



In the course titled 'Dynamic Promotions Overview' you learned about the many types of promotions available in Eagle.

Here, we will focus on the two which both use Item Lists to help you control which items are on sale and which items must be purchased for a customer to receive a discount.

We will go over Type 3 and how to set the stipulations for free or discounted merchandise, and also Type 4 which requires customers to use a coupon to receive their savings.

Let's set up a Type 3 Promotion where you offer a free flashlight when customers purchase 2 packages of batteries.

You will need to utilize an 'Item List' for this promotion. See the Training on Demand course titled 'Item Lists' for more information on that process.

Since this promotion deals with related items, you'll need to decide whether to include them all on one list or use two separate lists.

If you're setting up a mix and match sale for items within the same brand or family group, then the items could all be on the same list.

In our promotion, we're offering a second type of item free with purchase so we will use two lists.

A 'Battery Promo List' that contains the qualifying purchase items and the 'Free Flashlight List' that contains the sale items.

We will begin by opening the Dynamic Promotions Viewer through the Eagle Browser.

Click 'Inventory', then 'Pricing', and finally 'View Dynamic Promotions'.

You can also type 'BOGO' in the launch bar.

Step 1 is to click 'Add'.

In Step 2, highlight the Promotion Type and click 'OK'.



We are requiring the purchase of '2 packages of batteries to get 1 flashlight', so enter 2 as the 'Quantity at Regular Price' and 1 at the 'Promotion Price'.

Then select 'Regular Item List and Promotional Item List' since we're using 2 lists.

Select 'Free' in the promotion field.

Decide if you will require a Coupon for this discount.

Enter the number of 'Times Per Transaction' a customer can purchase the batteries and get a free flashlight. Leaving this field blank means there is no limit.

Indicate if this promotion is limited to 'Loyalty' customers and how you want it to be 'Recorded'. The 'Record As' options are 'Promotion' or 'Regular Sale'.

Click 'OK' to move to Step 4.

Normally, you could leave the 'Description' field blank and use the item list name, but since we're using two lists you will need to enter a Description.

Select the two Item Lists.

Make any needed changes to the verbiage that will print on the receipt and click 'OK'.

Activate the promotion manually or enter the parameters for the RUP report.

Remember, you can adjust the schedule at any time in the Maintain Dynamic Promotions Viewer.

Click 'OK' to finish adding the Promotion.

A Type 4 Promotion requires a 'Coupon' in order to receive a discount. The Coupon SKU must be created in IMU before you begin.

To do this, add it to your inventory with the 'Store' and 'Department' selected.



The SKU name will need to be printed on the coupon itself or identified for the customer if you are transmitting it via social media or email.

For our example we will offer a 'DOLLAROFF'.

This SKU will be entered at POS and reduce the cost of the merchandise by one dollar.

On the Codes tab, set the 'Keep Stock Info' and 'Keep Prices' flags in the Pricing Column to 'No'.

Then click the 'Additional Codes' link and set 'POS No Charge SKU' to 'Yes'.

If you are using 'Dynamic Coupons', see the related Training on Demand course for more detail on what is required in the Coupon SKU.

In the Maintain Dynamic Promotions Viewer click 'Add' and highlight Type 4. Press 'OK'.

Select the Promotion you will be offering. In our example we will allow one dollar off select batteries.

Enter the Coupon Sku.

The 'Times Per Transaction' applies determines how many times the customer can use the coupon on a single transaction.

If you set this to 1 and you have 8 different packages of batteries on your item list, customers can only get one dollar off.

Indicate if this promotion is limited to 'Loyalty' customers and how you want it to be 'Recorded'.

Press 'OK'.

Update the Description field and select your Item List.

Enter 1 here since we are offering one dollar off on these items when the coupon is presented.



Make any changes to the verbiage that will print on the receipt.

Click 'OK' to move to Step 5.

Activate the promotion manually or enter the parameters for the RUP report.

Click 'OK' to complete the addition of your Type 4 Promotion.

Dynamic Promotions give you the flexibility to design sales that are triggered by the purchase of specific items.

You can control what is discounted based on stock levels or vendor pricing.

These types of events are a proven way to drive traffic into your store.

Review the remaining courses in this agenda and learn about all of the available types of Dynamic Promotions.

