



Commerce

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Types of Promotions

Promotion Engine supports a wide variety of promotion types. Learn what kind of promotions you can set up, and which conditions and actions they contain.

Use Case

Promotion Engine supports many different types of promotion rules: percent-off discounts, fixed discounts, buy-one-get-one deals, product bundles, coupon, personalized promotions, and more. You create promotions by flexibly combining conditions and actions, which allows you to create promotions for almost any business use case.

Features

Cart, Product, and Customer Promotions

The supported promotion types fall into three basic categories:

- **Cart:** Cart promotions offer a discount on the entire cart - for example, a percentage or fixed discount on the entire order.
- **Product:** Product promotions offer a discount on specific products or a specific category of products. This category also includes partner-product promotions and bundles.
- **Customer:** Customer promotions include personalized promotions, target group promotions, and promotions offered during active ASM support sessions.

Setup Guides for Common Promotion Types

For the most common promotion types, you can consult detailed setup guides. Screenshots and step-by-step instructions walk you through setting up specific promotion types.

Custom Promotion Types

You can create custom conditions and actions to create bespoke promotions that are not included out of the box. For more information, see [Promotion Engine Trail](#).

Promotion Types and Templates

Promotion Engine supports a very wide variety of promotion types. For most promotion types, a template is available that contains pre-selected conditions and actions.

Cart Promotions (Order Threshold)

These promotions offer customers a discount or award when their cart reaches a minimum order threshold. When the cart reaches a minimum spend amount, the customer receives a discount or incentive. The offered discount can be a percentage discount off the cart total, a free coupon, a free gift, or another incentive that you define.

Promotion Template	Description	Conditions	Actions
Order threshold percentage discount on cart	When customers add a minimum amount to the cart, they get a percentage discount on their order. Example: Spend €200, get 20% off	Cart total	Percentage discount on cart

Promotion Template	Description	Conditions	Actions
Order threshold fixed discount on cart	When customers add a minimum amount to the cart, they get a fixed discount on their order. Example: Spend €200, get €25 off	Cart total	Fixed discount on cart
Order threshold percentage discount on products	When customers add a minimum amount to the cart, they get a percentage discount on specific products in the cart. Example: Spend €200, get 20% off all memory cards	<ul style="list-style-type: none"> • Cart Total • Qualifying Products or Qualifying Categories	Percentage discount on products
Order threshold free coupon	When customers add a minimum amount to the cart, they get a free coupon that they can use on the next order. The customer gets the free coupon after checkout. Example: Spend €200, get a coupon for 20% off your next order	Cart total	Free coupon
Order threshold free gift	When customers add a minimum amount to the cart, they get a free gift. The free gift appears in the cart automatically. Example: Spend €200, get a free roll of film.	Cart total	Free gift

Product Promotions

These promotions offer selected products for a discounted price. You can select the discounted products individually, or you can offer a discount on an entire category of products.

Template Name	Description	Conditions	Actions
Product percentage discount	Customers get selected products with a percentage discount. Example: 25% off all cameras	Qualifying Products or Qualifying Categories	Percentage discount on products
Product fixed discount	Customers get selected products with a fixed discount. Example: All memory cards are \$5 off	Qualifying Products or Qualifying Categories	Fixed discount on products
Product fixed price	Customers get selected products for a fixed price. Example: All charging cables are only €10 each	Qualifying Products or Qualifying Categories	Target fixed price on products

Bundle Promotions

Bundle promotions offer a defined set of products for a fixed price.

i Note

SAP Commerce also offers a Bundling module that allows you to offer products as a package. For more information, see [Bundling](#).

Template Name	Description	Conditions	Actions
Product multi-buy fixed price	<p>Customers can buy a defined number of the same or similar products for a special bundle price.</p> <p>Examples:</p> <p>Buy any 3 film rolls for \$10</p> <p>Buy any 2 charging cables for \$50</p>	One Container element that defines the qualifying products or product categories	Target bundle price
Product bundle fixed price	<p>Customers can buy a specific combination of different products for a special bundle price.</p> <p>Example: Buy one X, one Y, and one Z for a bundle price of €1000</p>	Multiple Container elements that define qualifying products or product categories.	Target bundle price

Partner-Product Promotions

In a partner-product promotion, customers buy one product at full price and get a second product (the "partner promotion") for a discounted price. Buy-one-get-one, 3-for-2, and related deals are examples of this type of promotion.

i Note

These promotions require **Container** elements that define the products in the **Conditions** area. Inside each container is one or more of the following: **Qualifying Products** or **Qualifying Categories**.

Template Name	Description	Conditions	Actions
Buy X, Get Y Free	<p>Customers buy one or more products at full price, and get one or more products for free.</p> <p>The free product can be the same product (buy one X, get a second X free) or a different product (buy X, get Y free).</p> <p>Examples:</p> <p>Buy one memory card, get a second memory card free.</p> <p>Buy a camera, get a memory card free.</p>	<ul style="list-style-type: none"> One or more Container elements specifying the full-price products or product categories. One or more Container elements specifying the free products or product categories. 	Percentage discount on partner products

Template Name	Description	Conditions	Actions
Product perfect partner percentage discount	<p>Customers buy one or more products at full price, and get one or more different products at a discounted price (the "partner product").</p> <p>Example:</p> <p>Buy a camera, get a memory card 50% off.</p> <p>You can adapt this template to create more complex promotions:</p> <p>Examples:</p> <p>Buy X and Y, get Z at 50% off.</p> <p>Buy 2 X and 2 Y and get Z at 50% off.</p>	<ul style="list-style-type: none"> One or more Container elements specifying the full-price products or product categories One or more Container elements specifying the discounted products or product categories 	Percentage discount on partner products
Product perfect partner fixed price	<p>Customers can buy one product and get a second product (the "partner product") for a fixed, discounted price.</p> <p>Example: Buy a camera, get a memory card for only €20.</p>	<ul style="list-style-type: none"> One or more Container elements specifying the full-price products or product categories. One or more Container elements specifying the discounted products or product categories. 	Target fixed price on partner products

Coupon Promotions

The promotions in this category offer customers a discount when they enter a valid coupon code during checkout. The discount can be a percentage discount on the cart, a fixed discount on the cart, a discount on certain products, or another discount or award.

Before you set up these promotions, first create and active a coupon in the Coupons module.

Template Name	Description	Conditions	Actions
Coupon code percentage discount	<p>When customers enter a valid coupon code, they get a percentage discount on their order.</p> <p>Example: Apply coupon SUMMER15 for an extra 15% off your order</p>	Coupon code	Percentage discount on cart
Coupon code fixed discount	<p>When customers enter a valid coupon code, they get a fixed discount (for example, dollar or euro amount) on their order.</p> <p>Example: Apply coupon BLACKFRIDAY to get €25 off your order</p>	<ul style="list-style-type: none"> Coupon code 	Fixed discount on cart

Template Name	Description	Conditions	Actions
Coupon code free gift with order threshold	When customers enter a valid coupon code and reach a minimum order amount, they get a free gift. The free gift is added to the cart automatically. Example: Spend €200 and apply coupon HOLIDAY_GIFT to get a free gift with your order	<ul style="list-style-type: none"> Coupon code Cart total 	Free gift
Coupon code percentage discount on products	When customers enter a valid coupon code, they get a percentage discount on selected products. Example: Apply coupon SHORTS20 for an extra 20% off all pairs of shorts	<ul style="list-style-type: none"> Coupon code Qualifying categories or <ul style="list-style-type: none"> Qualifying products 	Percentage discount on products

Customer Support Promotions

Use the promotions in this category that enables a special discount when a customer support agent is currently helping a customer.

Template Name	Description	Conditions	Actions
Customer support agent percentage discount on products	When a customer support agent is helping a customer, the agent can offer the customer a percentage discount on products. This promotion is only valid for the duration of the support session. Example: 10% off the order during a customer support session	<ul style="list-style-type: none"> Customer support agent Qualifying categories OR Qualifying products 	Percentage discount on products

Target Customer Group Promotions

Use these templates to create promotions that are aimed at customers in a specific target group.

