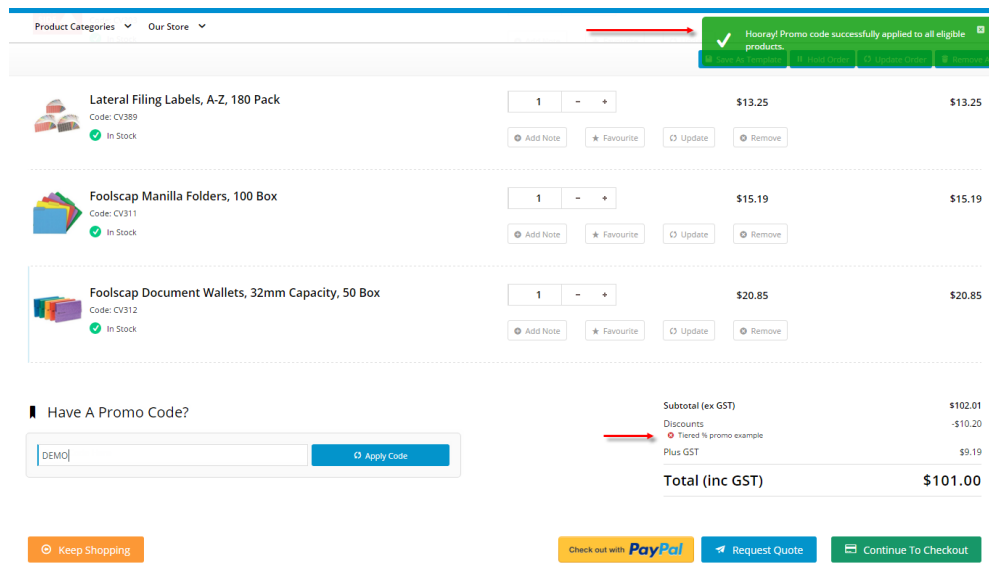# Tiered Promotion Codes

Overview

Promotion codes can be configured with tiers, or discount levels. As the user reaches the first spend threshold, they are eligible for the first tier of discounts. As their spend increases and they reach the next tier, the discount amount likewise increases. This allows configuration of varying discount levels within a single promotion code.

For example, a tiered promotion scenario might entitle the user to 10% off their order if they spend $100 (tier 1). Once they reach the $200 spend threshold, they are entitled to 25% off their order (tier 2). This scenario could continue on with an unlimited number of tiers, with each level attracting a new discount amount.

Product exclusions may also be specified, so that particular products / categories / stock groups are not counted in the spend calculation. These excluded products may or may not be eligible to receive the discount, depending on configuration of the promotion.

Please note - Product Exclusions are only available with *percentage* discount promotions. Dollar discount promotions can be configured with tiers, but not exclusions at this stage.

Please be aware that there are also additional advanced options that you can configure for promotions. They become available after the promo is created. You'll find info on these under Advanced Options, later in this article.

Step-by-step guide

In the following steps, we will configure a tiered percentage discount based on cart value:

1. In the CMS, navigate to **Campaigns & Promotions Promotion Codes.**

2. Click **Add Promotion Code**.

3. Under promotion type **Cart**, select the percentage discount scenario ("**When I spend X Dollars then I get a Y percentage discount"**).

4. *Populate the standard promotion fields (Code, Description, Start & End dates).*

Select Promotion Type:
Cart ▼

Selected Scenario:

When I spend X Dollars then I get a Y dollar discount
The customer gets a discount of a certain dollar amount once they spend over a minimum amount.

When I spend X Dollars then I get a Y percentage discount
The customer gets a discount of a certain percentage of the order total once they spend a minimum amount.

When I spend X Dollars then I get a Y percentage discount
The customer gets a discount of a certain percentage of the order total once they spend a minimum amount.

