

ZALORA

PROMOTION

June 2025



Promotion

Zalora Promotion

Definisi : Promosi yang dibuat oleh Zalora pada periode yang akan datang. Promosi ini dapat diikuti oleh semua seller sesuai dengan ketentuan yang berlaku

Keuntungan : Dengan mengikuti Zalora Promotion seller memiliki kesempatan untuk mendapat eksposur lebih banyak untuk produk yang diikuti-sertakan

Topic :

- [Cara Mengikuti Zalora Promotion](#)
- [Cara Menambahkan Produk Secara Manual Pada Zalora Promotion](#)
- [Cara Menambahkan Produk Secara Massal Pada Zalora Promotion](#)

Seller Promotion

Definisi : Promosi yang dibuat secara mandiri oleh seller dan terlihat pada produk (SKU) yang diikuti-sertakan

Keuntungan : Fitur seller promotion memberikan seller kebebasan agar bisa membuat dan mengatur promosi untuk pembeli di Zalora

Topic :

1. [Seller Promotion](#)
 - Cara Membuat *Seller Promotion - Voucher*
 - Cara Membuat *Seller Promotion - Cart Rule*
2. [Cara Menambahkan Produk Pada Seller Promotion](#)
 - Secara Manual
 - Secara Massal

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Zalora Promotion



Zalora Promotion - Cara Mengikuti Zalora Promotion (1/1)

1 Home > Promosi > **Promotions By Zalora**,

2 Pilih **promosi** yang ingin Anda ikuti

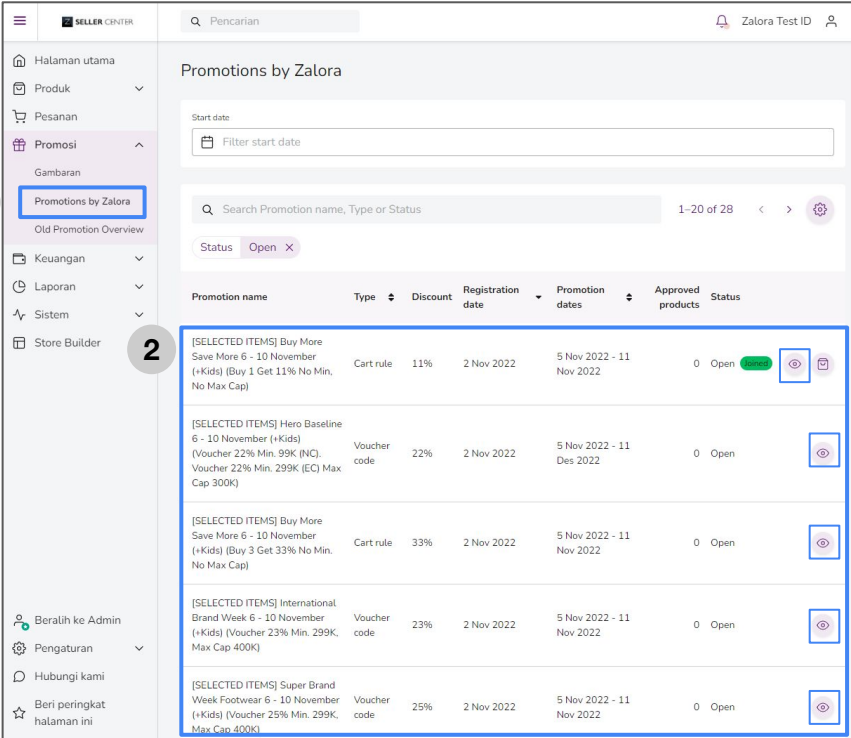
3 Klik **icon**  untuk melihat detail promosi

4 Klik **'Join Promotion'** untuk menambahkan produk

1

2

3



Promotions by Zalora

Start date
Filter start date

Search Promotion name, Type or Status

Status **Open** X

Promotion name	Type	Discount	Registration date	Promotion dates	Approved products	Status
[SELECTED ITEMS] Buy More Save More 6 - 10 November (+Kids) (Buy 1 Get 11% No Min, No Max Cap)	Cart rule	11%	2 Nov 2022	5 Nov 2022 - 11 Nov 2022	0	Open
[SELECTED ITEMS] Hero Baseline 6 - 10 November (+Kids) (Voucher 22% Min. 99K (NC), Voucher 22% Min. 299K (EC) Max Cap 300K)	Voucher code	22%	2 Nov 2022	5 Nov 2022 - 11 Des 2022	0	Open
[SELECTED ITEMS] Buy More Save More 6 - 10 November (+Kids) (Buy 3 Get 33% No Min, No Max Cap)	Cart rule	33%	2 Nov 2022	5 Nov 2022 - 11 Nov 2022	0	Open
[SELECTED ITEMS] International Brand Week 6 - 10 November (+Kids) (Voucher 23% Min. 299K, Max Cap 400K)	Voucher code	23%	2 Nov 2022	5 Nov 2022 - 11 Nov 2022	0	Open
[SELECTED ITEMS] Super Brand Week Footwear 6 - 10 November (+Kids) (Voucher 25% Min. 299K, Max Cap 400K)	Voucher code	25%	2 Nov 2022	5 Nov 2022 - 11 Nov 2022	0	Open

[SELECTED ITEMS] 2.2 Month of Love 1 - 7 February (+Kids) (Voucher 22% Min. 299K, Max Cap 400K)
31 Jan 2023 - 8 Feb 2023