Template Name	Description	Conditions	Actions
Customer-specific percentage discount	Customers in a target group get a percentage discount on their order.	Target customers	Percentage discount on cart
Customer-specific fixed price discount with order threshold	When customers in a target group spend a minimum amount, they get a fixed discount on their order.	<ul style="list-style-type: none"> Target customers Cart total 	Fixed discount on cart

Order Threshold Promotion

Create a promotion where customers must spend a minimum amount in order to qualify for a promotion. Examples: "Spend €500 or more, get €50 off" or "Spend €50 or more, get a free gift."

Offer customers a discount or incentive when the cart total reaches a minimum threshold. The offered discount can be a percentage discount off the cart total, a free coupon, a free gift, or another incentive that you define.

The following table shows the conditions and actions that you need to create different types of order threshold promotions, and whether there is a template available for you to use:

Type of Promotion	Description	Condition	Action	Available Template
Order threshold - percentage discount on cart	When customers add a minimum amount to the cart, they get a percentage discount on their order. Example: Spend €200, get 20% off	Cart total	Percentage discount on cart	<i>Order threshold percentage discount on cart</i>
Order threshold - fixed discount on cart	When customers add a minimum amount to the cart, they get a fixed discount on their order. Example: Spend €200, get €25 off		Fixed discount on cart	<i>Order threshold fixed discount on cart</i>
Order threshold - free coupon	When customers add a minimum amount to the cart, they get a free coupon that they can use on the next order. The customer gets the free coupon after checkout. Example: Spend €200, get a coupon for 20% off your next order		Free coupon	<i>Order threshold free coupon</i>
Order threshold - free gift	When customers add a minimum amount to the cart, they get a free gift. The free gift appears in the cart automatically. Example: Spend €200, get a free roll of film.		Free gift	<i>Coupon code free gift with order threshold</i>

Example

The following screenshot shows an example of an order threshold promotion: Customers spend €100 or more and get a 10% discount on the cart.

CONDITIONS

Cart total >= {EUR=100}

▼ Cart total

Operator

>=

Cart total value

Euro [EUR] ▶ 100

+ Add new item

ACTIONS

Apply 10% discount on the cart total

▼ Percentage discount on cart

Percentage discount value

10

Available Conditions

▼ Cart

Cart total

Qualifying products

Qualifying categories

Product price threshold

Coupon code

Qualifying Group Types

Order Threshold Perfect Partner

▼ Customer

Available Actions

▼ Coupon

Free coupon

▼ Cart discounts

Percentage discount on cart

Fixed discount on cart

▼ Product discounts

Percentage discount on products

Creating an Order Threshold Promotion

Create a promotion where customers must spend a minimum amount in order to qualify for a promotion. Once the cart reaches that amount, the customer gets a defined discount or incentive. Examples: Spend €500 to get €50 off; Spend €50 to get a free gift.

Prerequisites

If necessary, read the general directions for creating promotions. See [Creating a Promotion Rule](#).

Procedure

1. In the Backoffice, navigate to **Marketing Promotion Rules**.
2. Click the + button to create a new promotion rule.
3. On the **Rule Properties** tab, define the details of the promotion. If you need help with the fields on this tab, see [Creating a Promotion Rule](#).

i Note

Set the **Maximum Rule Executions** to 1 to ensure that a cart-level discount only applies one time. See [Maximum Rule Executions](#).

4. Switch to the **Condition & Actions** tab.
5. In the **Message** field, enter a short text that customers see on the cart checkout page when the promotion applies. For more information, see [Applied Promotion Messages](#).
6. In the **Conditions** area, open the **Available Conditions** menu. Drag and drop the following condition into your promotion rule: **Cart total**.

Field	Description
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Field	Description
Operator	Use this field to select how the cart total is evaluated. The default value is >= , which means that the cart total must be greater than or equal to the specified Cart total value . (Example: the total value of the cart must be €200 or more).
Cart total value	Use this field to define the minimum order value required to qualify for the promotion. Click + Add new item . Two input fields appear. <ul style="list-style-type: none"> o First field: Select the currency. o Second field: Enter the minimum amount that must be in the cart for the promotion to apply. If you want to define different values for different currencies, click + Add new item again. Select an additional currency and enter the minimum order amount in that currency.

7. In the **Actions** area, open the **Available Actions** menu. Drag and drop the desired action into the promotion rule. The action defines the discount or incentive that the customer receives for spending the minimum amount.

Here are some actions that offer appropriate discounts or incentives for this promotion:

- o **Percentage discount on cart**: If the cart reaches the minimum total order amount, the customer gets a percentage discount on the entire order. Example: Spend \$200 or more, get 10% off your order. See [Percentage Discount on Cart](#).
- o **Fixed discount on cart**: If the cart reaches the minimum total order amount, the customer gets a fixed-amount discount on the order. Example: Spend \$200 or more, get \$30 off your order. See [Fixed Discount on Cart](#).
- o **Free coupon**: If the cart reaches the minimum total order amount, the customer gets a free coupon to use on a future order. Example: Spend \$200 or more, get a coupon for 25% off your next order. See [Free Coupon](#).
- o **Free gift**: If the cart reaches the minimum total order amount, the customer gets a free gift with the order. The free gift appears in the cart automatically. Example: Spend \$200 or more, get a free memory card. See [Free Gift](#).

8. Click **Save**.

9. Publish the promotion rule. For instructions, see [Publishing a Promotion Rule](#).

The promotion rule is published and will be available on your storefront between the start and end dates of the promotion.

Related Information

[Creating a Promotion Rule](#)

[Promotion Types and Templates](#)

[Creating a Promotion Rule from a Template](#)

Product Promotion

Create a promotion that offers a discount on selected products or product categories. The discount can be a percentage, a fixed discount, or a fixed sale price. Examples: "\$5 off all memory cards," "25% off all digital cameras," "\$15 off product V287."

Create one of these promotions to offer selected products at a discounted price.

Type of Promotion	Description	Condition	Action	Template
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Type of Promotion	Description	Condition	Action	Template
Percentage discount on products	Customers can buy selected products with a percentage discount. Example: 25% off all cameras	One of the following: Qualifying Products to select products individually Qualifying Categories to offer a discount on an entire category of products	Percentage discount on products	<i>Product percentage discount</i>
Fixed discount on products	Customers can buy selected products with a fixed discount. Example: All memory cards are \$5 off		Fixed discount on products	<i>Product fixed discount</i>
Fixed price for products	Customers can buy selected products for a fixed price. Example: All charging cables are only €10 each		Target fixed price on products	<i>Product fixed price</i>

i Note

With the promotion rule described here, you cannot limit the number of products that a customer can buy at the discounted price. If, for example, you want to limit a customer to buying only 3 of a discounted product, you must set up a promotion rule with containers. For this scenario, see [Creating a Product Promotion with Limited Quantities](#).

Example

The following screenshot shows an example product promotion: "Any products in the selected category are 15% off."

CONDITIONS

Cart **CONTAINS ANY** categories [575]

► Qualifying categories

ACTIONS

Apply **15%** discount on the qualifying products

► Percentage discount on products

Creating a Product Promotion

Create a promotion that offers a sale on selected products. The discount can be a percentage, a fixed discount, or a fixed sale price.

Prerequisites

This is custom documentation. For more information, please visit the [SAP Help Portal](#)

Procedure

1. Create a promotion rule. On the **Rule Properties** tab, define the details of the promotion. If you need help with the fields on this tab, see [Creating a Promotion Rule](#).

i Note

For product-discount promotions, you do not need to define a value in the **Maximum Rule Executions** field. You can leave the field empty. When Promotion Engine applies a product-discount promotion, it discounts all of the eligible products in the cart on the first execution of the rule. As a result, no further executions of the promotion rule are possible or necessary.

