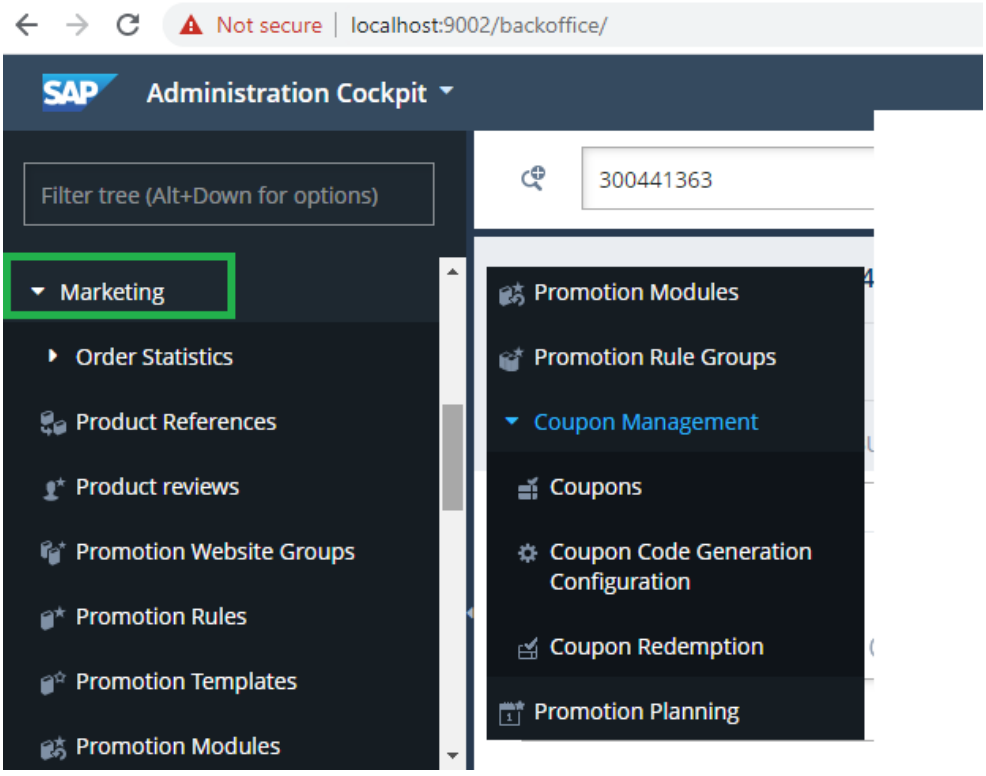
SAP Comm – Marketing



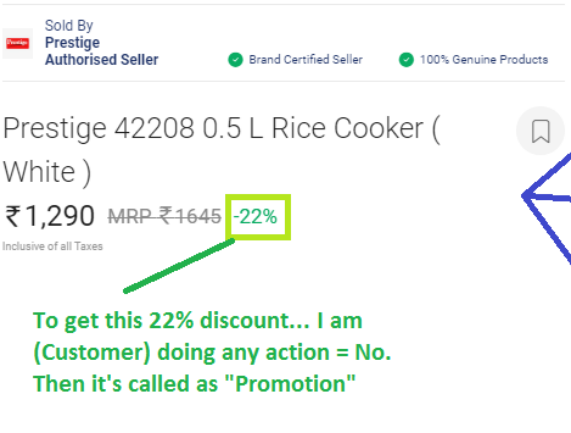
Q = Difference between Promotion & Discount.

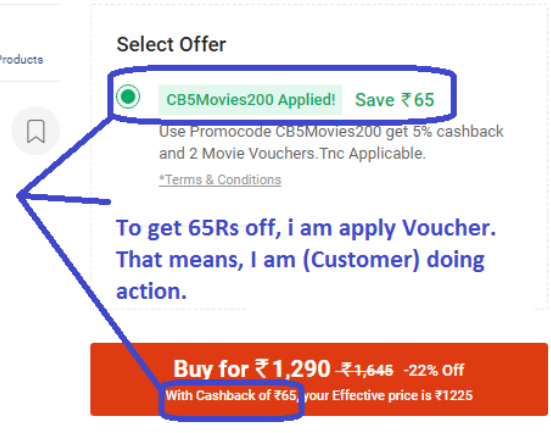
Discount = Reduction of basic price of the goods.

Promotion = Something which you do to make people aware of the product.

Q = Difference between Coupon & Voucher? = No Difference

Q = Difference between Voucher & Promotion?



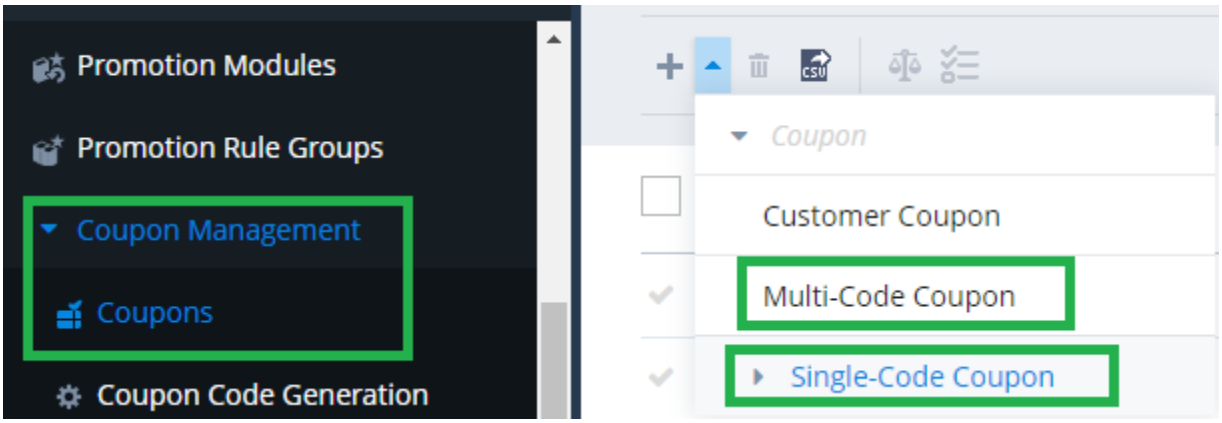


Coupons =

SAP Comm provides 2 types of Coupons =

(1) Serial Voucher / Multi Code Coupons =
If Voucher is valid only once.

(2) Promotional Voucher / Single Code Coupons =
If Voucher is valid for Appling >=1, then it called “Promotional Coupons / Single Code Coupons”.



Q = What are the Coupons – Key Features?

✓ Can be created for cross channel use

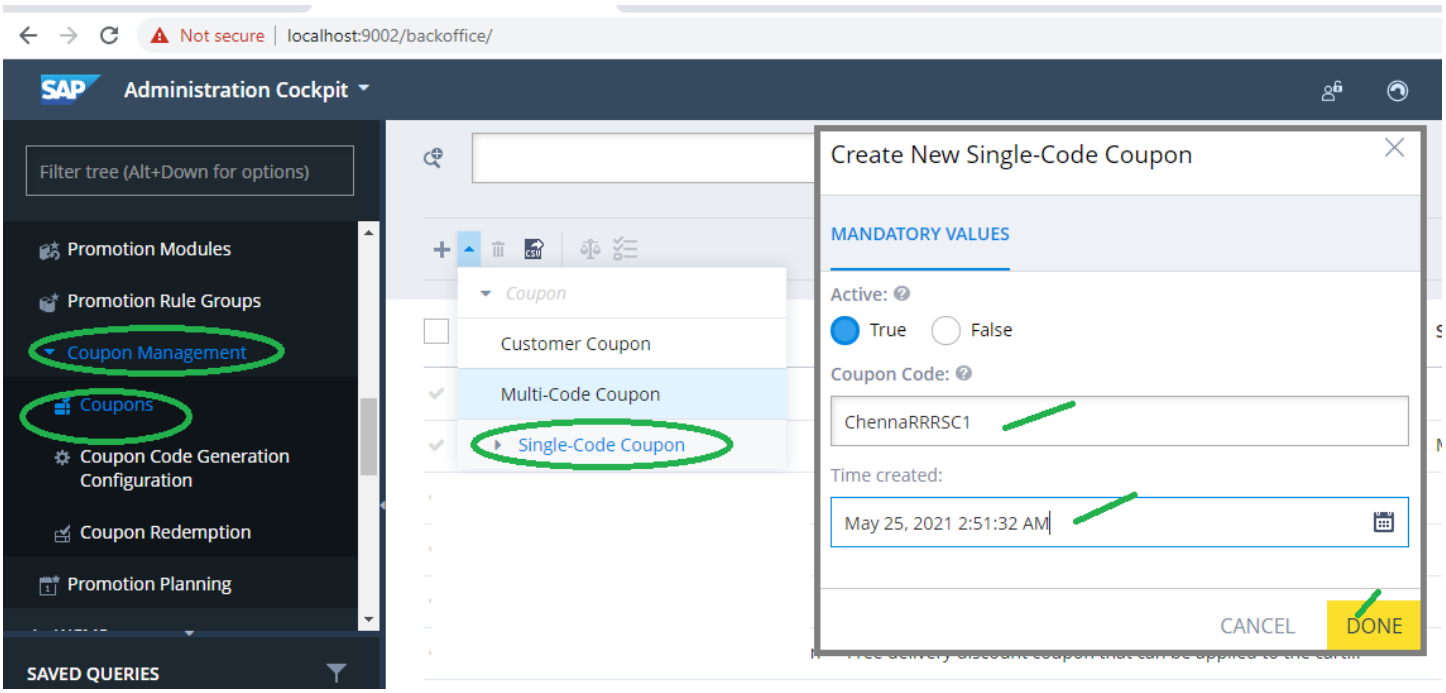
✓ Can be generated manually or automatically

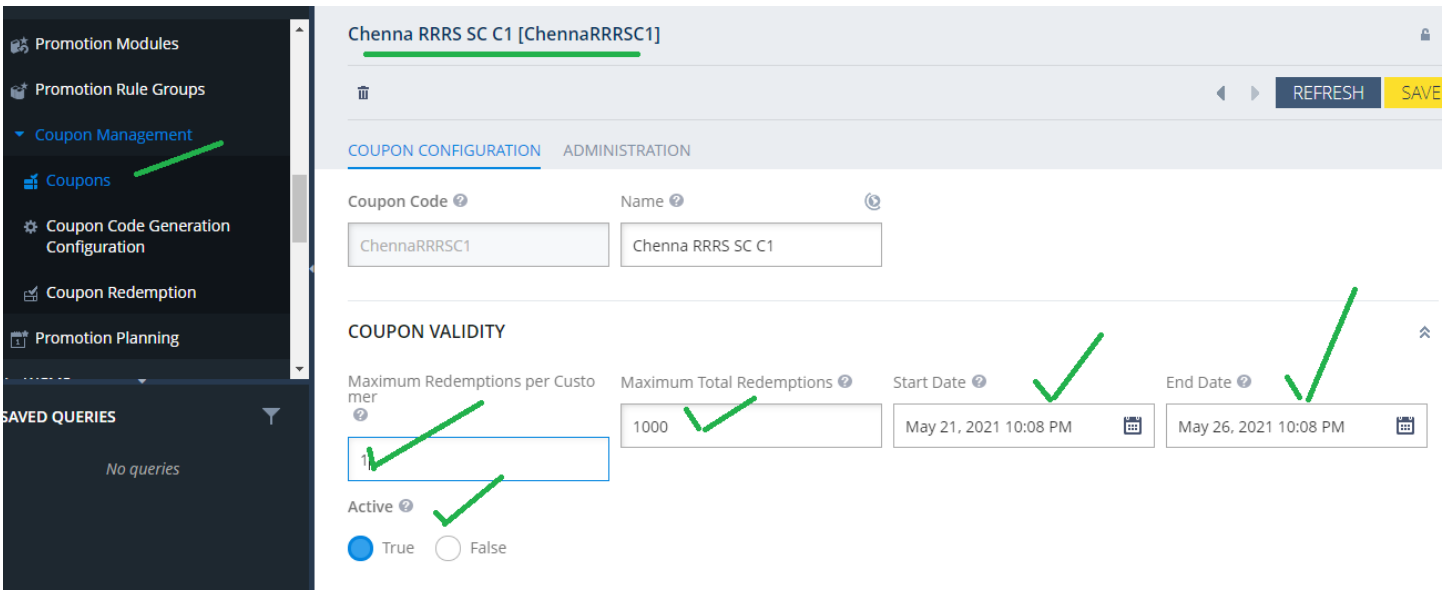
✓ Unique & secure voucher identification numbers

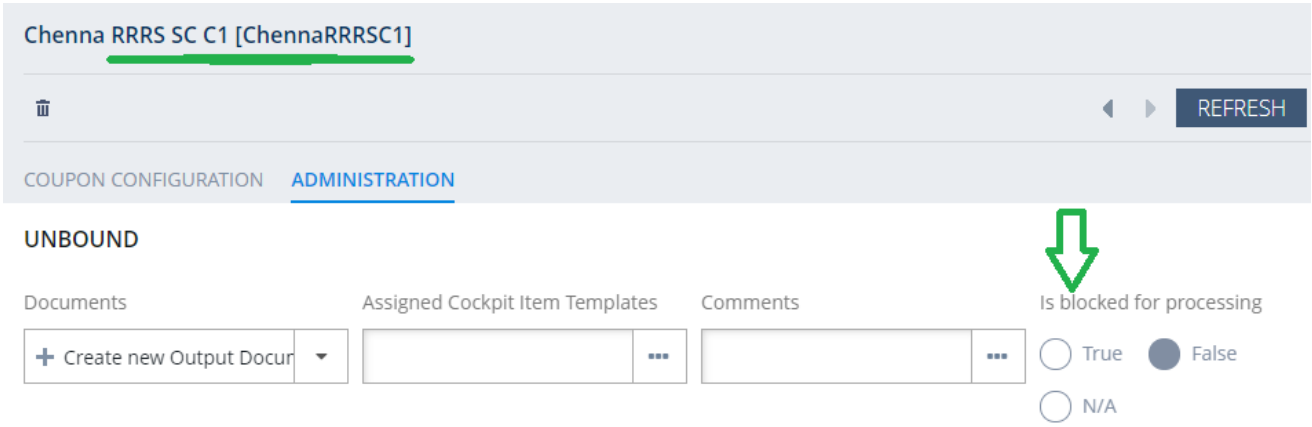
✓ Voucher can be restricted to -- Products, Order Value, Time-Spans & Customer

✓ Vouchers may be redeemed by customers to reduce the order total value (or) value of a product.