Type Voucher code
Code 22LOVE22
Includes all variations Yes
Price criteria All

Discount details
Discount 22%
Funded by seller 100%

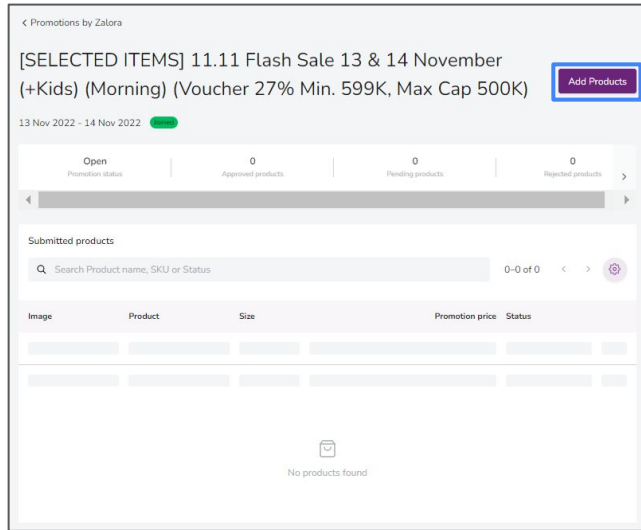
Redemption conditions
Min spending IDR 299,000.00
Max discount IDR 400,000.00

Eligibility criteria
Categories All
Attributes All
Brands All

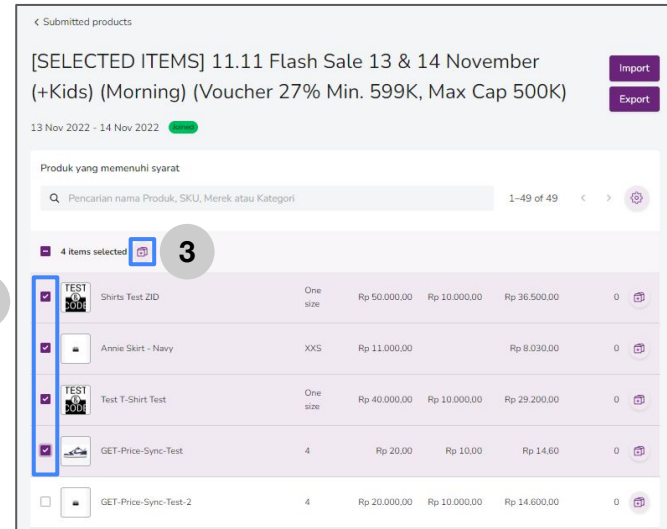
View more **Join promotion**

4

Zalora Promotion - Cara Menambahkan Produk Secara Manual Pada Zalora Promotion (1/1)



- 1 Klik **'Add Products'** untuk menambahkan produk yang ingin dimasukkan ke dalam promosi



- 2 Pilih produk dengan mencentang **check box** di sebelah kiri produk
- 3 Tambahkan produk ke dalam promosi dengan klik **icon** 

Zalora Promotion - Cara Menambahkan Produk Secara Massal Pada Zalora Promotion (1/4)

Promotions by Zalora

Start date

Filter start date

Q 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 Klik icon  pada promosi yang sudah dipilih untuk melihat produk yang sudah terdaftar

< 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

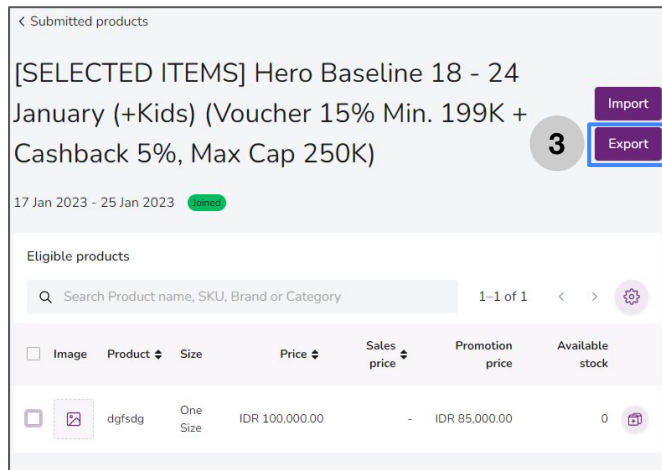
Q Search Product name, SKU or Status

1-2 of 2

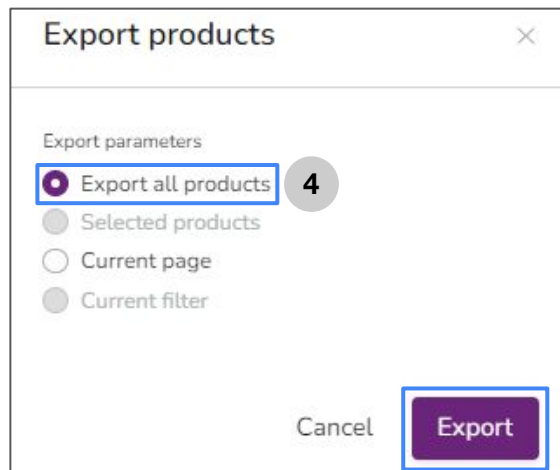
Image	Product	Size	Promotion price	Status
	New Balance Cotton Men's Polo Shirt - Dark Grey - Grey	M	IDR 186,150.00	Pending

2 Klik 'Add Products' untuk menambahkan produk yang ingin dimasukkan ke dalam promosi

Zalora Promotion - Cara Menambahkan Produk Secara Massal Pada Zalora Promotion (2/4)



- 3 Klik 'Export' untuk mengunduh template untuk menambahkan produk secara massal



