



Lazada University

HOW TO TOP-UP YOUR CREDITS ON SPONSORED DISCOVERY

09/05/22



COURSE OVERVIEW

INTRODUCTION

In this module, you will learn how to top-up your Sponsored Discovery account balance, set up auto top-up and check your top-up and vouchers history.

WHAT YOU'LL LEARN

1. How to top-up your credit and set up auto top-up
2. How to check your top-up history and your top-up details on the Lazada Seller Center's Account Statement



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Taxes on Sponsored Discovery

Feature	Amounts are shown before the change	Amounts are shown after the change
Top-ups, post-paid credits, and invoices		
Sponsored Discovery top-ups	Inclusive of Tax	Exclusive of Tax
Sponsored Discovery top-up receipts	Only show Total Amount which is inclusive of tax	Total Amount (incl. Tax), Tax Amount, and Top-up Amount will be shown
Invoices for all Sponsored Solutions	Total Amount (incl. Tax), Tax Amount, and Top-up Amount will be shown	Total Amount (incl. Tax), Tax Amount, and Top-up Amount will be shown
Reports and metrics		
Sponsored Discovery reports	Inclusive of Tax	Exclusive of Tax
Bid price in the dashboards	Inclusive of Tax	Exclusive of Tax
Vouchers		
Sponsored Discovery vouchers	Inclusive of Tax	Exclusive of Tax
Statements		
Statement/Order/Transaction overview in the finance tab	Inclusive of Tax	Exclusive of Tax
Sponsored Discovery transaction records	Inclusive of Tax	Exclusive of Tax
Refunds		
Refunds for top-up credit upon closing store	Inclusive of Tax	Inclusive of Tax

Lazada Sponsored Solutions will show taxes applicable in your country as separate line items for **top-ups, post-paid credits, and invoices.**

Example:

If you enter \$100 as the top-up amount. Based on a tax rate of 7% (*in your country*), the taxes of \$7 will show up as the tax on a separate line item. The total amount you would need to pay for the \$100 top-up would be \$107, with the top-up amount displayed exclusive of taxes.

HOW TO TOP-UP YOUR CREDITS

The screenshot displays the 'Sponsored Discovery' dashboard. At the top, there's a navigation bar with 'Sponsored Solutions' and 'Sponsored Discovery'. Below that, a banner for 'Lazada Sponsored Solutions' is visible. A yellow 'Issues' section indicates '2 Out of budget campaigns'. The main 'Performance Overview' section includes a table of key metrics and a line chart. On the right side, a sidebar shows the 'Account Balance' as PHP 22,418.33 and a 'Top Up' button with a 'LIMITED BONUS' tag. A 'Voucher' section shows a balance of PHP 0. Red circles with numbers 1 and 2 highlight the 'Account Balance' and 'Top Up' button respectively.

Metric	Value
Spend	PHP 1,128.76
Impressions	10,727
Clicks	253
CTR	2.36%
Store Units Sold	4
Store Revenue	PHP 2,147.2
CPC	4.46
Store ROI	1.9

Account Balance: PHP 22,418.33

Top Up: LIMITED BONUS

Voucher: PHP 0

Open the **Sponsored Discovery** page

1. Your **Account Balance** is viewable here
2. Click on **Top Up** button to open the **Top Up** page

Please take note that top up credits are non-refundable, has no expiry date and are tax inclusive.

 **Tip:** For your campaign to run without interruptions, ensure you have sufficient amount in your account balance

METHODS TO TOP-UP YOUR CREDITS

Top Up

Auto Top-up **Manual Top-up**

1. Top-Up Amount

Suggest

SGD 30 SGD 20 SGD 50

SGD 100 SGD 500

SGD 666

Top up	SGD 666
GST (7%)	SGD 46.62
Total (Including Tax)	SGD 712.62

1. Select Payment Method

Store Earning

Available Store Earnings

SGD 20

Other Payment Method

VISA Mastercard Momo JCB R2

OVO UANGKU DANA

You don't have sufficient store earnings, please select other payment methods.

