



The ability to offer your customers creative incentives to shop at your store more frequently and purchase more items while they are there is the primary function of Dynamic Promotions.

Three new Dynamic Promotion types have been added to Release 25 and higher.

Types 14, 15 and 16 offer the ability to set minimum purchase amounts. This enables you to require your customers to reach a given level before they receive any discount.

We will review the set up and use of each type in this course.

Dynamic Promotion type 14 states that a customer must purchase a set dollar amount of specific items to get one or more specific items for free or at a discount.

For example, you could encourage your customer to spend \$200 on a barbecue grill and allow them to purchase a given number of bags of charcoal at 25% off.

This promotion works with one or two 'Item Lists'. Item Lists are identified with a descriptive 'Name' and a 'Unique ID' number.

If you are unfamiliar with Item Lists, be sure to review the Online Help documentation that refers to them. It is also available in the Course Materials section for this Training on Demand class.

One List will contain the items that the customer must 'buy' from to achieve a discounted or free item. This is the 'Item List to Buy'.

You can add the items that are eligible for the discount on a separate Item List or 'Item List to Discount'.

You can use one Item List for both purposes but Best Practice would be to have two lists to easily identify what needs to be purchased at full price and which items are being discounted.

Type MDP or BOGO in the Eagle launch bar to open the Maintain Dynamic Promotions Viewer.

Click the 'Add' button.



Now choose Type 14 and press 'Ok'.

In the 'Minimum Purchase from List' field, enter the dollar value that must be purchased from the 'Item List to Buy' to trigger the promotion.

The 'Quantity at Promotion Price' contains the number of items that the customer can receive from the 'Item List to Discount' at the agreed on promotional pricing.

Move to the 'Promotion' field and set your discount method. Items can be 'Free', 'Percent Off Per Item', 'Fixed Price Per Item', or 'Amount Off Per Item'.

Coupon SKUs are optional in this type of Dynamic Promotion. If you are requiring a coupon, enter the SKU here. If you enter a coupon SKU, the system will not give the free or discounted price unless the coupon has been scanned.

Choose Yes in the 'Loyalty Only' drop down box to limit the Dynamic Promotion to Loyalty Customers. Selecting No makes the promotion available to all customers.

Decide how you would like the sale to be recorded. Will it be counted as a Promotion or Regular Sale.

Click 'OK' to continue.

Enter a Description that will appear in the Maintain Dynamic Promotions Viewer. Customers will not see this information.

Select the correct 'Item List to Buy' from the drop down menu. This contains the items that will be purchased at regular retail price.

If you forgot to create a list, click 'New Item List' to manually create one.

From the 'Item List to Discount' field, select the Item List you prepared that contains the SKUs that will receive the promotional pricing if the conditions are met.



Dependent on what type of promotion you selected previously, a label will appear here so that you can indicate the percentage or fixed value discount.

If you selected 'Free' this field will not appear.

The 'Print on Receipt' message appears on the receipt after the promotional item.

You can leave this field blank or update it with a message specific to your promotion.

Press 'OK'.

Promotions can be Activated automatically by setting the 'Activate Now?' flag or with RUP.

To use RUP you will need to enter a value in the 'Promotion Type' field. We recommend using the letters 'DP'.

When RUP runs in your nightly queue, as Best Practice suggests, each promotion will be updated based on its own specific 'Start' and 'End' date.

If you are using Timed Promotions you can also specify the Time of Day the promotion will begin and end.

To manually activate the Dynamic Promotion, without running RUP, select 'Yes' in the 'Activate Now?' field.

You do not have to schedule or activate the promotion immediately.

Press 'OK' to continue with the 'Add' process.

Chose 'Yes' when prompted.

Highlight your promotion and use the 'Schedule' button to alter the activation through the Update Promotion Price Report, or to manually activate or deactivate the promotion.

Savings information can be printed directly on the receipt or on the invoice.



Dynamic Promotion type 15 also allows you to set a minimum purchase amount for the 'Item List to Buy' to qualify for a discount. However, the reward here is an instant credit to bring your customers right back into your store.

For instance you might set this up to offer a \$50 instant credit when someone spends \$300 on select tools.

Using our example, you would enter 300 in the 'Minimum Purchase From List' field to indicate that customers must spend \$300 to obtain the rebate.

You will need to add a 'Credit SKU' in Inventory Maintenance for this promotion. See the Online Help document titled 'Dynamic Promotions: Set Up SKUs' for details on adding those in IMU.

The available 'Promotion' choices are 'Discount Amount' and 'Discount Percent'.

A 'Discount Amount' provides an instant credit for the dollar amount you indicate on the next screen.

A 'Discount Percent' will give the customer back a percentage of the items purchased from the list.

The 'Coupon SKU' is optional in this type of Dynamic Promotion.

If you enter a coupon SKU, the system will not give the instant gift card reward unless the coupon has been scanned.

Limit your promotion to Loyalty customers or set to N to open it to all consumers.

Note how you want these sales recorded in the 'Record As' field and press OK.

Enter an internal Description for your promotion and select the appropriate Item List. These are the SKUs eligible to trigger the immediate credit.



Enter the Discount Amount or Discount Percent based on your choice from step 2. Again this will be used to give a rebate for a set 'Amount' or as a 'Percentage' of the eligible items purchased.

Make any needed alterations to the 'Print on Receipt' field and press 'Ok'.

In the next dialog, activate the Dynamic Promotion by scheduling it with the Update Promotion Price Report (RUP) or manually activate it.

Press 'Ok',

If prompted, click 'Yes' to complete the process.

Dynamic Promotion Type 16 again allows you to set a minimum spending level but here the customer can receive a gift card.

Perhaps this gives you the opportunity to encourage your clients to spend \$50 on hair care products and get a \$10 gift card.

Enter the minimum dollar amount that must be purchased to get the gift card reward, here.

Promotion choices are 'Gift Card Amount' or 'Gift Card Percent'. This allows you to offer a set dollar reward or a percentage of the eligible items purchased.

Decide if you are using a 'Coupon SKU', limiting the promotion to 'Loyalty Only' and how you wish to record these sales.

Press 'OK'.

You will need to complete the setup for issuing Dynamic Promotion gift cards.

Follow the step by step instructions in the Help document titled, 'Dynamic Promotions: Setup for Issuing Gift Cards'. This can also be downloaded from the Course Materials section in Training on Demand.

Enter an internal Description. This will display in the MDP viewer.



Create a 'New Item List' or select an existing List.

Enter the 'Amount' of the Gift Card or the 'Percent' of the transaction that will be applied to a Gift Card.

Alter the text found in 'Print on Receipt' if needed.

Click 'Ok'.

In the next dialog box, activate the Dynamic Promotion by scheduling it with the RUP or manually activate it.

Click 'Ok' to complete the Dynamic Promotion. If you are prompted to confirm that you are not using the RUP, click 'Yes'.

When customers purchase merchandise from predefined Item Lists and meet set minimums, you can offer them an automatic discount, credit or gift card.

Using Dynamic Promotions Type 14, 15 or 16 can help you design successful customer incentive programs.

With a few simple steps these rewards will help generate repeat business and increase your sales figures.