



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 item cannot be samples or trials
	\$x Gift Card on purchase	xTitle must clearly state the gift card value and gift card must be from your own store
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% Cash Back or Reward Points Back	Cash back in percent and reward points are not allowed. <i>Exception: if combined with a permissible promotion</i>
OVERLY RESTRICTIVE	x% off for first-time customers	n/a
	All promotions restricted to a subset of users (e.g. military discounts, birthdays, PayPal users, etc.)	n/a
OTHER	Discounts must not be already reflected on the product landing page	n/a
	Shipping discounts without a redemption code and not combined with a permissible promotion	n/a
	Promotions exceeding a duration of 6 months	n/a
	More than 500 live promotions at once	n/a

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 [FAQ's](#).

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

- No edits or updates can be made after a promotion is approved for Policy review. To fix a promotion already approved for Policy, you must create a new promotion ID.
- Stopping a promotion will terminate the promotion, and **it cannot be restarted**. Stopping a promotion is only necessary if you would like to terminate a “*live*” (SKU *Approved*) promotion. Refer to our [Stopping and editing a promotion](#) 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 for your promotion.
 - To request a retest, navigate to your Promotions Dashboard in Merchant Center and find the promotion, and click on the speech bubble located next to the SKU status, and click the “Request a retest” link.