Free Product Promotions - Classic sites

Overview

Free Product promotions can be configured in which a free product is added to the order once specific conditions have been met.

Conditions can be such that a minimum order value must be reached, or the promotion can apply once the user purchases a minimum quantity of eligible products. The promotion can be unlimited, or can be granted to the first 50 users only, for example.

In the screenshots below, a Free Product promotion will be configured in which the user purchases ink cartridges to the value of $199 and receives a free printer, using the code 'PRINT199'. The promotion will be valid for the first 100 orders, with a limit of once per user.

> ⓘ This guide refers to functionality available in versions 3.49.00 and later. Prior to creating Promotion Codes, Administrators must ensure the relevant System and Role settings have been configured. See Promotion Codes Overview - Classic sites for information on these settings.

Step-by-step guide

To Configure a Free Product Promotion:

1. *Login as an Administrator.*
2. *Navigate to **'Promotion Codes'** or **'Promotion Code Maintenance'** (/PromotionCodeMaintenance.aspx).*
3. *Click the **'New Promotion Code'** button.*
4. *Select **'Free Product'** from the drop-down list and click **'Next'**.*

5. *Populate the fields as follows:*
   - ***Promotion Code** - unique code users will enter at checkout to redeem the offer.*
   - ***Description** - short description; this is displayed to the user once the code is applied to the order.*
   - ***Start Date** - date the promotion code becomes valid.*
   - ***End Date** - date the promotion code expires.*
   - ***Discount Action Type:***
     - ***Add To Any Discount** - adds the promotion to any other promotions currently applied.*
     - ***Override Any Discount** - applies the promotion and overrides any other discounts currently on the order.*
     - ***Override If More Than Current Discount** - applies the promotion code and overrides any other discounts when the promotion code discount is more than the current discount.*
   - ***Status**:*
     - ***Active** - the promotion code can be used.*
     - ***Complete** - the promotion code is automatically set to this status when end date has passed, or global usage has been reached.*
     - ***Disabled** - prevents the promotion code from being used.*
   - ***Mode*** *- sets the user audience: B2B, B2C, or Both. (*Note: It's recommended that a promotion be configured for e ither B2C or B2B - rather than both, for the purposes of GST-calculation and display.)*
   - ***Not applicable with other offers** - when ticked, prevents the code from being used on orders where other promotion codes are applied.*
   - ***When criteria fails remove promo code** - when ticked, ensures the promotion code is removed from changed orders which no longer meet the promotion criteria.*
   - ***Promo code no longer applies message** - (*not currently functional*) Leave blank to use the system default.*
   - ***Promotion code applied message** - message displayed to the user when the promotion code is successfully applied. Leave blank to use the system default.*

- **Promotion code error message** - *message displayed to the user when an error occurs in applying the promotion code. Leave blank to use the system default.*

Create New Promotion

Promotion Code Details

Promotion Code : PRINT199

Description : Free printer when you spend $199 on ink cartridges

Start Date : 21-Apr-2015

End Date : 21-Jun-2015

Discount Action Type : Add to any Discount

Status : Active

Mode : B2C

Not applicable with other offers : ☐

When criteria fails remove promo code : ☐

Promo code no longer applies message :

Promotion code applied message : Congrats - free printer!

Promotion code error message : Sorry, your order doesn't meet criteria or you've already rede

Back　Next

6. Click **'Next'**.

Select a **'Discount Threshold Type'**:

- **Dollar Discount** - *used when a dollar amount must be exceeded before the promotion code applies.*
  Example - Free printer when you spend $500.
- **Quantity Discount** - *used to specify a product quantity that the order must exceed before the promotion code is applied.*
  Example - Free printer with every order.
- **Quantity Discount Multiples** - *Used when a promotion can be applied based on multiple product quantities.*
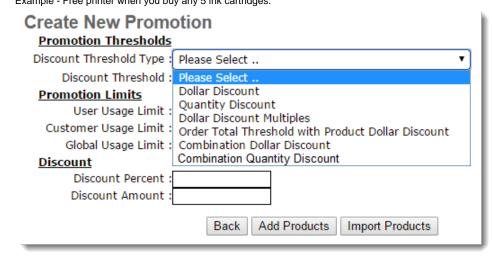 Example - Get a free printer for every 20 ink cartridges purchased.
- **Dollar Discount Multiples** - *Used when a promotion can be applied based on multiple dollar amounts.*
  Example - Get a free printer for every $100 spent.
  Note: This is only applicable to 'Free Product' promotion types.
- **Combination Dollar Discount** - *used when the promotion can be applied based on the purchase of a particular dollar value of a specified product (or products).*
  Example - Free printer when you spend $199 on ink cartridges.
- **Combination Quantity Discount** - *used when the promotion can be applied based on the purchase of a set number of a specified product (or products).*
  Example - Free printer when you buy any 5 ink cartridges.

