

Things you didn't know about the Amazon Lightning deal



Amazon is one of the largest e-commerce platforms in the world. People love shopping from Amazon, be it toothbrushes, bedsheets, or laptops Amazon has it all. But the E-commerce platform gets its sale more when it offers large discount offers on items that are otherwise expensive to buy. These offers attract the bulk of customers to fill their shopping cart with the best of products at the best of prizes. I know you are still wondering what is a lightning deal on Amazon. So, without any further delay let's delve deep.

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What is an Amazon Lightning deal?

It is seen that after selling on Amazon for some time, you will notice that just being competitive on this e-commerce platform is not enough and in that case, you need to attract customers through other ways and that is where the lightning deals on Amazon come into the picture.

Lightning deal Amazon is a promotional deal that is available for a limited period only and on average they stay for 4 to 6 hours on the Amazon Deals webpage. This simply means that when you offer a lightning deal on products that you have accumulated in your inventory, you are opening a successful door to the possibility of experiencing huge growth in the sales of your product.

What are lightning deals on Amazon:

Still, wondering what is a lightning deal on Amazon? Then, don't worry, let's check out what are the lightning deals that Amazon is offering. Amazon lightning deals are a promotion that helps customer to save money on a specific product for a short period these deals are offered on the "Today's Deals" or "Prime day" pages and they are to be found across Amazon. Consumers can avail the best out of these prime day lightning deals till they consume the offer time.

You must keep in mind that the lightning discounts are time sensitive and you must finish your product details as soon as possible. You will notice the following features when there is an Amazon lightning deal. They are:

- All variants of the products that are offered will differ in size and color.
- Customers have limited time to add the product to their Cart and receive the discount
- The amount of the final cost and promotional discount(excluding tax)
- The product will be included in the deal
- If there are any applicable special discounts, an Add to Cart button
- A progress bar will be displayed showing the proportion of deals that were claimed previously.

A join amazon lightning deals Waitlist button will also appear when other customers have used up all the promotional discounts for your lightning deal. The status indicator will also display that 100% of the available promotional discounts have been applied to the deal or kept in other customers' baskets.

Still curious to know about what is a lightning deal on Amazon, then let's find out how it works.

How does Amazon Lightning Deal work?

Lightning deals have a start time and can be used by the customer once the promotion period is through. They typically run out from 4 to 12 hours or until you have claimed those deals. After you have put an item in the shopping cart, customers get 15 minutes window to finish placing their order to qualify for the discount.

In case they are interested in multiple lightning deals, the foresight here comes into the picture, customers can start bargaining up to 24 hours in advance to ensure that they don't miss out on a good deal.

Amazon Prime day lightning deals:

There are certain specific additional requirements for Amazon Prime Prime Day Lightning day deals, For Instance, you have to offer the price that is lowest and that any other buyer has paid for the item since the first of the year.

Usually, Amazon allows Prime Day deals to be submitted between March and April and you can offer them by going to the Lightning Deals area and looking for the “Prime Day window” heading. You can also purchase from events like “Prime Day” and “Black Friday” which are tremendously competitive for the merchants and as a result, you need to generate additional discounts to boost product visibility and draw shoppers to Amazon.

Still, want to know more about what is a lightning deal on Amazon? Let’s know more about the promotional event that is massively popular on Amazon.

Are you liable o pay any charge for the Amazon Lightning deal?

If Amazon accepts your Lightning deal then you be charged a flat price and a common factor for influencing your deal charge will be named ‘date range’

- You can directly go to Seller Central and then select ‘Reports’
- From Reports, you have to click on the” Payment Option”
- Then click on ‘Transaction View’ and select ‘Service Fees’

This will allow you to see your fee and your detail and keep in mind that the products on Lightning deals do not ensure that the listing will be performed successfully. Amazon Charges you based on your deal, whether it is good or not.

However, it is safe to know that either Amazon or you for any reason withdraw or cancel the deal before the starting time, Amazon will not charge you.

What is the amazon lightning deals waiting list?

If a customer claims to bargain a lightning deal and does not complete the transaction within 15 minutes, then in that case the quota will be released and given to the customer on the waiting list who confirms their order first. Customers can also add their full names to the waiting list to get any current hot deals. To do that you must follow the following steps:

- In order to enroll for the waitlist, select the Join Lightning Deal Waitlist option
- A notification will pop up in the top right-hand corner of the AmazonPage and informing the customers that the promotion is active.
- Customers will still the benefit from this deal by placing it in the shopping basket
- In case of the customer is not prepared to claim the Lightning deal by the deadline then, in that case, they will be removed from the waiting list.
- Customers must finish the purchase to avail of the discount.

Conclusion:

All shopaholics get excited because the Amazon Lightning deals are on the way and prepare your shopping carts to buy some amazing products at the best of deals. Hope the article gave you all the relevant information to help you know about what is a lightning deal on Amazon.

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