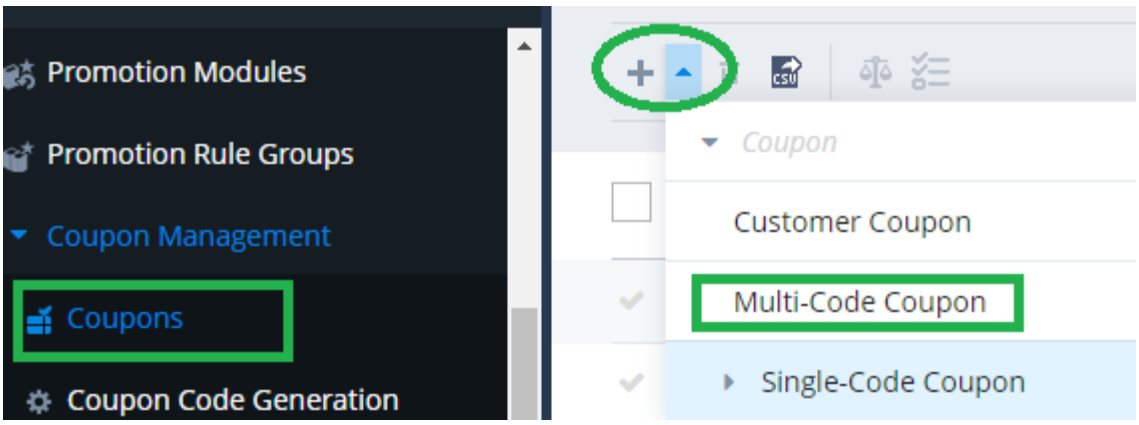
Single Code Coupon?

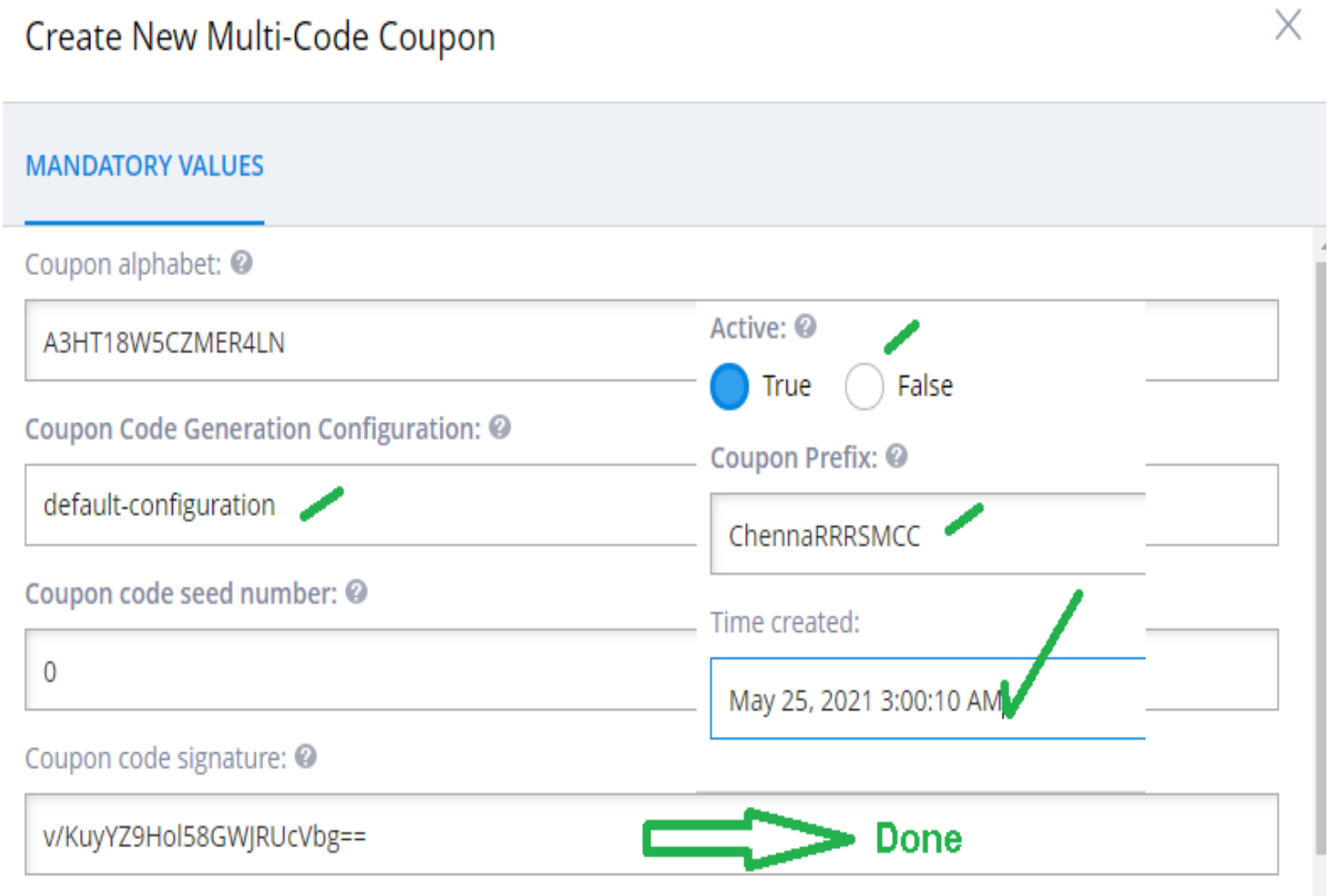


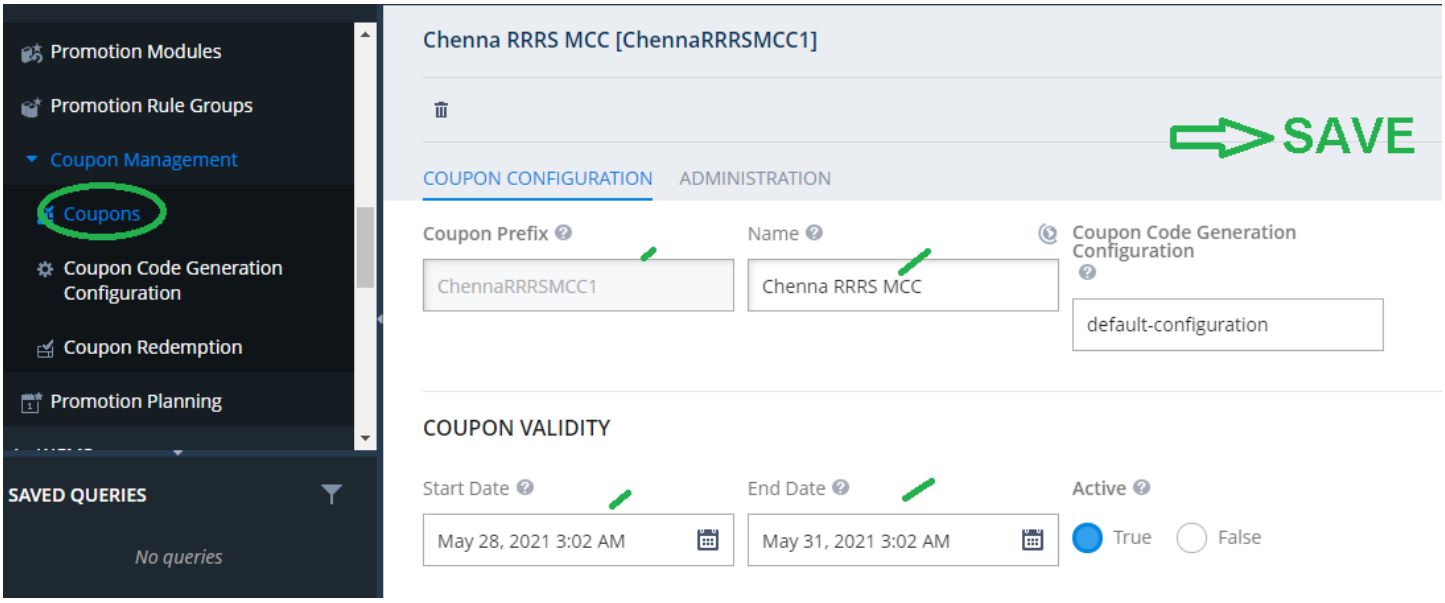


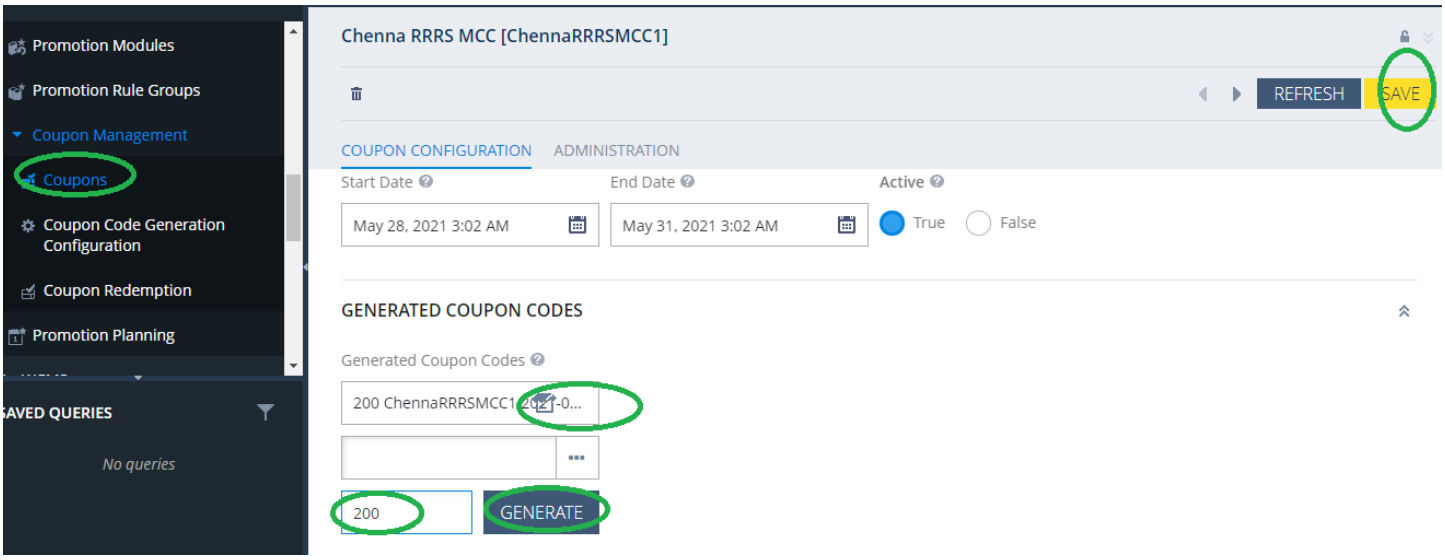


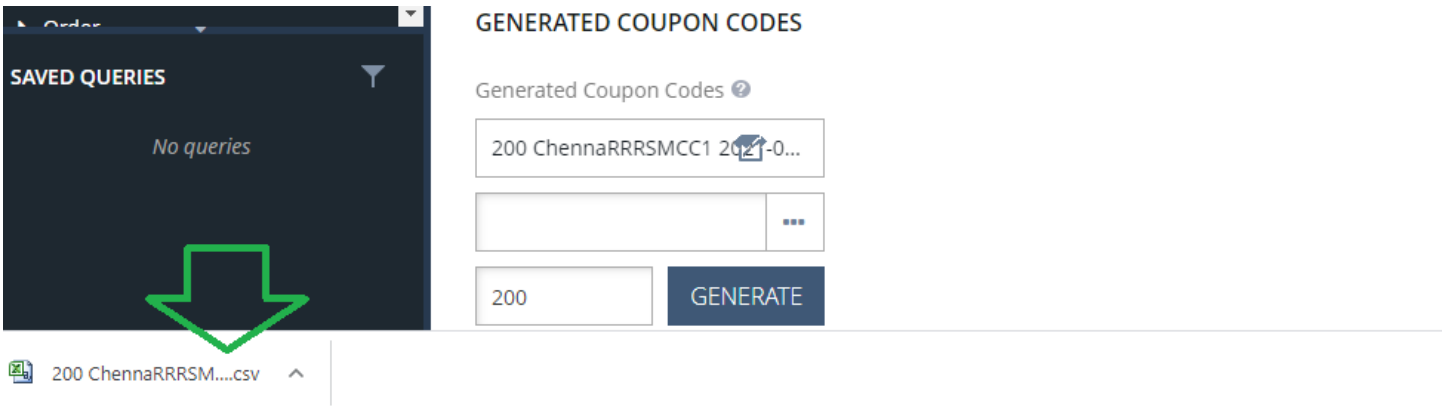
Single Code Coupon?

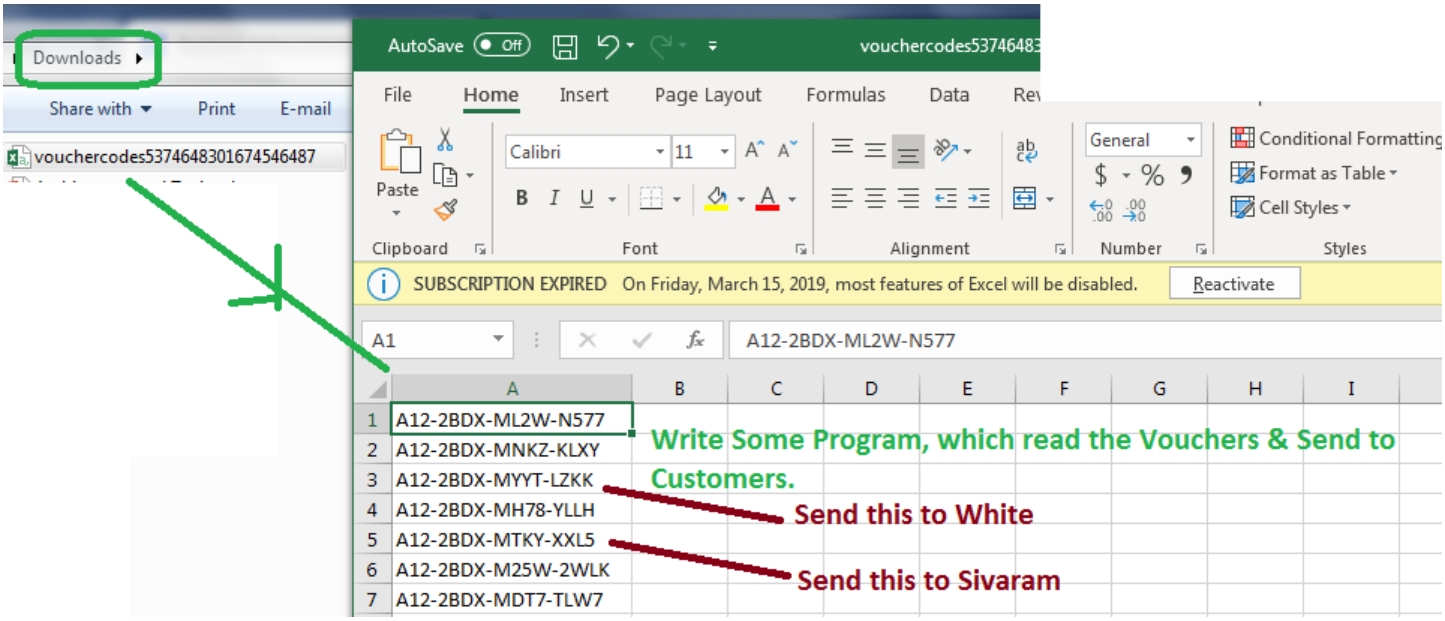





Promotion Modules
Promotion Rule Groups
Coupon Management
Coupons
Coupon Code Generation Configuration
Coupon Redemption
Promotion Planning
SAVED QUERIES
No queries
Chenna RRRS MCC [ChennaRRRSMCC1]
SAVE
COUPON CONFIGURATION
ADMINISTRATION
Coupon Prefix
ChennaRRRSMCC1
Name
Chenna RRRS MCC
Coupon Code Generation Configuration
default-configuration
COUPON VALIDITY
Start Date
May 28, 2021 3:02 AM
End Date
May 31, 2021 3:02 AM
Active
True
False

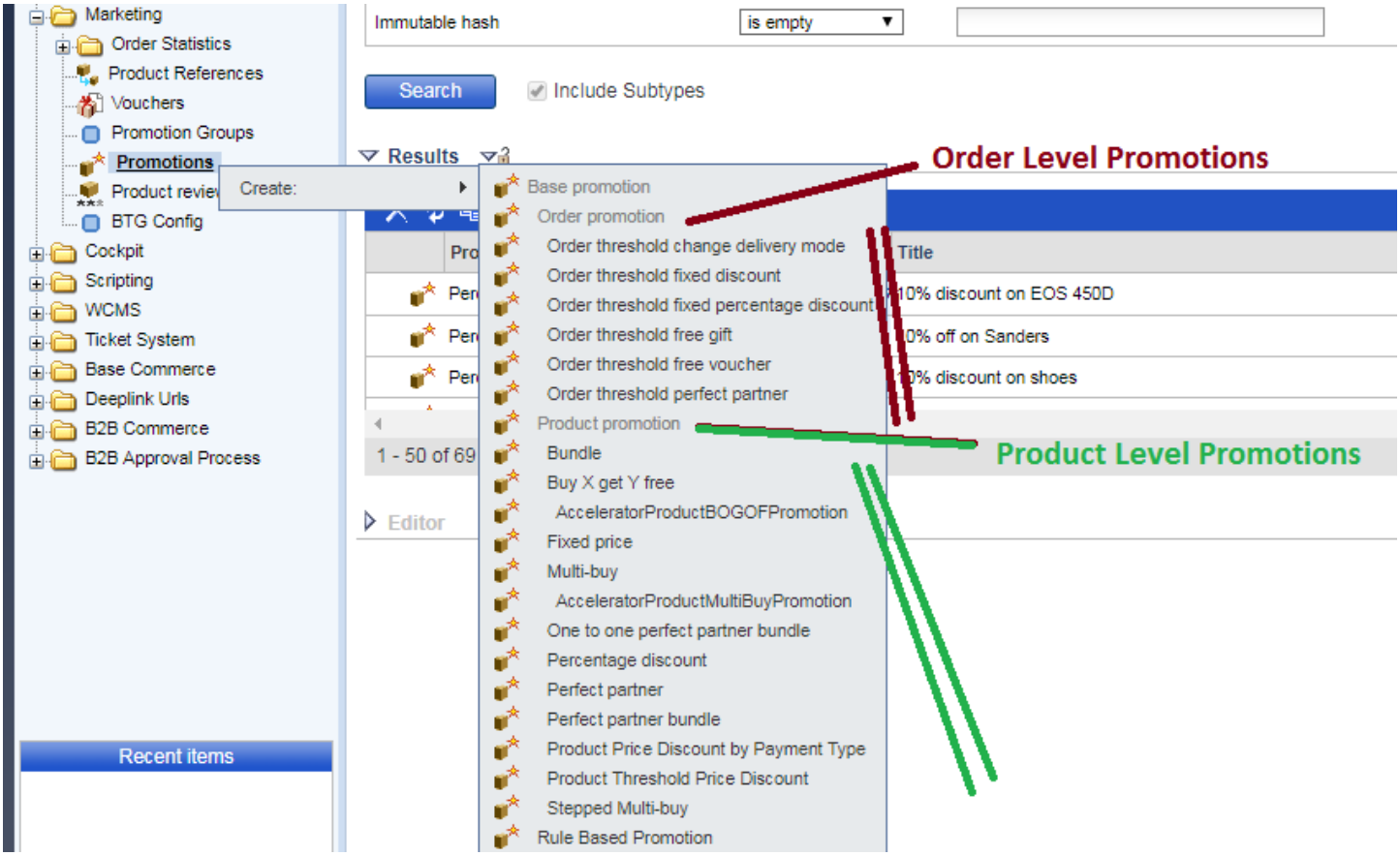

Promotion Modules
Promotion Rule Groups
Coupon Management
Coupons
Coupon Code Generation Configuration
Coupon Redemption
Promotion Planning
SAVED QUERIES
No queries
Chenna RRRS MCC [ChennaRRRSMCC1]
REFRESH
SAVE
COUPON CONFIGURATION
ADMINISTRATION
Start Date
May 28, 2021 3:02 AM
End Date
May 31, 2021 3:02 AM
Active
True
False
GENERATED COUPON CODES
Generated Coupon Codes
200 ChennaRRRSMCC1 2021-0...
200
GENERATE


SAVED QUERIES
No queries
GENERATED COUPON CODES
Generated Coupon Codes
200 ChennaRRRSMCC1 2021-0...
200
GENERATE
200 ChennaRRRSM....csv

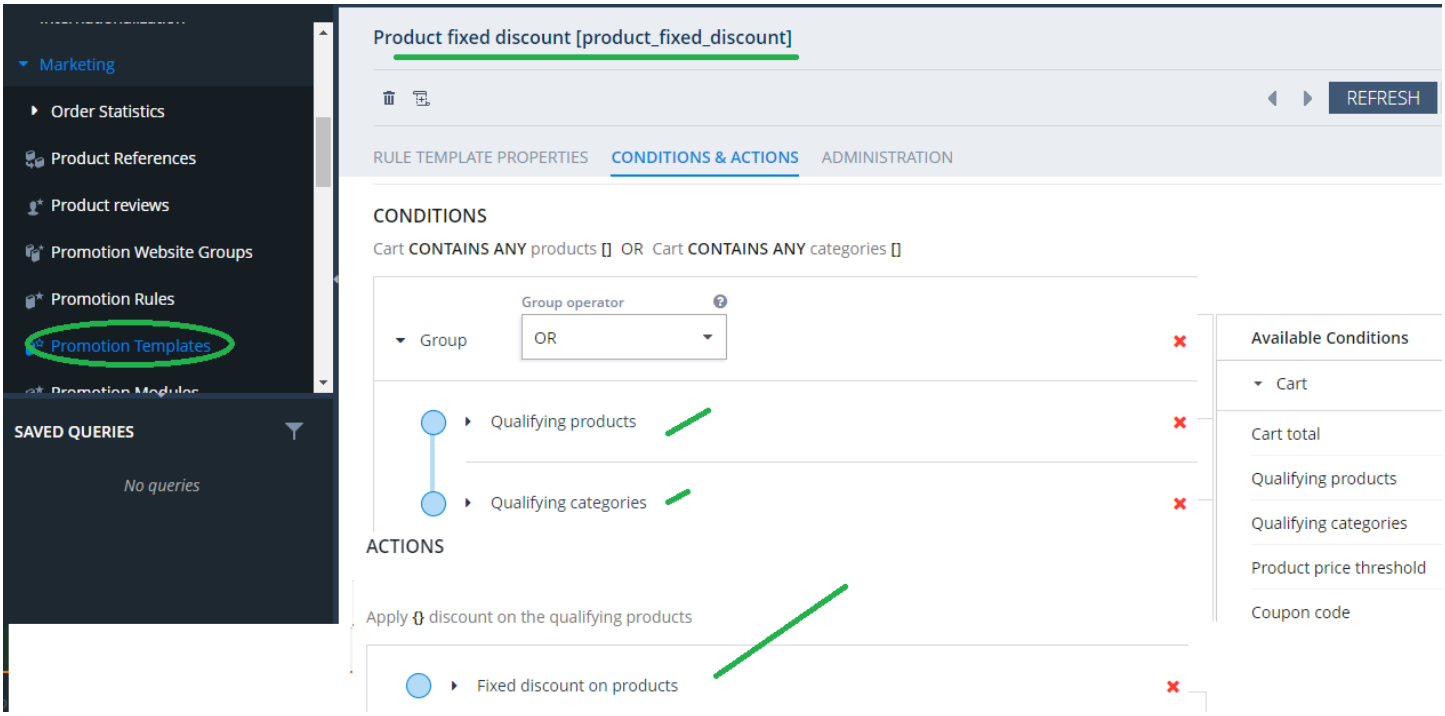


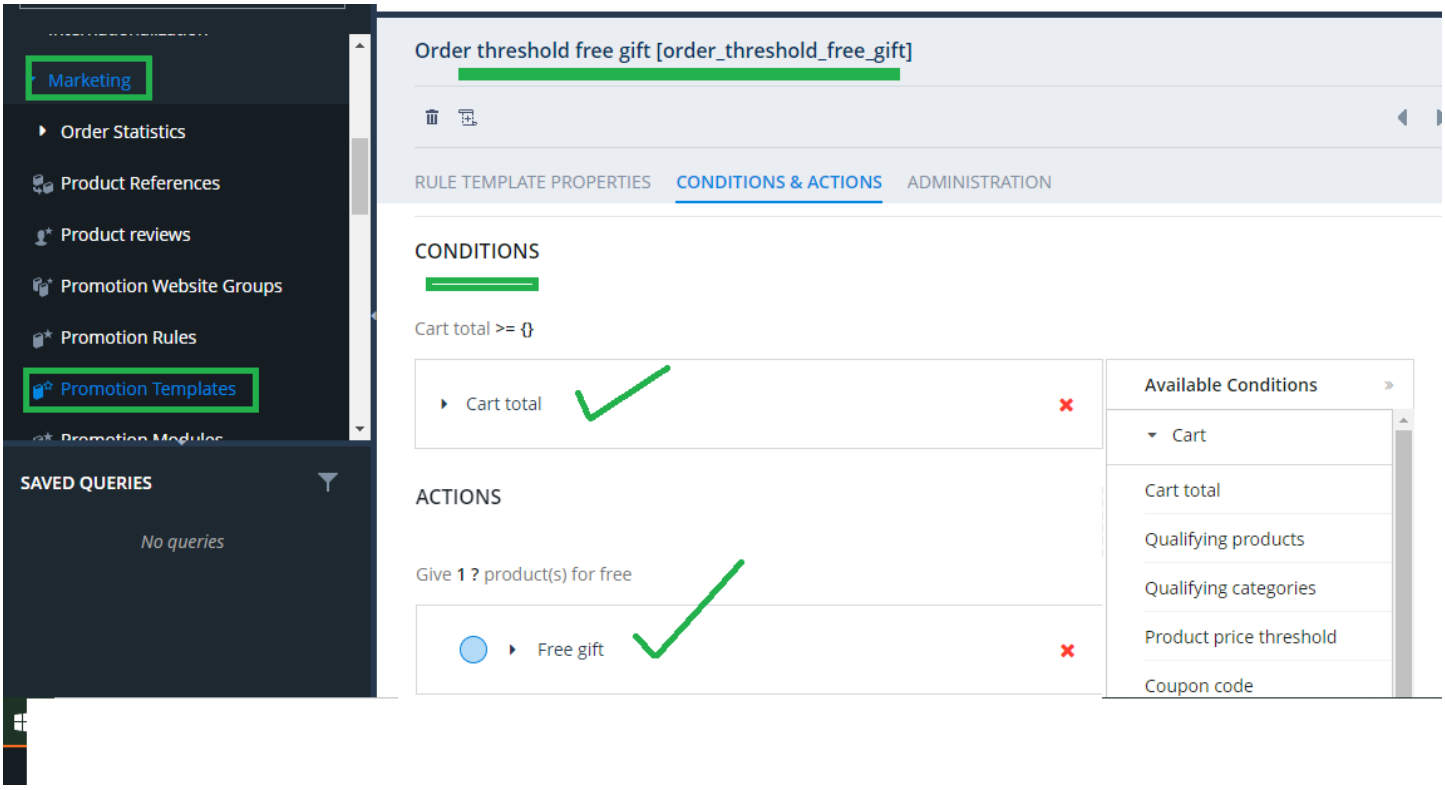
Promotions are 2 Types =

Order Level Promotions & Product Level Promotions



Examples =


Marketing
Order Statistics
Product References
Product reviews
Promotion Website Groups
Promotion Rules
Promotion Templates
SAVED QUERIES
No queries
Product fixed discount [product_fixed_discount]
REFRESH
RULE TEMPLATE PROPERTIES
CONDITIONS & ACTIONS
ADMINISTRATION
CONDITIONS
Cart CONTAINS ANY products [] OR Cart CONTAINS ANY categories []
Group
Group operator
OR
Qualifying products
Qualifying categories
ACTIONS
Apply {} discount on the qualifying products
Fixed discount on products
Available Conditions
Cart
Cart total
Qualifying products
Qualifying categories
Product price threshold
Coupon code

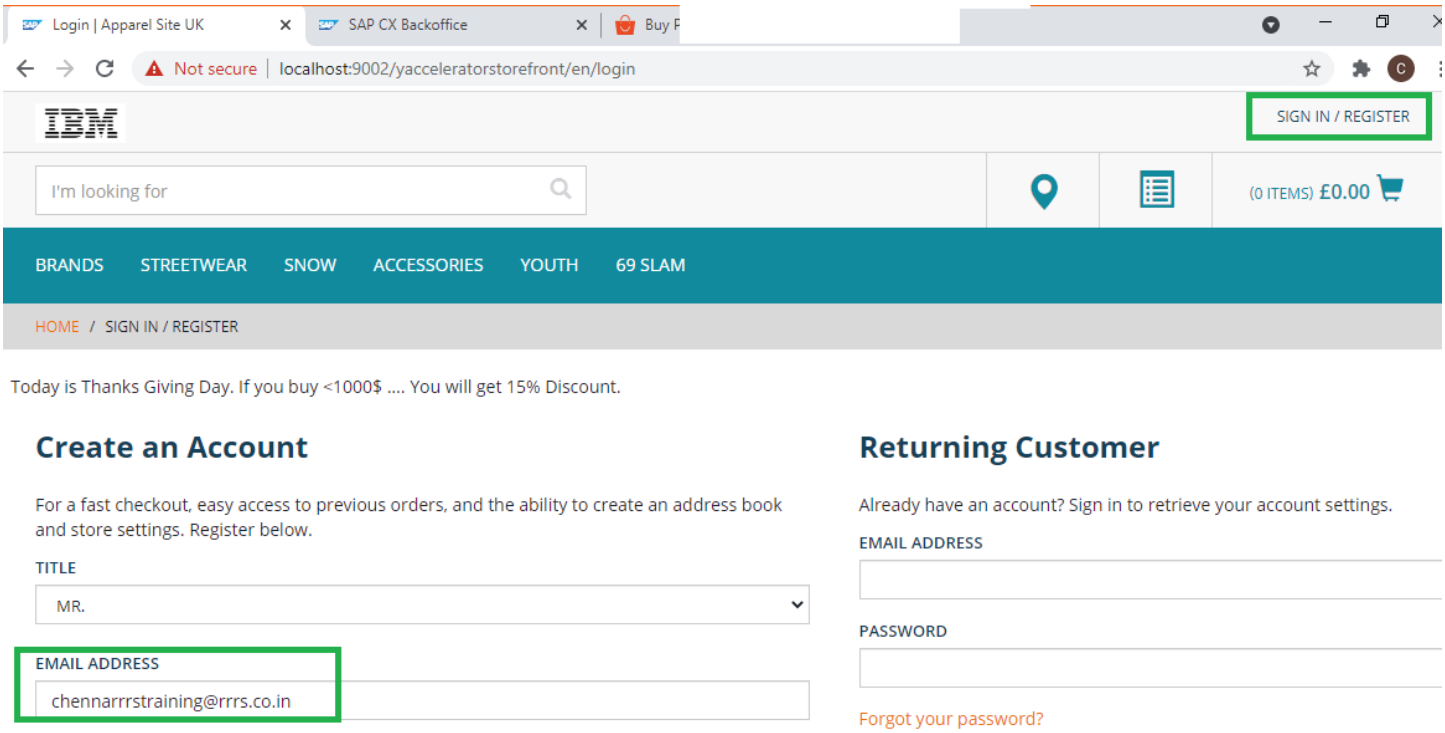

Marketing
Order Statistics
Product References
Product reviews
Promotion Website Groups
Promotion Rules
Promotion Templates
SAVED QUERIES
No queries
Order threshold free gift [order_threshold_free_gift]
RULE TEMPLATE PROPERTIES
CONDITIONS & ACTIONS
ADMINISTRATION
CONDITIONS
Cart total >= {}
Cart total
ACTIONS
Give 1 ? product(s) for free
Free gift
Available Conditions
Cart
Cart total
Qualifying products
Qualifying categories
Product price threshold
Coupon code

Business Scenario =

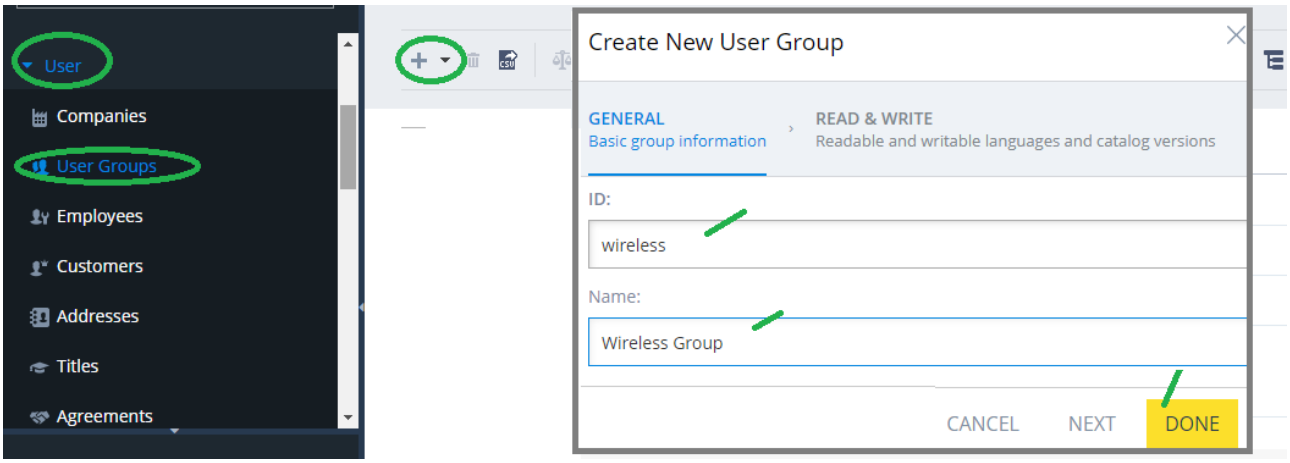
We want to give some Promotion [**20% Discount**] when

1) If login customer cart **total > 1000$**
2) Customer belongs to **group = wireless**

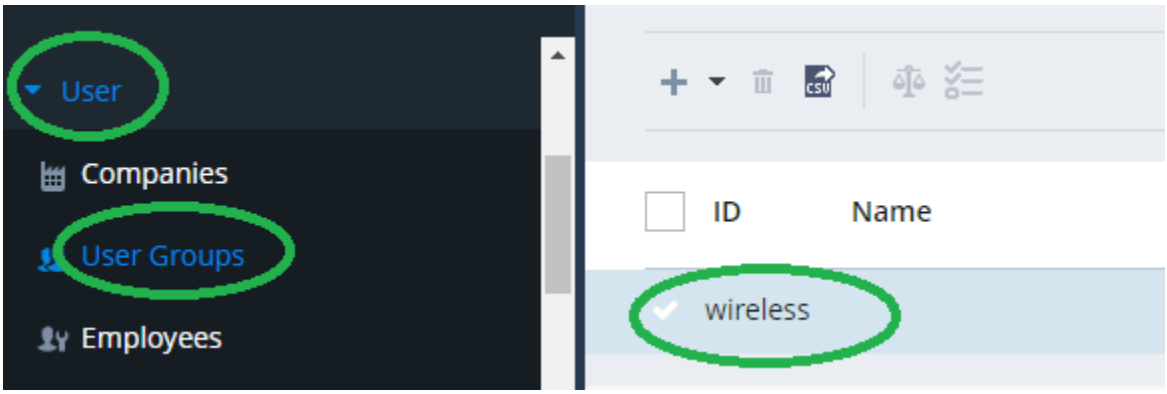
Step 1 = Create Customer [chennarrrstraining@rrrs.co.in]



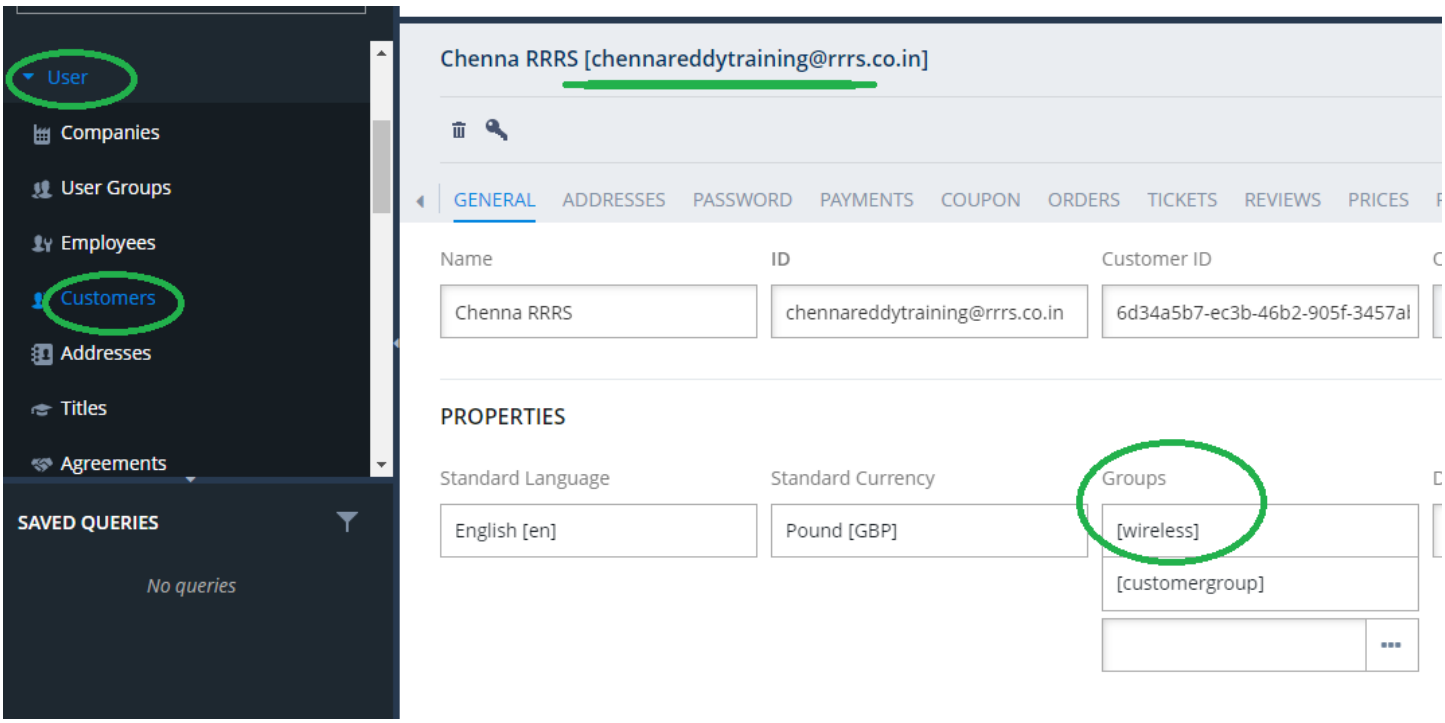
Step 2 = Create **wirless** group



Results =



Step 3 = Assign the wireless group the user.



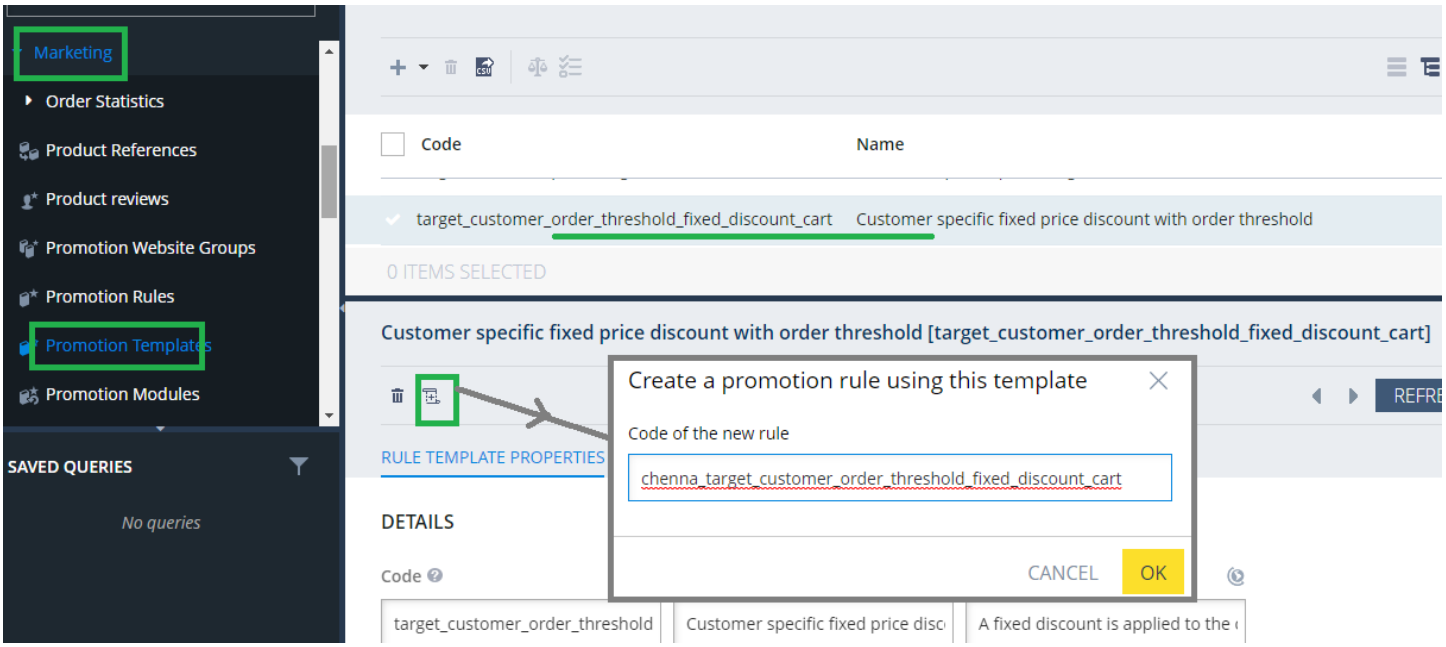
Step 4 = Create Promotion

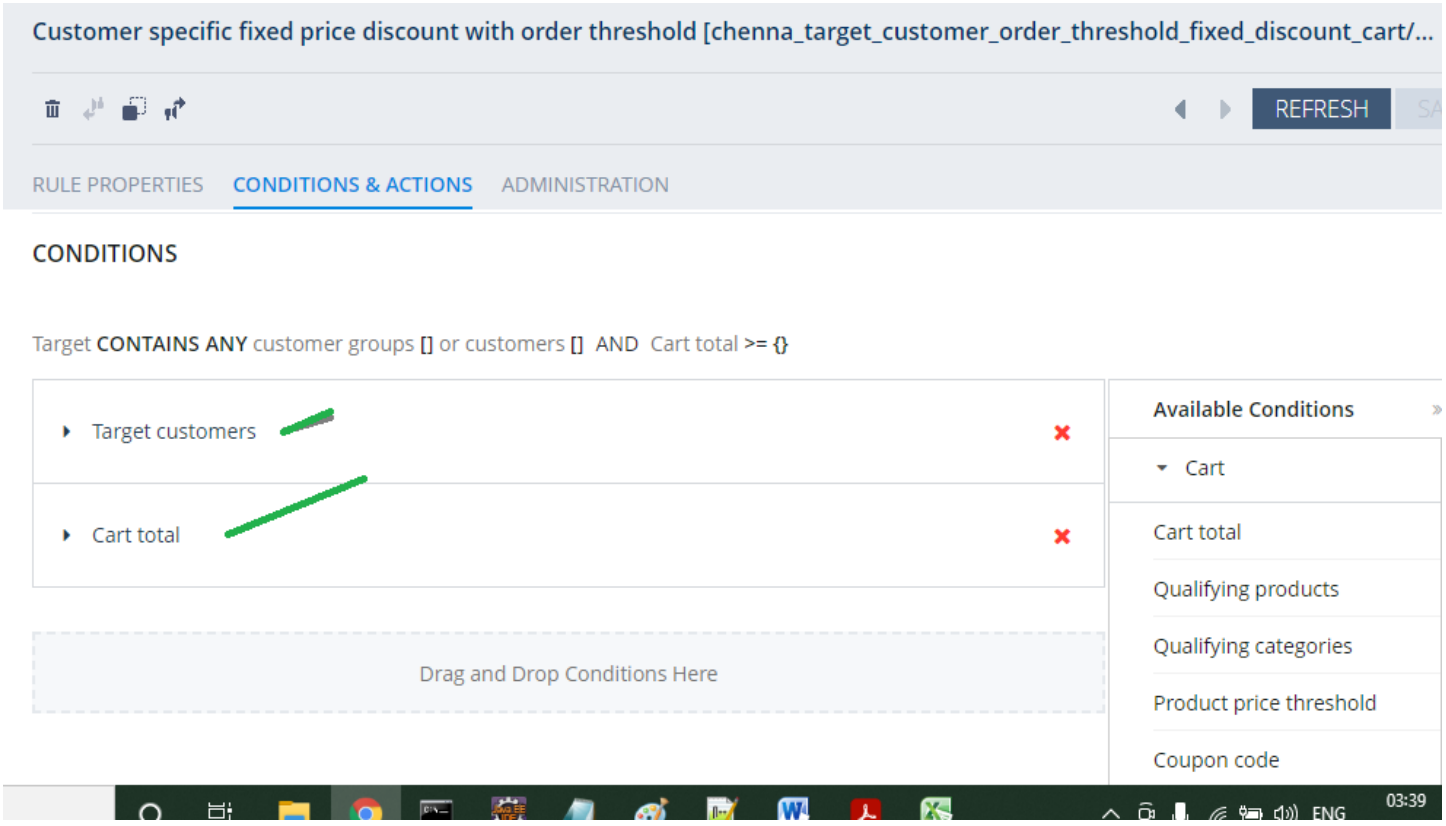
We can create in 2 ways: -

1) By using templates

2) Everything from scratch

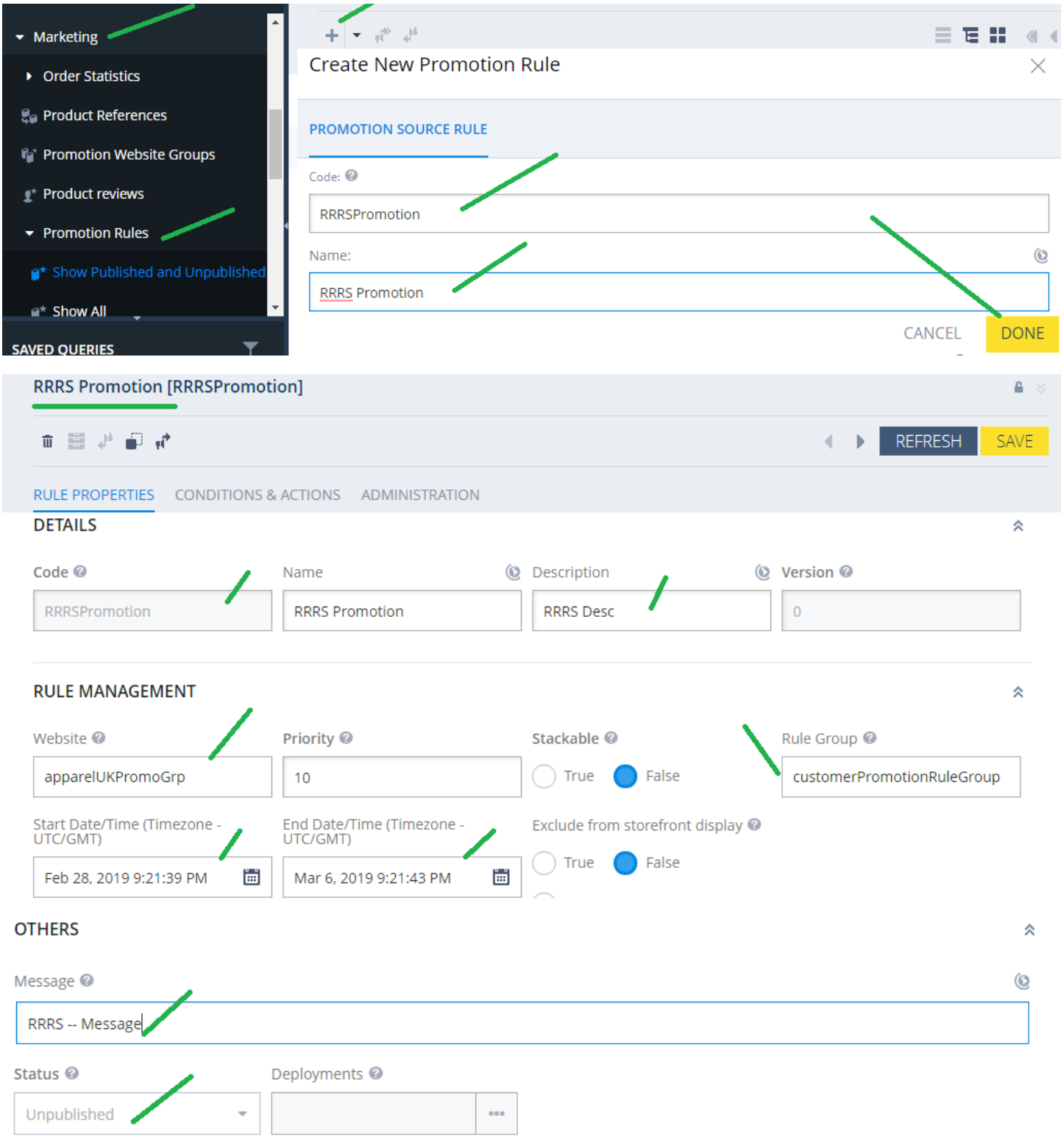
By using Templates =





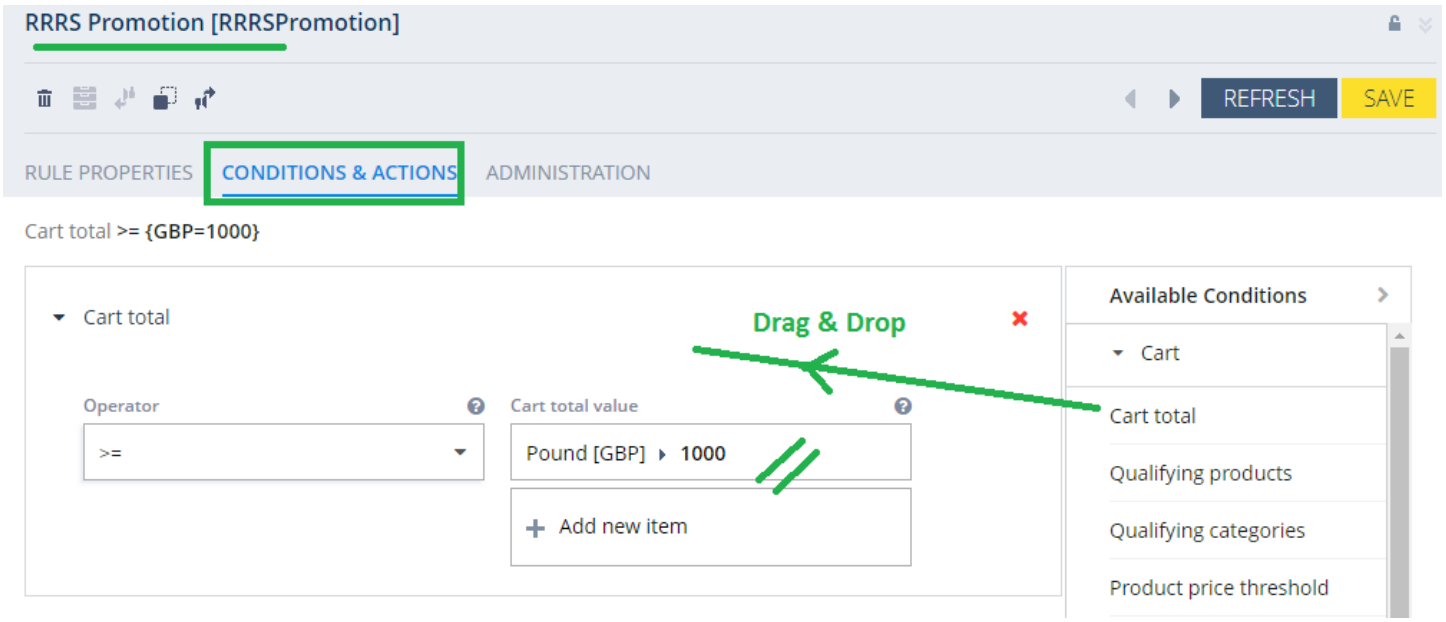
Everything from scratch

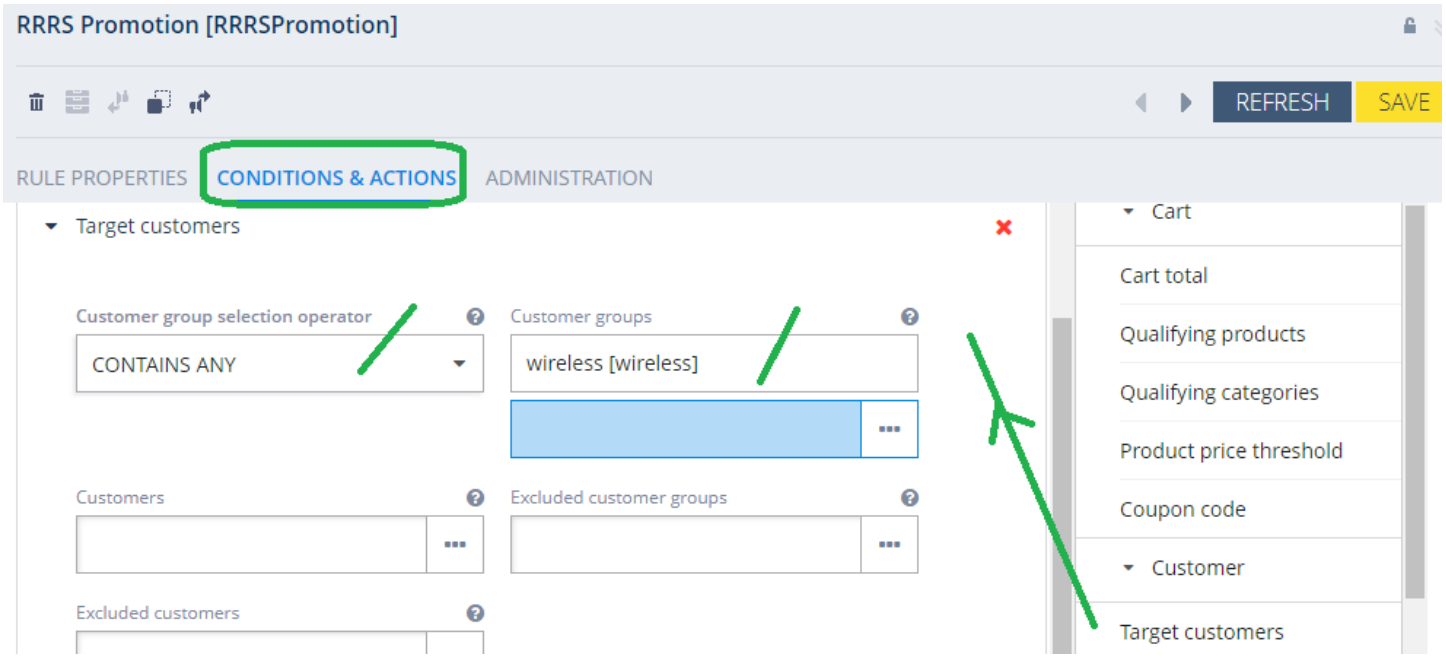
Create New Promotion Rule =

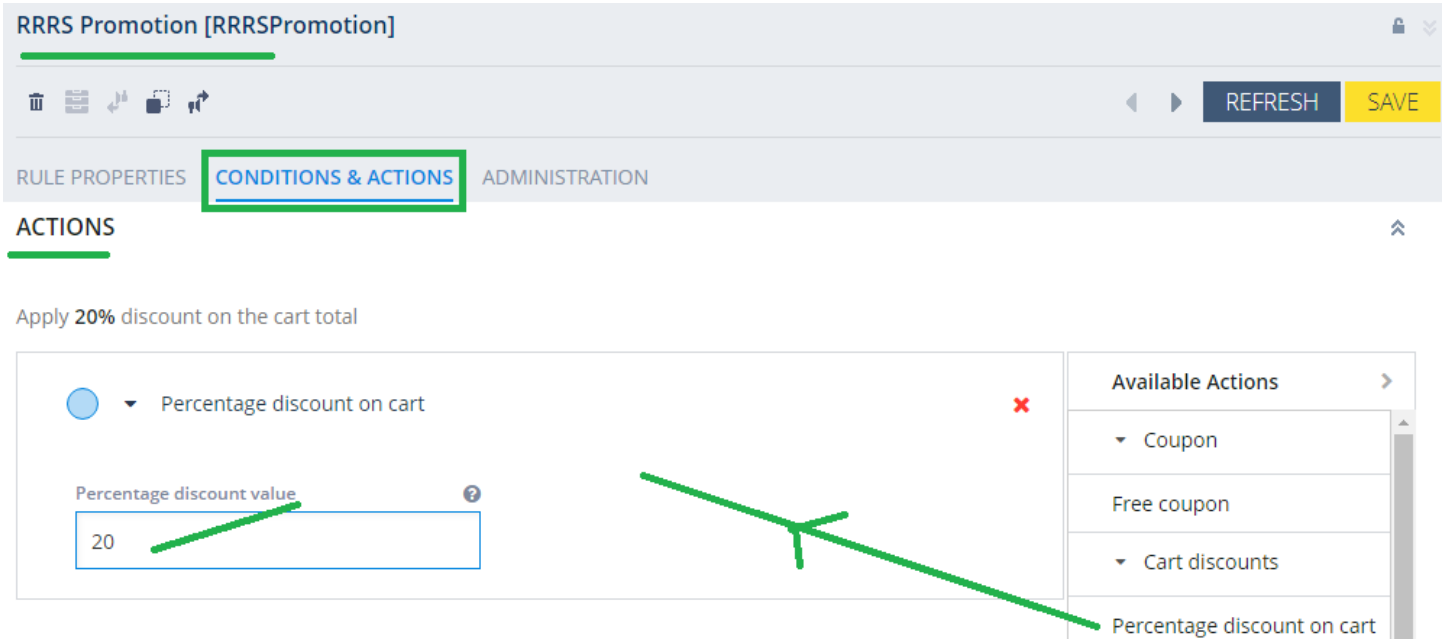


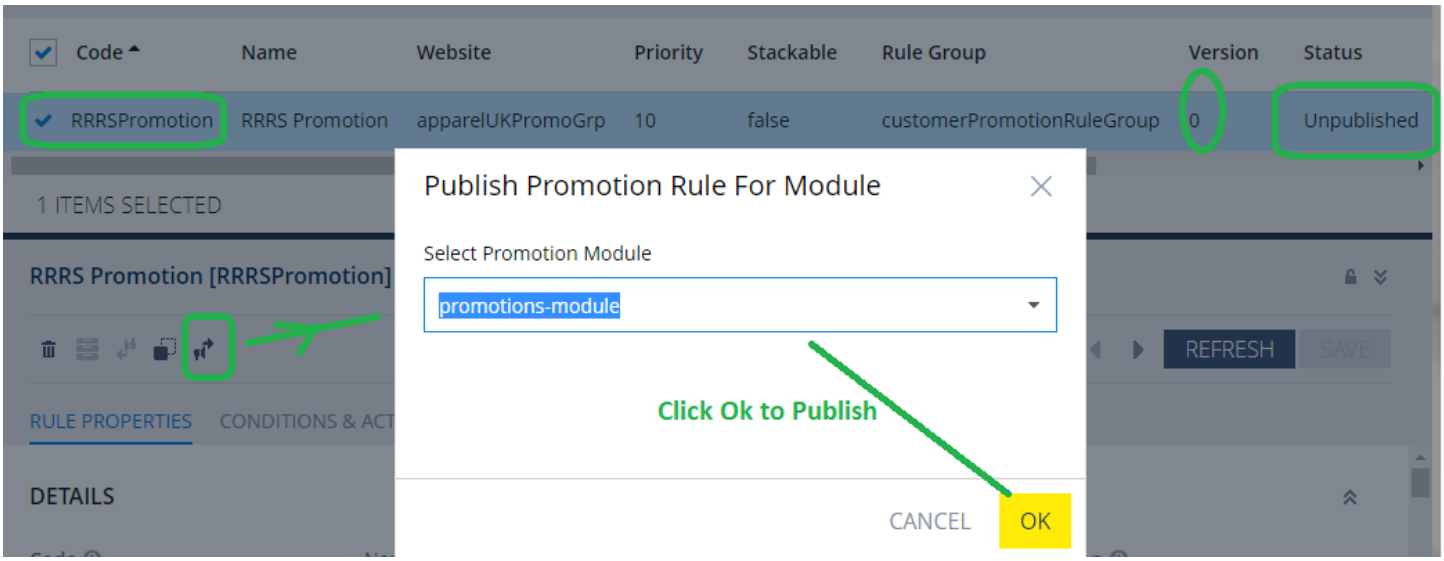
=== Specify the conditions

1) Cart **total > 1000**
2) Customer belongs to **wireless**

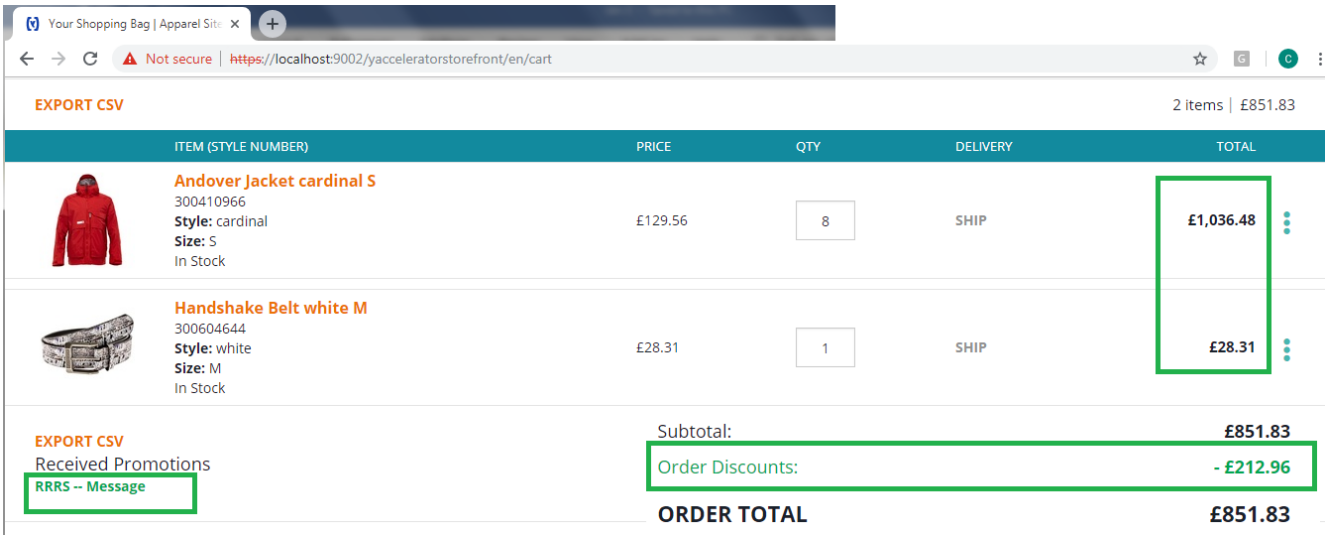








Results = After publishing – We need to test the results.



Contact Us = ChennaReddyTraining@RRRS.CO.IN

Business Scenario 2 =

After appling above [20%] discount –

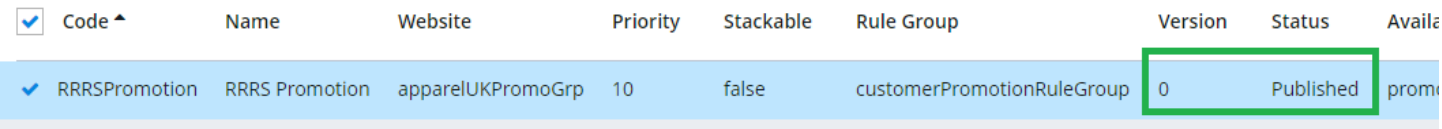
If customer **cart total still > 1000$** then

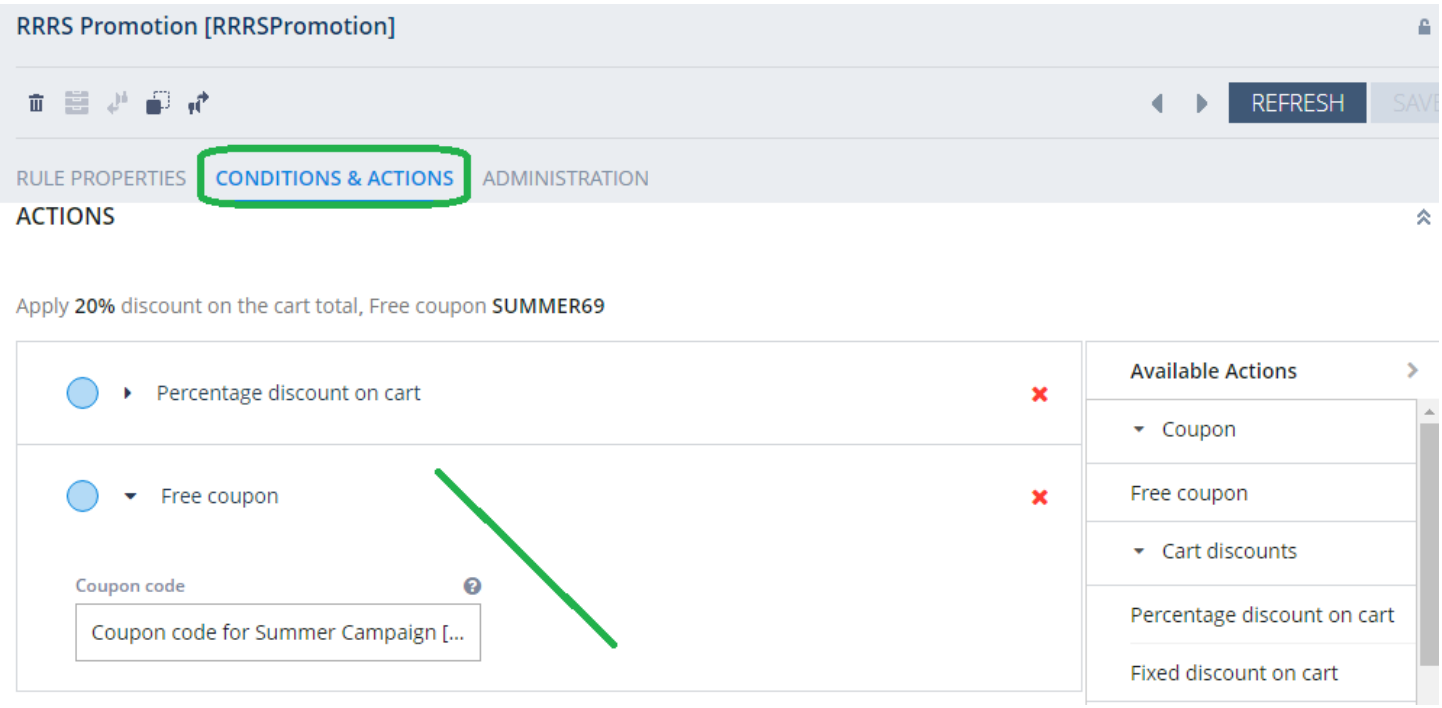
While customer placing the order

We want to give **1 coupon** for the customer.

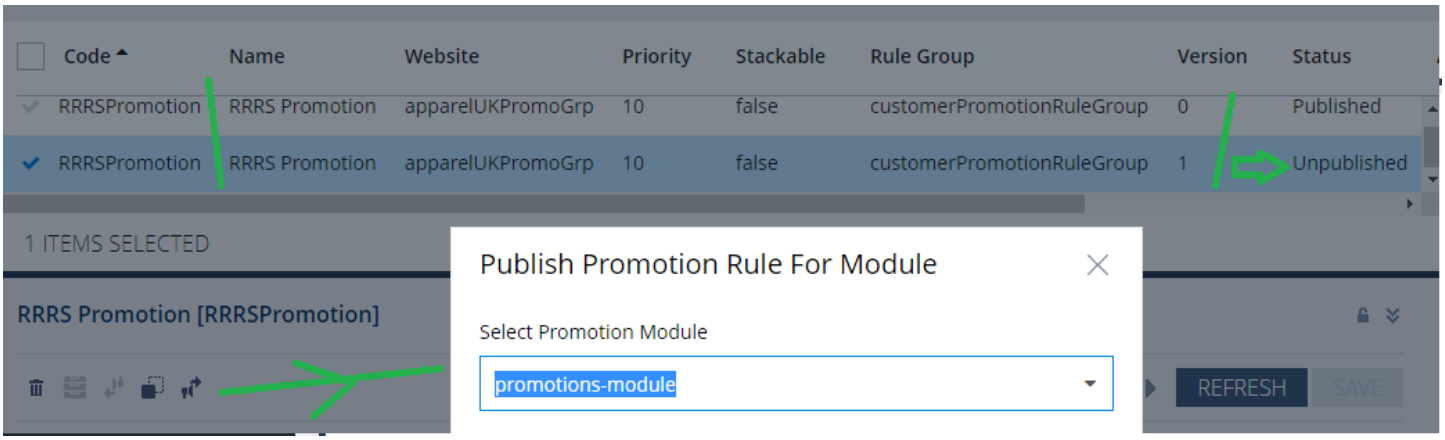
That coupon customer can use next time.

