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Promotions Use Cases

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1 Introduction

1.1 Overview

This document describes the how to create various promotion rules. The following are explained here:

- [Setting an offer on item's price](#)
- [Setting a Buy X Get Y offer](#)
- [Setting a gift with purchase offer](#)
- [Setting an offer on item's shipping](#)
- [Setting an offer on cart's price](#)
- [Setting an offer on cart's shipping](#)

1.2 Intended Audience

This document is intended for users who are familiar with creating Promotion Groups.

2 Promotion Rules

The following sections explain how to set up different types of promotions.

2.1 Setting an Offer on Item's Price

You can set up offer for an item on its price, by selecting the Rule Type as **Item Price Rules**. You can also select if the offer should be a fixed offer, a currency offer or a percentage offer in Action Type. Here the item can be a product, a category or a SKU.

For example, consider a product X that has a price of 10 \$ and you need to provide an offer on its price.

If the action type is:

- **Fixed Offer** and the offer value is set as 7 \$, then the product will be available for 7 \$.
Note: The offer value set will be the sale price of the item.
- **Currency Offer** and the offer value is set as 2\$, then the product will be available for 8 \$.
Note: The offer value set will be a discount on the original price.
- **% Offer** and the offer value is set as 25, then the product will be available for 7.5 \$.
Note: The offer value set will be a percentage discount on the original price.

To setup an offer on item's price, follow the steps below:

1. Create a promotion by entering the required information such as name, description, additional description, start and end dates.
2. In **Rule Type** drop-down select the **Item Price Rule**.
3. In **Action Type**, select the required action type (Fixed Offer/ Currency Offer/ % Offer).
4. Click **Save** to add the promotion to the promotion group.
5. Click **Conditions** to add conditions.

Note: Ensure that you create a condition that selects the appropriate product for which the offer has to be applied on.

Examples:

- If you want to apply offer on a product with product ID as 761482, set up a condition as follows:

Figure 1: Creating Conditions with Product

- If you want to apply offer on all products under a category with category ID as 3D2255956, set up a condition as follows:

Figure 2: Creating Conditions with Category

Note: You can configure your conditions as required with product, category or SKU.

6. Click **Promocodes** to add promo codes, when this promotion needs to be applied only when a promo code is applied. For more details on creating promocodes, refer to **Adding Promocodes to the Promotion** in the [Promotions User Guide v1.0](#).
7. Click **Actions** to create actions. Multiple actions can be created. For more details on action creation, refer to **Creating Actions to a Promotion** section in the [Promotions User Guide v1.0](#).

Note:

- While creating actions, ensure that **Offer Type** is selected as **Product Price** and provide the offer value in the offer value field.
- If multiple actions are to be created, make sure you give the conditions appropriately. For example, if you are planning for 50% offer on item price for Platinum users and 30%

for Gold users, then you need to create two actions with different offer values and conditions as shown below:

Percentage Offer	Product Price Offer	Edit	Delete
% Offer Value			
50			
Conditions(Optional)			
user_segment = 'Platinum'			

Percentage Offer Gold	Product Price Offer	Edit	Delete
% Offer Value			
30			
Conditions(Optional)			
user_segment = 'Gold'			

Figure 3: Creating Action Conditions

2.2 Setting a Buy X Get Y Offer

You can set up Buy X Get Y offer, by selecting the Rule Type as **BOGO**. You can also select if the offer should be a fixed offer, a currency offer or a percentage offer in Action Type. Here the item can be a product, a category or a SKU.

For example, consider a product X that has a price of 10 \$ and a product Y with price as 5 \$ and we need to setup an offer where you buy the Product X and get an offer on the Product Y. If the action type is:

- **Fixed Offer** and the offer value is set as 3 \$, then the product Y will be available for 3 \$.
Note: The offer value set will be the price of the item Y.
- **Currency Offer** and the offer value is set as 1 \$, then the product Y will be available for 4 \$.
Note: The offer value set will be a discount on the original price of item Y.
- **% Offer** and the offer value is set as 100, then the product Y will be available for free.
Note: The offer value set will be a percentage discount on the original price of item Y.

To setup a Buy X Get Y offer, follow the steps below:

1. Create a promotion by entering the required information such as name, description, additional description, start and end dates.
2. In **Rule Type** drop-down select the **BOGO Rule**.
3. In **Action Type**, select the required action type (Fixed Offer/ Currency Offer/ % Offer).
4. Click **Save** to add the promotion to the promotion group.
5. Click **Conditions** to add conditions.

Note: Ensure that you create a condition that selects the appropriate product for which the offer has to be applied on.

