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

Here, we will focus on the first two Types 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 the 'Buy One Get One' concept which is Type 1 and   Type 2 where you can offer a discounted price based on the quantity purchased.

Let's 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, select the Promotion Type.  We will use Type 1, 'BOGO, Buy One Get One'.

In this promotion, when a customer purchases an item, they can get another of the same item at a discount or free.

You determine how many items must be purchased to qualify for the promotion.

For instance, when customers purchase three Snickers bars, they receive a fourth one for free.

Or, you may offer a 50% discount on the second bottle of water.

In Step 3, you'll enter the total 'Quantity' of items for the promotion.

This figure includes any item that is Discounted or Free.

For this example, let's say that customers can purchase 1 package of a particular battery on our Item List and get 50% off a 2nd package.

The customer will end up with 2 packages of batteries, so we will enter 2 as the 'Quantity'.

Since we're offering 50% off the 2nd item, we will select 'Percent Off Per Item' as the Promotion.

If you were requiring a Coupon for this promotion, you'd enter the Coupon SKU, here.

We will discuss the creation of Coupon Skus in the Training on Demand course 'Creating Dynamic Promotions Type 3 and 4'.

'Times per Transaction' refers to the number of times customers can take advantage this promotion on a particular transaction.

If there is no limit, then leave this field blank.

If you wanted to limit customers to 4 discounted items per transaction, you would enter 4 here.

Finally, decide whether this promotion is limited to 'Loyalty' customers and how you want it to be recorded.  The 'Record As' options are 'Promotion' or 'Regular Sale'.

Press 'OK' or Enter.

In Step 4, you'll enter a 'Description' for the promotion.

If you want to use the name of the 'Item List' as the description, leave this field blank.

It will fill in automatically when you select the 'Battery Promo' list.

For more information on Item Lists see the related Training on Demand course.

We decided that customers would get 50% off the 2nd item, so we'll enter '50' in the 'Percent Off' field.

Review the default Receipt Message that appears here. You can edit it or delete it.

Press 'OK'.

The final step is to Activate the promotion.

If you want to use the Update Promotion Price Report, simply complete the information at the top of the window.

Enter the 'Promotion Type', we recommend the letters 'DP',  and a Start and End Date.

You can also enter a Start and End Time if this promotion is only valid during certain times of the day, such as an early bird special.

If you choose to activate the promotion manually, just set the 'Activate Now?' flag to 'Yes' when you want the promotion to begin.

Once the promotion is over, you can set the flag to 'No'.

Press 'OK' to save the information and close the window.

You can edit the 'Schedule' at any time from this viewer.

The second type of Dynamic Promotion requires a certain number of items to be purchased to receive a discounted price.

The qualifying items can be a 'mix or match' of merchandise or same item.

This promotion type is a popular one and often used to sell bags of candy at the checkout for '$0.59 each' or '2 for $1.00'.

In this example, customers who purchase 3 packages of batteries receive a discounted price of $4 per package.

We already have our Battery Promo item list created, so let's select the Type 2 Promotion and press 'OK'.

As before, we need to enter basic information about the promotion. First, you'll specify how the discount is given.

'Quantity or more' means that customers can get the discounted price as long as they buy the minimum quantity.

If we choose this for our promotion, customers buying 5 battery packages will receive the discounted price on every package.

Selecting 'Exact Quantity', on the other hand, means that customers only receive the discounted price for sets of 3 packages.

A customer purchasing 5 packages would receive the discounted price for the first 3, then pay regular price for the remaining two.

Next, enter the quantity that must be purchased to trigger the discount and determine whether customers must purchase multiples of the 'Same Item' or if they can 'Mix and Match'.

Choose from a 'Fixed Price' for each item purchased, a 'Percentage Discount', or an 'Amount off per item'.

For this example, we will use 'Fixed Price'.

The rest of the selections on this window should look familiar, since you saw them on the Type 1 Promotion set up.

When you're finished, press 'OK'.

Now you're ready to enter the 'Description' and select the 'Item List' for the promotion.

Next, you'll enter the Fixed Price you decided on, in this case $4.

Keep in mind that if you had decided to use a 'Percent Off' or 'Amount Off' for the discount, that would appear as the field name here.

The final step, Activating the promotion, is exactly the same as for 'Type 1 Promotions'.

Decide whether to schedule the activation using the RUP Report or start it manually.

Enter the appropriate information, and you're ready to go.

Dynamic Promotions Types 1 and 2 give you the opportunity to design discounts that are triggered by the purchase of a particular item or items on a List.

Sales of this nature can really drive business into your store and at the same time reduce the need for Price Overrides.

There are 16 Types of Dynamics Promotion to offer you optimum flexibility.  Be sure to review all of the courses in this Training on Demand agenda.