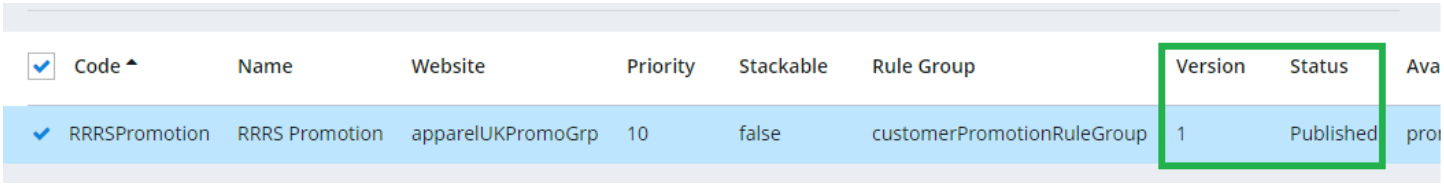
Solution =





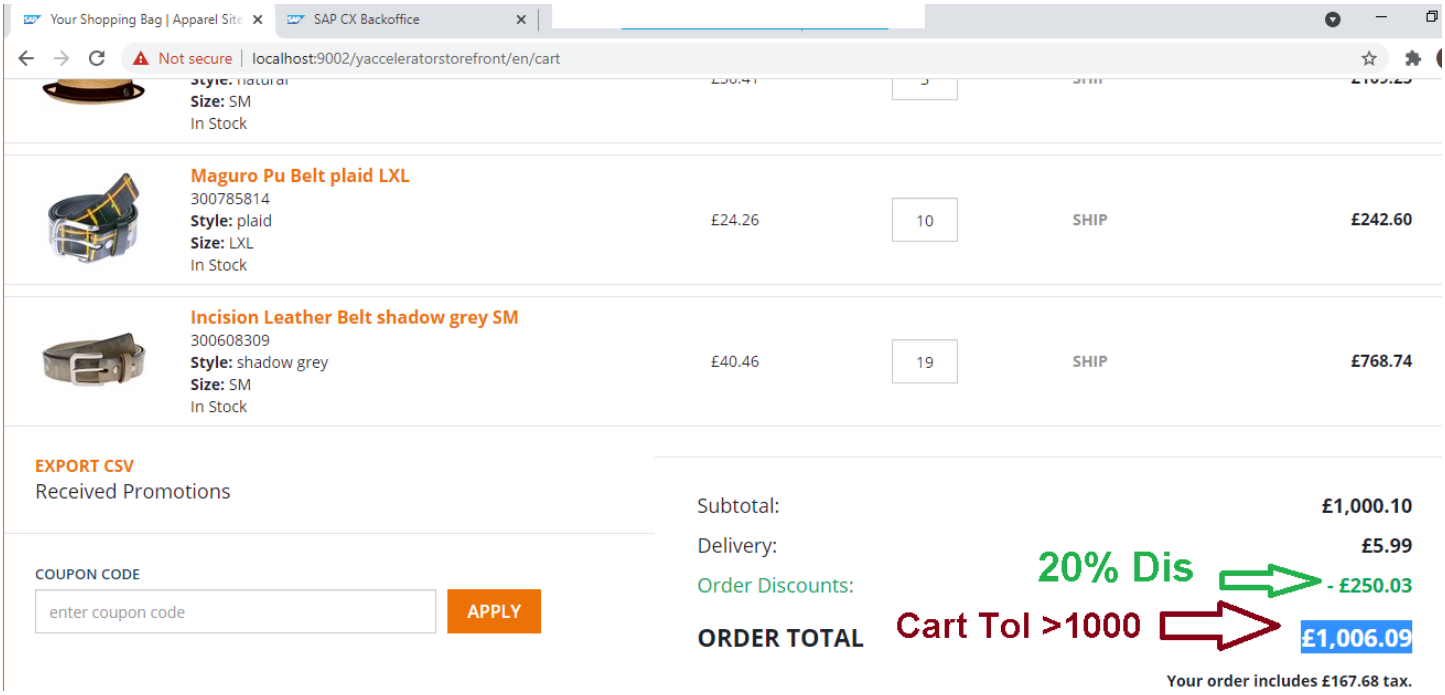
Publish the Version 1 Rule

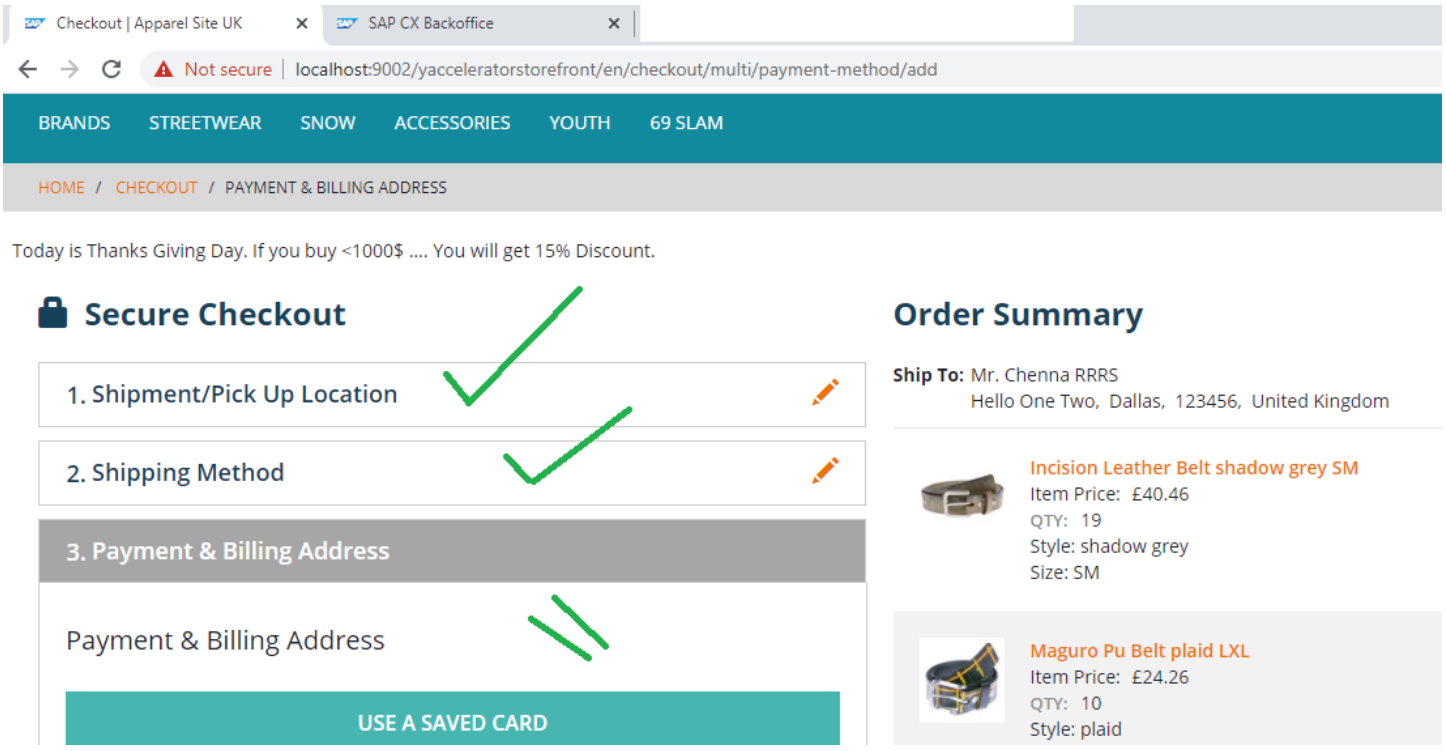


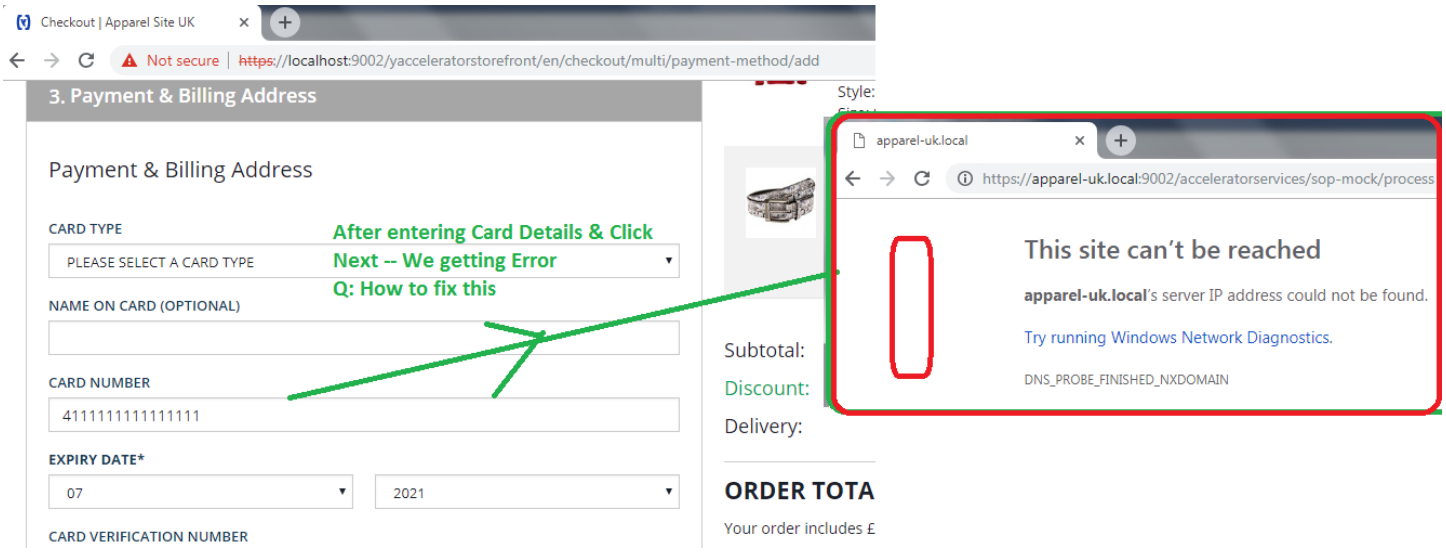


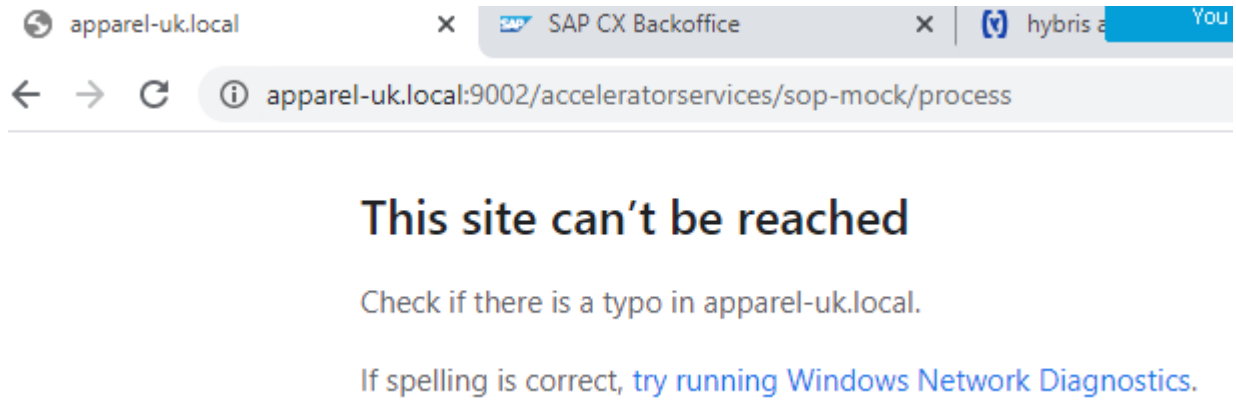
Results =

Cart page =




Checkout | Apparel Site UK
SAP CX Backoffice
Not secure
localhost:9002/acceleratorstorefront/en/checkout/multi/payment-method/add
BRANDS
STREETWEAR
SNOW
ACCESSORIES
YOUTH
69 SLAM
HOME / CHECKOUT / PAYMENT & BILLING ADDRESS
Today is Thanks Giving Day. If you buy <1000$ .... You will get 15% Discount.
Secure Checkout
1. Shipment/Pick Up Location
2. Shipping Method
3. Payment & Billing Address
Payment & Billing Address
USE A SAVED CARD
Order Summary
Ship To: Mr. Chenna RRRS
Hello One Two, Dallas, 123456, United Kingdom
Incision Leather Belt shadow grey SM
Item Price: £40.46
QTY: 19
Style: shadow grey
Size: SM
Maguro Pu Belt plaid LXL
Item Price: £24.26
QTY: 10
Style: plaid


Checkout | Apparel Site UK
Not secure
https://localhost:9002/acceleratorstorefront/en/checkout/multi/payment-method/add
3. Payment & Billing Address
Payment & Billing Address
CARD TYPE
PLEASE SELECT A CARD TYPE
After entering Card Details & Click
Next -- We getting Error
Q: How to fix this
NAME ON CARD (OPTIONAL)
CARD NUMBER
4111111111111111
EXPIRY DATE*
07
2021
CARD VERIFICATION NUMBER
Style:
Subtotal:
Discount:
Delivery:
ORDER TOTA
Your order includes £
apparel-uk.local
https://apparel-uk.local:9002/acceleratorservices/sop-mock/process
This site can't be reached
apparel-uk.local's server IP address could not be found.
Try running Windows Network Diagnostics.
DNS_PROBE_FINISHED_NXDOMAIN

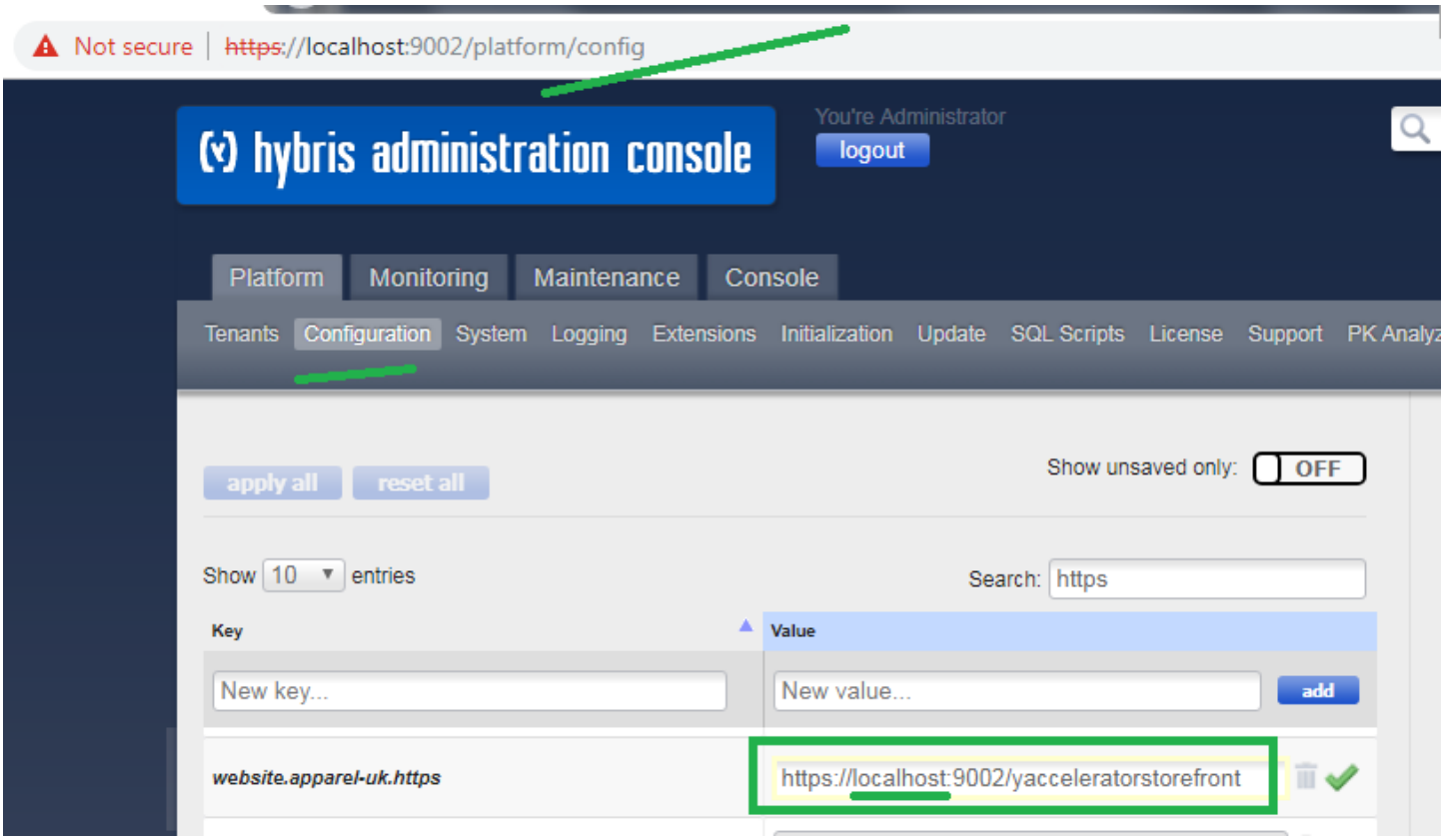

apparel-uk.local
SAP CX Backoffice
hybris a
You
apparel-uk.local:9002/acceleratorservices/sop-mock/process
This site can't be reached
Check if there is a typo in apparel-uk.local.
If spelling is correct, try running Windows Network Diagnostics.