- 4 Pilih 'Export All Products' untuk mengunduh semua SKU yang memenuhi syarat

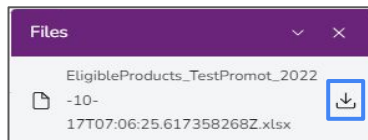
- 5 Klik 'Export'

✓ Eligible products were successfully exported

Jika export **berhasil**, maka akan muncul notifikasi pop-up di bagian kanan atas halaman seller center Anda

Zalora Promotion - Cara Menambahkan Produk Secara Massal Pada Zalora Promotion (3/4)

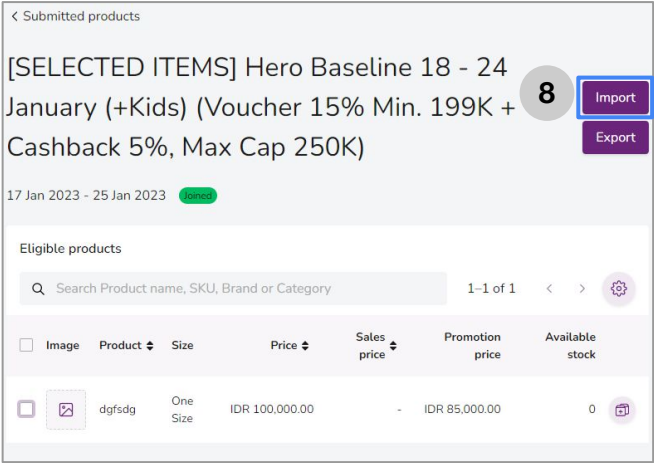
- 6 Klik icon  untuk mengunduh file dibagian pop-up yang muncul di kanan bawah seller center Anda



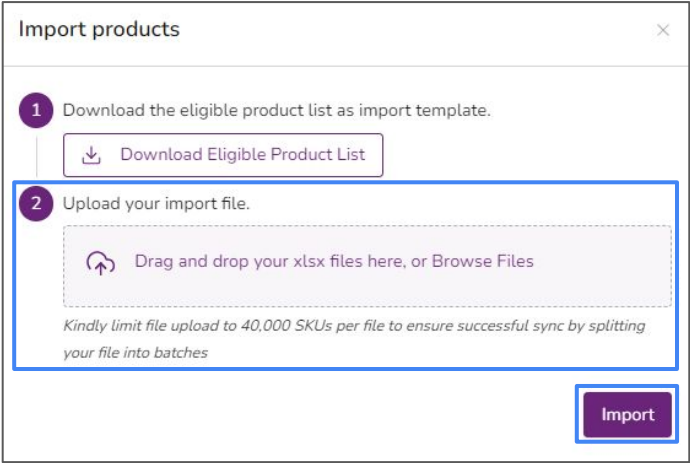
- 7 Dari file yang sudah diunduh akan terlihat semua SKU yang berlaku untuk promosi tersebut. Seller dapat **mengkurasi** lagi SKU mana yang akan diikutsertakan ke dalam promosi. Untuk SKU yang tidak ingin diikutsertakan dapat dihapus rownya, lalu simpan file. Mohon tidak menghapus kolom kode promosi karena setiap promosi memiliki kode unique yang berbeda

Catalog Product Uuid	Promotion Name	Shop SKU	Seller SKU	Product Name	Brand
15b3e762-2f83-11e9-a67d-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	L0880AA78KXDID-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
19a2ccbe-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)	70539AAD833B5FGS-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)	L0880AA39TQEID-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-01	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)	L0880AA39TQEID-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)	L0880AA02LNTID-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)	L0880AA02LNTID-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)	L0880AA02LNTID-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)	L0880AA02LNTID-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)	L0880AA46OKZID-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)	L0880AA46OKZID-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)	L0880AA46OKZID-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)	L0880AA0VMXSID-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)	L0880AA0VMXSID-2291	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)	L0880AA0w4IZID-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)	L0880AA0w4IZID-2364	HY2238-006-L	Cynara Ruffle Bustier Crop Top	ZALORA

Zalora Promotion - Cara Menambahkan Produk Secara Massal Pada Zalora Promotion (4/4)

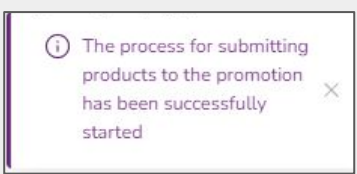


8 Kembali ke seller center halaman tambahkan produk dan klik **'Import'** untuk mengunggah daftar produk yang akan diikuti sertakan ke dalam promosi



9 **Drag & drop** file yang sudah diedit ke dalam box seperti gambar di atas atau klik box tersebut untuk mengunggah file dari komputer Anda

10 Klik **'Import'**



Jika import **berhasil**, akan muncul notifikasi pop-up di kanan atas pada halaman seller center anda

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Seller Promotion

[1. Voucher Promotion](#)

[2. Cart Rule Promotion](#)



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Cara membuat Promosi Voucher



Cara Membuat Seller Promotion - Voucher (1/4)

1 Home > Promosi > **Gambaran / Overview**

2 Klik **'Create Voucher Code Promotion'**

1

2

SELLER CENTER

Search

Zalora Test ID

Overview

Create promotion

Active cart rule 0 Active flash sale

Cart rule

Voucher code

Start date

Filter start date

Search Promotion name, Discount code, Type, Creator or Status

1-20 of 166

Promotion name	Type	Discount codes	Discount	Created by	Promotion dates
payday juli	Voucher code	ZALO97152	10%	ZT	25 Jul 2024 - 31 Jul 2024
[Full Fund] Zalora Evergreen 24-31 Jul. Voucher 25% No Min. + Cashback 5% No Max Cap	Voucher code	ZLR25NEW	25%	Z	24 Jul 2024 - Aug 2024

