SHOP AMAZON LIKE A PRO

Save money with these tricks, from scoring free shipping to finding deals on the virtual bargain rack.

BY KATHRYN POMROY

AMAZON is one of the biggest retailers in the world, and many customers find themselves shopping on the site more frequently during the holiday season. Whatever the time of year, use these tips to find discounts and make the most of the benefits available to you.

Take advantage of coupons. If a coupon is available for an item on Amazon, you'll typically see a banner listing the discount underneath the price on the product page. Make sure to check the box next to the coupon to apply it to your order.

To look for items that come with coupons, visit *amazon.com/deals* and in the group of buttons near the top of the page, click on the one labeled "Coupons." (To find it, you may have to use the arrows to the left or right side of the buttons to scroll through them.) If you're about to order an item and you're not set on a specific brand, it's worth checking whether a similar item has a coupon attached.

Search for Lightning Deals. You can find discounts of more than 70% on some items with Amazon's Lightning Deals; to find them, go to *amazon.com/deals* and click on the "Lightning Deals" button near the top of the page. As the name implies, these deals are temporary and may vanish quickly. You'll see a status bar showing either the percentage of offers claimed by customers or a countdown clock to the deal's expiration.

Set up Subscribe & Save. For discounts on household items that you regularly need to replenish—coffee, vitamins or paper towels, for example—consider signing up for automatic deliveries through Amazon's Subscribe & Save program. Many eligible items offer a standard 5% discount. If you receive five or more products in a single automatic delivery, you may get a 15% discount.

If an item qualifies for Subscribe & Save, its product page will tell you how much you'll pay for it if you get a subscription compared with making a one-time purchase. When you sign up for a subscription, you select the quantity and delivery frequency that work for you. You can cancel your subscription or change its settings at any time.

Get free shipping without an Amazon Prime membership. When you order $35 worth of eligible products, your entire order qualifies for free standard shipping. If your order doesn't

