

# iVend Promotions



# Types of Promotions



Discounts

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Free Goods

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Bonus Buys (Multi-Deals)

# • % off Discounts

*Product Discounts will appear as discounts on the POS transaction rows*

## Criteria

- Type
  - Product
  - Product Group
- Period Date Range
- Quantity
- Customer Group
- Manufacturer

## Type

- % Based Discount
- Fixed Amount Discount

## Examples

Buy 1 Quantity of Apple iPod Touch 16 GB between 1st December to 31st December and get 10% off

Buy 2 Quantity of Apple iPod Touch 16 GB between 1st December to 31st December and get 12% off

Buy 2 Quantity from MP3 Player Product Group between 1st December to 31st December and get 8% off

Buy 4 Quantity from Apple MP3 Player Product Category between 1st December to 31st December and get 20% off



1<sup>st</sup> to 31<sup>st</sup>  
December  
**GET 8% off**  
**Buy 2**  
MP3 Players

## Criteria

- ➔ Buy X Quantity for the price of Y
  - Product
  - Product Group
  - Product Category

## Applicability

- ➔ Store
- ➔ Store Group

## Examples

GUESS Spence Long-Sleeve Shirt = USD 50  
GUESS Pacific Long-Sleeve Shirt = USD 70  
Diesel Long Sleeve Shirt = USD 100

Buy 3 Guess Long-Sleeve Shirts for the Price of 2  
Buy 3 Shirts for the Price of 2

*Assumption: Lowest value item will be free*



**Buy 3 Shirts  
for the  
Price of 2**



# Bonus Buys (Multi-Deals) (1/2)



**Bonus Buys** are used to handle complex promotion schemes where certain prerequisites need to be fulfilled by the customer. Therefore these promotions have a **BUY** side that forms the prerequisite and a **GET** side that is the award condition.

## Global Conditions

- Date Range
- Time Range
- Buy Optional Count – Defined in Numbers
- Get Optional Count – Defined in Numbers
- Minimum Bill Value – Defined as an Amount
- Minimum Quantity – Defined in Numbers
- Discount % - Defined as a %
- Trigger Multiple – Yes / No
- Lowest Value – Yes / No
- Consider Discounted Items – Yes / No

## Applicability

- Store
- Store Group
- Days of the Week
- Customer Group
- Loyalty Slabs

## Exclusion List

- Product
- Product Group
- Product Category

## Buy Side

### ➤ Type

- Product
- Product Group
- Product Category
- All

### ➤ Basis

- Amount
- Quantity

## Get Side

### ➤ Type

- Product
- Product Group
- Product Category
- Gift Card
- Coupon
- Loyalty Points

### ➤ Basis

- Discount Amount
- Discount %



# Bonus Buys (Sample) (2/2)



Start Date	1-Feb-12
End Date	30-Apr-12
Start Time	12:00 PM
End Time	4:00 PM
Buy Optional Count	1
Get Optional Count	0
Min Bill Value	400
Minimum Quantity	
Discount %	
Trigger Multiple	Y/N
Lowest Value	Y/N
Consider Discounted Items	Y/N

BUY					
Mandatory	Type	ID	Description	Quantity	Value
Y	Product	S20045	Samsung 32" LCD TV	1	
	Product Group	PG121	Blu-ray Disc & DVD Players		150
	Product Group	PG128	Video Games & Consoles	2	145

GET						
Mandatory	Type	ID	Description	Quantity	Discount Criteria	Discount Value
Y	Product Group	PG500	DVD Movies	2	Qty	100%
Y	Product Group	PG128	Video Games & Consoles	1	Amt	20

# Some Other Examples



**BUY 3 Shirts**  
**GET 50% Off**  
on the lowest value  
shirt

**BUY ANY 3 ITEMS**  
from the **Apparel &**  
**Footwear** category  
**GET 10% Off**



**BUY 1 SHIRT** and  
an **Aftershave** and  
**GET 10% Discount**  
on **Deodorant**



**BUY 3 CDs**  
for the **PRICE**  
**Of TWO**



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# Thank You

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