Total: **SGD 712.62** **Top up**

There are two methods to top up your account balance under the **Manual Top-Up** tab:

- 1. Store earnings:** You can utilise up to 80% of the earnings available from your store
- 2. Debit / Credit card:** This option is recommended for new sellers who do not have sufficient store earnings



Note: For your first top-up, you will need to acknowledge that you have understood that all top-up is non-refundable.

TOP-UP FROM YOUR STORE EARNINGS

The screenshot shows a 'Top Up' modal window with the following elements:

- 1. Top-Up Amount:** A section with a 'Suggest' dropdown and five buttons: SGD 30, SGD 20, SGD 50, SGD 100, and SGD 500. A red box highlights the input field where 'SGD 666' has been entered.
- 2. Summary:** A table showing the breakdown of the top-up:

Top up	SGD 666
GST (7%) ⓘ	SGD 46.62
Total (Including Tax)	SGD 712.62
- 3. Select Payment Method:** Two options are shown: 'Store Earning' (with 'Available Store Earnings ⓘ' and 'SGD 20') and 'Other Payment Method' (with logos for VISA, Mastercard, Momo, JCB, R0, OVO, UANGKU, and DANA). A red box highlights the 'Store Earning' option.
- 4. Total and Action:** At the bottom, the total amount 'Total: SGD 712.62' is displayed next to a blue 'Top up' button. A red box highlights the 'Top up' button.

1. Type your preferred top-up amount or pick from a selection of top-up amounts



Tip: Top-up amount should be able to cover your total campaign budget (daily budget × scheduled campaign duration) or until your next scheduled Top-Up.

2. Top-up and taxes to be paid in separate line items are shown here—the total amount including the tax will also be displayed here.

3. Select **Store Earnings** as your payment method

- You will see the available balance in your store earnings.



Tip: You are allowed to utilize up to 80% of the available store earnings.

4. Click on **Top Up** button to complete the top-up process

TOP-UP USING YOUR DEBIT/CREDIT CARD

The screenshot shows the 'Top Up' modal window with the following elements:

- 1. Top-Up Amount:** A section with a 'Suggest' dropdown and five buttons: SGD 30, SGD 20, SGD 50, SGD 100, and SGD 500. A text input field below contains 'SGD 666'.
- 2. Summary Table:** A table showing the breakdown of the top-up amount.

Top up	SGD 666
GST (7%) ⓘ	SGD 46.62
Total (Including Tax)	SGD 712.62
- 3. Select Payment Method:** Two options are shown: 'Store Earning' (with 'Available Store Earnings' of SGD 20) and 'Other Payment Method' (which is selected and highlighted with a red box). The 'Other Payment Method' section includes logos for VISA, Mastercard, JCB, 20, OVO, UANGKU, and DANA.
- 4. Total and Action:** At the bottom, the total amount 'Total: SGD 712.62' is displayed next to a blue 'Top up' button.

Additional text at the bottom of the modal: 'Enable Auto Top-Up' and 'After clicking "Top Up", you will be redirected to our payment gateway to complete your top-up securely. This might take a few seconds.'

1. Type your preferred top-up amount or pick from a selection of top-up amount



Tip: Top-up amount should be able to cover your total campaign budget (daily budget × scheduled campaign duration) or until your next scheduled Top-Up.