2. Switch to the **Condition & Actions** tab.
3. In the **Message** field, enter a short text that customers see on the cart checkout page when the promotion applies to the cart. For more information, see [Applied Promotion Messages](#).
4. In the **Conditions** area, open the **Available Conditions** menu. Drag and drop one of the following conditions into your promotion rule: **Qualifying Products** or **Qualifying Categories**. This condition defines the products or product categories offered at a discounted price.
 - If you added a **Qualifying Products** condition, define the fields as follows:

Field	Description
Operator	<p>Select how the quantity of line items in the cart is compared to the value defined in the Quantity per order entry field.</p> <p>i Note</p> <p>In almost all use cases, this operator is \geq. This allows the customer to buy more than one of the specific products in the promotion, but does not require a line item quantity of greater than 1.</p>
Quantity per order entry	<p>Define the required quantity for each line item in the cart.</p> <p>i Note</p> <p>In almost all use cases, this field has a value of 1. If you enter a value greater than 1 in this field, then customer cart must contain a quantity greater than 1 of the selected products.</p> <p>Example: A promotion offers 20% off all digital cameras. If the Quantity per order entry is 2, the customer must buy 2 of the exact same camera.</p>
Product selection operator	<p>Select whether the condition includes any, includes all, or excludes the defined products.</p>
Catalog version	<p>Select a catalog to narrow down the products displayed in the Products field.</p> <p>This is a filter field only.</p>
Products	<p>Select the products that you want to offer at a discount. You can select multiple products.</p>

- If you added a **Qualifying Categories** condition, define the fields as follows:

Field	Description
Operator	<p>Select how the quantity of line items in the cart is compared to the value defined in the Quantity per order entry field.</p> <p>i Note In almost all use cases, this operator is >=. See the note in the preceding table.</p>
Quantity per order entry	<p>Define the required quantity for each line item in the cart.</p> <p>i Note In almost all use cases, this field has a value of 1. See the note in the preceding table.</p>
Product selection operator	<p>Select whether the condition includes any, includes all, or excludes the defined products.</p>
Categories	<p>Select categories of products to include in the promotion.</p> <p>Example: Your promotion offers 20% off all digital cameras. In the Categories field, select the Digital Cameras product category. Customers can buy any of the cameras in this category at the discounted price.</p>
Excluded Categories	<p>Select categories of products to exclude from the promotion.</p> <p>i Note Only use this field if the category of products that you want to exclude is a subset of the category of products included in the promotion.</p> <p>Example: You have a category A of all Sony products and a category B of all Sony digital cameras (where the products in B are a subset of A). To create a promotion on all Sony products except cameras, you include category A but exclude category B.</p>
Excluded Products	<p>Select any products that are in the selected category, but that you do not want to offer at a discounted price.</p> <p>Example: Your promotion offers 20% off all digital cameras except the Canon EASYSHOT D098 and the Canon EASYSHOT L917. In the Categories field, select the Digital Cameras product category. In the Excluded Products field, select the Canon EASYSHOT D098 and the Canon EASYSHOT L917.</p>

5. In the **Actions** area, open the **Available Actions** menu.

Drag and drop the desired action into the promotion rule. Choose one of the following actions:

- **Percentage discount on products:** The selected products are offered with a percentage discount.

Define the fields as follows:

Field	Description
Percentage discount value	Enter the discount as a number. For example, to offer 50% off, enter 50 in the input field.

- **Fixed discount on products:** The selected products are offered with a fixed discount.

Define the fields as follows:

Field	Description
Absolute discount value	<p>Enter the discount as a fixed amount.</p> <p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ▪ First field: Select the currency. ▪ Second field: Enter the discount amount as a number. <p>To define different discounts for different currencies, click + Add new item again. Select a different currency and enter the discount value in that currency.</p>

- **Target fixed price on products:** The selected products are offered for a fixed price.
- Define the fields as follows:

Field	Description
Target fixed price	<p>Enter the fixed discount price.</p> <p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ▪ First field: Select the currency. ▪ Second field: Enter the price as a number. <p>To define different prices for different currencies, click + Add new item again. Select a different currency and enter the discount value in that currency.</p>

6. Click **Save**.

7. Publish the promotion. For instructions, see [Publishing a Promotion Rule](#).

The promotion rule is published. The promotion will be available on your storefront between the start and end dates of the promotion.

Related Information

[Types of Promotions](#)

[Creating a Promotion Rule](#)

[Promotion Types and Templates](#)

[Creating a Promotion Rule from a Template](#)

Product Discount Promotion with Limited Quantities

Create a promotion that offers a discount on defined products or product categories, but limits the number of sale items that a customer can buy.

Example: You offer a sale where a popular product is 60% off. However, you want to restrict the customer to buying no more than 3 of that product at the discounted price.

This promotion uses the following conditions: A **Container** with at least one **Qualifying products** or **Qualifying categories** condition inside the container.


This promotion uses one of the following actions: **Percentage discount on partner products**, **Fixed discount on partner products**, or **Target fixed price on partner products**.

Example

Example of a promotion that offers 50% off specific products, but only allows customers to buy 3

CONDITIONS

sale (Cart **CONTAINS ANY** products [816323, 816323])

Container ID 





▼ Container

 ▶ Qualifying products

ACTIONS

Apply **50%** discount on the partner products

 ▼ Percentage discount on partner products

Percentage discount value 	Selection strategy 
<input type="text" value="50"/>	<input type="text" value="CHEAPEST"/>
Qualifying product containers 	Target product containers 
<input type="text" value="sale ▶ 0"/>	<input type="text" value="sale ▶ 1"/>

RULE MANAGEMENT

Website 	Priority 	Rule Group 	Maximum Rule Executions 
<input type="text" value="electronicsPromoGrp"/>	<input type="text" value="900"/>	<input type="text" value="..."/>	<input type="text" value="3"/>
Description	Exclude from storefront display 		Campaigns 
<input type="text" value="50% off these cameras"/>	<input type="radio"/> True <input checked="" type="radio"/> False <input type="radio"/> N/A		<input type="text" value="..."/>

Creating a Product Promotion with Limited Quantities

Create a promotion that enables customers to buy a limited number of products at a sale price.

Prerequisites

If necessary, read the general directions for creating promotions. See [Creating a Promotion Rule](#).

Procedure

1. In the Backoffice, navigate to **Marketing Promotion Rules**.
2. Click the **+** button to create a promotion rule.

3. On the **Rule Properties** tab, define the details of the promotion. If you need help with the fields on this tab, see [Creating a Promotion Rule](#).

In the **Maximum Rule Executions** field, enter the number of times that this promotion can apply to the cart. For example, if you want the customer to be able to buy only 3 of the sale product, enter 3 in this field. For more information, see [Maximum Rule Executions](#).

4. Switch to the **Condition & Actions** tab.

5. In the **Conditions** area, open the **Available Conditions** menu. Drag and drop a **Container** element into the promotion. In the **Container ID** field, enter a name for this container.

6. From the **Available Conditions** menu, drag and drop a **Qualifying products** or **Qualifying categories** condition into the **container**. Expand the condition and specify the categories or products that you want to offer with a discount.

7. In the **Actions** area, open the **Available Actions** menu. Drag and drop one of the following actions into the promotion rule: **Percentage discount on partner products**, **Fixed discount on partner products**, or **Target fixed price on partner products**.

- If you selected a **Percentage discount on partner products** action, define the following details:

Field Name	Description
Percentage discount value	Enter the value of the discount as a number.
Selection strategy	Select how the products to be discounted are selected. In most cases, select Cheapest in this field.
Qualifying product containers	Click + Add new item . Two input fields appear. <ul style="list-style-type: none"> ■ First field: Enter the name of the container that you defined in step 5. This field is case-sensitive. Type in the name of the container exactly as you specified it. ■ Second field: Enter 0.
Target product containers	Click + Add new item . Two input fields appear. <ul style="list-style-type: none"> ■ First field: Enter the name of the container that you defined in step 5. This field is case-sensitive. Type in the name of the container exactly as you specified it. ■ Second field: Enter 1.

