



Boost your sales.

Running discounts and promotions on Tesco Marketplace

TESCO

Contents.

1. Getting started

- [Discount types.](#)
- [Requirements for setting up a promotion.](#)
- [Promotions guidance.](#)
- [Viewing your offers & discounts.](#)

3. Discount setup & updates: Bulk import & API.

- [Reference & Clubcard discount: Offer import.](#)
- [Importing a file.](#)
- [Set up discount pricing using API.](#)




2. Manual discount setup & updates in Mirakl UI.

- [Reference pricing – manual setup.](#)
- [Clubcard pricing - manual setup.](#)
- [Updating a reference discount price.](#)
- [Updating a Clubcard discount price.](#)

4. Tesco.com examples and promotional events.

- [Tesco.com example: Was/Now promotion.](#)
- [Tesco.com example: Clubcard promotion.](#)
- [How to get involved in Tesco Marketplace promotions.](#)

Discount types.

	Reference Pricing	Clubcard Pricing
 Definition	Price promotion, which aims to demonstrate good value by referring to another, typically higher, price.	Exclusive discount price offered to our 26 million Tesco Clubcard holders only for a limited time.
 Example	'Was/now' prices, which compare an advertised price to a price previously charged for the product.	Shows as 'Clubcard Pricing' on PDP.
 Note	Sellers must be able to show that the quoted saving is genuine thus is fair ¹ .	Sellers must be able to show that the quoted saving is genuine thus is fair ¹ .

1. Please refer to guidance published by the [Chartered Trading Standards Institute](#) regarding pricing practices which focuses on the obligations of traders under the Consumer Protection from Unfair Trading Regulations 2008

Requirements for setting up a promotion.

One promotion per product

Only one discount (either reference OR Clubcard) can be live on a single product at any time

Discount price value

Discount price value should always be **less** than the Offer Price of a product.

Discount period

Start and end dates & times must be entered for all promotions, using the 24-hour clock.

Recommended:

Start at 00:01, End at 23:59.

Discount period

If no dates are added OR the end date/time is not after the start date/time, your promotion will not pull through to Tesco.com.

Promotional pricing duration

Please do not run promotional pricing for longer than 9 weeks.

Clubcard pricing discounts

Must be at least 10% off or £1, whichever is higher.



Refer to the guidance published by the [Chartered Trading Standards Institute](#) on pricing practices.



Promotions guidance.

To help you run promotions responsibly and in line with UK consumer law, follow these key standards when setting up price promotions on Tesco Marketplace.

Reference pricing

If you show a discount against a previous price:

- The 'Was' price must be the last price the product was sold at (with no interim prices).
- The discounted period should not be longer than the period the higher price was in place.
- You must be able to show that the higher price was genuine (e.g. significant sales at that price).
- Avoid misleading comparisons—discounts must reflect real savings.

Promotion dates

- A start and end date must be added
- The end date/time must be **after** the start date/time
- Once published, don't change the end date (extend or shorten) unless something unforeseen happens.
- Avoid back-to-back promotions that could mislead customers.

Important

Your promotion won't go live if the start and end date fields aren't filled in.

General compliance

- Follow the 1:1 price rule: The product must be sold at the higher price for at least as long as the promo period.
- Ensure promotions are fair, clear, and not misleading.
- Keep records to show:
 - The basis for your pricing
 - Stock availability
 - That customers had enough information to make an informed decision
- We recommend a max of 9 weeks promotional pricing before re-establishing the price.

This is not a full set of principles and does not replace independent legal advice. For complete details, see the “**Promotions and Media**” section of the Operations Manual or refer to CTSI guidance: [Guidance for Traders on Pricing Practices | Business Companion](#)

Viewing your offers and discounts.

Products with active discount prices (currently live) are identified on the [Offers page](#) by a lightning bolt icon.

Hovering over the icon displays the discount pricing active period.