Examples:

- If you want to apply offer on a product with product ID as 761482, set up a condition as follows:

The screenshot shows a 'Conditions (Optional)' section with a light blue background. At the top, there are three buttons: 'NOT' (with a square icon), 'AND' (with a plus icon), and 'OR' (with a plus icon). To the right are two green buttons: '+ Add rule' and '+ Add group'. Below this is a rule configuration area with a blue border. It contains a blue 'Generate Condition' button on the left. The rule itself is: 'Product Id' (dropdown), 'equal' (dropdown), '761482' (text input), and a red 'Delete' button with an 'x' icon. Below the rule configuration, a light blue box displays the generated condition: 'sku_productId = '761482''.

Figure 4: Creating Conditions with Product

- If you want to apply offer on all products under a category with category ID as 3D2255956, set up a condition as follows:

The screenshot shows a 'Conditions (Optional)' section with a light blue background. At the top, there are three buttons: 'NOT' (with a square icon), 'AND' (with a plus icon), and 'OR' (with a plus icon). To the right are two green buttons: '+ Add rule' and '+ Add group'. Below this is a rule configuration area with a blue border. It contains a blue 'Generate Condition' button on the left. The rule itself is: 'Category Id' (dropdown), 'equal' (dropdown), '3D2255956' (text input), and a red 'Delete' button with an 'x' icon. Below the rule configuration, a light blue box displays the generated condition: 'sku_categoryId = '3D2255956''.

Figure 5: Creating Conditions with Category

Note: You can configure your conditions as required with product, category or SKU.

6. Click **Promocodes** to add promo codes, when this promotion needs to be applied only when a promo code is applied. For more details on creating promocodes, refer to **Adding Promocodes to the Promotion** in the [Promotions User Guide v1.0](#).
7. Click **Actions** to create actions. Multiple actions can be created. For more details on action creation, refer to **Creating Actions to a Promotion** section in the [Promotions User Guide v1.0](#).

Note:

- While creating actions, ensure that **Offer Type** is selected as **Buy X Get Y**.

The screenshot shows a form for specifying BOGO information. It contains the following fields and controls:

- Buy Item Type:** A dropdown menu with 'Category' selected.
- Buy Item ID:** A text input field.
- Buy Item Quantity:** A text input field.
- Get Item Type:** A dropdown menu with 'Category' selected.
- Get Item ID:** A text input field.
- Get Item Quantity:** A text input field.
- Currency Offer Value:** A text input field.
- Conditions(Optional):** A section containing logic operators: NOT, AND, and OR. To the right are two buttons: '+ Add rule' and 'Add group'.
- Generate Action Condition:** A blue button at the bottom of the form.

Figure 6: Specifying BOGO Information

- You must select the **Buy Item Type** (Category/ Product/ SKU) and provide its ID in **Buy Item ID** and quantity in **Buy Item Quantity**.

Note: Make sure the condition also has the condition that matches the provided **Buy Item Type** and **Buy Item ID**

- You must select the **Get Item Type** (Category/ Product/ SKU) and provide its ID in **Get Item ID** and quantity in **Get Item Quantity**.
- If multiple actions are to be created, make sure you give the conditions appropriately. For example, if you are planning for giving item Y for 5 \$ for Platinum users and 8 \$ for

Silver users, then you need to create two actions with different offer values and conditions as shown below:

The image displays two screenshots of a promotion configuration interface. The top screenshot is titled "BOGO" and "Buy X Get Y". It shows the following configuration: Buy Item Type: product, Buy Item ID: 736543, Buy Item Quantity: 4, Get Item Type: product, Get Item ID: 234761, Get Item Quantity: 1, Currency Offer Value: 5, and Conditions(Optional): user.segment = 'Platinum'. The bottom screenshot is titled "BOGO Silver" and "Buy X Get Y". It shows the following configuration: Buy Item Type: product, Buy Item ID: 736543, Buy Item Quantity: 4, Get Item Type: product, Get Item ID: 234761, Get Item Quantity: 1, Currency Offer Value: 8, and Conditions(Optional): user.segment = 'Silver'.

Figure 7: Creating Action Conditions

2.3 Setting a Gift with Purchase Offer

Gift with Purchase is a variation of BOGO and the only difference is, you get the Get Item for Free. You can set up a Gift with Purchase offer, by selecting the Rule Type as **BOGO** and select the offer type as **GWP**.

2.4 Setting an Offer on Item's Shipping

You can set up offer for an item on its shipping price, by selecting the Rule Type as **Item Shipping Rules**.

