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FREE CHECKLIST

RUN IT BEFORE THE BANNER GOES LIVE

The "Up To" Discount Claim *Check*

An "up to 70% off" banner promises that a real share of your sale reaches 70%, measured from each product's own 30-day lowest price. Five checks and one calculation tell you whether yours does.

38%

of retailers admit inflating "up to" claims

30 days

lowest price sets each product's real discount

Proof

Norwegian, Danish and Finnish regulators expect you to show the headline is real

THE CHECK

Work through these for every banner that says **"up to X% off"**. Measure everything on the products the banner covers, and keep the result with your campaign records.

- [ ] **Find each product's 30-day lowest price**
  Include earlier campaigns and any member or club prices shown to the public. This is the "before" price the law uses, not the normal shelf price.

- [ ] **Calculate the real discount, product by product**
  Measure each sale price against that 30-day lowest price. Products that were on promotion recently will show a smaller discount than the banner suggests.

- [ ] **Count the share at the headline discount**
  A product only counts if its real discount reaches the headline number. Fill in the calculation below.

- [ ] **Check the spread across price bands**
  If the deepest discounts sit mostly on the cheapest items, shoppers browsing the rest of the range won't find them.

- [ ] **Lower the headline if the numbers don't hold**
  Pick the discount a real share of the range reaches. "Up to 50%" backed by a quarter of the sale beats "up to 70%" backed by a handful.

The calculation

Example: 200 products, 18 at 70% on their real discount = 9%

A. Products the banner covers _____

B. Products at the headline discount (real discount) _____

Share at the headline: B ÷ A × 100 _____ %

At headline, under €25	At headline, €25 to €100	At headline, over €100

General information, not legal advice. In Norway, every advertised discount must be documented and calculated from the 30-day before-price. Denmark requires the headline saving on a representative and relevant share of products, and Finland requires proof that shoppers are likely to get it. None of them sets a fixed percentage, so a low share or a lopsided spread is a risk in every Nordic market.

See the data behind the check
The Black Friday Freeze · 180 European e-commerce companies, free report.
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