Product	Offer SKU	Condition	Prices	Qty
Bite Me Phone Case iPhone 14 Pro Tough (TC10627) Category Mobile Phone Cases Brand True Cases	Test8971	New	Default	61
Bite Me Phone Case iPhone 14 Pro Tough (TC10627) Category Mobile Phone Cases Brand True Cases	S2196	New	Default	10
Bite Me Phone Case iPhone 14 Pro Tough (TC10627) Category Mobile Phone Cases Brand True Cases	S2194	New	Default	10
Bite Me Phone Case iPhone 14 Pro Tough (TC10627) Category Mobile Phone Cases Brand True Cases	S2192	New	Default	10
Bite Me Phone Case iPhone 14 Pro Tough (TC10627) Category Mobile Phone Cases Brand True Cases	S2191	New	Default	13
Bite Me Phone Case iPhone 14 Pro Tough (TC10627) Category Mobile Phone Cases Brand True Cases	S2184	New	Default	21
Bite Me Phone Case iPhone 14 Pro Tough (TC10627) Category Mobile Phone Cases Brand True Cases	S2177	New	Default	1

How to export

Export all offer details by selecting the 'Export' button and downloading in a format of your choice.



Please note: This file is for reference only and cannot be imported.

Manual discount setup & updates in Mirakl UI.

Reference pricing – manual setup.

1. Navigate to the 'Create Offer' page from your Dashboard
2. Search for an existing product or create a new one to add an offer on
3. Add the Selling Price to 'Price' field and then add your 'Discount price'
4. Add the discount start and end date/time under the 'Discount period' section
5. Complete all mandatory fields on the offer page
6. Select 'Create Offer'

Create offer

Offer Price

Price*	Discount price
£ 20	£ 15
Discount period ⓘ	
12/09/2025 08:00 📅	15/09/2025 00:00 📅



Allow up to 90 mins for your promotion to go live after the start time.

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Clubcard pricing – manual setup.

1. Navigate to the **'Create Offer'** page from your Dashboard
2. Search for an existing product or create a new one to add an offer on
3. Add figures into the mandatory fields **'Stock quantity'** & **'Price'**
4. Under **'Channel Pricing'** tick the **'Tesco Clubcard UK'** option
5. Add the same selling price to the mandatory **'Price'** field
6. Add the Clubcard discount price to **'Discount price'** field
7. Add the discount start and end date/time under the **'Discount period'** section
8. Complete all mandatory fields on the offer page
9. Select **'Create Offer'**

Create offer

Channel Pricing

Tesco Clubcard UK

Price*	Discount price
£ 25	£ 20

Discount period ⓘ

12/09/2025 00:00 📅	15/09/2025 00:00 📅
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Allow up to 90 mins for your promotion to go live after the start time.



Updating a reference discount price.

1. Navigate to [‘Price and Stock’ > ‘Offers’](#)
2. Find the offer for the product you want to update with a new discount price
3. Select and then **‘Edit price’**
4. Update the discount price
5. Only amend the start and end date if something unforeseen happens ([see promotions guidance](#))
6. Click **‘Save’** button

Offer SKU	Condition	Prices	Qty ^
S2142	New	Default £ 9.00	121
S2193	New	Default £ 10.00	

Price

Price *

£ 11.00

Discount price

£ 9.00

Validity periods

Discount start date

15 September 2025 at 00:00 BST

Discount end date

29 September 2025 at 00:00 BST



Allow up to 90 mins for your promotion to go live after the start time.



Updating a Clubcard discount price.

1. Navigate to ['Price and Stock' > 'Offers'](#)
2. Find the offer of the product you would like to amend the discount price for
3. Select and then **'Edit price'**
4. On the **'Specific price'** row, select
5. Choose to **'Edit'** or **'Delete'** the Clubcard discount price
6. Note: Only amend the start and end date if something unforeseen happens ([see promotions guidance](#))

Offer SKU	Condition	Prices	Qty ^
S2142	New	Default £ 9.00	121
S2193	New	Default £ 10.00	

2 ongoing prices

Price type	Status	Channel	Unit price	Discount unit price	
Default price	Ongoing	-	£10.00	-	⋮
Specific price	Ongoing	Tesco CC UK	£10.00	£5.00	⋮

Results per page 10



Allow up to 90 mins for your promotion to go live after the start time.



