



# MERCHANT PROMOTIONS QUICK GUIDE

For further details, please refer to our [Program Policies](#) and [Editorial Requirements](#) pages.

## Types of Promotions **ALLOWED**:

PROMOTION	TYPE	ADDITIONAL INFO
DISCOUNTS	\$ Off or % Off	Discounts must be at least \$5 or 5% off
	x% Off. Maximum Discount \$y	n/a
	\$x Off \$50+. \$y Off \$100. \$z Off \$150	Tiered discounts allowed
	x% to y% Off	Floor discounts (ie. minimum amount or percent saved) must be stated
	Buy One Get One Free or Buy One Get 2nd x% Off	n/a
	\$x Cash Back or \$x Cash Rebates	Must be reflected at cart or checkout
FREE GIFTS	Free Item	Must clearly describe the free gift and <b>item cannot be samples or trials</b>
	\$x Gift Card on purchase	xTitle must clearly state the gift card value and <b>gift card must be from your own store</b>
SHIPPING	Free or Discounted Shipping	Must have valid redemption code  <i>Exception: No redemption code necessary when combined with another permissible promotion (E.g. Free shipping + 10% off)</i>

## Types of Promotions **NOT ALLOWED**:

PROMOTION	TYPE	ADDITIONAL INFO
VAGUE DISCOUNTS	Up to y% off or "as much as x saved"	Floor discount must be stated
	x% Store Credit or Reward Points Back	Store credit in percent and reward points are not allowed.  <i>Exception: if combined with a</i>

		<i>permissible promotion</i>
<b>OVERLY RESTRICTIVE</b>	<b>All promotions restricted to a subset of users (e.g. military discounts, birthdays, PayPal users, etc.)</b>	Promotions offered only to first-time customers are allowed, as long as you state the targeting condition in the title (example: 10% off for new customers)
<b>OTHER</b>	<b>Discounts must not be already reflected on the product landing page</b>	<i>n/a</i>
	<b>Shipping discounts without a redemption code and not combined with a permissible promotion</b>	<i>n/a</i>
	<b>Promotions exceeding a duration of 6 months</b>	<i>n/a</i>

## Reminders and Best Practices

### Submit your promotions in advance

- Submit and map your promotions in at least 24 hours advance of the promotion redemption date in order to accommodate review and potential correction time. Take advantage of “*promotion\_display\_dates*” attribute on our regular feeds. For more details refer to our [Feed Specifications](#) (Optional Fields) and [FAQs](#).

### Promotions must provide sufficient value to customers

- Promotions must provide a monetary discount or an additional good or service not already associated with the purchase or PLA
- Promotions/Discounts must be applied at checkout or point of sale and cannot be already reflected in the SKU price on the Google Shopping product page or your landing page.

### Policy Approval Tips

- Avoid unnecessary promotional text, punctuations and capitalizations (e.g. “*January sale now on!*”, “*\*\*BUY NOW!!\*\**”)
- Avoid unclear acronyms (e.g. “*Get 5% off MSRP*”, “*BOGO Ski Pants*”)
- Do not include redemption codes or numerical dates in the promotion title

### Product-specific Promotions Tips (Applicability is set to “SPECIFIC\_PRODUCTS”)

- **Be sure to map your promotion** to the correct items in your Products feed.
- Remember, you can map one promotion\_id to multiple applicable items in your Products feed. There’s no need to create unique promotion\_ids per item if the promotion is the

same.

## Editing Promotions Reminders

- Once a promotion has been approved, it is still possible to edit certain information using the promotion builder. This article explains how to [edit a promotion or change promotion status](#)
- Ending a promotion will terminate the promotion, and **it cannot be restarted**. Ending a promotion is only necessary if you would like to terminate a “live” (*SKU Approved*) promotion. Refer to our [Edit promotion or change promotion status](#) for more details.
- If your promotion was rejected during SKU validation and editing the promotions feed is not required to fix the issue, you can simply make the appropriate changes and request a retest.