- If you selected a **Fixed discount on partner products** action, define the following details:

Field Name	Description
Absolute discount value	Enter the discount amount. Click + Add new item . Two input fields appear. <ul style="list-style-type: none"> ■ First field: Select the currency. ■ Second field: Enter the discount amount as a number. To define different discounts for different currencies, click + Add new item again. Select a different currency and enter the discount value in that currency.
Selection strategy	In most cases, select Cheapest in this field.

Field Name	Description
Qualifying product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Enter the name of the container that you defined in step 5. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> ■ Second field: Enter 0.
Target product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Enter the name of the container that you defined in step 5. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> ■ Second field: Enter 1.

- If you selected a **Target fixed price on partner products** action, define the following details:

Field Name	Description
Target fixed price	<p>Enter the discounted price.</p> <p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Select the currency. ■ Second field: Enter the discount amount as a number. <p>To define different prices for different currencies, click + Add new item again. Select a different currency and enter the price in that currency.</p>
Selection strategy	In most cases, select Cheapest in this field.
Qualifying product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Enter the name of the container that you defined in step 5. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> ■ Second field: Enter 0.
Target product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Enter the name of the container that you defined in step 5. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> ■ Second field: Enter 1.

8. At the top of the **Conditions & Actions** tab, enter a promotion message in the **Message** field. This message is the confirmation text that your customers see when promotions are applied to the cart. You can use the IDs from elements of your promotion to create placeholders that insert promotion details into the message. For information, see [Applied Promotion Messages](#).

9. Click **Save**.

This is custom documentation. For more information, please visit the [SAP Help Portal](#)

10. Publish the promotion rule. For instructions, see [Publishing a Promotion Rule](#).

The promotion rule is published and will be available on your storefront between the start and end dates of the promotion.

Partner-Product Promotion

Create a promotion where customers buy one or more products at full price, and get a discount on one or more other products (the "partner product"). The discount on the partner product can be a percentage off, a fixed discount, or a fixed discount price.

You can create the following types of partner-product promotions:

Type of Promotion	Conditions	Action	Available Template
Partner product - percent discount Example: Buy a camera, get a memory card 50% off.	<ul style="list-style-type: none"> One or more Container elements specifying the full-price products or product categories. Inside each container is one of the following conditions: Qualifying Products or Qualifying Categories. One or more Container elements specifying the discounted products or product categories. Inside each container is one of the following conditions: Qualifying Products or Qualifying Categories. 	Percentage discount on partner products	<i>Product perfect partner percentage discount</i>
Partner product - fixed discount Example: Buy a camera, get a memory card \$10 off.		Fixed discount on partner products	No template available
Partner product - fixed price Example: Buy a camera, get a memory card for only €20.		Target fixed price on partner products	<i>Product perfect partner fixed price</i>

Structure

The following screenshot shows an example of a partner promotion: "Buy one qualifying product, get one partner product 25% off"

CONDITIONS

Qualifying_products (Cart **CONTAINS ANY** categories [574]) AND Partner_products (Cart **CONTAINS ANY** categories [1288])

Container ID ?

▼ Container

Qualifying_products

☐ ▶ Qualifying categories

Container ID ?

▼ Container

Partner_products

☐ ▶ Qualifying categories

ACTIONS

Apply **25%** discount on the partner products

☐ ▼ Percentage discount on partner products

Percentage discount value ?

25

Qualifying product containers ?

Qualifying_products ▶ 1

+ Add new item

Selection strategy ?

CHEAPEST

Target product containers ?

Partner_products ▶ 1

+ Add new item

Creating a Partner-Product Promotion

Prerequisites

If necessary, read the general directions for creating promotions. See [Creating a Promotion Rule](#).

Procedure

1. Create a promotion rule.
2. On the **Rule Properties** tab, in the **Maximum Rule Executions** field, enter the number of times that this promotion can apply to a customer's cart. For partner-product promotions, it often makes sense to allow customers to take advantage of the promotion multiple times within the same order. For more information, see [Maximum Rule Executions](#).
3. On the **Rule Properties** tab, fill in the remaining fields to define the details of the promotion. If you need help with the fields on this tab, see [Creating a Promotion Rule](#).
4. Switch to the **Condition & Actions** tab.
5. Add a qualifying product container: in the **Conditions** area, open the **Available Conditions** menu. Drag and drop a **Container** element into the **Conditions** area of the promotion. This container holds the qualifying products. The qualifying products are the products that the customer buys at full price. In the **Container ID** field, enter a name for this container (for example, "Qualifying products").
6. Define the qualifying products: from the **Available Conditions** menu, drag and drop a **Qualifying products** or **Qualifying categories** element into the "Qualifying products" container. Expand the condition and use the **Products** or **Categories** fields to specify the categories or products that the customer must buy at full price in order to qualify for the promotion.

i Note

To require the customer to buy **multiple different products**, add additional **Container** elements to define another set of qualifying products. Example: for the promotion "buy 1 X and 1 Y, get 1 Z at 50% off," create two different containers of qualifying products: add products X to one container, and products Y to the other container.

To require the customer to buy **more than one product from the same container** (for example, "buy 2 X and get 1 Y at 50% off), you will enter the required number of products in the action area (see step 9). Do **not** increase the value in the **Quantity per order entry** field in the the **Qualifying products** or **Qualifying categories**. In almost all use cases, the **Quantity per order entry** field should have a value of 1. If you enter a value in this field greater than 1, then the customer cart must contain more than one of the **exact same** product.

7. Add a partner-product container: drag and drop a new **Container** element into the **Conditions** area of the promotion. This container holds the products that the customer receives at a discounted price. In the **Container ID** field, enter a name for this container (for example, "Partner products").
8. Define the partner products: from the **Available Conditions** menu, drag and drop a **Qualifying products** or **Qualifying categories** element into the "Partner products" container. Expand the condition and specify the products or categories that the customer receives at a discounted price.

i Note

To offer a discount on the **second of two identical products or categories** in the cart (buy one X, get a second X 50% off), use only one container in your conditions. Example: if the promotion is "buy any tripod, get any tripod for 50% off," then both the "Qualifying products" **and** the "Partner products" should reference the same single container.

To offer a discount on **multiple different products**, create additional **Container** elements. Use the additional container to define another set of partner products. Example: for the promotion "buy one X, get one Y for 50% off and one Z for 50% off," create two separate partner product containers: one for partner products Y and one for partner products Z.

To offer a discount on **more than one product from the same container**, enter the required number of products in the action area (see step 9). Do **not** increase the value in the **Quantity per order entry** field in the the **Qualifying products** or **Qualifying categories**. In almost all use cases, the **Quantity per order entry** field should have a value of 1. If you enter a value in this field greater than 1, then the customer cart must contain more than one of the **exact same** product (rather than multiple different products from among the set of products in the container—which is the more common use case).

9. In the **Actions** area, open the **Available Actions** menu. Drag and drop one of the following actions into the promotion rule: **Percentage discount on partner products**, **Fixed discount on partner products**, or **Target fixed price on partner products**.
 - o If you selected a **Percentage discount on partner products** action, define the following details:

Percentage discount on partner products - fields

Field Name	Description
Percentage discount value	Enter the value of the discount as a number. (For example: for a 50% discount, enter 50 in the field.)
Selection strategy	<p>Select how the product to be discounted is selected, if more than one product in the cart qualifies for the discount. In most cases, select Cheapest in this field.</p> <p>Example: you are running a promotion "buy one camera, get one memory card at 50% off." If a customer cart contains one camera and two memory cards, the cheapest memory card is discounted.</p>

Field Name	Description
Qualifying product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Enter the name of the "Qualifying products" container that you created in steps 4–5. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> ■ Second field: Enter the number of products from this category that the customer must purchase to qualify for the promotion. <p>If you have more than one container with qualifying products, click + Add new item again. Enter the name of the second container and the required number of products.</p>
Target product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Enter the name of the "Partner products" container that you created in steps 6–7. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> ■ Second field: Enter the number of products from this category that the customer must purchase to qualify for the promotion. <p>If you have more than one container with target products, click + Add new item again. Enter the name of the second container and the required number of products.</p> <p>i Note</p> <p>The customer must purchase the defined number of qualifying products and the defined number of partner products to get the discount. Example: if a promotion is "buy three X, get two Y for 50% off," then the cart must contain three X and two Y to qualify for the promotion. If a cart has three X and one Y, then the promotion does not apply, and the Y product is not 50% off.</p>