2. Top-up and taxes to be paid in separate line items are shown here—the total amount including the tax will also be displayed here.
3. Select **Other payment methods**
4. Click on **Top-Up** button to complete the top-up process

TOP-UP USING YOUR DEBIT/CREDIT CARD

The screenshot displays the Lazada payment gateway interface. At the top left is the Lazada logo. The main heading is "Select Payment Method". Below this, there are two options: "Credit/Debit Card" (highlighted with a red box and a pink circle containing the number 1) and "Pay Now". To the right, an "Order Summary" box shows "Subtotal (1 Items and shipping fee included)" for \$30.00 and "Total Amount" for \$30.00. Below the payment method selection, there are fields for "Card number", "Name on card", "Expiration date", and "CVV" (highlighted with a red box and a pink circle containing the number 2). A "Pay Now" button is located below these fields (highlighted with a red box and a pink circle containing the number 3). A "Save Card" checkbox is also present. An "SMS Verification" modal is open, showing a verification code of "+86137****7310" and a field to "Enter SMS Code" (highlighted with a red box and a pink circle containing the number 4). The modal also has "CANCEL" and "CONFIRM" buttons (highlighted with a red box and a pink circle containing the number 5).

After clicking the Top up button, you will be redirected to Lazada payment gateway

1. Select **Credit/Debit Card** payment method
2. Key in your credit card information
3. Click on **Pay Now** button
4. Enter the verification code sent to your mobile number
5. Click **Confirm** to complete the top-up process

TIPS TO ENSURE SUFFICIENT STORE EARNINGS FOR CAMPAIGNS TO RUN WITH DAILY PAYOUTS

Top Up

Auto Top-Up Manual Top-Up

LIMITED BONUS UP SM JAN ID [View More](#)>

Top up to unlock **IDR 300K bonus** from 03/01/2022 - 23/01/2022

35K 100K 175K 300K
250K 500K 750K 1M

Top up IDR 250,000+ and receive IDR 35,000...

1. Top-Up Amount

Suggestion ⓘ

IDR 200,000 IDR 50,000 IDR 100,000 IDR 500,000

IDR 1,000,000 IDR Enter any amount

2. Select Payment Method

Store Earnings

Available Store Earnings ⓘ
IDR 0

You don't have sufficient store earnings, please select other payment methods.

Other payment methods

VISA Mastercard

Total: **IDR 200,000** Top Up

Lazada Seller Center

Home > Finance > My Balance

My Balance

Tell us how we can improve your payment experience

Total Balance

IDR 50,000.00

Auto withdraw to payee account once a week ⓘ

Balance Transactions

Auto Withdrawal 2021-11-01 - 2021-11-01

Transaction Number

- 502112051301000486684063
- 502111211301000290734063
- 502111141301000270614063
- 502111101301000290524063
- 502111031301000270454063
- 502110311301000280324063

Tips to keep your manual top-up running

1. Check the **top-up amounts** and **store earnings** that you will need based on your selected options so that you can keep sufficient amounts in **My Balance** section.
2. Compare it with the amounts you have under the **My Balance** section of the **Finance tab**—keep sufficient amounts to ensure your **manual top-up** for **Sponsored Solutions** is successful so that you can drive more traffic and sales.
3. You can **top-up** via other payment methods (bank transfers, wallets, debit/credit cards).

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AUTO TOP-UP FEATURE

Utilize the earnings available from your store and automatically top-up your credit on a weekly schedule or when your balance falls below a threshold amount.

You'll no longer have to worry about the hassle of topping up manually every time you run low on your top-up credit balance. Simply perform a one-time setup, and never run out of balance again!



AVOID LOW PRODUCT VISIBILITY

Insufficient balance causes interruptions to your campaigns, resulting in loss of traffic or sales



CONTROLLED TOP-UP

Set your own credit balance threshold or weekly top-up schedule, and decide on your preferred top-up amount



NO COMMITMENT

You can remove this setting any time



HASSLE-FREE

Automatically top-up your credit

HOW TO USE AUTO TOP-UP FEATURE

You can view your existing settings for Auto Top-Up feature by clicking on the Auto Top-Up tab

The screenshot shows the 'Top Up' settings window with two options. Option 1 is selected and highlighted with a red box and a '1' in a pink circle. Option 2 is also selected and highlighted with a red box and a '2' in a pink circle. Both options show a top-up amount of SGD 666 and a total including tax of SGD 712.62.

Top Up

Auto Top-up Manual Top-up

Auto Top-up

Option 1

Condition: When top up credit balance falls below SGD 0.5

Top-UP Amount: Top up SGD 666. The minimum top-up amount starts at SGD 5.

Top up	SGD 666
GST (7%)	SGD 46.62
Total (Including Tax)	SGD 712.62

Option 2

Condition: Weekly. We recommend you to select Sunday to ensure that your store has sufficient store earnings balance.

Top-UP Amount: Top up (Tax Exclusive) SGD 666. The minimum top-up amount starts at SGD 5.

Top up	SGD 666
GST (7%)	SGD 46.62
Total (Including Tax)	SGD 712.62

Update

Select up to two options to top up your account automatically:

- Option 1:** Top up your account automatically when your top-up credit balance threshold falls below your desired amount
- Option 2:** Top up your account every week



Note: Auto Top-up relies on store earnings deduction and is not supported by debit/credit card payment method.

AUTO TOP-UP BASED ON CREDIT THRESHOLD

The screenshot shows the 'Top Up' settings window with two options. Option 1 is selected. Callouts 1-6 highlight the following elements:

- 1: Auto Top-up toggle switch (turned on)
- 2: Option 1 checkbox
- 3: Credit balance threshold input field (SGD 0.5)
- 4: Top-up amount input field (SGD 666)
- 5: Update button
- 6: Summary table for Option 1

Item	Amount
Top up	SGD 666
GST (7%)	SGD 46.62
Total (Including Tax)	SGD 712.62

Option 2 is also visible with a 'Weekly' condition and a 'Sun' day selected. Its summary table is identical to Option 1.

1. Enable **Auto Top-up** feature
2. Select **Option 1: Auto Top-Up** based on credit balance threshold
3. Key in your preferred credit balance threshold amount to trigger the auto-top up process
4. Key in your preferred top-up amount
5. You will see the top-up and taxes to be paid in separate line items—the total amount including the tax will also be shown here.
6. Click on **Submit** button to save your auto top-up settings



Note: If the balance in your store earning is insufficient for a successful top-up, the Auto Top-up feature re-tries every 2 hours until your top-up is successful

AUTO TOP-UP BASED ON WEEKLY SCHEDULE

The screenshot shows the 'Top Up' settings window with the following elements:

- 1** **Auto Top-up** toggle switch is turned on.
- 2** **Option 2** is selected.
- 3** The **Weekly** condition is selected, with a note: "We recommend you to select Sunday to ensure that your store has sufficient store earnings balance."
- 4** The **Top-UP Amount** is set to SGD 666.
- 5** The summary table shows: Top up (SGD 666), GST (7%) (SGD 46.62), and Total (Including Tax) (SGD 712.62).
- 6** The **Update** button is highlighted.

Item	Amount
Top up	SGD 666
GST (7%)	SGD 46.62
Total (Including Tax)	SGD 712.62

1. Enable **Auto Top-up** feature
2. Select **Option 2: Auto Top-Up** based on weekly schedule
3. Select your preferred day to conduct the weekly top-up
Tip:
 - a. Currently, you can only select up to one day in the week
 - b. We recommend you to select Sunday to ensure that you have sufficient store earnings balance
4. Key in your preferred top-up amount
5. You will see the top-up and taxes to be paid in separate line items—the total amount including the tax will also be shown here.

6. Click on **Submit** button to save your auto top-up settings

Note: If the balance in your store earning is insufficient for a successful top-up, the Auto Top-up feature re-tries every 2 hours until your top-up is successful

TIPS TO ENSURE SUFFICIENT STORE EARNINGS FOR CAMPAIGNS TO RUN WITH DAILY PAYOUTS

Top Up

Auto Top-Up Manual Top-Up

LIMITED BONUS UP SM JAN ID [View More](#)

Top up to unlock **IDR 300K bonus** from 03/01/2022 - 23/01/2022

95K 100K 175K 300K
250K 500K 750K 1M

Top up IDR 250,000+ and receive IDR 35...