Promotion Code *
Demo
❷ The code that the end user enters into the 'Apply Promotion Code' field

Description
Tiered % promo example
❷ The description of the promotion code when it is displayed on the cart and order summary

Start Date
1/03/2016 12:00 AM

End Date
1/08/2016 12:00 AM

5. *Next, enter the first tier's threshold and discount amounts:*
   - **Spend Threshold** *- the amount the user must spend in order to qualify for the discount*

> ✓ *The threshold amount includes or excludes GST based on the customer. So for B2B customers, the threshold would generally look at the ex-GST spend. For B2C, it would be GST-inclusive.*

   - **Discount %** *- the percentage discount applied to the order*

6. *Click **Add Tier** to enter the next discount level, following the same logic as the previous tier.*

Discount Thresholds

Spend Threshold	Discount %	
100	10	✗
200	20	✗
300	30	✗

⊕ Add Tier   ⤭ Re-Order By Thresold

7. *Continue adding tiers as required. Click the **Re-Order By Threshold** option to reorder the tiers numerically if needed.*

8. *Specify any required exclusions. Product Exclusions are not counted in the threshold calculation. They can be specified by:*
   - **Product**
   - **Stock Group**
   - **Category**

9. *Finally, indicate whether excluded products are discounted:*
   - **unticked** *- exclusions will not count toward the spend threshold and will NOT have the discount applied*
   - **ticked** *- exclusions will not count toward the spend threshold, but WILL have the discount applied*

Product Exclusions

☐ Discount these exclusions?

Type	Item	
Product ▼	CV101	✗
Stock Group ▼	ELEC	✗
Category ▼	SX0302	✗

⊕ Add

10. *To finish, Cclick **Save & Exit**. A confirmation message that setup was successful displays.*

✏ Promotion Codes   ⊕ Options   ☰ Return to List

⊞ New Promotion Code
⚙ Edit Advanced Options

✓ New promotion code setup successfully!

The new promotion code is now ready to go!

Additional Information

Specific products / categories / stock groups can be excluded in the spend calculation.

Minimum Version Requirements	3.85.00
Prerequisites	The Promotion Codes feature must be enabled for your website.
Self Configurable	Yes
Business Function	Campaigns & Promotions
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	n/a

Related help

- Mixed Product Buy Pricing Promotion
- Promo Codes - Additional Options
- Promotions
- Importing Products to a Promotion
- Free Product Promo Codes
- Product Discount Promo Codes
- Repeating Promo Codes
- Cart Discount Promo Codes
- Whole Order Discounts
- Buy X Quantity of a Product and Get Y Quantity of Specific Product at Special Price

Overview

Promotion codes can be configured with tiers, or discount levels. As the user reaches the first spend threshold, they are eligible for the first tier of discounts. As their spend increases and they reach the next tier, the discount amount likewise increases. This allows configuration of varying discount levels within a single promotion code.

For example, a tiered promotion scenario might entitle the user to 10% off their order if they spend $100 (tier 1). Once they reach the $200 spend threshold, they are entitled to 25% off their order (tier 2). This scenario could continue on with an unlimited number of tiers, with each level attracting a new discount amount.

Product exclusions may also be specified, so that particular products / categories / stock groups are not counted in the spend calculation. These excluded products may or may not be eligible to receive the discount, depending on configuration of the promotion.

Please note - Product Exclusions are only available with *percentage* discount promotions. Dollar discount promotions can be configured with tiers, but not exclusions at this stage.

Please be aware that there are also additional advanced options that you can configure for promotions. They become available after the promo is created. You'll find info on these under Advanced Options, later in this article.

Step-by-step guide

In the following steps, we will configure a tiered percentage discount based on cart value:

1. In the CMS, navigate to **Campaigns & Promotions Promotion Codes.**
2. Click **Add Promotion Code**.

3. Under promotion type **Cart**, select the percentage discount scenario ("**When I spend X Dollars then I get a Y percentage discount**").

4. Populate the standard promotion fields (Code, Description, Start & End dates).

5. Next, enter the first tier's threshold and discount amounts:
   - **Spend Threshold** - the amount the user must spend in order to qualify for the discount

   The threshold amount includes or excludes GST based on the customer. So for B2B customers, the threshold would generally look at the ex-GST spend. For B2C, it would be GST-inclusive.