- If you selected a **Fixed discount on partner products** action, define the following details:

Fixed discount on partner products - fields

Field Name	Description
Absolute discount value	<p>Enter the discount as a fixed amount.</p> <p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Select the currency. ■ Second field: Enter the discount amount as a number. <p>To define different discounts for different currencies, click + Add new item again. Select a different currency and enter the discount value in that currency.</p>

Field Name	Description
Selection strategy	Select how the product to be discounted is selected, if more than one product in the cart qualifies for the discount. In most cases, select Cheapest in this field. (Example: you are running a promotion "buy one camera, get one memory card for \$10 off." If a customer cart contains one camera and two memory cards, the cheapest memory card is discounted.)
Qualifying product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Enter the name of the "Qualifying products" container that you created in steps 4–5. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> ■ Second field: Enter the number of products from this category that the customer must purchase to qualify for the promotion. <p>If you have more than one container with qualifying products, click + Add new item again. Enter the name of the second container and the required number of products.</p>
Target product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Enter the name of the "Partner products" container that you created in steps 6–7. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> ■ Second field: Enter the number of products from this category that the customer must purchase to qualify for the promotion. <p>If you have more than one container with partner products, click + Add new item again. Enter the name of the second container and the required number of products.</p> <p>i Note</p> <p>The customer must purchase the defined number of qualifying products and the defined number of target products to get the discount. Example: if a promotion is "buy three X, get two Y for \$10 off," then the cart must contain three X and two Y to qualify for the promotion. If a cart has three X and one Y, then the promotion does not apply, and the Y product is not discounted.</p>

- o If you selected a **Target fixed price on partner products** action, define the following details:

Target fixed price on partner products - fields

Field Name	Description
------------	-------------

Field Name	Description
Target fixed price	<p>Enter the discounted price.</p> <p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Select the currency. ■ Second field: Enter the discount amount as a number. <p>To define different prices for different currencies, click + Add new item again. Select a different currency and enter the price in that currency.</p>
Selection strategy	<p>Select how the product to be discounted is selected, if more than one product in the cart qualifies for the discount. In most cases, select Cheapest in this field. (Example: you are running a promotion "buy one camera, get one memory card at 50% off." If a customer cart contains one camera and two memory cards, the cheapest memory card is discounted.)</p>
Qualifying product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Enter the name of the "Qualifying products" container that you created in steps 4–5. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> ■ Second field: Enter the number of products from this category that the customer must purchase to qualify for the promotion. <p>If you have more than one container with qualifying products, click + Add new item again. Enter the name of the second container and the required number of products.</p>
Target product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> ■ First field: Enter the name of the "Target products" container that you created in steps 6–7. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> ■ Second field: Enter the number of products from this category that the customer must purchase to qualify for the promotion. <p>If you have more than one container with target products, click + Add new item again. Enter the name of the second container and the required number of products.</p> <p>i Note</p> <p>The customer must purchase the defined number of qualifying products and the defined number of target products to get the discount. Example: if a promotion is "buy three X, get two Y for 50% off," then the cart must contain three X and two Y to qualify for the promotion. If a cart has three X and one Y, then the promotion does not apply, and the Y product is not 50% off.</p>

- 10. At the top of the **Conditions & Actions** tab, enter a promotion message in the **Message** field. This message is the confirmation text that your customers see when promotions are applied to the cart. You can use the IDs from elements of your promotion to create placeholders that insert promotion details into the message (see [Applied Promotion Messages](#)).
- 11. Click **Save**.
- 12. Publish the promotion rule. For instructions, see [Publishing a Promotion Rule](#).

The promotion rule is published and will be available on your storefront after the **Start Date/Time** of the promotion.

Related Information

- [Types of Promotions](#)
- [Creating a Promotion Rule](#)
- [Creating a Promotion Rule from a Template](#)

Buy One, Get One Free Promotion

Create a buy-one, get-one-free promotion. The free product can be the same product (buy one t-shirt, get a second t-shirt free) or a different product (buy a t-shirt, get socks free). The free product is not added to the cart automatically.

Type of Promotion	Conditions	Action	Available Template
Buy One, Get One	<p>Two Container elements if the qualifying and free product are different.</p> <p>One Container element if the same product is used for qualifying and free product.</p> <p>One or more of the following conditions are inside the containers:</p> <ul style="list-style-type: none">• Qualifying Products or• Qualifying Categories	Percentage discount on partner products	<i>Buy X get Y free</i>

i Note

With this type of promotion, the customer must manually add the free product to the cart. If you want to create a promotion with a free gift that gets added to the cart automatically, see [Free Gift Promotion](#).

Example

- The following screenshot shows an example of a BOGO promotion. The customer buys any pair of shoes and gets any sunglasses for free.

CONDITIONS

BUY (Cart CONTAINS ANY categories [shoes]) AND FREE (Cart CONTAINS ANY categories [sunglasses])

Container ID	?
Container	BUY
Qualifying categories	

Container ID	?
Container	FREE
Qualifying categories	

ACTIONS

Apply 100% discount on the partner products

Percentage discount value	?
100	

Selection strategy	?
CHEAPEST	

Qualifying product containers	?
BUY ▶ 1	
+ Add new item	

Target product containers	?
FREE ▶ 1	
+ Add new item	

Creating a Buy One, Get One Free Promotion

Create a buy-one, get-one-free promotion (also known as a BOGO or 2-for-1 promotion). The free product can be the same product (buy one X, get a second X free) or a different product (buy X, get Y free). You can easily adapt this promotion to create, for example, a 3-for-2 deal.

Prerequisites

If necessary, read the general directions for creating promotions. See [Creating a Promotion Rule](#).

Procedure

1. Create a promotion rule.
2. On the **Rule Properties** tab, in the **Maximum Rule Executions** field, enter the number of times this promotion rule can apply to a single cart. For a BOGO promotion, it often makes sense to allow customers to take advantage of the promotion multiple times within the same order. Example: If you enter 5 in the **Maximum Rule Executions** field, a customer can buy up five sets of BOGO products.
3. On the **Rule Properties** tab, fill out the remaining fields to define the details of the promotion. If you need help with the fields on this tab, see [Creating a Promotion Rule](#).
4. Switch to the **Condition & Actions** tab.
5. In the **Conditions** area, from the **Available Conditions** menu, drag and drop a **Container** element into the **Conditions** area of the promotion. This container holds the products that are full price. In the **Container ID** field, enter a name for this container (for example, "BUY").
6. From the **Available Conditions** menu, drag and drop a **Qualifying products** or **Qualifying categories** condition into the "BUY" container. Select the product categories or products in the promotion.

i Note

You can add additional containers with qualifying products or categories to the conditions area. For example, for the promotion "Buy A and B, get C free," add another container for the B products.

7. Drag and drop a second **Container** element into the **Conditions** area of the promotion. This container holds the products that are free. In the **Container ID** field, enter a name for this container (for example, "FREE").
8. From the **Available Conditions** menu, drag and drop a **Qualifying products** or **Qualifying categories** element into the "FREE" container. Expand the condition and select the **same products** that you selected in the first container in step 6.
9. In the **Actions** area, from the **Available Actions** menu, drag and drop the **Percentage discount on partner products** action into the promotion rule. Define the fields as follows:

Field	Description
Percentage discount value	Enter 100 to offer a 100% discount (this means that the product is free).
Selection strategy	Select how the product to be discounted is selected, if more than one product in the cart qualifies for the discount. In most cases, select Cheapest .
Qualifying product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> o First field: Enter the name of the "BUY" container that you created in steps 5–6. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> o Second field: Enter the number of products from this container that the customer must purchase to qualify for the promotion. <p>If you have more than one container with qualifying products, click + Add new item again. Enter the name of the second container and the required number of products.</p>
Target product containers	<p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> o First field: Enter the name of the "FREE" container that you created in steps 7–8. o Second field: Enter the number of products from this container that the customer gets for free. <p>If you have more than one container with free products, click + Add new item again. Enter the name of the second container and the required number of products.</p> <p>i Note</p> <p>The customer must purchase the defined number of qualifying products and the defined number of target products to get the discount. Example: The promotion is "Buy 1 X, get 2 X free." In this case, the customer must buy a total of 3 X. If the customer only adds two X to the cart, the second X is not free.</p>

10. Click **Save**.
11. Publish the promotion rule. For instructions, see [Publishing a Promotion Rule](#).

The promotion rule is published and will be available on your storefront after the **Start Date/Time** of the promotion.