Auto Top-Up

Option 1

Condition **When top up credit balance falls below**

Top-up Amount **Top Up**
The minimum top-up amount starts at IDR 25,000.

Lazada Seller Center

Home > Finance > My Balance

My Balance

Tell us how we can improve your

Total Balance

IDR **50,000.00**

Auto withdraw to payee account

Balance Transactions

Auto Withdrawal 2021-1

Transaction Number
502112051301000486684063
502111211301000290734063
502111141301000270614063
502111101301000290524063
502111031301000270454063
502110311301000280324063

Tips to keep your auto top-up running

1. Check the **top-up** amounts that you will need based on your selected options so that you can keep sufficient amounts in **My Balance** section.
2. Compare it with the amounts you have under the **My Balance** section of the **Finance tab**—keep sufficient amounts to ensure your **auto top-up** for **Sponsored Solutions** is successful so that you can drive traffic and sales to your stores.
3. Alternatively, you may adjust your **top-up amounts** based on your average daily store open balance amount.

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VIEW YOUR TOP-UP HISTORY

Review your top-up history up to last 90 days

The image shows two screenshots of the Lazada account interface. The left screenshot shows the 'Account Balance' section with a 'Details >' link highlighted by a red callout '1'. The right screenshot shows the 'Tools and Settings' section with the 'Transaction History' tab highlighted by a red callout '2'. Below the tabs, there is a filter for 'Type' with 'Top-up and Voucher' selected, highlighted by a red callout '3'. At the bottom, there is a date range selector set to '21/07/2021 - 21/07/2021', highlighted by a red callout '4'. The interface also shows 'Available Pre-paid Credit' and 'Available Vouchers' sections, both with 'Top Up' buttons.

1. In Account Balance on Overview page, click on **Details**
2. View **Transaction History**
3. View the deductions & top-ups made to your account
4. Change the date range to view records on different days

TOP-UP DETAILS ON ACCOUNT STATEMENT

Review Top-up details on your Finance Account Statement

Transaction History Account Statement

The transaction history is generated on daily basis.

Type Deduction Top-up and Voucher

Top-up and Voucher Amount Range 21/07/2021 - 21/07/2021 Search Clear Download

Date and Time	Type	Sub-type	Amount	Method	Status	Item Changed
2021-02-03 00:05:26	Topup	Auto_top_up	200	store earnings	success	Detail
2021-02-02 18:05:27	Topup	Auto_top_up	200	store earnings	success	Detail
2021-02-02 14:05:29	Topup	Auto_top_up	200	store earnings		Detail
2021-02-02 08:05:26	Topup	Auto_top_up	200	store earnings		Detail

Previous 1 Next

Statement Status

Open Payout Initiated Paid

Statement Number TH10270-2021-001 Select Action

04 Jan 2021 - 10 Jan 2021	8,277.96
Opening Balance	0.00
Payment Fee	-195.95
Shipping Fee Paid by Seller	-128.00
Item Price Credit	9,155.00
Seller balance adjustments - Credit	246.91
Sponsored Discovery - Top-Up	-800.00
Subtotal (SGD)	8,277.96
Closing Balance (SGD)	8,277.96

1. The top up amount deducted from your store earnings will also be reflected on the **Lazada Seller Center Finance Account Statement**
2. In the **Open** tab, the **Payout Amount** is the amount remaining that you can use for subsequent top ups

 Note: You are only allowed to utilize up to 80% of the Payout Amount under Open status

SUMMARY

- **To ensure your campaign is running without interruptions, top-up your Credit with sufficient amount.**
- **Top-up can be done from your available store earnings, or with your debit card / credit card.**
- **Use the auto top-up function for a hassle-free credit management.**
- **Taxes will show up as a separate line item in all Sponsored Solution transactions.**
- **Check your store earnings deduction from your Lazada Seller Center's Finance Account Statement.**





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