- **Discount %** - the percentage discount applied to the order

6. Click **Add Tier** to enter the next discount level, following the same logic as the previous tier.

Discount Thresholds

Spend Threshold	Discount %	
100	10	x
200	20	x
300	30	x

⊕ Add Tier   ⤭ Re-Order By Thresold

7. Continue adding tiers as required. Click the **Re-Order By Threshold** option to reorder the tiers numerically if needed.

8. Specify any required exclusions. Product Exclusions are not counted in the threshold calculation. They can be specified by:
   - **Product**
   - **Stock Group**
   - **Category**

9. Finally, indicate whether excluded products are discounted:
   - **unticked** - exclusions will not count toward the spend threshold and will NOT have the discount applied
   - **ticked** - exclusions will not count toward the spend threshold, but WILL have the discount applied

Product Exclusions

☐ Discount these exclusions?

Type	Item	
Product ▼	CV101	x
Stock Group ▼	ELEC	x
Category ▼	SX0302	x

⊕ Add

10. To finish, Cclick **Save & Exit**. A confirmation message that setup was successful displays.

📝 Promotion Codes   ⊕ Options   ☰ Return to List

⊞ New Promotion Code
⚙ Edit Advanced Options

✓ New promotion code setup successfully!

The new promotion code is now ready to go!

Access Additional Options

To access Additional Options:

While in the saved promo code, navigate to **Options** **Edit Additional Options**.

📝 **Promotion Codes**   ⊕ Option

⊞ New Promotion Code
⚙ Edit Additional Options

✓ New promotion code setup successfully!

OR

If editing an existing promo code, scroll down its page and open the collapsed **Additional Options** *section.*

⊕ **Additional Options**

- **Status** *- the current status of the promo code*
  *- **Active:** the promo code is live on your site and can be used by customers. It has not been disabled or deleted.*
  *- **Disabled:** the promo code cannot be used by customers. You can switch it to 'Active'*
  *- **Deleted:** the promo code is deleted from use altogether and is kept for historical records only. (**NOTE -** A deleted promo code can be undeleted to 'disabled' and then reactivated.)*

- **Criteria Fail Remove Promo Code**
  *- **ON**: the promo code is automatically removed from the cart when contents get updated and promo requirements are no longer met. Users must re-enter the promo code if they want the code to be applied;*
  *- **OFF**: the promo code remains in the cart when requirements are not met, If contents get updated and requirements are now met, it will be (re-)applied.*

- **Not Applicable With Other Offers;**
  *- **ON**: promo code cannot be used when other promo codes have already been applied to the order;*
  *- **OFF**: promo code can be used when other promo codes have been applied to the same order.*

> ⓘ **IMPORTANT**
>
> *Letting customers use more than one promotion code in an order must first be enabled by Commerce Vision. Contact CV Support and request stacked promotions to be enabled.*

- **Free Product To Be Added in Pronto** (applies only for Promo Codes that add a free product)

  For Promo Codes with free products, you can choose between adding the free product online upon order submission or in the ERP (Pronto) when the order is integrated. Toggle ON or OFF **Free Product To Be Added in Pronto**. Default: OFF

  In the order placed, received and confirmation emails, how the free product is displayed depends on the option selected.

  - ○ *When OFF, the free product is added online. In the emails, the free product displays as an item with a cost of $0.00 in the product order line of your Order Summary*

  - ○ *When ON, the free product is added in the ERP. When you toggle ON this setting, confirm you want the free product added in the ERP.*

Free Product to be added in ERP?

Are you sure you want to Activate Free Product to be added in ERP? WARNING: This action will remove all the `Free Product` added in CMS.

[✗ Cancel] [✓ Confirm]

NOTE - *Scroll up to the 'Free Product' fields. The fields are now empty and disabled. The free products you previously added for this promo code still apply.*

Free Product

Product Code

[▾]

Qty *

The Order Placed, Received and Confirmation emails by default will not display the free product separately in an order line in Order Summary.

