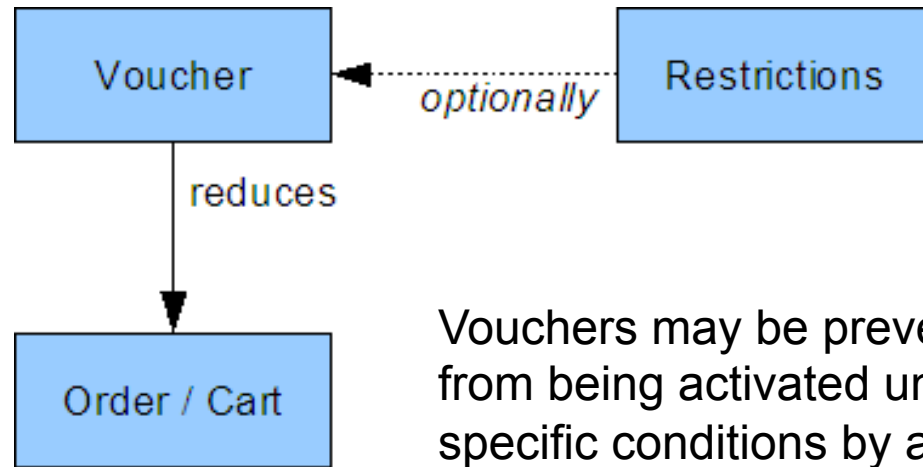




SAP Customer Experience

Promotions and Vouchers

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



Vouchers may be prevented from being activated under specific conditions by adding restrictions

Two types of voucher in hybris:

→ Single code vouchers

("Promotion Vouchers"):
A single code is generated,
redeemable multiple times

→ Multi-Code Vouchers

("Serial Vouchers"):
A sequence of codes is generated, each
code can be redeemed once

A voucher can be used for a relative or absolute discount

- Relative (Percentage Discount)
 - 10% discount of your total order value
- Absolute (Value Discount)
 - 10 € gift coupon

Voucher Value

Discount:	<input type="radio"/> Absolute <input checked="" type="radio"/> Relative		
Value:	<input type="text"/>	Currency:	<input type="text"/>
Priority:	* <input type="text" value="1"/>	Including free shipping:	<input type="radio"/> Yes <input checked="" type="radio"/> No

With restrictions you can limit the redemption of the voucher to specific time frames, products, customers and so on.

Restrictions

- by order count (only valid for customers with more than X orders)
- by revenue (only valid for customers who ordered a total value of X €)
- by new customer (only valid for new customers)
- by current order value (only valid if current order value is more than X €)
- by products (only valid for products A and B)
- by product categories (only valid for products of category X)
- by user (only valid for user A and B)
- by time frame (only valid before Christmas - e.g. Dec 1st through Dec 24th)

- A promotion defines a single customer sales promotion
- Promotions contain...
 - a rule set that defines the conditions for activation
 - a set of operations that define the effect of the promotion when activated
- hybris Promotions distinguish between
 - **Product level promotions:** Activated based on the products within the line items of a shopping cart or order.
 - **Order level promotions:** Activated based on shopping cart or order attributes.
- About 15 pre-defined promotion types

Product Based Promotions

- Bundle
- Buy X get Y free
- Fixed Price
- Multi-Buy
- One to one perfect partner bundle
- Percentage discount
- Perfect partner
- Perfect partner bundle
- Stepped multi-buy










Order Based Promotions

- Order threshold change delivery mode
- Order threshold fixed discount
- Order threshold free gift
- Order threshold free voucher
- Order threshold perfect partner

- Promotions may be prevented from being activated under specific conditions by adding restrictions:
 - Date restriction
 - Product restriction
 - User restriction
- Promotions can contain a Media object, a description, and messages
 - Media for teasing
 - Description for a general description
 - Messages for potential and fired promotions

- Promotions get added as a discount to the order level according to its business logic
- Example: If the usual Price for Item A is 86.80, B is 523.99 and C is 381.64. hybris adds an order level discount of 242.43 EUR to ensure customer is only charged €750 for the 3 items (Bundle-Promotion)

Entries:

	Product	Quantity	Unit	Base Price	Total Price
	HW2200-0561 - ASUS P4P800-E DELL 	1	pieces 	86.80	86.80
	HW1100-0023 - EIZO L578-K 17 	1	pieces 	523.99	523.99
	HW2110-0019 - Intel PentiumD Proces: 	1	pieces 	381.64	381.64

Discounts Included:

☐ Global Discounts

Name:

☐ Value:

Currency:

Incl. Tax Values:

Total Taxes

VAT_FULL : 19.0% = 119.75 EUR

Payment Cost:

EUR

Delivery Cost:

EUR

Total Price:

EUR

- Difference between fired promotions ("You have received 3 shirts for €50, saving €10") and potential fired promotions ("Add 1 more shirt to your basket to receive all 3 for €50")

Promotions data on this order

Products with fired promotions

APPLIED: [Bundle Promotion] Buy this bundle for EUR750.00 - You have saved EUR242.43						
Quantity	Unit	Product	Base Price	Total Price	Adjusted Base Price	Adjusted Total Price
1	piece	HW1100-0023	523.99	523.99	395.99	395.99
1	piece	HW2110-0019	381.64	381.64	288.41	288.41
1	piece	HW2200-0561	86.8	86.8	65.6	65.6

Products with potential promotions

Products without promotions

Other fired promotions

Other potential promotions

- CommerceCartService and CommerceCheckoutService use the PromotionsService to update product/order promotions
- Promotions are transferred from cart to order during checkout
- ProductPromotionsPopulator is used to populate promotions to ProductData instances
- Potential promotions are displayed on the cart page and on the quick view popup page

- Use case specific solution
 - Many products in cart + promotions
 - Not enabled OOTB
 - Configurable: [promotions-spring.xml](#)
 - Performance gain through promotion result caching
- Vexations: Results are only available through Cache
 - Cart restoring doesn't recover promotion results
 - No Flexible Search for Promotion Results
 - Requires sticky sessions

Thank you.