Cara Membuat Seller Promotion - Voucher (2/4)

3 Isi semua kolom wajib yang diberi **tanda ***

A General Information

Name (Wajib Diisi): Nama dari Promosi yang akan dilakukan contoh:
Promo Payday October 2022

Voucher Code: Terbuat otomatis oleh sistem

Start Date (Wajib Diisi): Masukkan tanggal & waktu promo akan dimulai

End Date (Wajib Diisi): Masukkan tanggal & waktu promo akan selesai

Add Image (Opsional): Gambar promosi akan terlihat di halaman utama toko

Description (Opsional): Isi dengan deskripsi mengenai promo yang akan berlangsung atau jika tidak ada, bisa diisi “_”

Create new voucher code Cancel Save as Draft Submit & Add products

General Information Show less

Add name, duration, and other criteria

Name*

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

Voucher Code*

ZALO70477

Code that identifies this Voucher

Start Date*

mm/dd/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*

mm/dd/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

Cara Membuat Seller Promotion - Voucher (3/4)

B

Discount

Discount Type (Wajib Diisi)

- 1. Percentage
- 2. Fixed

Voucher Usage Quota (Opsional)

Fitur ini untuk membatasi jumlah penggunaan voucher promosi

Deal Minimum Criteria (Wajib Diisi)

Discount Value (Wajib Diisi)

Minimum Spending (Opsional)

Maximum Discount Value (Opsional)

Promosi Potongan Diskon (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

Discount details

Discount Value*

%

Value of the discount

Minimum Spending*

IDR

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 IDR 50.

☒ Maximum Discount Value*

IDR

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 IDR 20 for a discount of 20%. The customers purchase IDR 150 then the maximum discount is IDR 20 and not IDR 30 (i.e. 20% x IDR 150 = IDR 30).

Promosi Potongan Langsung (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

Discount details

Minimum Spending*

IDR

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 IDR 50.

Discount Value*

IDR

Value of the discount

☒ Maximum Discount Value*

IDR

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 IDR 20 for a discount of 20%. The customers purchase IDR 150 then the maximum discount is IDR 20 and not IDR 30 (i.e. 20% x IDR 150 = IDR 30).

Cara Membuat Seller Promotion - Voucher (4/4)

C **Products:** Atur kondisi status produk yang ingin diikutsertakan ke dalam promosi

Price Criteria (Wajib Diisi):

All = Semua Produk

Only products with Sales Price = Hanya Produk yang memiliki harga promo

Only products without Sales Price = Hanya Produk yang dalam harga normal.

Use all sizes of the products: apabila seller memasukkan hanya 1 size dari produk ke dalam list produk yang ingin diikutsertakan ke promosi, maka size lain akan otomatis diikutsertakan kedalam promo tersebut.

Bagian **Category** tidak perlu diisi

4 Klik **'Submit & Add Products'**

4

Create new voucher code

Cancel Save as Draft **Submit & Add products**

C

Products

Limit amount of products, choose the criteria and more Show less

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

Select

All

Only products with sales price

Only products without sales price

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Cara Membuat Promosi *Cart Rule*



Cara Membuat Seller Promotion - Cart Rule (1/4)

1 Home > Promosi > **Overview/Gambaran**

2 Klik **'Create Cart Rule Promotion'**

1

2

SELLER CENTER

Search

Zalora Test ID

Home

Catalog

Orders

Promotions

Overview

Promotions by Zalora

Finance

Reports

System

Store Builder

Platform Services

Switch to Admin

Settings

Help & FAQs

Contact us

Rate this page

Overview

Create promotion

Cart rule

Voucher code

Active cart rule 0 Active flash sale

Start date

Filter start date

Search Promotion name, Discount code, Type, Creator or Status

1-20 of 166

Promotion name	Type	Discount codes	Discount	Created by	Promotion dates
payday juli	Voucher code	ZALO97152	10%	ZT	25 Jul 2024 - 31 Jul 2024
[Full Fund] Zalora Evergreen 24-31 Jul. Voucher 25% No Min. + Cashback 5% No Max Cap	Voucher code	ZLR25NEW	25%	Z	24 Jul 2024 - Aug 2024

Cara Membuat Seller Promotion - Cart Rule (2/4)

3 Isi semua kolom wajib yang diberi **tanda ***

A General Information

Name (Wajib Diisi dengan Format): Seller/Brand Name – Buy x Get x% atau **Buy X Get Rp X** (Contoh **Zalora - Buy 2 Get 20%**)

Cart Rule Code: Terbuat otomatis oleh sistem

Start Date (Wajib Diisi): Masukkan tanggal & waktu promo akan dimulai

End Date (Wajib Diisi): Masukkan tanggal & waktu promo akan selesai

Description (Opsional): Isi dengan deskripsi mengenai promo yang akan berlangsung atau jika tidak ada, bisa diisi “-”

Contoh :

- Min. pembelian **xxx** pcs
- Potongan hingga **Rp xxx** / Tanpa maks. Potongan
- Hanya berlaku untuk produk bertanda khusus
- Promo dapat dipilih pada halaman keranjang belanja Anda
- Klik "Lihat Produk" untuk temukan produk lainnya

