



The Maintain Dynamic Promotions Viewer or MDP is your control center for managing Dynamic Promotions.

From this viewer, you will create, schedule, and delete your store's sales and punch card events.

In this lesson we will review the available options included in the viewer ribbon menu along with the steps needed to alter rules and other settings for all Dynamic Promotions.

As of Release 25 there are 114 fields of information that you can choose from in 'Columns to View'.

Full grid functionality is available to sort columns, add mathematical formulas and to export your results.

There are three ways to open the Maintain Dynamic Promotions Viewer.

From Eagle Browser, select the Inventory Menu, then View Dynamic Promotions.

You can also type 'MDP' or 'BOGO' from the launch bar.

Within the Modify Item Promotion module or MIP, open the Miscellaneous menu and select choice 'D', 'Maintain Dynamic Promotions'.

The 'Display' button opens a window that summarizes rules and settings for the selected Dynamic Promotion.

You can also open the Display window by double-clicking any promotion in the viewer.

The initial settings that were selected when the promotion was created are displayed. This screen is informational only and does not allow for updates.

However, data fields such as 'Loyalty Only', 'Schedule', and 'Qualifying Purchases' can be altered using the 'Change' button.

We will discuss that function in the next section of this class.



Pressing the 'Add' button launches a wizard that walks you through creating a Dynamic Promotion.

This is the only way to open the wizard and is the place to begin when adding any of the current 16 Types.

The 'Delete' button displays a confirmation window before deleting the selected Dynamic Promotion.

Note that 'Active' promotions cannot be deleted.

You can delete multiple Dynamic Promotions at once.

To delete a single Dynamic Promotion, highlight it in the Viewer or mark the related checkbox and click 'Delete'.

A confirmation window opens.

Click 'Yes' to confirm the action.

To delete multiple Dynamic Promotions, check the boxes next to the Promotions you wish to remove.

Press the 'Delete' button and select 'Yes' to confirm the action.

When the delete completes, a confirmation message displays the results. Press 'OK' to close.

The multi-functional 'Change' button allows you to alter certain aspects of the selected Dynamic Promotion.

Highlight the line and click 'Change'.

In the window that opens, you can modify some of the settings you made when creating the Dynamic Promotion.

Others can be accessed through the buttons on the right.



Promotion Types 11 and 12 give you the ability to limit the number of days a customer has to purchase items on a list to receive a reward or discount.

You can update the 'Within Days' field here.

There are several types of Dynamic Promotions that permit you to specify the 'Times Per Transaction'.

This field indicates the number of times this promotion is allowed per transaction for each individual item on the Item List.

Since an item can only be processed as part of one Dynamic Promotion at a time, the 'Priority' field directs the Eagle system to handle some promotions before others.

This setting is important because an item may be assigned to more than one promotion.

All Dynamic Promotions except Type 6 are assigned a 'Priority' level of 5 when they are created. Type 6 is assigned a 7.

The lower the number in the Priority field, the higher the priority.

Best Practice suggests you establish Priority standards.

For instance, long-term promotions could be assigned priority 7, weekly flyers a priority 5, and in-store specials a priority 3.

Promotion types 1, 2, 3, 13 and 14 can utilize the 'Use Best Price' field if Option ID 9802 is set to Yes.

Best Price is the total of all items in the Dynamic Promotion compared before and after the promotion is applied.

The lowest price is then used.

Click the 'In Stores' button to select the stores that will run the selected promotion.



You can choose 'All' or indicate particular Store 'Groups'.

If you are taking advantage of 'Loyalty' levels, it is possible to restrict a Dynamic Promotion to customers within a specified range.

Each type of Dynamic Promotion has the 'Loyalty Only' flag to indicate if it is only available to certain customers.

If you want to limit use further, enter the 'From Loyalty Level' and the 'To Loyalty Level'.

Be sure to watch the courses included in the Eagle Loyalty Agenda for more information on Loyalty Levels.

Click the 'Qualifying' button to change the types of purchases that are qualified to get discounted pricing within a Dynamic Promotion.

The default settings for these are based on Options 9812 through 9820.

The 'Schedule' button allows you activate a promotion or to modify the schedule of an inactive promotion.

You can schedule Dynamic Promotions to be activated with the Update Promotion Price Report or manually set the 'Active?' flag.

Clicking the 'Item List' button launches the Item List Maintenance Viewer.

If the highlighted promotion has more than one list linked to it, select the one you wish to view from the drop down list.

You will use this viewer to manage the lists associated with the Dynamic Promotions you create.

Keeping tabs on your Dynamic Promotions is simplified within one Eagle utility.

Use the Maintain Dynamic Promotions Viewer to Add, Change and even Delete sales.



Full grid functionality makes it easy to manage promotion Scheduling and Item Lists.