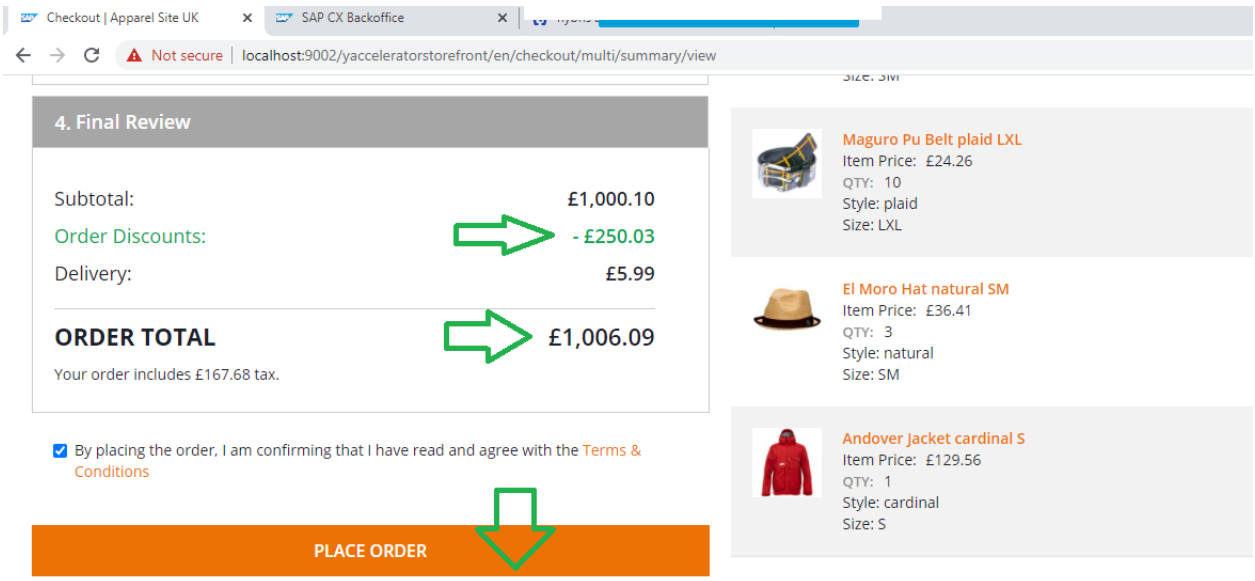
Q = How to fix the above error which we are getting after entering payment?

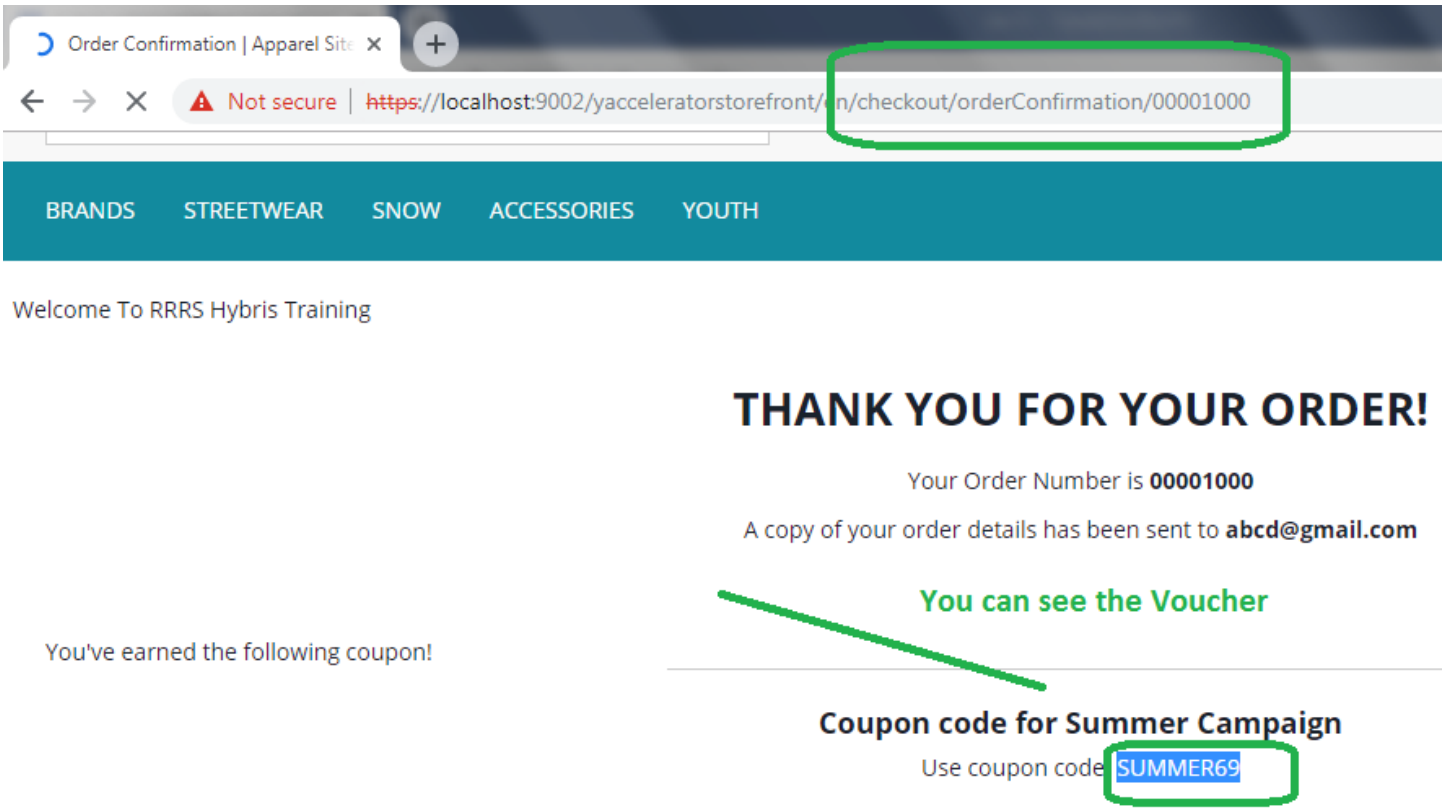
Ans = Do below change.

website.apparel-uk.https =

https://localhost:9002/yacceleratorstorefront

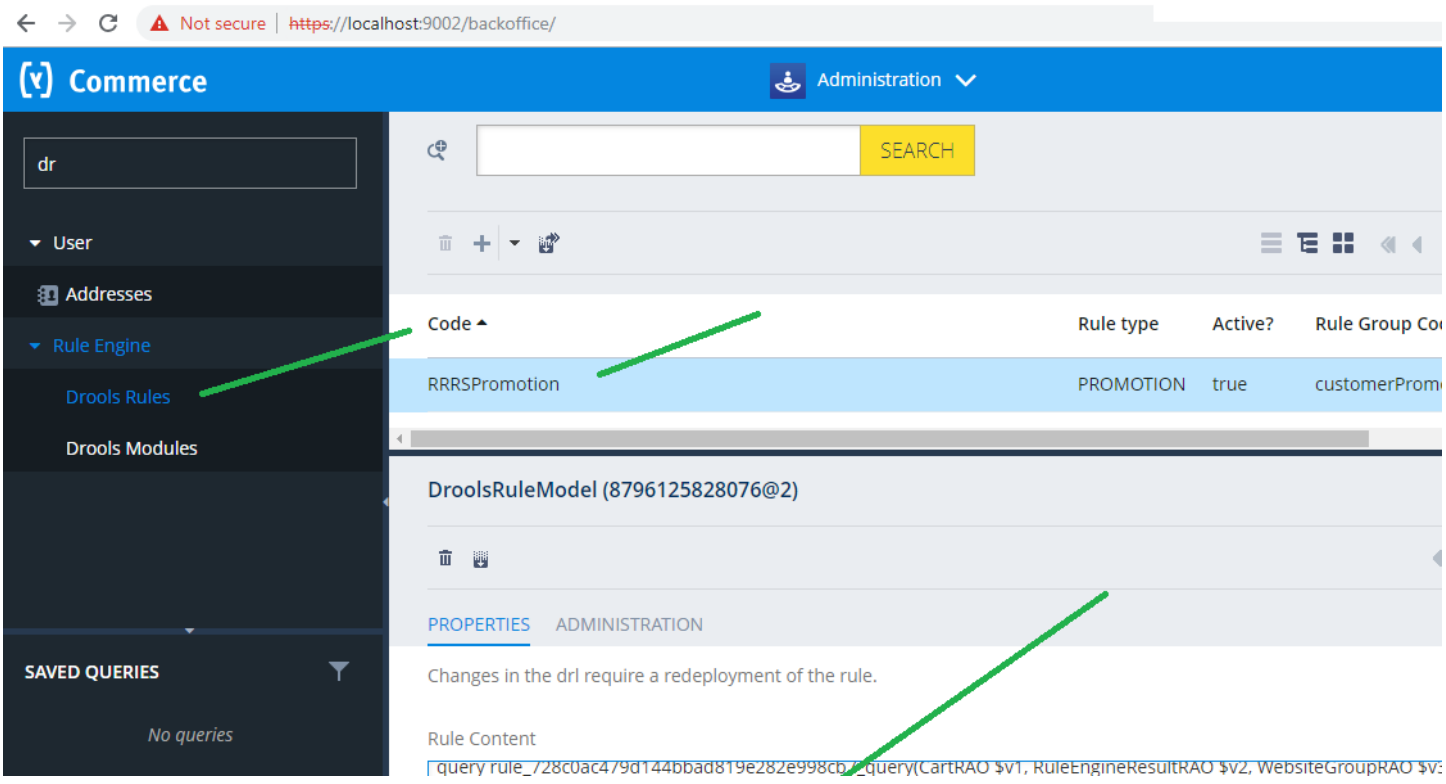






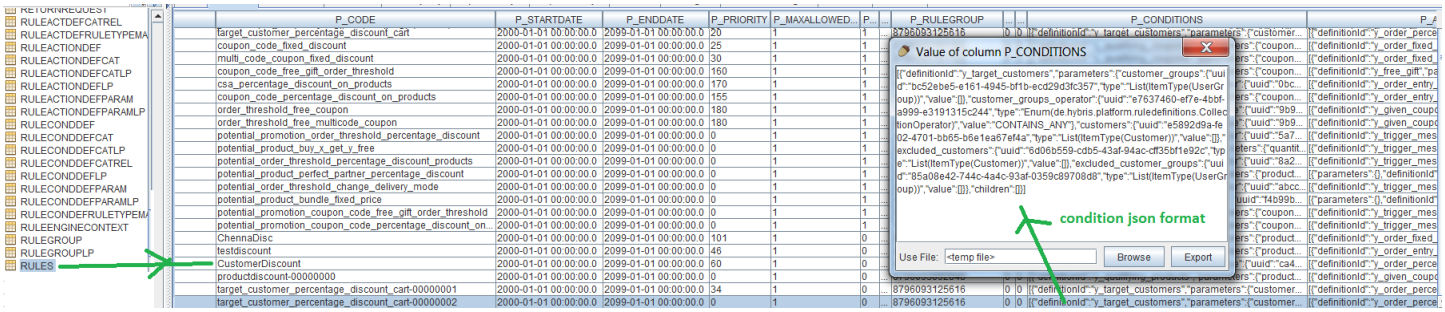
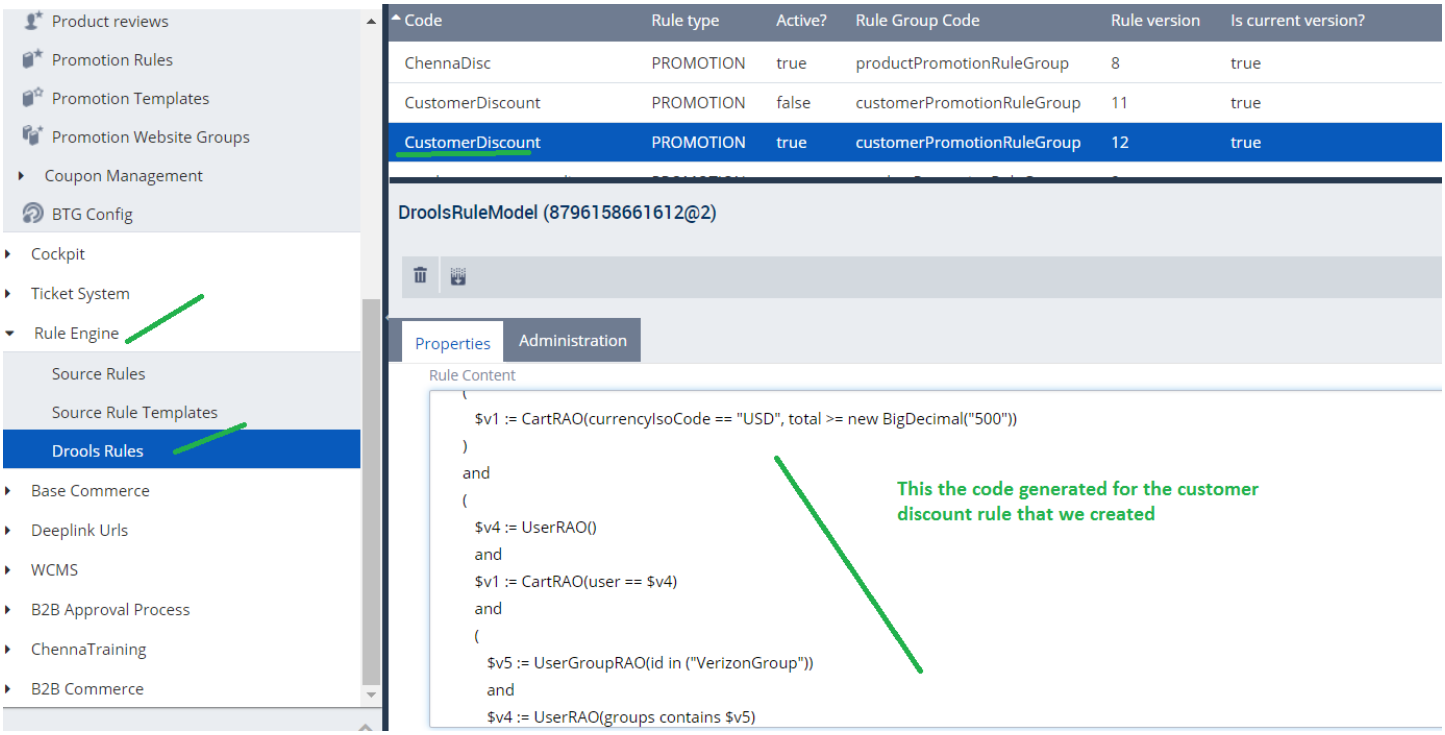
Note = We created rule & for this internally code is generated.

Q = How can we see this that code (or) Rule Content.



Note = Created rule is stored in "**RULES**" table in DB.

Conditions & Actions are stored in **json format** in the table.



Q = How to see the Drools Code for the created rules?