



Dynamic Promotion Type 12 lets you reward your customer for spending a set dollar amount over a period of time. You can direct your customers' spending by identifying certain groups of items that allow them to collect 'punches'. When the preset dollar amount is met, the Eagle system will print a coupon good for discounts or even free merchandise.

In today's module, you'll learn how to set up a Type 12 Dynamic Promotion. You will create a Dynamic Coupon, put promotional items on a List and finally add the promotion to the system.

The first step in building a Type 12 Dynamic Promotion is creating a Dynamic Coupon.

This requires the setup of a 'Coupon SKU' in Inventory Maintenance.

The Coupon SKU can be any number or letters you choose. However Best Practice would be to have some type of numbering scheme along with a separate department for your coupon SKUs.

In our example we are prefixing our Coupon Skus with the letters CP.

After entering the new SKU, add a 'Description' that clearly states what the SKU is.

Set your Department and note which Stores it will reside in.

On the 'Codes' tab, set the 'Tax Status', 'Keep Stock Info', 'Keep Prices', and 'Discountable' fields to 'No'.

The 'Tally' field must be set to 'S' if you plan to use a Serialized Bar Code with your Coupon.

Once you have the SKU created, open 'View Dynamic Coupons' from the Inventory Pricing Menu or type in 'MDC' or 'COUPON' at the launch bar.

Click the 'Add' button from the ribbon menu and a wizard opens to walk you through the steps of adding the Dynamic Coupon.

Start by entering your 'Coupon ID'.

We recommend that you use the same Coupon SKU number that you just set up.



In the 'Description' box, identify the purpose of the coupon.

Enter the Coupon SKU number again in the 'Coupon SKU' field.

The next step is to specify what you want included on the coupon and how it will print.

There are 5 'Bands' of information that you control. Use the selections here to determine what each will contain.

You can include an image or text specific to your business.

If your coupon SKU is set up to give dollars off, then you can add a barcode to your coupon.

Using a Serialized Barcode, 'Code S', ensures that the coupon can only be used once, keeping customers and employees from being able to copy the coupon and use it multiple times.

On Level 25 and higher using the Serialized Barcode also connects the 'Customer Account Number' to the Coupon's Serial Number.

This is useful if a customer misplaces their coupon, the coupon is damaged or it cannot be scanned.

From IMU, users with proper security can view the serial numbers attached to the coupon SKU.

The new column titled 'Coupon Customer' identifies which customer it was issued to.

This serial number can then be entered at Point of Sale so the Coupon can be applied to the customer's transaction.

The final field on this screen is 'Expiration'.

You have three choices here, a 'Fixed Date', a 'Number of Days' from when the coupon prints or 'No Expiration' at all.

Press 'Ok' to move to the next step.



This is where you will enter the actual text that is going to appear on your coupon.

You can add images, text or barcodes depending on what you selected on the first screen.

Press 'Ok' to continue.

From the third and final screen you will see how your coupon will look when it prints.

If you want to edit the coupon, just click 'Back' to return to screen 2 and make any needed changes.

Now press 'OK' to save the coupon.

You will then be returned to the Maintain Dynamic Coupons Viewer.

This grid allows you to see all the coupons you have created.

You can edit the coupon from here as well as display it by double clicking the desired row.

After creating the coupon for the promotion, you're ready to create an Item List. You can also use a predefined List.

If you are unfamiliar with Item Lists be sure to review the Online Help documentation that references them. These documents can also be found in the Course Materials section of this Training on Demand class.

Open 'View Dynamic Promotions' or type BOGO in the launch bar.

Click 'Item List'. This will launch the 'Item List Maintenance' viewer.

If you are using an existing Item List you can skip this step.