**Discount setup &
updates:
Bulk import & API.**

New Offer import with discount.

1. Navigate to [‘Price and Stock’ > ‘File Import’](#)
2. Under the ‘File Templates’ section, download the file type you require. *(If you have already created your products, please download the Offers Excel Template)*
3. On the ‘Templates’ page confirm your template type and select **‘Generate template’**
4. In the download file, add all mandatory offer details plus your discount details alongside the relevant Offer SKUs. Price, Start & End are all required discount fields
5. Save the file, then follow the steps on [page 15](#)

The screenshot shows a web interface with two dropdown menus. The first is labeled 'Template type' and has 'Offers' selected. The second is labeled 'Language' and has 'English - GB' selected. Below these is a blue button labeled 'Generate template' and a grey button labeled 'Back to import'. A red dashed box highlights the 'Generate template' button, with a blue arrow pointing down to the table below.

A Use these columns to add Was/Now discount

N	O	P
Discount price	Discount Start Date	Discount End Date
discount-price	discount-start-date	discount-end-date
£6.00	20/10/2025 00:01:00	31/10/2025 00:00:00

OR

B Use these columns to add Clubcard discount

S	T	U	V
Offer Price for channel INIT	Discount Price for channel INIT	Discount Start Date for channel INIT	Discount End Date for channel INIT
price[channel=INIT]	discount-price[channel=INIT]	discount-start-date[channel=INIT]	discount-end-date[channel=INIT]
£13.99	£10.99	2025-11-11T15:15	2025-11-12T15:15

Please note: To apply a Clubcard discount, use [Channel INIT] columns & leave the Clubcard columns blank

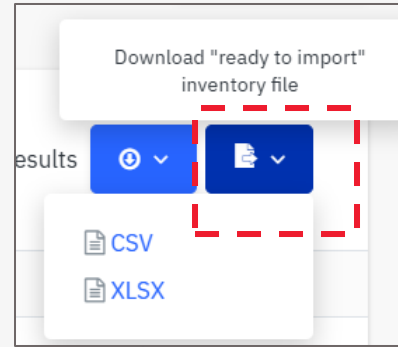


Allow up to 90 mins for your promotion to go live after the start time.



Adding/updating discounts on existing offers.

1. Navigate to [‘Price and Stock’ > ‘Offers’](#)
2. Use the Filter in the left-hand navigation to narrow down your existing offer selection
3. Select the button highlighted in red to download a file of your current selection, in the format of your choice
4. Add discount details to the relevant Offer SKUs. Price, Start & End Date are all required discount fields
5. Save the file, then follow the steps on the [next page](#)



A Use these columns to update Was/Now discount

N	O	P
Discount price	Discount Start Date	Discount End Date
discount-price	discount-start-date	discount-end-date
£6.00	20/10/2025 00:01:00	31/10/2025 00:00:00

OR

B Use these columns to add Clubcard discount

S	T	U	V
Offer Price for channel INIT	Discount Price for channel INIT	Discount Start Date for channel INIT	Discount End Date for channel INIT
price[channel=INIT]	discount-price[channel=INIT]	discount-start-date[channel=INIT]	discount-end-date[channel=INIT]
£13.99	£10.99	2025-11-11T15:15	2025-11-12T15:15

Please note: To apply a Clubcard discount, use [Channel INIT] columns & leave the Clubcard columns blank



Allow up to 90 mins for your promotion to go live after the start time.



Importing file.

