Promotions Tutorial

Step 1 – Create Base Promotion

- 1. From the Management Center select **Promotions**.
- 2. Select Promotion Type: We are going to create a promotion for a "Buy 2, Get 1 at 50% off" offer.
- 3. Right-click on the **Promotions** list and select **New Promotion**.
- 4. Choose **All Promotions**, and scroll down to select the "Buy A, B, and C, Get a Percentage off Y" option. This is the correct structure for our promotion, which involves a percentage discount



- 5. Give the promotion a name (e.g., *Bed and Living Promo*).
- 6. Copy the name into the description field for easy reference. You can enhance the description later, but for now, this will suffice as a placeholder.

Step 2 - Define Promotion Criteria

- 1. **Qualifying Purchase**: Since no coupon or code is required, leave the **Redemption** setting as "Qualifying Purchase".
- 2. Purchase Type: Select: Quantity as the type.
- **3.** For **Item A** (the **Beds** category), select "Category" as the type, and use the *Wildcard Search which is an asterisk symbol* then go to browse and select sales catalog categories to find and add the category.
- 1. Similarly, for Item B (the Dressers category), select the category and drag it over.
- 2. For Item C (the Living Room Furniture category), do the same.
- **3.** For the **Living Room Furniture** item, set the discount to 50% and the **Maximum Discount** to \$250.

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Step 2: Set Redemption Limits:

- 1. Under **Redemption Limits**, set **Maximum Redemptions by a Single Customer** to "1" to restrict the promotion to one use per customer.
- 2. Save and Activate: After filling out all the details, click Save, then close the promotion details window.

Step 3: Add Exclusions to the Promotion

In the Exclude catalog entries from category "A" section,

- 1. search for *bunk* and click find and add
- 2. drag and drop the product level
- 3. Save and Activate: Click Save to apply the changes, then right-click the promotion and select Activate again to make it live
- 4. **Test Exclusion**: Launch the store preview again. Try adding the *Twin Bunk Bed* along with the other qualifying items. The promotion should not apply when the bunk bed is in the cart.

Step 4: Targeting Specific Customer Segments for Promotions

- 1. Perform a wildcard search to get a list of all the current customer segments.
- 2. Select the registered customer segment to limit access to this group.
- 3. Click Save to confirm your changes.
- 4. Once you've set the customer segment, you can close the configuration and activate the promotion.