You can also select if the offer should be a fixed offer, a currency offer or a percentage offer in Action Type. Here the item can be a product, a category or a SKU.

For example, consider a product X that has a shipping price of 10 \$ and you need to provide an offer on its shipping price. If the action type is:

- **Fixed Offer** and the offer value is set as 5 \$, then the product's shipping price will be 5 \$.
Note: The offer value set will be the shipping price of the item.
- **Currency Offer** and the offer value is set as 3 \$, then the product's shipping price will be 7 \$.
Note: The offer value set will be a discount on the original shipping price.
- **% Offer** and the offer value is set as 25, the product will be shipped for 7.5 \$.
Note: The offer value set will be a percentage discount on the original shipping price.

To setup an offer on item's price, follow the steps below:

1. Create a promotion by entering the required information such as name, description, additional description, start and end dates.
2. In **Rule Type** drop-down select the **Item Shipping Rules**.
3. In **Action Type**, select the required action type (Fixed Offer/ Currency Offer/ % Offer).
4. Click **Save** to add the promotion to the promotion group.
5. Click **Conditions** to add conditions.

Note: Ensure that you create a condition that selects the appropriate product for which the offer has to be applied on.

Examples:

- If you want to apply offer on a product with product ID as 761482, set up a condition as follows:

Figure 8: Creating Conditions with Product

- If you want to apply offer on all products under a category with category ID as 3D2255956, set up a condition as follows:

Figure 9: Creating Conditions with Category

Note: You can configure your conditions as required with product, category or SKU.

6. Click **Promocodes** to add promo codes, when this promotion needs to be applied only when a promo code is applied. For more details on creating promocodes, refer to **Adding Promocodes to the Promotion** in the Promotions User Guide v1.0.
7. Click **Actions** to create actions. Multiple actions can be created. For more details on action creation, refer to **Creating Actions to a Promotion** section in the Promotions User Guide v1.0.

Note:

- While creating actions, ensure that **Offer Type** is selected as **Product Shipping Offer** and provide the offer value in the offer value field.
- If multiple actions are to be created, make sure you give the conditions appropriately. For example, if you are planning for offer on item shipping price at 5 \$ for item shipped to Arizona and 10 \$ for item shipped to Georgia, then you need to create two actions with different offer values and conditions as shown below:

The screenshot displays two identical-looking configuration panels for 'Product Shipping Offer'. The top panel is titled 'Shipping to Arizona' and has an offer value of 5. The bottom panel is titled 'Shipping to Georgia' and has an offer value of 10. Both panels have a 'Conditions(Optional)' field containing the text 'sku_shippingCity = 'Arizona''. Each panel includes 'Edit' and 'Delete' buttons in the top right corner.

Figure 10: Creating Action Conditions

2.5 Setting an Offer on Cart's Price

You can set up offer for an order on its cart's price, by selecting the Rule Type as **Cart Price Rules**. You can also select if the offer should be a fixed offer, a currency offer or a percentage offer in Action Type. Here the item can be a product, a category or a SKU.

For example, consider an order that has a total cart price of 100 \$ and you need to provide an offer on its price. If the action type is:

- **Fixed Offer** and the offer value is set as 90 \$, then the order will be available for 90 \$.
Note: The offer value set will be the sale price of the order (cart).
- **Currency Offer** and the offer value is set as 15\$, then the order will be available for 85 \$.
Note: The offer value set will be a discount on the original cart price.
- **% Offer** and the offer value is set as 5, then the order will be available for 95 \$.
Note: The offer value set will be a percentage discount on the original cart price.

To setup an offer on the cart's price, follow the steps below:

1. Create a promotion by entering the required information such as name, description, additional description, start and end dates.
2. In **Rule Type** drop-down select the **Cart Price Rules**.
3. In **Action Type**, select the required action type (Fixed Offer/ Currency Offer/ % Offer).

- Click **Save** to add the promotion to the promotion group.
- Click **Conditions** to add conditions.

Note: Ensure that you create a condition that selects the appropriate product for which the offer has to be applied on.

Examples:

- If you want to apply offer on cart with cart value between 100 \$ and 110 \$, set up a condition as follows:

The screenshot shows a 'Conditions (Optional)' configuration window. At the top, there are radio buttons for 'NOT', 'AND', and 'OR', with 'AND' selected. To the right are '+ Add rule' and '+ Add group' buttons. Below this are two condition rows. The first row has a dropdown menu with 'Cart Value', a comparison operator dropdown with 'greater or equal', a text input field with '100', and a red 'Delete' button. The second row has a dropdown menu with 'Cart Value', a comparison operator dropdown with 'less or equal', a text input field with '110', and a red 'Delete' button. Below the rows is a blue 'Generate Condition' button. At the bottom, a light blue box displays the generated condition: 'cart_cartValue >= 100 AND cart_cartValue <= 110'.

