

# Product Discount Promotions - Classic sites

## Overview

Product Discount promotions can be configured to grant users a dollar or percentage discount on an individual product or product group.

Conditions can be set so that a minimum order value must be reached, or the promotion can apply to orders of any value. The promotion can be unlimited, or can be granted to the first 25 users only, for example.

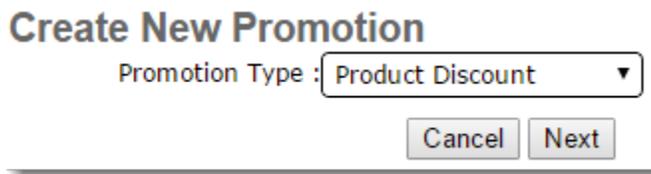
In the screenshots below, a Product Discount promotion will be configured for 20% off all full-priced cameras, with the code 'CAMERA20'. The promotion will be valid for the first 50 orders, with a limit of once per user. The promotion will apply to a specific product group, with already discounted products excluded.

 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 Product Discount 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 '**Product Discount**' 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. (e.g. 'CAMERA20' in our example)
  - **Description** - short description; this is displayed in the cart summary 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 either B2C or B2B - not 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.
  - **Apply with charge line** - Applies the discount as a charge line on the order instead of amending pricing of individual products.
    - **Discount Charge Type** - the ERP's charge line type.
    - **Discount Charge Description** - the ERP's charge line description text.
  - **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 to the order. 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 to the order. Leave blank to use the system default.

## Create New Promotion

### Promotion Code Details

**Promotion Code** : CAMERA20  
**Description** : 20% off all full-priced cameras - once per user  
**Start Date** : 20-Apr-2015  
**End Date** : 22-Jul-2015  
**Discount Action Type** : Add to any Discount  
**Status** : Active  
**Mode** : B2C  
 Not applicable with other offers :   
 When criteria fails remove promo code :   
 Apply with charge line :   
**Discount Charge Type** : 3  
**Discount Charge Description** : 20% off cameras promo  
**Promo code no longer applies message** :  
**Promotion code applied message** : 20% discount on your camera order!  
**Promotion code error message** : Sorry, your order doesn't meet criteria or promo has expired.

#### 6. Click 'Next'.

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

- **Dollar Discount** - used when a dollar amount must be exceeded before the promotion code applies.  
Example - 20% off all full-priced cameras over the value of \$500.
- **Quantity Discount** - used to specify a product quantity that the order must exceed before the promotion code is applied.  
Example - 20% off all full-priced cameras.
- **Dollar Discount Multiples** - Used when a discount can be applied based on multiple dollar amounts.  
Example - 20% off every \$100 spent.  
*Note: This is only applicable to 'Free Product' promotion types.*
- **Order Total Threshold with Product Dollar Discount** -
- **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 - 20% off when you spend \$300 or more on Nikon camera products.
- **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 - 20% off when you buy 2 or more camera accessories such as tripods, lenses, or bags.

## Create New Promotion

### Promotion Thresholds

Discount Threshold Type : Please Select ..

Discount Threshold : Please Select ..

**Promotion Limits**

User Usage Limit :  
Customer Usage Limit :  
Global Usage Limit :

**Discount**

Discount Percent :  
Discount Amount :

8. Set the **Discount Threshold** if required - 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 '1', as the user need only purchase 1 eligible product to qualify for the offer.
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 '50' so that the offer can only be redeemed 50 times in total.
10. Set **ONE** of the following Promotion Discount fields:
  - **Discount Percent** - percentage discount applied to the product.  
Our screenshot example is set to '20' for a 20% discount.
  - **Discount Amount** - dollar discount applied to the product.  
Our screenshot example is set to '0', as a percent value has been specified instead of a dollar amount.

## Create New Promotion

### Promotion Thresholds

Discount Threshold Type : Quantity Discount

Discount Threshold : 1

**Promotion Limits**

User Usage Limit : 1  
Customer Usage Limit : 0  
Global Usage Limit : 50

**Discount**

Discount Percent : 20  
Discount Amount : 0

11. Click either '**Add Products**' 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, click the '**Add Product**' link in the table to 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 cameras, which make up product group 100 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 - Nikon camera strap 69588, Fuji lens 47452, Tripod item 63381, and Camera bag item 74845.
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.

Type :

Product :

Parameter :

Product Exclusions :

Dollar Discount :

Override :

Percentage Discount :

Override :

Threshold Override :

Bundle Code :

- Enter Discount Overrides if required. (Certain products may need to be included in a promotion, but not share the same discount. This is accommodated by adding in discount overrides and applying different discounts to each product.)
  - Dollar Discount Override** - the dollar discount that will be applied to the product/s when this promotion code is used, if different from the parent promotion code's discount. (If a 'Percentage Discount Override' is specified, this field is disabled.)
  - Percentage Discount Override** - the percentage discount applied to the product/s when this promotion code is used if different from the parent promotion code's discount. (If a 'Dollar Discount Override' is specified, this field is disabled.)
  - Threshold Override** - the threshold amount that needs to be exceeded for the discount to be applied if different from the parent promotion code's threshold.
- Enter a **'Bundle Code'** if required. Bundle Codes are used to 'bundle' products - to be used when specific products need to be purchased together in order to receive the discount or promotional offer. All products with the same bundle code must be on the order before the promotion code can be applied.

Add Product   Import Products   Back   Go to Promotion Code Maintenance

Page		
Type	ProductParameter	BundleCode
No records to display.		

Type :

Product :

Parameter :

Product Exclusions :

Dollar Discount :

Override :

Percentage Discount :

Override :

Threshold Override :

Bundle Code :

Entering a bundle code will ensure that all items with the same bundle code have to be ordered before this promotional code is applied.

- Click **'Create'**.
- Repeat Steps 12 - 17 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 articles

- [Change Placeholder Images](#)