6. Navigate to [‘Price and Stock’ > ‘File imports’](#)
7. Add your saved file by clicking **‘Select file’**
8. Complete all mandatory fields
9. Select **‘Import’**
10. Check **‘Track offer imports’** tab to ensure the import was successful

File imports

[Import file](#) [Track offer imports](#) [Track price imports](#) [Deactivated identifiers](#)

Import an inventory file

Import files to create and update your offers and prices. Several file templates and import modes are available. Check the "File templates" panel and [learn more about import modes](#).

Source*

Select file

File content*

Offers

Import mode*

Normal
Create, update, or delete data.

Delete and replace
Delete existing data and replace it with data from the imported file.

✓ Import



Allow up to 90 mins for your promotion to go live after the start time.

Set up discount pricing using API.



Updating prices

- Always send **all applicable prices** for an offer, even if you're only updating one.
- When you import pricing data for an offer, all previously submitted default and specific prices are deleted, regardless of how the data was originally sent.



Price approval rules

- When Price Approval is active, current prices stay as they are until pending prices are accepted.
- If the application criteria and amount don't change, Mirakl won't create a pending price. This means no approval is needed.



Deleting prices

- **Delete specific prices (Clubcard):** Send only the default price in the price field.
- **Delete all prices:** Delete the offer using APIs [OF01](#) or [OF24](#).

Tesco.com examples and promotional events.

Tesco.com example: Was/Now promotion

Product Display Page



Pro Plan Healthy Start Dry Kitten Food Chicken 3kg

★★★★☆ 4.9 stars (72 Reviews)

£22.81 £7.60/kg

1

Add

Was £30.79 Now £22.81

Offer valid until 30/09/2025

Sold and sent by Fetch

Delivered by post or courier

Delivery

- £1.99 standard courier delivery by Thu 11 Sept

Returns

Returns available within 30 days.

[Delivery and returns information](#)

Product Listing Page

Marketplace



Pro Plan Healthy Start Dry Kitten Food Chicken 3kg

★★★★☆ 4.9 (72)

£1.99 Courier Delivery by Thu, 11 Sept. Sold by Marketplace seller.

[Rest of shelf >](#)

Was £30.79 Now £22.81

Offer valid until 30/09/2025

£22.81 £7.60/kg


1

Add

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Tesco.com example: Clubcard promotion

Product Display Page



Shark VacMop Cordless 2-in-1 Vacuum Mop with Targeted Spray VM200UK

☆☆☆☆ No ratings yet

£99.99 £99.99/each

1 **Add**

Clubcard Price **£69.99 with your Tesco Clubcard**
(£69.99/each)

Offer valid for delivery from 27/08/2025 until 08/09/2025


Sold and sent by Electrical Shop
Delivered by post or courier

Delivery

- FREE standard courier delivery by Wed 10 Sept

Returns
Returns available within 30 days.

[Delivery and returns Information](#)



Product Listing Page

Marketplace



Shark VacMop Cordless 2-In-1 Vacuum Mop with Targeted Spray VM200UK

FREE Courier Delivery by Wed, 10 Sept. Sold by Marketplace seller.

[Rest of shelf >](#)

Clubcard Price **£69.99 with ...** >
(£69.99/each)

Offer valid for delivery from 27/08/2025 until 08/09/2025

£99.99 £99.99/each

1 **Add**

How to get involved in Tesco Marketplace promotions.

We'll contact you about upcoming promotional events.

1

Nominate your products

Nominate up to 30 products per category, in priority order, using the [nomination template](#).

Nominated products must be in stock and part of your agreed range.

2

Understand selection

We can't guarantee every nominated product will be featured, but we'll aim to include a strong mix.

Selection is based on relevance and stock availability.

3

Add your discounts

You can apply discounts to as many products as you want.

Nominations are only limited to 30 products per category for buy lists and banners.

[Explore our promotions calendar](#)

Want to run your own promotion? Contact the Promotions team at Marketplacepromotions@tesco.com