SELLER CENTER Search

< Overview

Create new cart rule Cancel Save as Draft Submit & Add products

A General Information

Add name, duration, and other criteria Show less

Name*

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

Cart Rule Code*

Code that identifies this cart rule

Start Date*

mm/dd/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*

mm/dd/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

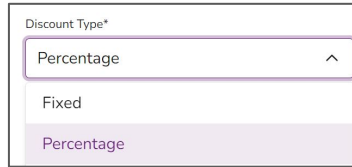
Cara Membuat Seller Promotion - Cart Rule (3/4)

B

Discount

Discount Type (Wajib Diisi)

1. Percentage = Potongan dengan persentase
(e.g.: Buy 1 Get 10% OFF, Buy 2 Get 20% OFF)
2. Fixed = Potongan langsung
(e.g.: Buy 1 Get 100K OFF, Buy 2 Get 200K OFF)



Discount Type*

Percentage

Fixed

Percentage

Voucher Usage Quota (Opsional)

Fitur ini untuk membatasi jumlah penggunaan voucher promosi

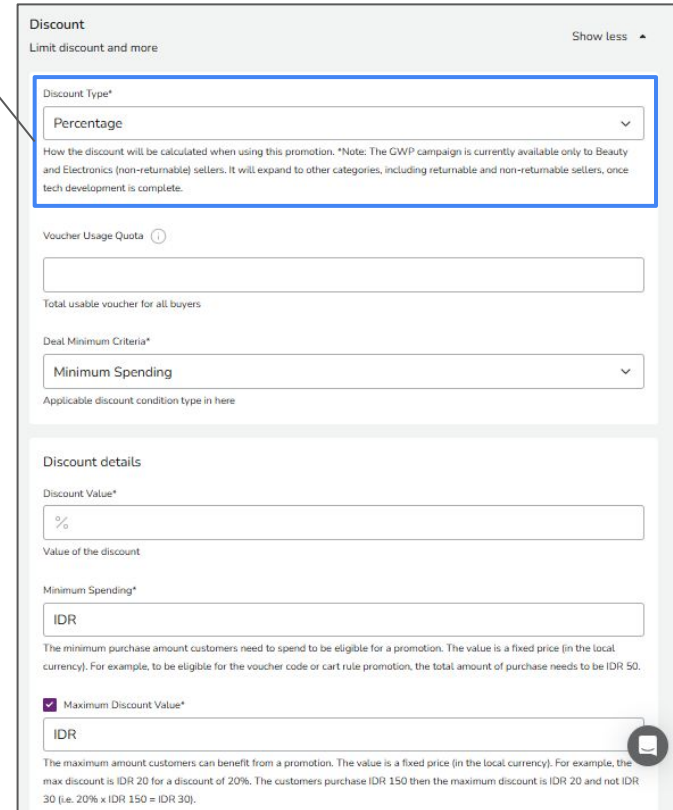
Deal Minimum Criteria (Wajib Diisi)

Discount Details

Discount Value (Wajib Diisi)

Minimum Quantity / Minimum Spending (Wajib Diisi)

Maximum Discount Value (Opsional)



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

Discount details

Discount Value*

Value of the discount

Minimum Spending*

IDR

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 IDR 50.

☒ Maximum Discount Value*

IDR

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 IDR 20 for a discount of 20%. The customers purchase IDR 150 then the maximum discount is IDR 20 and not IDR 30 (i.e. 20% x IDR 150 = IDR 30).

Cara Membuat Seller Promotion - Cart Rule (4/4)

C Products: Atur kondisi status produk yang ingin diikutsertakan ke dalam promosi

Price Criteria (Wajib Diisi):

All = Semua Produk

Only products with Sales Price = Hanya Produk yang memiliki harga promo

Only products without Sales Price = Hanya Produk yang dalam harga normal.

Use all sizes of the products: apabila seller memasukkan hanya 1 size dari produk ke dalam list produk yang ingin diikutsertakan ke promosi, maka size lain akan otomatis diikutsertakan kedalam promo tersebut.

Bagian **Category** tidak perlu diisi

4 Klik **'Submit & Add Products'**

The screenshot shows the 'Create new cart rule' form. A blue box highlights the 'Submit & Add products' button, which is labeled with a '4' in a grey circle. An arrow points from this button to a dropdown menu on the right showing the 'Price Criteria' options: 'Select', 'All', 'Only products with sales price', and 'Only products without sales price'. Another arrow points from the text 'Bagian Category tidak perlu diisi' to the 'Category' field. The form includes sections for 'Qualifying products criteria', 'Price Criteria*' (with a 'Select' dropdown and a note about active sale price), a checked checkbox for 'Use all sizes of the product' (with a note about adding all sizes), 'Category' (with an 'Add Category' button), 'All Categories', 'Brands' (with a search bar and a note about participation), 'Minimum Price' and 'Maximum Price' (both with 'IDR' input), a note about minimum and maximum discount, and 'Product Attributes' (with an 'Add Attributes' button).