To add a note line about the free product in the Order Summary section, toggle ON the ***'Show Note Lines on Individual Lines?'*** *option in the* Email Order Summary widget *for any applicable email template (e.g., Order Received, Order Placed, Order Confirmation). The Promotion Code and Description will be added to the Order Summary.*

NOTE - *For the free product and quantity to appear as an order line item in the sales receipt, they must be added to the sales order manually in Pronto after integration.*

- **Postcode Exclusion List** - (for free freight promo codes only) *If required, enter single postcodes and/or postcode ranges (each comma-separated) to exclude. Follow Australia Post's four digit conventions so a three digit code would be '0200' instead of '200'.*

Roles

Include or exclude the promo code based on whether customers are B2B, B2C or both.
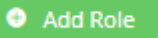
For versions lower than 4.31

Applied To: *Select customer group: B2B, B2C or both.*

For versions 4.31+

- **Applied To:** *Select customer group: B2B, B2C or both.*

- **Roles:** *(For versions 4.31+) Specify Role(s) for the selected customer group(s) Click* **Add Role** *, then in the dropdown, select the* **Role**. *If another role is needed, repeat this step.* **IMPORTANT-** *For added Roles to be valid, they must fall under the customer group added in 'Applied To'.*
- **Promo active for all roles excluding the ones listed above:** *If OFF, the added roles* can *apply the promo code. If ON, the added roles* cannot *apply the promo code.*

Usage Limits

Limit the maximum number of times the promo code can be used. For unlimited use, leave at the default of '0'.

*- **User Usage Limit:** limit the number of times an individual user can apply the promo code (available only if the promo code is for B2B users)*

*- **Customer Usage Limit:** limit the number of times an individual Customer Code can apply the promo code*

*- **Global Usage Limit:** limit the total number of times the promo code can be used site-wide.*

*- **User List:** (For versions 4.10+) You can also specify one or more users (comma-separated list) who can use the promotion code.* **NOTE -** *If one or more users are added, any user* not *in this list cannot apply the promo code to their order.*

Usage Limits

User Usage Limit

0   +
     −

Customer Usage Limit

0   +
     −

Global Usage Limit

0   +
     −

User List

tobias@bluemangroup.com,gob@magiciansalliance.com,buster@bluth.com

Customer List (4.34+)

Customer list allows you to restrict a promo code to specific customer accounts.

Customer List

Customer Code

⊕ Add   ⤓ Import Customer List

Customer Code

To add a customer manually:

1. In Customer Code, start typing a Customer Code, and select from the dropdown list.

2. Click **Add**. The added Customer Code is listed below.

   Customer List

   Customer Code

   ⊕ Add   ⤓ Import Customer List

   Customer Code

AACAB	×
WAFFA	×

3. Continue adding one code at a time, if needed.

4. To save, click **Save & Exit**.

To add Customers in bulk:

1. Create a CSV file with the Header 'Code' as the first column

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Code																
2	AACAB																
3	WAFFA																
4																	

2. Populate the column with the required Customer Codes.

3. Click **Import Customer List**.

4. *Follow the instructions to upload the csv file.*

5. *Check the Import Log to ensure there are no error messages.*

Select files... ✓ Done

CSV promotion-customers.csv
0.02 KB
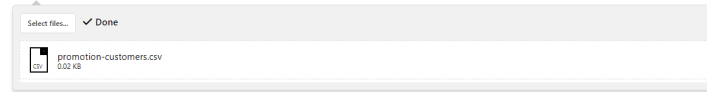
≡ Import Log

→ Import Successful

Messages

Default messages to users are set at the promotion code feature level. These can be overridden for a specific promotion code. Leave blank to use defaults.

- **Promo Code No Longer Applies Message:** *Displays when the promo code previously successfully applied is no longer valid because the cart contents have changed.*
- **Promotion Code Error Message:** *Displayed when the cart contents are not eligible for the promo code, e.g., the cart value is not high enough or the minimum quantity has not been reached.*
- **Promotion Code Applied Message:** *Displayed when the cart contents are valid for the promo code.*

Additional Information

Specific products / categories / stock groups can be excluded in the spend calculation.

Minimum Version Requirements	3.85.00
Prerequisites	The Promotion Codes feature must be enabled.
Self Configurable	Yes
Business Function	Promotions
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	n/a

Related help

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