



Dynamic Promotions give you the flexibility to provide your customers with creative incentives to become loyal, repeat shoppers.

You can build campaigns offering discounted or free merchandise after spending a given amount.

Or provide your customers with a coupon or additional percentage off after purchasing a set number of items.

These types of promotions bring traffic into your store and drive multiple purchases.

In this course we will review the 16 different types of Dynamic Promotions available.

Documentation is provided for the related Security bits and Options Configuration.

The first promotion is one of the most basic. Commonly known as BOGO, or 'Buy One Get One', this promotion applies to a specific item.

If a customer purchases a bottle of water, for example, they could get 50% off the second bottle.

Or perhaps you set up the promotion so that a customer receives a free 12-pack of soda if they purchase two 12-packs.

Dynamic Promotion Type 2 enables you to offer discounts for purchasing multiples of the same item or to mix and match from items in a List.

'Buy 'n' or more of 'x' for \$p each' specifies the quantity of items that must be purchased in order to obtain a discounted 'Fixed Price', a 'Percent Off Per Item' or a set 'Amount Off Per Item'.

For instance, 'Buy 10 or more cans of soda and get each one for \$1' or 'Buy 3 first aid items and get 15% off of all three'.

Closely related to the BOGO promotion, a Type 3 is 'Buy 'x' get 'y' free or discounted'. You could use this one to sell groups of related items.



Your business could encourage customers to buy 4 Patio Chairs and get the Patio Table for Free.

You have the choice to use one or multiple Item Lists.

A Type 4 Promotion requires customers to present a coupon in order to receive the discounted price for a particular item.

For instance, they might get \$5 off the price of a pair of gardening gloves when they present a coupon.

The next one, Type 5, creates a sale that offers a set of items at a discounted price. By bundling related items in your store you encourage clients to add to their purchase.

This could entice shoppers to not only buy a patio table and chairs but perhaps add the matching fire pit and umbrella for further savings.

When customers are receiving discounts you may want to direct their savings to the highest priced item in their transaction and encourage added spending.

With this Type 6 Dynamic Promotion you could allow a 'Percent Off Highest Item', an 'Amount Off Highest Item' or give the 'Highest Item Free'.

A tiered discount is another way to add to transaction counts and boost sales.

The more your customers spend, the more they save.

Dynamic Promotion Type 7 and 8 allow you to control the number of Tiers and to provide a Discount Amount or a Discount Percentage.

A Type 9 or 10 Dynamic Promotion inspire your customers to again, add on to their purchase and reach a goal amount or number of items.

Provide an Instant Rebate or a Gift Card for meeting this goal and encourage your customer to come back and spend them!



Dynamic Promotion Type 11 and Type 12 are 'Punch Card' promotions.

You can configure these types to require your customer to buy a specific quantity of a product to get a discount or free item. For example, 'Buy 6 plants and get one Free'.

You can also invite them to buy a given dollar amount over time and get a coupon. Using our plant example, if they get 10 plants this Spring, give them a coupon to come back and get some other gardening supplies. With this option they have a strong incentive to make that return trip.

Encouraging your customers to buy in bulk and save is easy with Type 13.

It is a simple way to price items everyone needs or wants.

Instead of just buying one candy bar for \$1.29, get 3 at .99 cents each.

Everyone always need tape, why just get one roll at \$1.99 when you could get 3 rolls for \$5.

Discounted bulk purchases add perceived value and help increase your number of units sold.

The last three types of promotions, available on Release 25 and higher, provide you with the means to keep your customer spending to obtain some variety of reward.

It could be a Labor Day sale on boots where they receive 20% off socks if they spend \$50 or more.

Perhaps you got a good deal on some light bulbs; help sell them by providing a \$10 credit if they purchase a set dollar amount.

They are sure to return and make use of the credit and most likely, spend even more.

All promotions are managed through the Maintain Dynamic Promotions viewer.

Coupons and Punch Cards are also available in a grid format for ease of maintenance.



With Release 25 and higher Inventory Maintenance provides a simple button click to determine if a SKU is a qualifier or recipient of a Dynamic Promotion.

Regardless which type of Dynamic Promotion you choose, you have control over the set up.

You will choose to offer a discounted price or a percent off, which items are included, when the promotion begins and ends, and whether it is recorded as a Promotion, Mark-Down, or Regular sale.

Understanding the types of promotions that are available is the first step. Continue with this Training on Demand agenda to get the details on configuring and utilizing each type of promotion.