Create new cart rule

Cancel Save as Draft **Submit & Add products** 4

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

Q 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

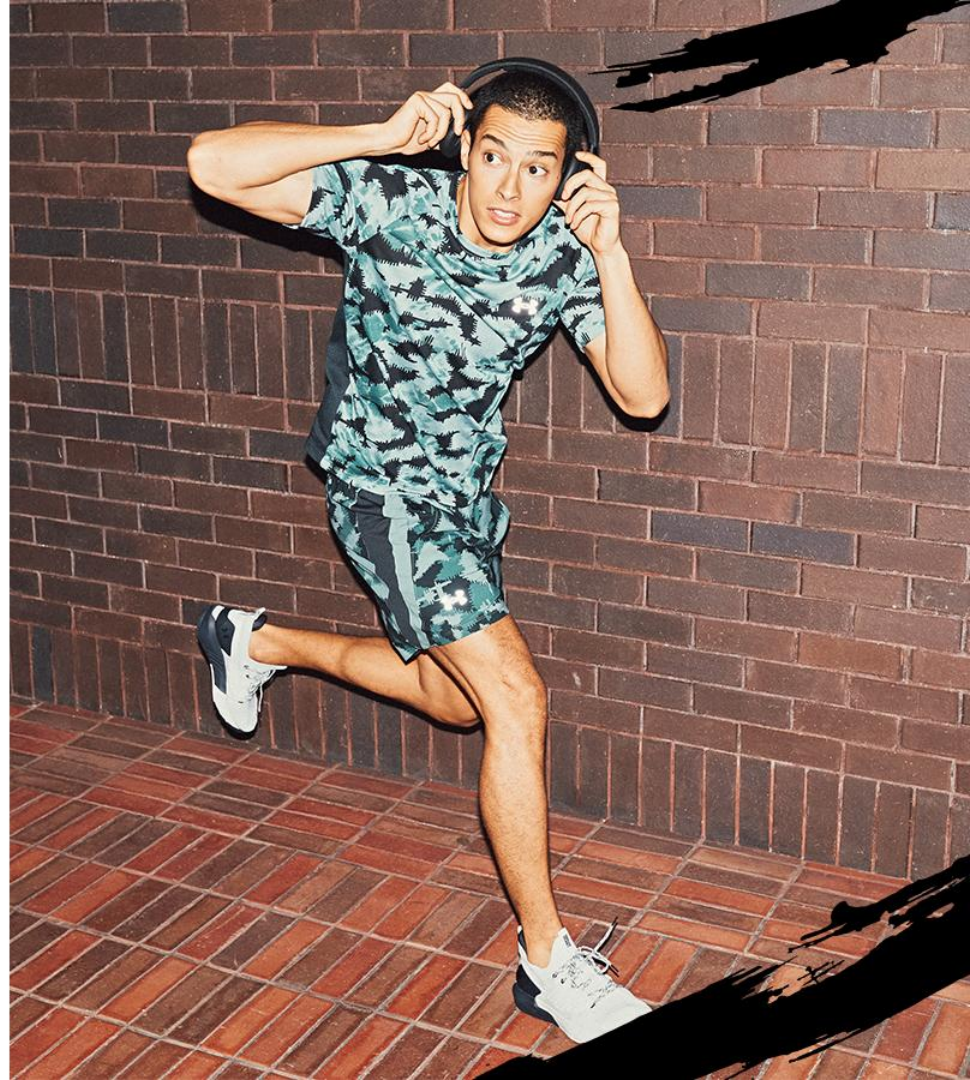
Only products with sales price

Only products without sales price

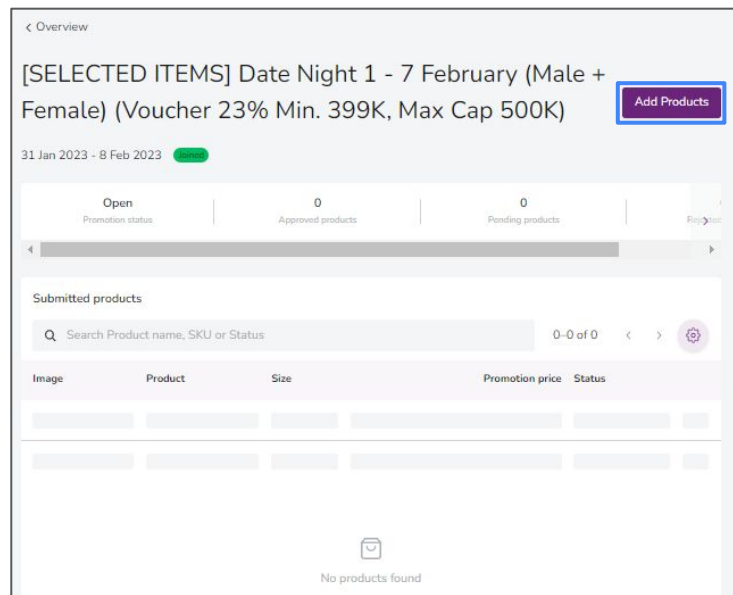
ZALORA

Cara Menambahkan Produk Pada Seller Promotion

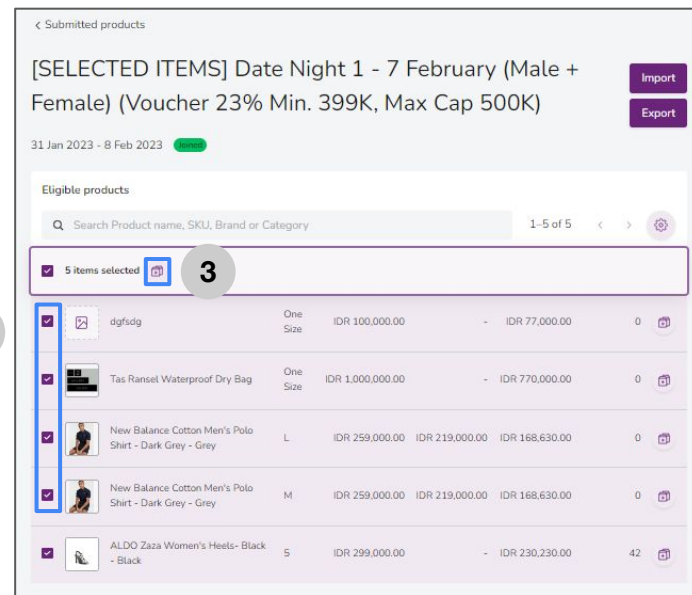
- Secara Manual
- Secara Massal



Seller Promotion - Cara Menambahkan Produk Secara Manual Pada Seller Promotion (1/1)

