



Eagle's Dynamic Promotions program takes advantage of pricing psychology to help you design promotions that encourage customers to buy more.

Similar to a traditional 'Punch Card', rewards can be offered to customers who buy a given number of specific items over a set period of time.

By using Dynamic Promotion Type 11, Eagle will keep track of the punches electronically and automatically offer the free item when the criteria have been met.

We will also review how to analyze the data created by these promotions in the Punch Card viewer.

For our example, we will set up a promotion where the customer receives a free plant if they purchase 6 others from a designated Item List.

You can open View Dynamic Promotions from the Eagle Browser Pricing menu, or simply type BOGO in the launch bar.

The Maintain Dynamic Promotions Viewer opens.

Press 'Add'.

Choose Type 11, 'Punch Card buy 'n' over time'.

Enter the 'Quantity' that needs to be purchased for this promotion.

This number must include the free item.

In our promotion, the customer must purchase 6 plants in order to get a free one, so the 'Quantity' will be 7.

Next, decide whether you are going to require that these purchases occur within a certain number of days.

We would like our customers to complete this promotion during the spring planting season so we will enter 45 in the 'Within Days' field.



Decide what kind of Promotion you will offer. In our example it is a 'Free' item but you could also choose to give a percent or amount off of specified items or create a dynamic coupon.

'Times Per Transaction' determines the number of times this promotion is allowed in a single transaction. Will we allow our customers to purchase 12 plants and get 2 free or are we limiting them to one free item?

In this example we will enter 1 so that they can only get one free plant in a single transaction.

In the 'Record As' field, track the free plant as a 'Regular Sale' or as a 'Promotion'.

Click 'OK'.

In step 4, enter a promotion 'Description'. This will only appear in the Maintain Dynamic Promotion Viewer so be sure to clearly state what this promotion does.

Now, select the 'Item List' you created for this promotion.

If you have not done so yet, click the 'New Item List' button and add one.

If you are not familiar with Item Lists be sure to review the Online Help that explains how to add, modify and delete them. Those documents are also available in the Course Materials for this Training on Demand class.

You can alter the message that will 'Print on Receipt' by typing over it in the text box.

The last step determines how the promotion will be activated.

If you are going to have the Update Promotion Price Report or RUP activate this Dynamic Promotion, then you need to enter a value such as 'DP' in the 'Promotion Type' field and select the 'Start Date' and 'End Date'.

If you are using Timed Promotions you can specify the time of day the promotion becomes active and inactive.

To enable it now, set 'Activate Now?' to 'Y' for Yes.



Once you click 'OK', you will get a warning if Start and End dates were not entered.

Since we are Activating this promotion now, Press 'Yes' to continue.

Once the promotion is underway, you may want to check to see how many customers are taking advantage it or your customer may ask how close they are to earning the free plant.

You can use the Punch Cards Viewer to find the answers to these questions.

To open it, go to the Eagle Browser Pricing Menu and select it or type PUNCH in the Launch Bar.

When the Viewer opens, you will be able to see activity for all customers.

To look up an individual customer, just enter the customer number here. Press Enter or click 'Refresh'.

You can see at a glance the 'Earned Quantity' and 'Earned Amount' the 'Converted Amount' that has been used and the 'Unused Amount' that can be carried over in to another promotion.

If you've used Dynamic Promotions before, you'll find that creating a Punch Card Type 11 event has the same, easy to follow set up wizard.

By analyzing which customers are participating in the promotion and how often they are earning the free or discounted item, you can continue to modify and expand your pricing strategies to grow your business.