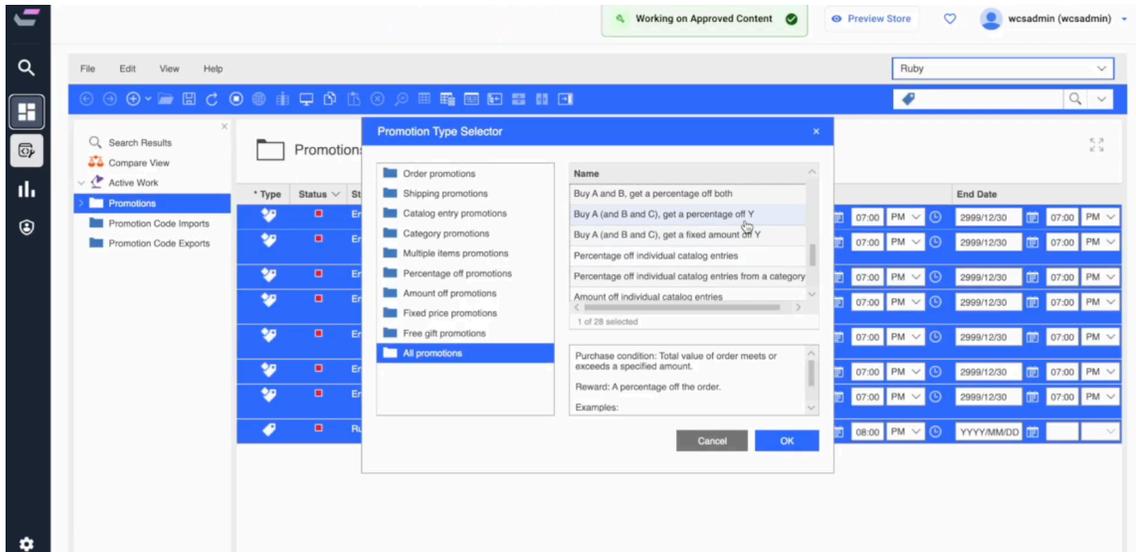


Promotions Tutorial

Step 1 – Create Base Promotion

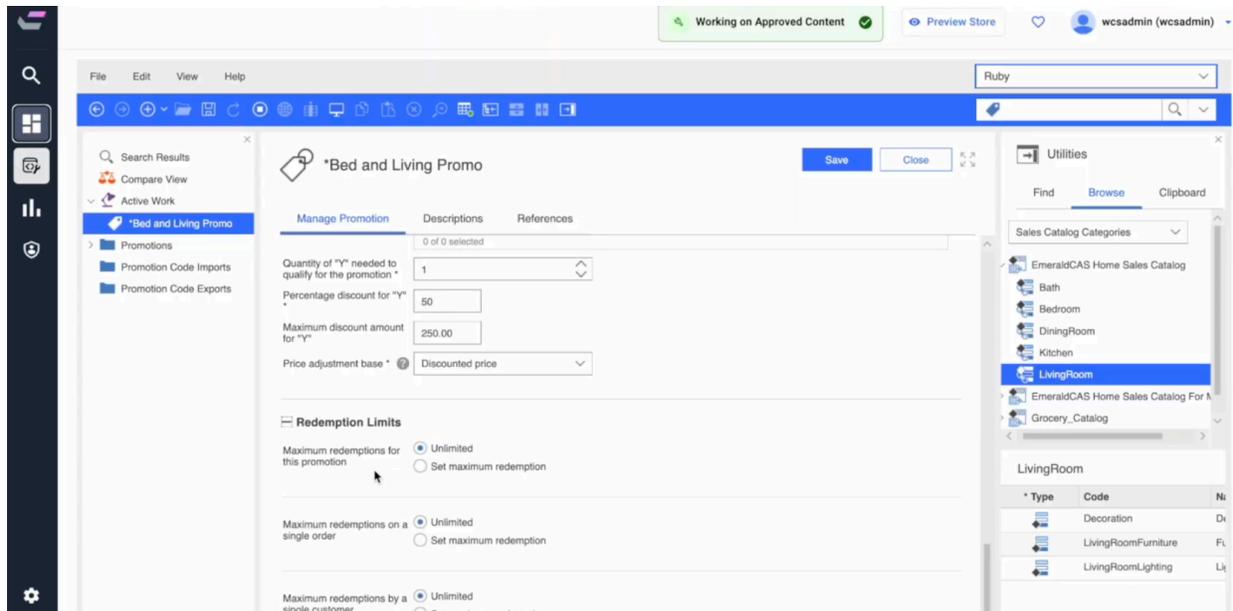
1. From the Management Center select **Promotions**.
2. **Select Promotion Type:** We are going to create a promotion for a "Buy 2, Get 1 at 50% off" offer.
3. Right-click on the **Promotions** list and select **New Promotion**.
4. Choose **All Promotions**, and scroll down to select the "Buy A, B, and 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.



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.