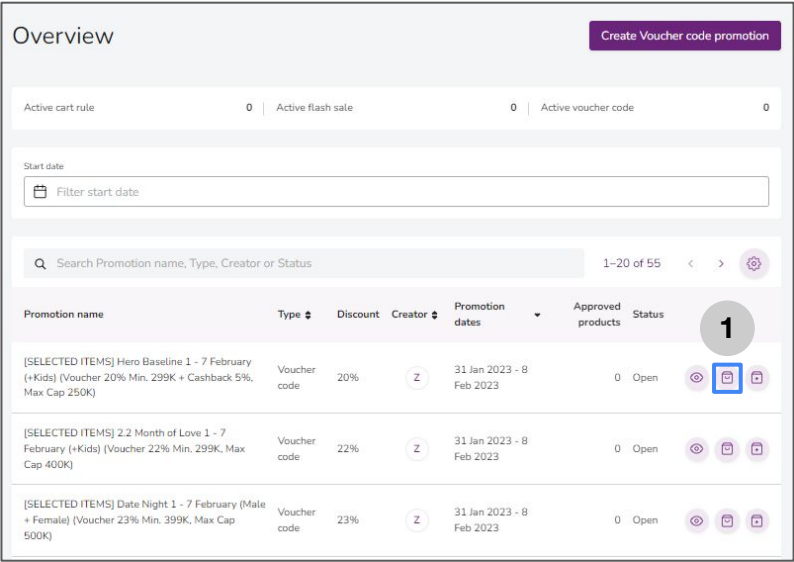


- 1 Klik **'Add Products'** untuk menambahkan produk yang ingin dimasukkan ke dalam promosi

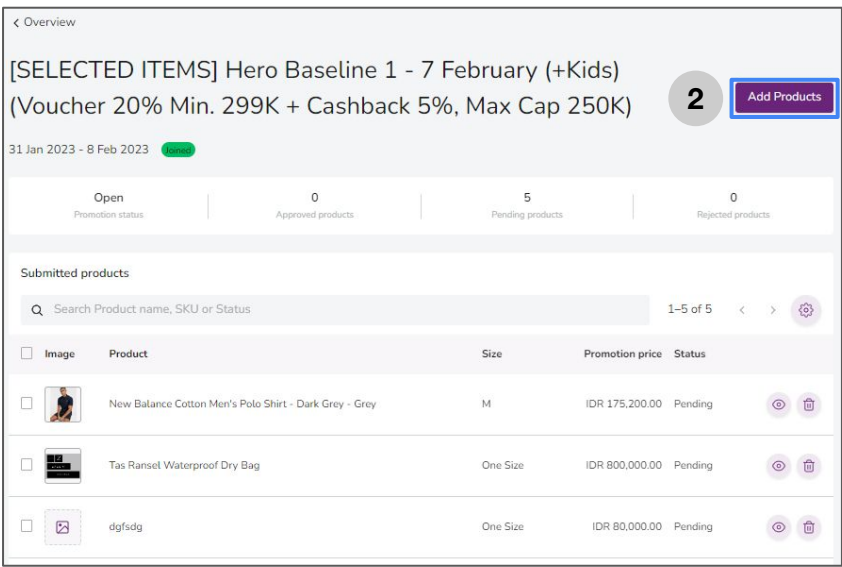


- 2 Pilih produk dengan mencentang **check box** di sebelah kiri produk
- 3 Tambahkan produk ke dalam promosi dengan klik **icon** 

Seller Promotion - Cara Menambahkan Produk Secara Massal Pada Seller Promotion (1/5)

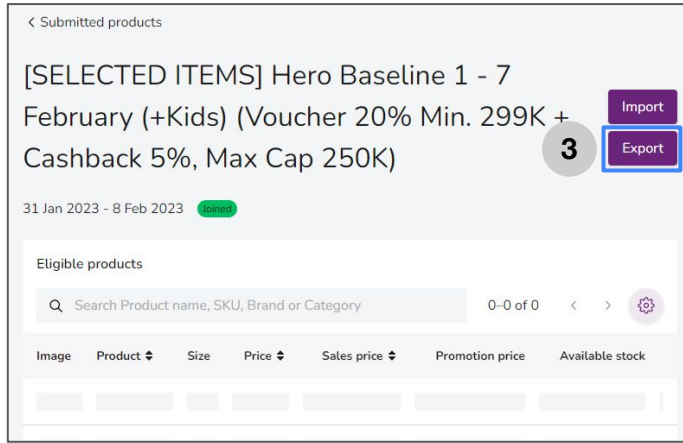


1 Klik icon  pada promosi yang sudah dipilih untuk melihat produk yang sudah terdaftar

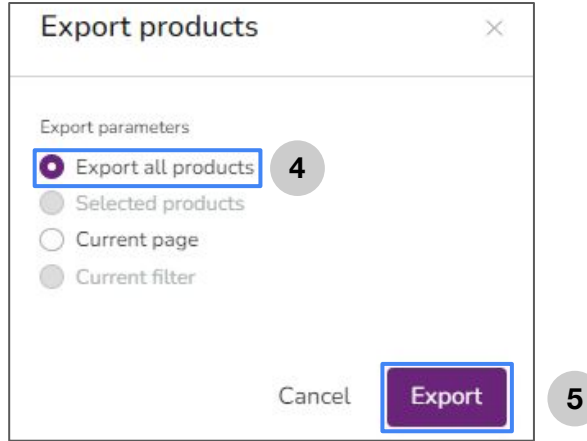


2 Klik 'Add Products' untuk menambahkan produk yang ingin dimasukkan ke dalam promosi

Seller Promotion - Cara Menambahkan Produk Secara Massal Pada Seller Promotion (2/5)



