



Introduction to Promotions

Presenter's Name

Presenter's Title

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Agenda

- Working with Promotions
- Using Promotions

Learning Objectives

At the end of this lesson you should be able to:

- Learn about ATG Promotions
- Create a promotion using the BCC
- Understand Promotion Templates.
- Use promotions to give discounts to customers
- Understand PMDL Rules.

Section 1:

Working with Promotions



What is a Promotion?

Promotions are a way of encouraging a user to make a purchase by highlighting and offering discounts on products and services.



EXTENDED

ONE DAY ONLY

SAVE 15%

ON A SINGLE ITEM \$299+*

SAVE UP TO \$500 + FREE SHIPPING

USE COUPON CODE: LEAP15

*Some exclusions apply

Types of Promotions

- There are 3 basic types of promotions:
 - **Item Discounts** – gives the customer a discount on an item or items.
 - **Order Discounts** – gives the customer a discount on their order total.
 - **Shipping Discounts** – discounts the shipping costs of the order.
- Each of these 3 types have 4 further variants:
 - **% Off** – give a percentage off on the price.
 - **Amount Off** – give a fixed amount off the price.
 - **Fixed Price** – give the item at a specific price.
 - **Free** – This is a special case of the Fixed Price variant where the specified price is \$0.
- For example, the discount on the earlier slide was a % off item discount.

Item Discounts

Shop Deal Center Used Gear Videos Resources PRIVATE RESERVE


Guitars Amps/Effects Bass Drums Keyboards Live Sound Recording DJ/Lighting Band/Orchestra Books/Videos Accessories

12% OFF A SINGLE ITEM \$149+ Coupon Code: **DEAL12** SITEWIDE FREE SHIPPING No Minimum! Over 55,000 Items Ship for Free

Home > Shopping Cart Need Help? 877-429-6677

[Continue Shopping](#) [Proceed To Checkout](#)

Shopping Cart

| Item | Price | Quantity | Total |
|--|---|--|-------------------|
|  Cort GENE SIMMONS AXE Electric Bass Guitar Black & Silver Item #423981000135000 In Stock & Ready To Ship | \$479.00 Was \$699.00 Save: \$220.00 | X 1 Update Remove Add to List | = \$479.00 |
| Add Gold Coverage (View Options) | | | |
| Promotion: 12% off a single item over \$149! | | | - \$57.48 |

Need Help?
Email or Call us at 877-429-6677
Your Privacy Rights
Shipping FAQ
Our Return Policy

We Accept
We accept all major credit/debit cards, PayPal & Bill Me Later.
VISA MasterCard DISCOVER American Express
BillMeLater PayPal

Shipping Options

Estimated Shipping & Handling
Shipping To:

Country: United States ZIP Code: Estimate

coupon code [Apply](#)

Order Summary

Subtotal **\$479.00**
deal12 - \$57.48

Order Total \$421.52
(Total Savings: \$277.48)

[Proceed To Checkout](#)

Or you can checkout with [Check out with PayPal](#)

Item Level Discount

Order Discounts

[Shop](#)[Deal Center](#)[Used Gear](#)[Videos](#)[Resources](#)[PRIVATE RESERVE](#)



GuitarsBassDrumsKeyboardsLive SoundRecordingDJ/LightingBand/OrchestraBooks/VideosAccessories

VIP Savings UP TO \$100⁰⁰ OFF Hurry Ends Friday! [GET DETAILS](#)

Home > Shopping CartNeed Help? 800-449-9128

[Continue Shopping](#)[Proceed To Checkout](#)

Shopping Cart


| Item | Price | Quantity | Total |
|--|--|--|--------------|
|  Gibson Les Paul Standard Traditional Pro Electric Guitar Wine Red Item #581715000001000 Backordered | \$1,999.00 Was \$3,399.00 Save: \$1,400.00 | X 1 Update Remove Add to List | = \$1,999.00 |
|  Gold Coverage: 3-YEAR Warranty (Remove) Promotion: 1 QA-20m Item Level Tier 2- \$25 off | | 1 | \$209.99 |

Need Help?

Email or Call us at 800-449-9128
Your Privacy Rights
Shipping FAQ
Our Return Policy

We Accept

We accept all major credit/debit cards, PayPal & Bill Me Later.