Create New Promotion

Promotion Thresholds

Discount Threshold Type : Please Select ..

Discount Threshold :

Promotion Limits

User Usage Limit :

Customer Usage Limit :

Global Usage Limit :

Discount

Discount Percent :

Discount Amount :

Dropdown options:
- Please Select ..
- Dollar Discount
- Quantity Discount
- Dollar Discount Multiples
- Order Total Threshold with Product Dollar Discount
- Combination Dollar Discount
- Combination Quantity Discount

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8. Set the **Discount Threshold** - *this is the amount that needs to be met for the discount to be applied. For Dollar Discounts, this will be a dollar value; for Quantity Discounts, this will be a quantity value. (Blank or 0 = any value).*
Our screenshot example is set to '199', as the user must spend at least $199.00 on eligible products.

Create New Promotion
Promotion Thresholds
Discount Threshold Type : Combination Dollar Discount ▼
Discount Threshold : 199
Promotion Limits
User Usage Limit : 1
Customer Usage Limit : 0
Global Usage Limit : 100
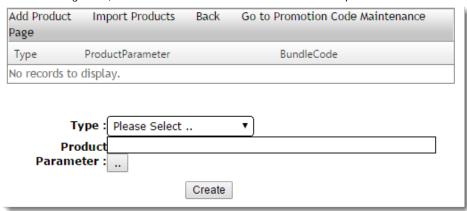
Back | Add Products

9. *Set the Promotion Limits, if required.*
   - **User Usage Limit** - *maximum number of times this promotion code can be used by an individual user. Blank or 0 = unlimited.*
   Our screenshot example is set to '1' so that each user can redeem the offer once only.
   - **Customer Usage Limit** - *maximum number of times this promotion code can be used by an individual customer code. Blank or 0 = unlimited.*
   Our screenshot example is set to 0, as all B2C users on this site are linked to the same Cash account customer code in PRONTO.
   - **Global Usage Limit** - *maximum number of times this promotion code can be used site-wide. Blank or 0 = unlimited.*
   Our screenshot example is set to '100' so that the offer can only be redeemed 100 times in total.
10. Click the **'Add Product'** button to specify the free product. Update the fields on the next screen as follows:
    - **Products to be added in PRONTO*** - *leave at default of 'No'. The free product code will be specified here, and added to the order automatically when the promotion code is successfully redeemed (recommended setting).*
    *Note - If this flag is set to 'Yes', the free product must be manually added to the sales order once it has integrated to PRONTO. Only note lines containing the Promotion Code and Description will be added to the order.
    - **Product Code** - *the product code for the free product. (The **'..'** button may be used to search.)*
    - **Quantity** - *the quantity of free product to be added to the order each time the criteria are met.*
    - Click **'Update'** *to save.*
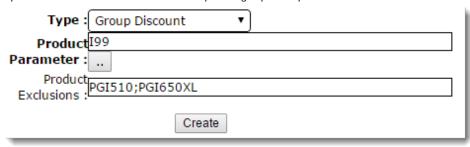
Back Back to Promotion Code Maintenance

Products to be added in PRONTO : ● No ○ Yes

Product Code : FREEPRINTER   [..]

Quantity : 1

Update

Add Product Page	Import Products	Back	Go to Promotion Code Maintenance
Type	ProductParameter		BundleCode
No records to display.			

   - *For 'Dollar Discount' or Quantity Discount' threshold types, click the **'Back'** link, then click **'Finish'**. No further set-up is required.*
11. *For all other discount threshold types, click either **'Add Product'** to add products or groups individually, or **'Import Products'** to perform a bulk upload of codes. Importing Promotion Code Products - Classic sites details the import process.*

12. *For manual configuration, the **'Add Product'** link in the table will launch new input fields.*

13. *Select a 'Type' from the drop-down list:*
    - **Group Discount** - *specifies a Product Group as the eligible product pool.*
      Example - All ink cartridges, which make up product group I99 in the ERP. (Individual products can be excluded from the group if required.)
    - **Product Code Discount** - *specifies an individual product code (or codes) as the eligible item.*
      Example - HP black cartridge, product code CH561WA.
14. *Enter a single product code or product group in the **'Product Parameter'** field. (The**'..'** button may be used to search.)*
    - *For Group Discount types, **'Product Exclusions'** may be specified. Enter a semicolon-separated (;) list of products which are to be excluded from the product group in this promotion.*

Our screenshot example is set to 'Group Discount', with Product Group code 'I99' specified. Two individual product codes have been excluded from the offer.

15. *Click **'Create'**.*
16. *Repeat Steps 12 - 16 as required for additional product codes or groups.*

⚠ We recommend that Promotion Codes be configured on your Stage site and thoroughly tested to ensure behaviour is as expected.

Related help

- CC Order Confirmation emails
- Favourites and Prior Purchases on Product page
- User Impersonation
- Report Subscriptions (Scheduled Reporting)
- Configure Scheduled Reporting