- 3 Klik **'Export'** untuk mengunduh template untuk menambahkan produk secara massal

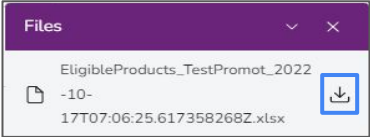


- 4 Pilih **'Export All Products'** untuk mengunduh semua SKU yang memenuhi syarat
- 5 Klik **'Export'**



Seller Promotion - Cara Menambahkan Produk Secara Massal Pada Seller Promotion (3/5)

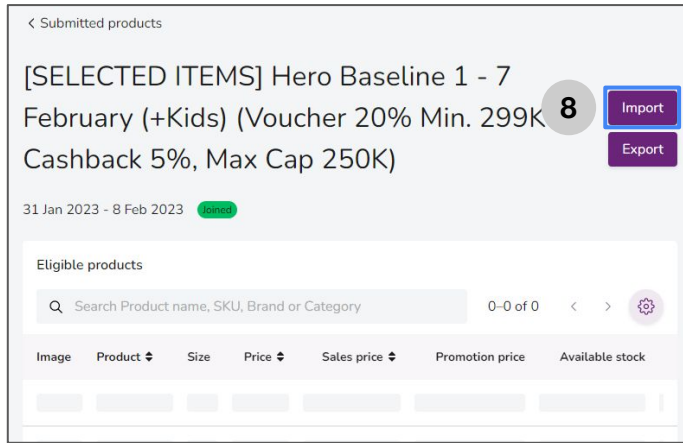
6 Klik icon  untuk mengunduh file dibagian pop-up yang muncul di kanan bawah seller center Anda



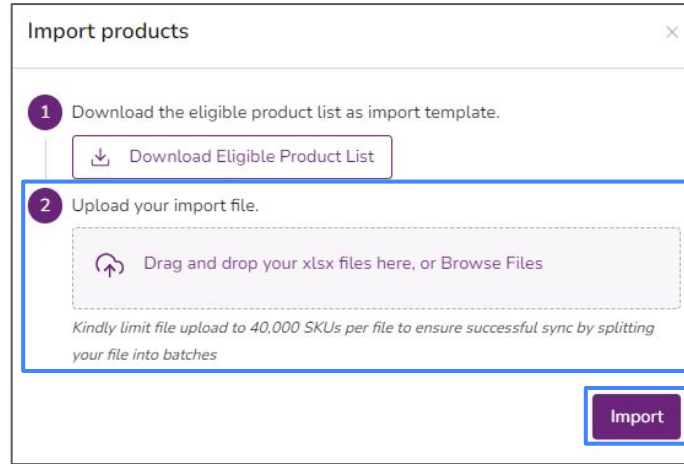
7 Dari file yang sudah diunduh akan terlihat semua SKU yang berlaku untuk promosi tersebut. Seller dapat **mengkurasi** lagi SKU mana yang akan diikutsertakan ke dalam promosi. Untuk SKU yang tidak ingin diikutsertakan dapat dihapus rownya, lalu simpan file. Mohon tidak menghapus kolom kode promosi karena setiap promosi memiliki kode unique yang berbeda

Catalog Product Uuid	Promotion Name	Shop SKU	Seller SKU	Product Name	Brand
15b3e762-2f83-11e9-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
19a2ccbe-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)	70539AAD833B5FGS-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-01	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)	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-027c1c02	[SELECTED ITEMS] Flash Sale 24 January (Morning & Night) (Voucher 24% Min. 449K, Max Cap 300K)	LO880AA0VMXSID-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)	LO880AA0VMXSID-2291	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

Seller Promotion - Cara Menambahkan Produk Secara Massal Pada Seller Promotion (4/5)



- 8 Kembali ke seller center halaman tambahkan produk dan klik **'Import'** untuk mengunggah daftar produk yang akan diikutsertakan ke dalam promosi



- 9 **Drag & drop** file yang sudah diedit ke dalam box seperti gambar di atas atau klik box tersebut untuk mengunggah file dari komputer Anda

- 10 Klik **'Import'**

9

10

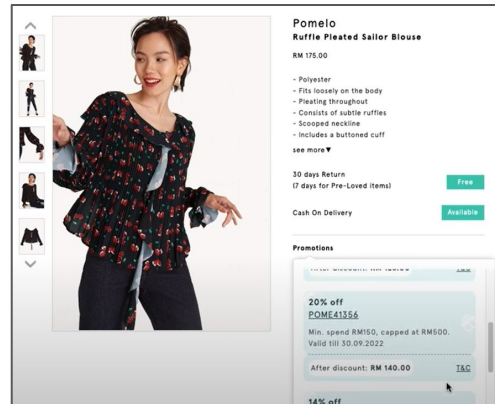


Seller Promotion - Cara Menambahkan Produk Secara Massal Pada Seller Promotion (5/5)

- 11 Setelah pengajuan selesai, harap tunggu persetujuan QC. Apabila voucher Anda disetujui maka status voucher Anda akan berubah dari **'Pending'** menjadi **'Approved'** (Disetujui)

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 voucher di **halaman toko Anda** dan pastikan voucher sudah sesuai dengan ketentuan yang dibuat oleh seller



ZALORA