Related Information

Bundle Promotion

Create a promotion that enables customers to buy a set of defined products for a fixed price. Example: "One camera, one tripod, and one memory card for €750."

These are general guidelines for creating any type of promotion where customers buy a bundle of predefined products for a fixed price. You can flexibly decide what types of products are in the bundle. The bundle contains various different products.

Type of Promotion	Conditions	Action	Template
Fixed-price bundle	Multiple Container elements that define qualifying products or product categories.	Target bundle price	<i>Product bundle fixed price</i>

Structure

Example bundle promotion: Buy any pair of shoes and any sunglasses for \$100

CONDITIONS

shoes (Cart **CONTAINS ANY** categories [shoes]) AND sunglasses (Cart **CONTAINS ANY** categories [sunglasses])

Container ID	?
Container	shoes
Qualifying categories	

Container ID	?
Container	sunglasses
Qualifying categories	

ACTIONS

Apply target price {USD=100} to the bundle

Target bundle price

USDollar [USD] ▶ 100

+ Add new item

Selection strategy

CHEAPEST

Bundle product quantities

sunglasses ▶ 1

shoes ▶ 1

+ Add new item

Creating a Fixed-Price Bundle Promotion

Prerequisites

If necessary, read the general directions for creating promotions. See [Creating a Promotion Rule](#).

Procedure

1. Create a promotion rule. On the **Rule Properties** tab, define the details of the promotion. For instructions, see [Creating a Promotion Rule](#).
2. In the **Maximum Rule Executions** field, enter the number of times this promotion rule can apply to a single cart. For a bundle promotion, it may make sense to allow customers to take advantage of the promotion multiple times within the same order. Example: You offer X, Y, and Z for a bundle price of \$100. If you enter 5 in the **Maximum Rule Executions** field, a customer can buy up to five bundles. For the sixth and later sets of X, Y, and Z products in the cart, the bundle price no longer applies.
3. Use the **Description** field to define a product promotion message that tells your customers about this promotion. This message appears on the product details pages of the qualifying and partner products while the promotion is running (see [Product Promotion Messages](#)).
4. Switch to the **Condition & Actions** tab.

5. In the **Conditions** area, open the **Available Conditions** menu. Drag and drop **Container** elements into the **Conditions** area of the promotion. Add one container for each of the other products in the bundle. Each type of product in the bundle has its own container. For example, the promotion "Buy A, B, and C for \$100" has three containers: one for products A, one for products B, and one for products C.
6. In the **Container ID** field, enter a name for each container of bundle products (for example, "Cameras," "Tripods," and "Memory cards.")
7. For each of the containers, define the products included in that container. From the **Available Conditions** menu, drag and drop a **Qualifying products** or **Qualifying categories** element into the container. Expand the condition and specify the products or product categories.

i Note

To require the customer to buy **more than one product from the same container** (for example, "buy two X and two Y for \$100"), enter the required number of products in the action area (see step 9). Do **not** use the **Quantity per order entry** field for this purpose. The **Quantity per order entry** field requires customers to buy multiple quantities of the exact same item in the cart. Only use this field if customers must buy multiple quantities of one exact product. In all other use cases, the **Quantity per order entry** field should have a value of 1.

8. In the **Actions** area, open the **Available Actions** menu. Drag and drop the **Target bundle price** action into the promotion rule.
9. Expand the **Target bundle price** action and specify the following:

Field	Description
Target bundle price	<p>Use this field to specify the price of the bundle.</p> <p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> o First field: Select the currency. o Second field: Enter the bundle price as a number. <p>To define different discounts for different currencies, click + Add new item again. Select an additional currency and enter the bundle price in that currency.</p>
Selection strategy	<p>Select how the product to be discounted is selected, if more than one product in the cart qualifies to be included in the bundle. In most cases, select Cheapest in this field.</p> <p>Example: The bundle offers one camera and one tripod for \$2000. If the customer has two cameras and one tripod in the cart, the cheapest camera is included in the bundle.</p>
Bundle product quantities	<p>Use these fields to specify how many of each product the customer must buy to get the bundle price.</p> <p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> o First field: Enter the name of one of the bundle product containers that you created in steps 5–7. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> o Second field: Enter the number of products from this container that the customer must purchase. (For example, if the bundle is "Buy 2 X, 2 Y, and 2 Z for \$100," then enter 2 in the quantity field for each product.) <p>Click + Add new item again. Enter the name of each of the remaining bundle-product containers and the required number of products.</p>

- 10. At the top of the **Conditions & Actions** tab, enter the applied promotion message in the **Message** field. This message appears on the cart checkout page. This confirmation text confirms that the promotion is applied to the cart. You can use the IDs from elements of your promotion to insert promotion details into the message. See [Applied Promotion Messages](#).
- 11. Click **Save**.
- 12. Publish the promotion rule. For instructions, see [Publishing a Promotion Rule](#).

The promotion rule is published and will be available on your storefront after the **Start Date/Time** of the promotion.

Related Information

- [Types of Promotions](#)
- [Creating a Promotion Rule](#)
- [Creating a Promotion Rule from a Template](#)

Multi-Buy Promotion

Create a promotion where customers buy a defined number of the same or similar products for a fixed price. Example: "Buy 3 rolls of film for \$10."

Type of Promotion	Conditions	Action	Available Template
Multi-buy	One Container element. Inside the container is one or more Qualifying Products or Qualifying Categories conditions.	Target bundle price	<i>Product multi-buy fixed price</i>

Example

Example of a multibuy promotion: Customer can buy 3 t-shirts for \$60

CONDITIONStshirts (Cart **CONTAINS ANY** categories [tshirts])

Container ID ?

Container ▼ tshirts

● ▶ Qualifying categories

ACTIONS

Apply target price {USD=60} to the bundle

● ▼ Target bundle price

Target bundle price ?

USDollar [USD] ▶ 60

+ Add new item

Selection strategy ?

CHEAPEST ▼

Bundle product quantities ?

tshirts ▶ 3

+ Add new item

Creating a Multi-Buy Promotion

Create a promotion where customers buy multiples of a product for a set price. For example, buy three rolls of film for \$12.

Prerequisites

If necessary, read the general directions for creating promotions. See [Creating a Promotion Rule](#).

Procedure

1. Create a promotion rule. On the **Rule Properties** tab, define the details of the promotion. For instructions, see [Creating a Promotion Rule](#).
2. In the **Maximum Rule Executions** field, enter the number of times this promotion rule can apply to a single cart. For a multi-buy promotion, it may make sense to allow customers to take advantage of the promotion multiple times within the same order. Example: If you enter 5 in the **Maximum Rule Executions** field, a customer can buy up to 5 bundles. After that, the multi-buy price no longer applies.
3. Use the **Description** field to define a product promotion message that tells your customers about this promotion. This message appears on the product details pages of the products in the multi-buy while the promotion is running (see [Product Promotion Messages](#)).
4. Switch to the **Condition & Actions** tab.
5. In the **Conditions** area, open the **Available Conditions** menu. Drag and drop one **Container** element into the **Conditions** area of the promotion.
6. In the **Container ID** field, enter a name for the container (for example, "Film rolls").
7. From the **Available Conditions** menu, drag and drop a **Qualifying products** or **Qualifying categories** element into the container. Expand the condition and specify the products or categories of products that are included in the multi-buy promotion.

i Note

When you select the qualifying products or categories, do **not** use the **Quantity per order entry** field to specify the number of products that the customer has to buy. Specify this quantity in the action area (see step 9).

