Tutorial on Using Strikethrough Prices

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I. What is the strikethrough price?

The strikethrough price refers to the price of a product displayed on the product sales page with a horizontal line through it. It is usually shown alongside the actual selling price without a strikethrough.

You can set the strikethrough price independently. It can be the original price, reference price, brand counter price, tag price, manufacturer's suggested retail price, or a previously transacted price of the product. It is not the final transaction price.

The strikethrough price you set must be real and valid. Using a fictitious price as the strikethrough price may violate relevant laws and regulations, and you will need to bear the corresponding legal responsibilities. [Manual adjustment required]

II. How to set the strikethrough price?

The strikethrough price can be set in [New Product - Product Information]. The strikethrough price option only appears when the product sales method is set to [Paid], and it is an optional field.If the product has no other promotional activities (such as Joint Orderg), after you fill in the strikethrough price, it will be displayed in a strikethrough format on the product details page.

* Take a text - image product as an example:

1. After creating a new [Text - Image] product, click [Details/Edit] to enter [Sales Settings]

image.png

image.png

III. Presentation effect on the H5 learner's end:

image.png

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