Shipping Options

| | |
|--|---------|
| Estimated Shipping & Handling | |
| Shipping To: 90095 (Change) | |
| <input checked="" type="radio"/> Standard Ground (5 - 8 Business Days) | FREE |
| <input type="radio"/> Express Ground (3 - 5 Business Days) | \$4.95 |
| <input type="radio"/> 2 Day Express (2 Business Days) | \$60.00 |
| <input type="radio"/> Next Day (1 Business Day) | \$85.80 |

Estimated Delivery: Tuesday March 20, 2012

[Apply](#)

Order Summary

| | |
|--|--|
| Subtotal | \$2,208.99 |
| Standard Ground (5 - 8 Business Days) | \$0.00 |
| Tax | \$174.91 |
| Promotions: 1 QA-10c Order Level Promo- \$5 off | -\$5.00 |
| Order Total | \$2,378.90 (Total Savings: \$1,405.00) |

[Proceed To Checkout](#)

Order
Level
Discount

Shipping Discount

The screenshot shows the Oracle website's main navigation bar with links for Shop, Deal Center, Used Gear, Videos, Resources, and Private Reserve. Below the navigation bar is a banner for a 12% OFF coupon code DEAL12, which includes SITEWIDE FREE SHIPPING. The main content area features a large 'STUPID DEALS Of The Week' banner with a 'Get Details' button and a '+FREE SHIPPING' tag. To the right of the main banner is a 'Sign Up For Email Alerts' section with an email address input field and a 'Join Now' button. Below the sign-up section is a 'Spotlights' section featuring three guitar deals: Fender Select Stratocaster and Telecaster, Gibson Ace Frehley 'BUDOKAN' Les Paul Custom, and Epiphone Price Reduction. At the bottom of the main content area are three smaller product deals: Ampeg Portaflex Instant Rebates, Native Instruments S2 DJ Mixer, and a 'Stupid Deal of the Day' section with a 'Check it Out!' button. A red dashed arrow points from the 'STUPID DEALS' banner to a pink callout box on the right.

Shop Deal Center Used Gear Videos Resources PRIVATE RESERVE

Guitars Amps/Effects Bass Drums Keyboards Live Sound Recording DJ/Lighting Band/Orchestra Books/Videos Accessories

12% OFF A SINGLE ITEM \$149+ *some exclusions apply Coupon Code: **DEAL12** **SITEWIDE FREE SHIPPING** No Minimum! Over 55,000 Items Ship for Free

Multiple Deals, Multiple Days!

? STUPID DEALS Of The Week

Get Details

+FREE SHIPPING Ends 3/11

1 2 3 4 5

Ampeg PORTAFLEX **INSTANT REBATES!** SAVE UP TO \$60 **SHOP NOW**

NATIVE INSTRUMENTS **S2 DJ MIXER** LIGHTWEIGHT, COMPACT AND POWERFUL! \$200 Instant Rebate **SHOP NOW**

? Stupid Deal of the Day **Check it Out!**

Sign Up For Email Alerts

E-mail Address

Join Now

Spotlights

Fender Select Stratocaster and Telecaster **MASTERFUL TONE AND FIRST-RATE FEATURES** **SHOP NOW**

Gibson **ACE FREHLEY "BUDOKAN"** LES PAUL CUSTOM **SHOP NOW**

Epiphone **PRICE REDUCTION** GREAT PRICES ON TOP SELLING **SHOP NOW**

Shipping
Level
Discount

Promotions in ATG

- Can be created via ACC or ATG Merchandising.
- Delivered to customers in various ways:
 - Automatically to all customers including anonymous called **global promotions**.
 - Create a scenario that determines a customer's qualification for the promotion and accordingly adds the promotion to the **activePromotions** profile attribute.
 - Create a coupon that grants the promotion to the customer by adding it to the **activePromotions** profile attribute.
- Promotions are stored in a promotion repository item.
- The discount rule is stored in XML format called the Pricing Model Description Language (PMDL).
- Promotions can be arranged in hierarchical folders.