The **Quantity per order entry** field requires customers to buy multiple quantities of the exact same item in the cart. Only use this field if customers must buy multiple quantities of one exact product. In all other use cases, the **Quantity per order entry** field should have a value of 1.

8. In the **Actions** area, open the **Available Actions** menu. Drag and drop the **Target bundle price** action into the promotion rule.

9. Expand the **Target bundle price** action and specify the following:

Field	Description
Target bundle price	<p>Use this field to specify the price of the multi-buy bundle.</p> <p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> o First field: Select the currency. o Second field: Enter the bundle price as a number. <p>To define different discounts for different currencies, click + Add new item again. Select an additional currency and enter the bundle price in that currency.</p>
Selection strategy	<p>Select how the product to be discounted is selected, if more than one product in the cart qualifies to be included in the bundle. In most cases, select Cheapest in this field.</p> <p>Example: A multi-buy promotion offers three film rolls for \$10. If the customer has four film rolls in the cart, the cheapest three film rolls are included in the bundle.</p>
Bundle product quantities	<p>Use these fields to specify how many of each product the customer must buy to get the bundle price.</p> <p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> o First field: Enter the name of the container that you created in steps 5–7. <p>This field is case-sensitive. Type in the name of the container exactly as you specified it.</p> <ul style="list-style-type: none"> o Second field: Enter the number of products from this container that the customer must purchase. (For example, if the bundle is "buy three film rolls for \$10," then enter 3 in the quantity field for each product.)

10. At the top of the **Conditions & Actions** tab, enter the applied promotion message in the **Message** field. This message appears on the cart checkout page. This confirmation text confirms that the promotion is applied to the cart. You can use the IDs from elements of your promotion to insert promotion details into the message. See [Applied Promotion Messages](#).

11. Click **Save**.

12. Publish the promotion rule. For instructions, see [Publishing a Promotion Rule](#).

The promotion rule is published and will be available on your storefront after the **Start Date/Time** of the promotion.

Related Information

[Creating a Promotion Rule](#)

[Creating a Promotion Rule from a Template](#)

This is custom documentation. For more information, please visit the [SAP Help Portal](#)

Coupon Promotion

Create a promotion that grants customers a discount when they redeem a coupon during checkout. Example: "Apply coupon SUMMER15 for an extra 15% off your order."

Type of Promotion	Condition	Action
Coupon code	Coupon code	Select any suitable promotion action. For example: <ul style="list-style-type: none"> Percentage discount on cart Fixed discount on cart Free gift

Structure

The following example promotion offers 10% off the order with a coupon:

CONDITIONS

Coupon code from [WINTER16] coupon applied

▼ Coupon code

Qualifying coupons



Coupon code for Winter Campaign [WINTER16]



ACTIONS

Apply 10% discount on the cart total



► Percentage discount on cart

Creating a Coupon Promotion

Create a promotion rule that grants customers a discount when they redeem a coupon during checkout. The condition is the qualifying coupon, and the action is the applicable discount.

Prerequisites

Create and activate a coupon in the [Coupons](#) area.

Make sure that you understand the general directions for creating promotions. For more information, see [Creating a Promotion Rule](#).

Context

Use these instructions to create a promotion where one of the conditions of the promotion rule is a valid coupon.

You can also set up a coupon promotion using the following templates:

- Coupon code percentage discount*

- *Coupon code free gift with order threshold*
- *Coupon code percentage discount on products*
- *Coupon code fixed discount*

Procedure

COUPON CODE

enter coupon code **APPLY**

The FREEGIFT-L83W-5BBY-ZGDW-2B44 has been applied successfully

FREEGIFT-L83W-5BBY-ZGDW-2B44 ✕

Subtotal: **\$432.88**

Order Discounts: **- \$20.00**

ORDER TOTAL **\$432.88**

Your order includes \$20.61 tax.

Express Checkout

Enter checkout by:

- Delivery Address in your account or when you checkout
- Payment Details when you checkout
- Shipping method

☐ I WOULD LIKE TO EXPRESS CHECKOUT

SAP Customer Experience

Creating a Coupon-Based Promotion

SAP COMMERCE CLOUD

THE BEST RUN **SAP**

[Open this video in a new window](#)

1. Create a promotion rule. On the **Rule Properties** tab, define the details of the promotion (such as the website, priority, and start and end date). For information, see [Creating a Promotion Rule](#).
2. Switch to the **Condition & Actions** tab.
3. In the **Message** field, enter the promotion message that you want to display to customers when the coupon is redeemed on the storefront (for example, "Coupon applied").
4. In the **Conditions** area, from the **Available Conditions** menu, drag and drop a **Coupon code** condition into the promotion rule.
5. Expand the **Coupon code** condition. In the **Qualifying coupons** field, select your coupon.
6. (Optional) Add additional conditions to the promotion rule. (For example, if the coupon grants customers a discount on specific products, add the **Qualifying products** or **Qualifying categories** condition to the promotion rule.)
7. In the **Actions** area, from the **Available Actions** menu, drag and drop the actions you want into the promotion rule. The action defines the discount that your customers receive when they redeem the coupon.

Here are a few actions that would be appropriate for a coupon-based promotion rule:

- **Percentage discount on cart:** When customers redeem the coupon, they get a percentage off the cart total. Example: 10% off the whole cart.
- **Fixed discount on cart:** When customers redeem the coupon, they get a fixed discount off the cart total. Example: 20€ off the cart total.
- **Percentage discount on products:** When customers redeem the coupon, they get a percentage off of certain products (e.g., 20% off digital cameras). If you use this action, you also need to add a **Qualifying products** or **Qualifying categories** condition to the promotion rule.
- **Fixed discount on products:** When customers redeem the coupon, they get a fixed discount off of certain products (e.g., 50€ off a camera lens). If you use this action, you also need to add a **Qualifying products** or **Qualifying**

categories condition to the promotion rule.

8. Click **Save**.

9. Publish the promotion rule. For instructions, see [Publishing a Promotion Rule](#).

The promotion rule is published and available on your storefront.

10. If both the coupon and the promotion rule are active, you can now distribute your coupon to customers.

Free Coupon Promotion

Create a promotion that gives customers a free coupon after checkout. Customers can use the coupon for a future purchase. Example: "Spend €200, get a coupon after checkout for 20% off of a future order."

CONDITIONS

Cart total \geq {USD=200}

► Cart total

ACTIONS

Free coupon WINTER16



Free coupon

Coupon code

Coupon code for Winter Campaign [WINTER16]

Creating a Coupon Giveaway Promotion

Create a promotion that gives customers a free coupon after checkout. Customers can use the coupon for a future purchase.

Prerequisites

Before you create the free coupon promotion, do the following:

- Create and activate the coupon that you want to give away. For instructions, see [Creating a Single-Code Coupon](#) or [Creating a Multi-code Coupon](#).
- Create and publish a promotion rule that defines the discount that the free coupon provides. For instructions, see [Creating a Coupon Promotion](#).

Context

You can also set up this promotion using the following template:

- *Order threshold free coupon*

Procedure

1. Create a new promotion rule. On the **Rule Properties** tab, define the details of the promotion (such as the website, priority, and start and end date). For information, see [Creating a Promotion Rule](#).
2. Switch to the **Condition & Actions** tab.
3. In the **Message** field, enter the promotion message that you want to display to customers when they qualify for the free coupon. For more information, see [Applied Promotion Messages](#).

4. In the **Conditions** area, from the **Available Conditions** menu, select the criteria that the customer must fulfill in order to receive the free coupon after checkout. You can add multiple conditions to the same promotion rule.
5. In the **Actions** area, from the **Available Actions** menu, drag and drop the **Free coupon** action into the promotion rule. In the **Coupon code** field, select the coupon that you want to give away.
6. Click **Save**.
7. Publish the promotion rule. For instructions, see [Publishing a Promotion Rule](#).

The promotion rule is published and available on your storefront.

