





## Amazon On-Site Promotional Campaigns:

### What Are the Differences Between LD, BD, and Top Deal? What Are the Submission Requirements?

There are many promotional activities available within Amazon for sellers to participate in. By joining these activities, sellers can increase the sales volume and ranking of their products. Besides the commonly used ones like Coupon (discount coupon), Promotion (promotion), and Prime-exclusive discount, there are also LD, BD and Top Deal among the promotional activities that we can also take part in. However, there are differences among them, and the conditions for submitting the activities are also different.

<input type="checkbox"/> Women's Fashion <input type="checkbox"/> Women's Shoes	 <p><b>Up to 54% off</b> Limited time deal Spring Shoes for Women, Kids, and Men</p>	 <p><b>Up to 41% off</b> Limited time deal IceMelters &amp; Pool Accessories by Aquadoc</p>
<p><b>Deal type</b></p> <p>All deals  <b>Top Deal</b>          Lightning deal          Best deal</p>	 <p><b>Up to 75% off</b> Limited time deal Shopbop Designer Styles</p>	 <p><b>Up to 48% off</b> Limited time deal Fintle Cases for iPad iPhone and more</p>
<p><b>Price</b></p> <p>All          \$10 to \$25          \$25 to \$50          \$50 to \$100          \$100 to \$200          \$200 &amp; Above</p> <p><b>Discount</b></p> <p>All deals          10% off or more          25% off or more          50% off or more          70% off or more</p>		

### 1.LD (Lighting Deal)

LD is a daily time-limited flash sale, and the activity duration is usually 4 to 12 hours. The activity time varies among different sites, and the specific duration is determined by the Amazon system. LD is a paid event, and sellers need to pay the flash sale fee. The fee varies depending on the site. For the US site, it is \$150 per time, and during major events such as Member Day, the fee ranges from \$300 to \$500 per time. The exact fee will be based on the backend charges. The cost is mainly related to the time period when we participate in the event. If it is during the peak shopping period, the cost will be relatively higher.

The conditions that need to be met for submitting an LD application:

- (1) It must be a professional seller (individual sellers are not supported)

(2) Product quality: The product rating must be at least 3 stars. However, this standard may vary by shopping mall and may change at different times throughout the year.

(3) Variant: The flash sale should include as many product variations as possible (such as size, color, style, etc.).

(4) Restricted Categories: Goods that do not meet the requirements include but are not limited to: \*\*\*, alcoholic beverages, adult products, medical devices, medications and infant formula.

(5) Delivery method: Amazon Logistics delivery method

(6) It must be a new product: Only new products meet the conditions for participating in the flash sale (they cannot be second-hand).

(7) Inventory and price: Sufficient inventory quantity (Amazon specifies the minimum order quantity requirement and the maximum flash sale price)

(8) The flash sale event is recommended by Amazon's backend system.

## 2.BD (Best Deal)

The predecessor of 7-day flash sale (Z Sucai) was BD. Now, the 7-day flash sale in the flash sale section refers to BD. The activity duration is one week. When submitting the application, select the corresponding week and there is no need for the Amazon system to reschedule. Therefore, we can arrange to participate in the activity according to our own plans. 7-day flash sale is also a paid participation, and the fees vary depending on the site. In the United States, it is 300 US dollars per time. For large events such as Member Day, the fees may be higher. The specific fees will be shown in the backend.

7-day flash sale and time-limited flash sale both belong to flash sales, but they differ in duration and fees. The conditions for participation are

basically the same. The most important thing is that there must be a recommendation on the backend, and only when Amazon recommends us can we proceed.

### 3.Top Deal

Top Deal is also known as Deal of the Day (DOTD), or the King of Killers. These names all refer to the same promotional event, which is the top-level promotion. "Top-level promotion" is Amazon's top-level promotional experience. This type of promotion offers a one-day discount on popular products or a group of products, which can last throughout the day or until the products are out of stock. "Top-level promotion" can be displayed on the Amazon homepage, the "Amazon Promotion" page, and the Amazon mobile application. These promotions must meet the highest standards and can only be conducted through invitation. Currently, you will not receive "top-level promotion" recommendations on the seller platform.

Currently, the top-level promotion is invitation-based, with a high threshold. It must be submitted by an Amazon account administrator, and there are only 3 slots available per day. The application process is difficult. The submission requirements are also higher than those of ordinary promotional activities. For example, for ordinary promotions, the participating products must have a star rating of 3 stars or above, while for DOTD, it must be 4 stars or above.

The general requirements are as follows, with specific requirements depending on the submission:

- (1) Discount rate: 20% off the current price, or 20% off the lowest price within 30 days, and the lowest price within 52 weeks (without warning);
- (2) More than 20 ratings;
- (3) Ratings score of 4 stars or above;

(4) Listing with video and A+ page;

(5) If it is a parent-child variant product, 75% or more of the child ASINs must be submitted under the parent ASIN.

Precautions for participating in the flash sale (LD, BD):

(1) Confirm the flash sale time. Do not conduct it during the early hours of the site's time.

(2) After submitting the flash sale, do not arbitrarily modify the selling price. Otherwise, it will be cancelled.

(3) Provide sufficient advertising budget, have a high enough bid, and have a sufficient position.

(4) Prepare goods in advance to ensure sufficient inventory.

(5) During the flash sale, always pay attention to the status of your link. Is it available for sale?

(6) One week before the flash sale, you can do some off-site or other discounts to make the product rank a little higher.

(7) After the flash sale, do not suddenly lower the advertising budget and bid. Slowly reduce them.

(8) If the inventory is sufficient, you can participate once every half a month or one month.