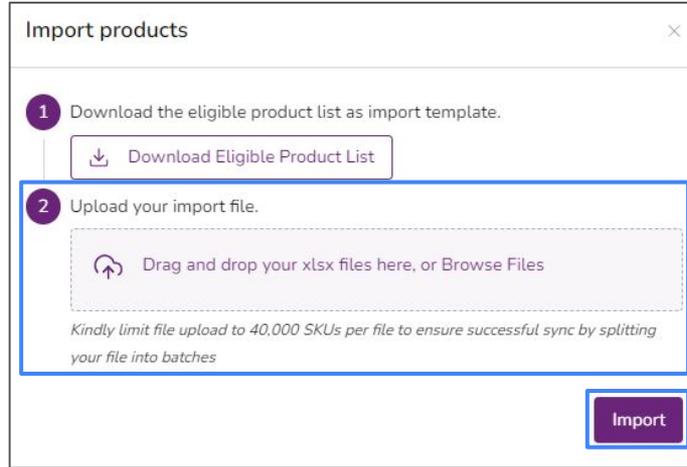
- 7 From the downloaded file, all eligible SKUs for the promotion will be visible. Sellers can curate which SKUs will be included in the promotion. For SKUs that do not want to be included, the row can be deleted. then save the file. Please do not delete the promo code column because each promotion has 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)	LD880AA78KXDID-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-08	HY2845-014-XS	Haniela Funnel Neck Knit Top	ZALORA
19a2cc43-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-08	HY2845-014-S	Haniela Funnel Neck Knit Top	ZALORA
19a2ccb2-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	E1A07AA56ECAC3GS-08	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-08	HY2845-014-L	Haniela Funnel Neck Knit Top	ZALORA
19cfe0bd-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	70539AA0833B5FGS-01	HY2763-304-L	Kamea Knit Crop Top	ZALORA
1a630118-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA39TQEID-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)	LD880AA39TQEID-1804	HY2238-014-XL	Cynara Ruffle Bustier Crop Top	ZALORA
1e36f024-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA02LNTID-2062	HY2787-072-XS	Reyna Bodycon Midi Dress.	ZALORA
1e36f09d-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA02LNTID-2062	HY2787-072-S	Reyna Bodycon Midi Dress.	ZALORA
1e36f114-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA02LNTID-2062	HY2787-072-M	Reyna Bodycon Midi Dress.	ZALORA
1e36f18f-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA02LNTID-2062	HY2787-072-L	Reyna Bodycon Midi Dress.	ZALORA
1e37249f-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA46OKZID-2067	HY1059-014-S	Patrice Cropped Pants	ZALORA
1e37253d-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA46OKZID-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)	LD880AA46OKZID-2067	HY1059-014-L	Patrice Cropped Pants	ZALORA
1f76528b-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA0VMXSID-2291	HY2029-052-XS	Covet Nadena Netted Frill Hem Dress	ZALORA
1f765457-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA0VMXSID-2291	HY2029-052-S	Covet Nadena Netted Frill Hem Dress	ZALORA
1fe67533d-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA0w4I2ID-2364	HY2238-006-XS	Cynara Ruffle Bustier Crop Top	ZALORA
1fe676e3-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LD880AA0w4I2ID-2364	HY2238-006-L	Cynara Ruffle Bustier Crop Top	ZALORA

Seller Promotion - How to Add Products in Bulk to Seller Promotion (4/5)



- 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 the box to upload the file from your computer.

- 10 Click **'Import'**

i The process for submitting products to the promotion has been successfully started

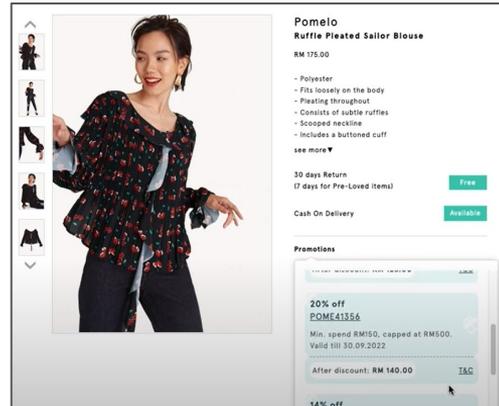
If the import is **successful**, a pop-up notification will appear at the top right of your seller center page.

Seller Promotion - How to Add Products in Bulk to Seller Promotion (5/5)

- 11 After the application is completed, please wait for QC approval. If your voucher is approved, your voucher status will change from **'Pending' to 'Approved'**.

Promotion name	Type	Discount	Creator	Promotion dates	Approved products	Status
Cart Rule	Cart rule	6%	MT	20 Oct 2022 - 22 Oct 2022	0	Pending
Pomelo Mid Year Sales 20%	Voucher code	6%	MT	14 Oct 2022 - 20 Oct 2022	0	Approved

- 12 Check the voucher on your **store page** and make sure the voucher complies with the terms and conditions set by the seller.



ZALORA