Related Information

[Creating a Single-Code Coupon](#)

[Creating a Multi-code Coupon](#)

Free Gift Promotion

Create a promotion that adds a free gift to the cart. Examples: "Spend \$200, get a free holiday gift with your order" or "Buy sunglasses, get a free case with your order."

The free gift promotion allows you to give away one of the items from your catalog as a free gift.

Here's how this promotion works:

- When the cart qualifies for the promotion, the free gift appears automatically in the cart.
- If the customer updates the cart and the cart no longer qualifies for the promotion, the free gift is automatically removed from the cart.
- The customer is not able to remove the free gift from the cart.
- You can use the **Maximum Rule Executions** field to define the maximum number of free gifts that the customer can get.

Example: You are running the following promotion: "Buy a digital camera, get a free gift." You define a value of 3 in the **Maximum Rule Executions** field. If the customer buys one, two, or three cameras, then one free gift for each camera appears in the cart automatically (up to the maximum of three free gifts). If the customer adds a fourth camera to the cart, no further free gifts appear in the cart.

You can also set up this promotion using the following templates:

- *Order threshold free gift*
- *Coupon code free gift with order threshold*

Free Gift Action with Containers

One common type of free gift promotion is "Buy a qualifying product, get a free gift." This type of promotion combines a **Qualifying Products** or **Qualifying Categories** condition and the **Free gift** action.

When you create this type of promotion, you can decide whether the qualifying products are eligible for further discounts. This depends on whether the qualifying products are in a **Container** element.

i Note

For more information about the principle at work here, see [Order Entry Consumption](#).

If you do not want the customer to be able to get further discounts on the qualifying product, then add the qualifying products to a **Container** element. In the **Free gift** action, add the name of the container and a quantity to the **Qualifying product containers** field.

Result: The promotion consumes both the qualifying product and the free gift. No other product-level discount can apply to the qualifying product. Hence, the customer must pay full price for the qualifying product.

CONDITIONS

Sunglasses (Cart **CONTAINS ANY** categories [sunglasses])

The screenshot shows a configuration box for conditions. It has a dropdown menu labeled 'Container' with a downward arrow. To its right is a text input field labeled 'Container ID' containing the text 'Sunglasses'. Below the dropdown is a radio button that is currently selected, followed by the text 'Qualifying categories'. The entire configuration box is highlighted with an orange border.

ACTIONS

Give 1 300310180 product(s) for free

The screenshot shows a configuration box for actions. It starts with a radio button that is currently selected, followed by the text 'Free gift'. Below this is a section titled 'Filter selection by catalog' with a text input field and a three-dot menu icon. To the right of this is a section titled 'Free product' with a text input field containing 'Bag Dakine Sunglass Case black patches [300310180] -...'. Below the 'Filter selection by catalog' section is a section titled 'Qualifying product containers' with a text input field containing 'Sunglasses ▶ 1'. To the right of this is a section titled 'Quantity' with a text input field containing '1'. The 'Qualifying product containers' section is highlighted with an orange border.

Free Gift Action without Container

If you want the customer to be able to get further discounts on the qualifying product, then do not add the qualifying products to a **Container** element.

Result: The promotion only consumes the free gift, but does not consume the qualifying product. A different product-level discount can still apply to the qualifying product.

The following screenshot shows a qualifying products - free gift action without containers:

CONDITIONSCart **CONTAINS ANY** categories [sunglasses]

▸ Qualifying categories

ACTIONS

Give 1 300310180 product(s) for free



▼ Free gift

Filter selection by catalog



Free product



■ Bag Dakine Sunglass Case black patches [300310180] -...

Qualifying product containers



Quantity



+ Add new item

Creating a Free Gift Promotion

Create a promotion that adds a free gift to the cart.

Prerequisites

The item that you want to give away as a free gift must be a product in one of your catalogs.

If necessary, read the general directions for creating promotions. See [Creating a Promotion Rule](#).

Procedure

1. Create a promotion rule.
2. On the **Rule Properties** tab, fill in the fields to define the details of the promotion. If you need help with these fields, see [Creating a Promotion Rule](#).
3. In the **Maximum Rule Executions** field, define the maximum number of free gifts that a customer can get in one order.
4. Switch to the **Condition & Actions** tab.
5. In the **Conditions** area, open the **Available Conditions** menu. Drag and drop conditions into your promotion rule. The conditions define the criteria that your customers or the order must fulfill to participate in the promotion.

Appropriate conditions for this promotion include:

- **Cart total**
- **Coupon code**
- **Qualifying Products** or **Qualifying Categories**

Optionally: Add the qualifying products to a **Container**.

6. In the **Actions** area, open the **Available Actions** menu. Drag and drop the following action into the promotion rule: **Free gift**.
7. Expand the action and enter the following information:

Field	Description
Filter selection by catalog	Use this field to narrow down the selection of the free gift product to a specific catalog. This field is a filter field only.
Free Product	Select the product that the customer receives as a free gift.
Quantity	Enter the quantity of free gifts that are added to the cart automatically.
Qualifying product containers	<p>Only use this field if the Conditions area includes a Container to specify qualifying products.</p> <p>Click + Add new item. Two input fields appear.</p> <ul style="list-style-type: none"> o First field: Enter the name of the container. This field is case-sensitive. Type in the name of the container exactly as you specified it. o Second field: Enter the number of items from this container that the customer must buy to qualify for the promotion. <p>If the Conditions area does not include a container, leave these fields blank.</p>

8. Click [Save](#).

9. Publish the promotion rule. For instructions, see [Publishing a Promotion Rule](#).

The promotion rule is published and will be available on your storefront between the start and end dates of the promotion.

Related Information

[Types of Promotions](#)

[Creating a Promotion Rule](#)

[Creating a Promotion Rule from a Template](#)

Potential Promotion

A potential promotion involves a rule so that when customers select a product on the storefront, they receive a message about possible promotions they can get if they perform a certain action, like adding more items to the cart.

Potential promotion rules help a customer to know what promotion they would get beforehand. In this scenario, you can let the customer know of a potential saving if they were to add additional products to their cart, or perform some other action.

Creating a Promotion Rule with Potential Promotion

Create a promotion rule with a potential promotion message.

Procedure

1. Create a new promotion rule by using promotion template of **Buy X get Y free**, called `product_buy_x_get_y_free(test)`.
2. Select the new promotion rule and on the Rule Properties tab, define the following attributes:
 - a. Set Priority = 200.
 - b. Keep the StartDate and End Date valid.
 - c. Set the Message to whatever you want. In our example: "Buy 2 Product 669789 get 1 free".

This is custom documentation. For more information, please visit the [SAP Help Portal](#)



3. On the Conditions & Actions tab, set the following conditions:

CONTAINER_X (Cart **CONTAINS ANY** products [669789] OR Cart **CONTAINS ANY** categories []) AND CONTAINER_Y (Cart **CONTAINS ANY** products [669789] OR Cart **CONTAINS ANY** categories [])



4. On the Conditions & Actions tab, set the following action:

Apply **100%** discount on the partner products.



5. Save and publish this promotion rule.

6. Create another new promotion rule called `potential_promotion_product_buy_x_get_y_free(test)`.

7. On the Rule Properties tab for this new promotion rule, define the following attributes.

a. Set Priority = 100.

The actual Promotion Rule above must have a higher priority value than this potential Promotion Rule. This ensures that the Potential Promotion is never displayed if the actual promotion has been triggered.

b. Keep the StartDate and End Date valid.

c. Set the Message to whatever you want. In our example: "You will get 1 Product 669789 free if you buy 2 Product 669789 together".



8. On the Conditions & Actions tab, set the following condition:

Rule with code **product_buy_x_get_y_free(test)** execution allowed **false**. This Potential Promotion Rule must be linked to the Promotion Rule as above.



9. On the Conditions & Actions tab, set the following action:

Display message for the rule depending on rule condition fulfillment.



10. Save and publish this potential promotion rule.

Results

In the storefront, when you add one promotional product to your cart, you now see the following:



After adding the second product, you now see the following:

