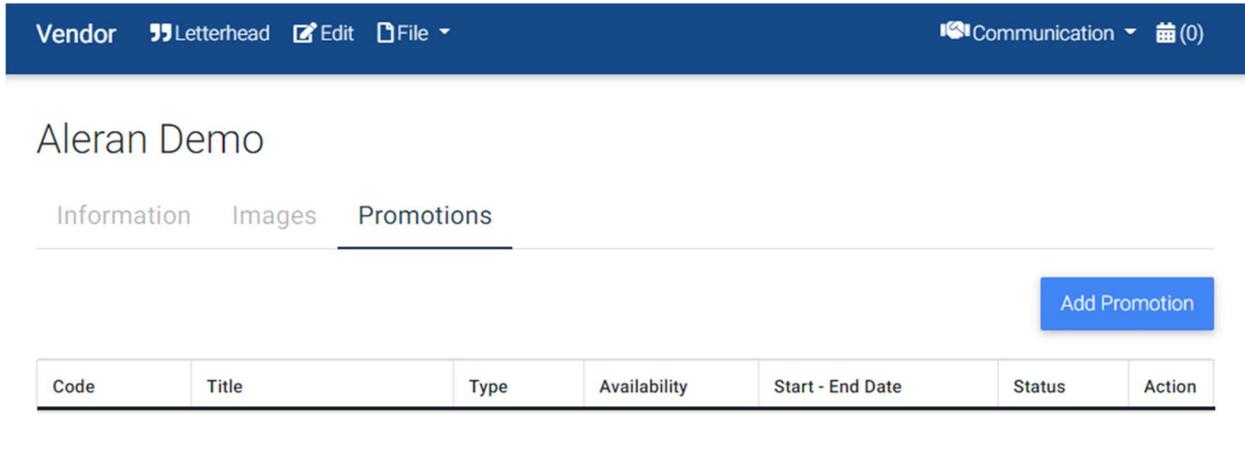


Promotion Creation

Aleran Unified Commerce Platform provides a powerful set of promotions that you can use to create interest and generate sales with customers.

Promotions Management can be found in the RepDesk Vendor details page where you can create and manage the vendor's list of promotions.



Vendor Letterhead Edit File Communication (0)

Aleran Demo

Information Images Promotions

Add Promotion

Code	Title	Type	Availability	Start - End Date	Status	Action
------	-------	------	--------------	------------------	--------	--------

Clicking Add Promotion will allow you to create a new promotion where you can define:

- Promotion code
- Promotion title
- Description
- Validity dates (From/To)
- If it is B2B applicable
- If it is B2C applicable
- If it can be combined with other promotions or not
- The type of promotion being offered

Add Promotion

Promotion Code

Promotion Title

Promotion Description

Start Date



End Date



Usage Limits

- B2B Promotion
- B2C Promotion
- Can be Combined

Promotion Type

- Percentage
- Fixed amount
- Shipping
- Buy X get Y

Save

Cancel

Page Break

Promotion Types:

Percentage Promotion:

Now let's speak a bit about promotion types. The first type of promotion that Aleran's promotion engine supports is the Percentage promotion. This is basically a percentage that is discounted either on the entire order, a specific product category, or a specific product or products added to the order. You can also specify a minimum order amount where this percentage promotion will be applicable.

For example: "Spend \$200 on entire order and receive 10% off your order"

Usage Limits

- B2B Promotion
- B2C Promotion
- Can be Combined

Promotion Type

- Percentage
 %
- Fixed amount
- Shipping
- Buy X get Y

Applies to

- Entire Order
- Products from Specific Category
- Specific Products

Minimum Requirements

- None
- Minimum Order Amount

Example: "Spend \$500 on Decorations and get 30% off"

Promotion Type

Percentage

 %

Fixed amount

Shipping

Buy X get Y

Applies to

Entire Order

Products from Specific Category

Categories

Christmas Decorations ▼

Specific Products

Minimum Requirements

None

Minimum Order Amount

Save

Cancel

Example: "Get 30% off when you buy Nike Air Max"

Promotion Type

Percentage

30 %

Fixed amount

Shipping

Buy X get Y

Applies to

Entire Order

Products from Specific Category

Specific Products

101010 Nike air max

Minimum Requirements

None

Minimum Order Amount

\$ 100

Save Cancel

Fixed Amount Promotion:

The second type of promotion that Aleran's promotion engine supports is the Fixed Amount promotion. This is where a fixed dollar amount is discounted in a similar fashion like the percentage promotion. This can be on the entire order, on a specific category, or a specific product or products added to the order. A unique addition to the Fixed Amount promotion is the ability to discount a specific amount on each product on the order independently before calculating the subtotal. You can also define a minimum order amount where this fixed amount promotion will be applicable. For example: Spend \$100 on Nike Air Max and receive \$50 off