Figure 11: Creating Conditions with Cart Value

- Click **Promocodes** to add promo codes, when this promotion needs to be applied only when a promo code is applied. For more details on creating promocodes, refer to **Adding Promocodes to the Promotion** in the Promotions User Guide v1.0.
- Click **Actions** to create actions. Multiple actions can be created. For more details on action creation, refer to **Creating Actions to a Promotion** section in the Promotions User Guide v1.0.

Note:

- While creating actions, ensure that **Offer Type** is selected as **Cart Price Offer** and provide the offer value in the offer value field.
- If multiple actions are to be created, make sure you give the conditions appropriately. For example, when the cart price is between 100 \$ and 110 \$, if you want to provide offer for cart price at 90 \$ for Platinum users and 93 \$ for Gold users, then you need to create two actions with different offer values and conditions as shown below:

Platinum User	Cart Price Offer
Offer Value	90
Conditions(Optional)	user_segment = 'Platinum'
Gold User	Cart Price Offer
Offer Value	93
Conditions(Optional)	user_segment = 'Gold'

Figure 12: Creating Action Conditions

2.6 Setting an Offer on Cart's Shipping

You can set up offer for an order on its cart's shipping price, by selecting the Rule Type as **Cart Shipping Rules**. You can also select if the offer should be a fixed offer, a currency offer or a percentage offer in Action Type. Here the item can be a product, a category or a SKU.

For example, consider an order that has its cart shipping price of 10 \$ and you need to provide an offer on its shipping price. If the action type is:

- **Fixed Offer** and the offer value is set as 7 \$, the order will be shipped for 7 \$.
Note: The offer value set will be the shipping price of the item.
- **Currency Offer** and the offer value is set as 4 \$, the order will be shipped for 6 \$.
Note: The offer value set will be a discount on the original shipping price.
- **% Offer** and the offer value is set as 25, the order will be shipped for 7.5 \$.
Note: The offer value set will be a percentage discount on the original shipping price.

To setup an offer on the cart's price, follow the steps below:

1. Create a promotion by entering the required information such as name, description, additional description, start and end dates.
2. In **Rule Type** drop-down select the **Cart Shipping Rules**.
3. In **Action Type**, select the required action type (Fixed Offer/ Currency Offer/ % Offer).

4. Click **Save** to add the promotion to the promotion group.
5. Click **Conditions** to add conditions.

Note: Ensure that you create a condition that selects the appropriate product for which the offer has to be applied on.

Examples:

- If you want to apply offer on the cart when the cart value is greater than 200 \$, set up a condition as follows:

The screenshot shows a user interface for configuring conditions. At the top, it says "Conditions (Optional)". Below this, there are three buttons for logic operators: "NOT", "AND", and "OR". To the right of these are two green buttons: "+ Add rule" and "+ Add group". Below the operator buttons is a configuration row. It starts with a double-headed arrow icon, followed by a dropdown menu showing "Cart Value", a dropdown menu showing "greater", and a text input field containing "200". To the right of this row is a red button with a white "X" and the text "Delete". Below the configuration row is a blue button labeled "Generate Condition". At the bottom of the interface, the generated condition is displayed as "cart_cartValue > 200".

Figure 13: Creating Conditions with Cart Value

6. Click **Promocodes** to add promo codes, when this promotion needs to be applied only when a promo code is applied. For more details on creating promocodes, refer to **Adding Promocodes to the Promotion** in the [Promotions User Guide v1.0](#).
7. Click **Actions** to create actions. Multiple actions can be created. For more details on action creation, refer to **Creating Actions to a Promotion** section in the [Promotions User Guide v1.0](#).

Note:

- While creating actions, ensure that **Offer Type** is selected as **Cart Shipping Offer** and provide the offer value in the offer value field.
- If multiple actions are to be created, make sure you give the conditions appropriately. For example, to provide offer on cart shipping price when the cart value is greater than 200; to ship at 5 \$ to Arizona and 10 \$ to Georgia, then you need to create two actions with different offer values and conditions as shown below:

Shipping to Arizona	Cart Shipping Offer	Edit	Delete
Offer Value	5		
Conditions(Optional)	cart_shippingCity = 'Arizona'		
Shipping to Georgia	Cart Shipping Offer	Edit	Delete
Offer Value	10		
Conditions(Optional)	cart_shippingCity = 'Georgia'		

Figure 14: Creating Action Conditions