Promotion Type

- Percentage
- Fixed amount

\$ 50

- Shipping
- Buy X get Y

Applies to

- Entire Order
- Each Product on Order
- Products from Specific Category
- Specific Products

Nike

101010 Nike air max

Minimum Requirements

- None
- Minimum Order Amount

\$ 100

Save

Cancel

Example: "Get \$10 off Christmas Lights"

Promotion Type

- Percentage
- Fixed amount

\$ 10

- Shipping
- Buy X get Y

Applies to

- Entire Order
- Each Product on Order
- Products from Specific Category

Categories

Christmas Lights ▼

- Specific Products

Minimum Requirements

- None
- Minimum Order Amount

Save

Cancel

Shipping Promotion:

The third type of promotion that Aleran's promotion engine supports is Shipping promotion. This is where you can offer a percentage discount, a fixed amount discount or totally free shipping. You will also be able to select the shipping method to which the promotion applies.

Example: "Free shipping when you spend \$50"

Promotion Type

- Percentage
- Fixed amount
- Shipping
 - Shipping Method
 - BEST ▼
- Buy X get Y

Shipping Discount

- Free
- Shipping Discount Amount
- Shipping Discount Percentage

Minimum Requirements

- None
- Minimum Order Amount

\$ 50

Save

Cancel

Example: "Free Fedex shipping"

Promotion Type

- Percentage
- Fixed amount
- Shipping
 - Shipping Method
 - Fedex
- Buy X get Y

Shipping Discount

- Free
- Shipping Discount Amount
- Shipping Discount Percentage

Minimum Requirements

- None
- Minimum Order Amount

Example: "Spend \$50 and get \$5 off shipping cost"

Promotion Type

- Percentage
- Fixed amount
- Shipping
Shipping Method
BEST

- Buy X get Y

Shipping Discount

- Free
- Shipping Discount Amount

- Shipping Discount Percentage

Minimum Requirements

- None
- Minimum Order Amount

Save

Cancel

Example: "Spend \$50 and get 50% off shipping cost"

Promotion Type

- Percentage
- Fixed amount
- Shipping
 - Shipping Method
 - BEST

- Buy X get Y

Shipping Discount

- Free
- Shipping Discount Amount
- Shipping Discount Percentage

50 %

Minimum Requirements

- None
- Minimum Order Amount

\$ 50

Save

Cancel

You can also define a minimum order amount where this fixed amount promotion will be applicable.

Buy X Get Y Promotion:

The fourth type of promotion that Aleran's promotion engine supports is the Buy X Get Y promotion. This is a more advanced offering where you reward customers for buying specific products by providing an incentive, like a free product or a discount. This is done in two steps in the form of 'Customer Buys' and 'Customer Gets'

Promotion Type

- Percentage
- Fixed amount
- Shipping
- Buy X get Y

Customer Buys

Any items from

Specific Products ▼

Add

Customer Gets

Add

Save

Cancel

For the first step, you need to define either a product or a product category. If you want a specific product promotion, once you click the add button, you will be able to choose the product and define the minimum quantity or fixed dollar amount that the customer should buy for the promotion to be applicable.

Example” “Buy 2 Nike Air Max to be eligible for the promotion”

Customer Buys



Customer Buys
Minimum Quantity

Quantity

▼ 2

101010 Nike air max

Save

Cancel

If you choose to define a product category instead, you will need to define that category and the minimum quantity or fixed dollar amount that the customer should buy for the promotion to be applicable.

Example” “Spend \$100 to be eligible for the promotion”

Customer Buys

Minimum Order Amount

Amount

▼ \$ 100

Categories

Black Tea



Now for the second step of the ‘Customer Buys’ and ‘Customer Gets’ mechanism. This defines what the customer gets for the purchase defined in the first step. You can either define one or more free items as a reward for the purchase by selecting the product, quantity, and the free option.

Example: “Get 1 Nike Air Max for free”

Customer Gets



Quantity

1

101010 Nike air max

Free

Item Discount

Save

Cancel

Example: "Buy 2 Nike Air Max get 1 Free"

Promotion Type

- Percentage
- Fixed amount
- Shipping
- Buy X get Y

Customer Buys

Any items from
Specific Products ▼

Product	Type	Amount	Action
101010	Minimum Quantity	2 items	 

Add

Customer Gets

Product	Qty	Item Discount	Action
101010	1	100%	 

Add

Save Cancel

Or the customer can get a product discount as a percentage or fixed amount. For example, buy this product and get \$5 off

Customer Gets



Quantity

Search Product

Free

Item Discount

Amount

Percentage

\$ 5

Save

Cancel

Example: "Buy 2 Nike Air Max and get 25% off"

Promotion Type

- Percentage
- Fixed amount
- Shipping
- Buy X get Y

Customer Buys

Any items from

Specific Products ▼

Product	Type	Amount	Action
101010	Minimum Quantity	2 items	 

Add

Customer Gets

Product	Qty	Item Discount	Action
101010	1	25%	 

Add

Save Cancel