How Promotions in ATG Work

- At the start of a customer session, the **UserPricingModels** component queries and caches all the promotions applicable to the user.
- Promotions from the user's **activePromotions** property and the list of global promotions are cached.
- The component is configured to periodically refresh the cache.
- When pricing operations run, these promotions are evaluated and the discounts are applied appropriately.
- New promotions (targeted or global) will only get added to the customer's session during one of the periodic cache refreshes.
- The customer's cached promotions can also be manually updated by calling **pricingEngine.loadGlobalPromotions** and **pricingModelHolder.initializePromotions** methods.

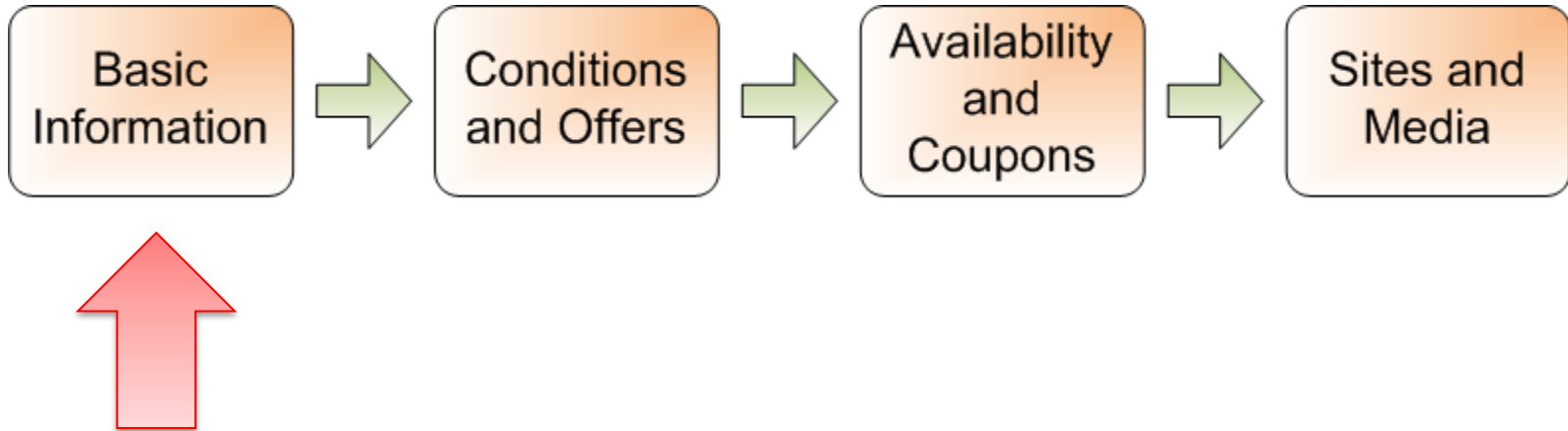
Steps to Creating a Promotion

The following steps are used to create a promotion:

- Fill in basic information.
 - Name, description, folder, enabled, etc.
- Conditions and Offers.
 - What is the qualification for the discount?
 - What to discount (the target of the promotion)?
 - How much discount to give?
- Availability and Coupons.
 - When should the discount be given?
 - Who should get the discount?
 - How should the discount be delivered?
- Sites and Media.
 - Sites to which the promotion is applicable.
 - Media to publicize the promotion on that site.

Example Use Case of Promotions

- You are a merchandiser at ABC Music Company.
- Your company has excess inventory of Guitar Accessories.
- Your marketing department would like to create the following Promotion:
 - A Buy-One-Get-One-Free (BOGO) for the items in the category Guitar Accessories.
 - If you buy a guitar accessory, another accessory of the same category (could be a different SKU) is free.
 - Items marked as new are to be excluded from the promotion.
 - The promotion is given to users who enter a coupon code in the shopping cart page.
 - The promotion is active from 1/1/2012 to 12/21/2012.
- We are going to walk through the process of creating this promotion.



CREATING A PROMOTION

BASIC INFORMATION

Overview of Steps

- Using the Business Control Center, we will create a merchandising project.
- We will select the Promotions and Coupons,' followed by 'Promotions' folder.
- We will then create a new promotion, choosing 'Item Discount' promotion.
- We will proceed to understand and fill in the basic information on the page that is presented.
- The end goal is to create our BOGO promotion for Guitar Accessories.

Create a Promotion in BCC

The process is shown in four steps:

- Start a New Project - Manage Commerce Assets**: A form where the Project Name is "Create New Promotion" and the Project Description is "Create a new BOGO Promotion". The "Continue" button is circled in red.
- Merchandising Home**: The "Promotions & Coupons" link in the left sidebar is circled in red.
- Promotions & Coupons Page**: The "Promotions & Coupons" breadcrumb is selected, and the "Add" (+) button is circled in red.
- Promotion Selection**: The "Add" dropdown menu is open, showing options like "Promotion Folder", "Promotion", "Item Discount", etc. The "Item Discount" option is circled in red, with a red arrow pointing to it.

General Section of Promotions Creation

ATG Business Control Center

abc.com/ControlCenter/index.jsp?project=prj144001&workflowId=13400002&taskId=38&activity

atg Merchandising NR Test Project 2 Author Import... admin Utilities Log out

Find Actions Sort Filter items... 2 Select all none

Promotions Sorted by name

BOGO Guitar Accessories promo70002; 2012-01-01 - 2012-12-21

Wendy's Promotion promo30001

BOGO Guitar Accessories Item discount ID promo70002 Modified 2012-03-09, 11:35 PM

General Availability & Coupons Sites Media

Basics

* Promotion name

BOGO Guitar Accessories

Description

BOGO on all Guitar Accessories Promotion

* Condition and offer

BOGO

Promotion upsells

Promotion upsells are enabled.
No value specified

* Priority

1

Parent folder

No value specified

Enabled

True

Review Changes Save Revert Preview As...

Media

Sites

Availability
and
Coupons

Conditions
and Offers

Basic
Information

Basic Properties of a Promotion

- **Name** is a short but descriptive name that is used as the label for the promotion in the UI.
- **Description** is longer, optional property can be used to message your customers on the website.
- **Promotion Upsells** can be used to set up closeness qualifiers that aim to convert the user to qualify for the promotion.
- **Priority** property is used to determine the order in which promotions should be applied in the case a customer qualifies for more than one promotion of the same type.
- **Enabled** is a flag that allows a promotion to be turned on or off on the site. This determines if a promotion is usable on the website.

Promotional Upsells – Marketing the Promotion

- Promotion upsells provide the ability for business to notify customers when they are close to qualifying for a promotion.
- Multiple upsells can be set up for a promotion using different qualifying conditions.
- An image can also be associated with the upsell via the Media property.
- Promotional upsells can be setup in the Basics section of the General Tab.

Creating a Promotion Upsell

General Availability & Coupons Sites Media

Basics

★ **Promotion name**
BOGO Guitar Accessories

Description
BOGO on all Guitar Accessories Promotion

★ **Condition and offer**
No value specified

Promotion upsells 0 items

☒ Enable Promotion upsells

None selected
Click + to add a new item.

+

★ **Priority**

New Promotion Upsell

General

Basics

★ **Message**
Buy one Guitar Accessories and get or

★ **Condition**
Always

Priority
1

Media
No value specified

Upsell action
No value specified

Description
No value specified

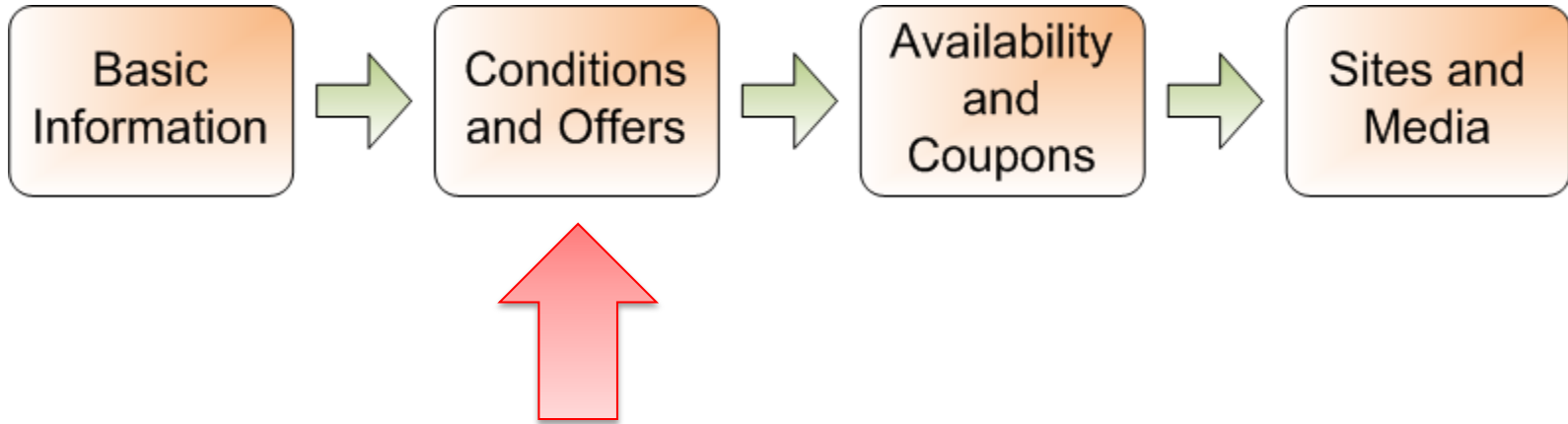
★ **Condition and offer**
No value specified

Promotion upsells 1 item

☒ Enable Promotion upsells

| ID | Message | Media | Upsell action | |
|--------|---------------------|-------------------------------------|---------------|--------|
| 300002 | Buy one of guitar , | <input checked="" type="checkbox"/> | | Delete |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

+



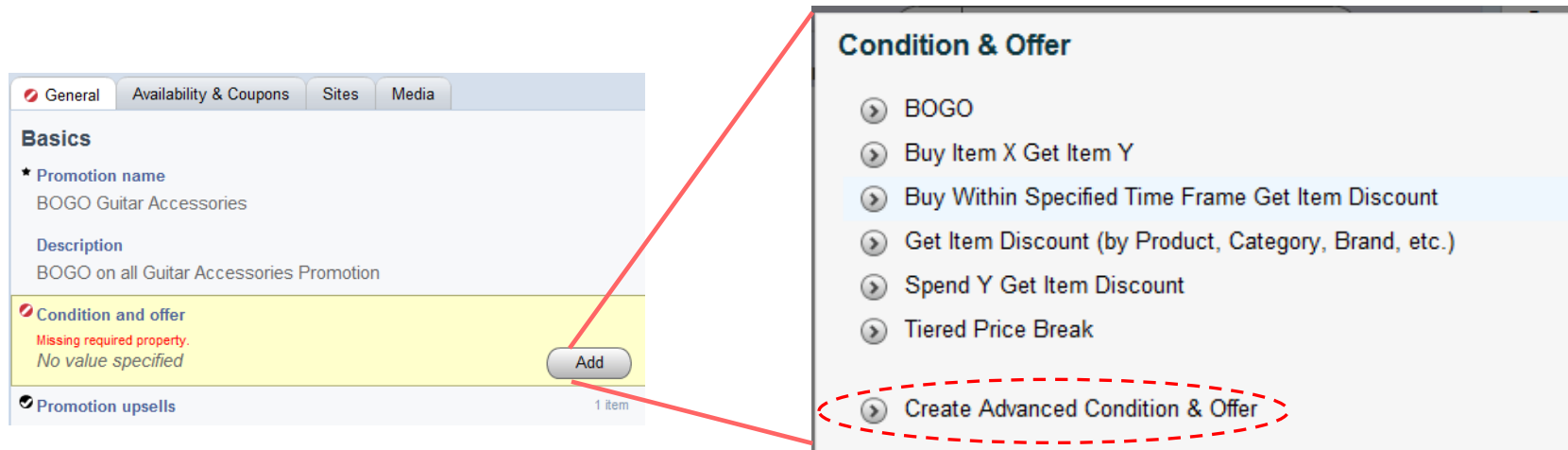
CONDITIONS AND OFFERS

Overview of Steps

- In this section, we are going to use the BCC to answer the following questions:
 - What is the qualification for the discount?
 - What to discount (the target of the promotion)?
 - How much discount to give?
- We will use the Conditions and Offers section to answer these questions.
- **Condition** field specifies what is the qualification for the discount.
- **Offer** field specifies what to discount (the target of the promotion) and by how much to discount it.
- We will configure a BOGO Free for Guitar Accessories category.

The *Condition and Offer* Field

- We can access the configuration screen by clicking on the 'Condition and Offer' section and then clicking add.
- Clicking on add brings up a 'Condition and Offer' template section, which ATG provides to make it easier for the merchandisers.
- The 'Create Advanced Conditions and Offers' section helps us create any of the promotions shown in the templates. We will use this as an example.



Conditions and Offers

- Configure the Advanced Item Promo as shown.

Condition & Offer > Advanced Item Promotion

Condition

Use this template to construct an offer condition that is not covered by the template options.

Apply Offer: For next 1 (product)

in category named Guitar Accessories)

Offer

Item(s) to Discount: up to 1 (product)

in category named Guitar Accessories and... ()

not product whose isNew

is true)

Apply Discount To: ☒ Lowest Priced Item First ☐ Highest Priced Item First Only applies when Item(s) to Discount begins with "Up to... (number)".

Discount Level: Standard Standard, Tiered

Discount Type: Fixed Item Price Amount off, % off, Fixed Price, etc..

Discount Amount: 0 ex. 5

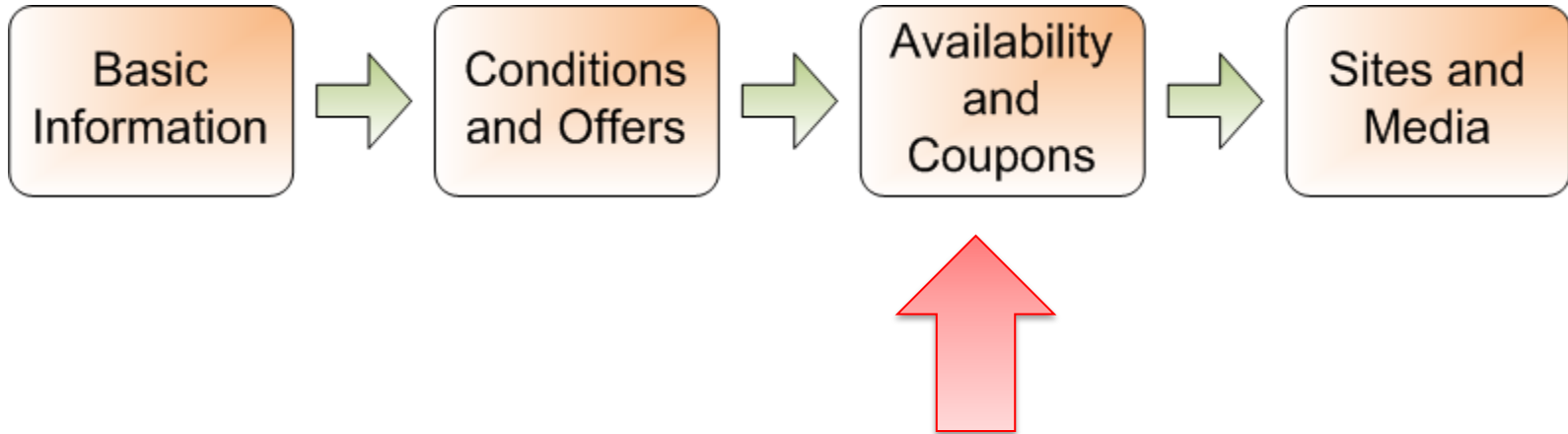
Select Another Template OK Cancel

Condition & Offer

- BOGO
- Buy Item X Get Item Y
- Buy Within Specified Time Frame Get
- Get Item Discount (by Product, Category)
- Spend Y Get Item Discount
- Tiered Price Break
- Create Advanced Condition & Offer

Conditions and Offers Explanation

- What is the qualification of the discount?
 - The conditions section in the configuration screen earlier shows that the item qualifies you for a discount if it is in the Guitar Accessories category.
- What to discount?
 - The 'Offer' section in the configuration screen shows that up to 1 product that is in the Guitar Accessories category and is not flagged as new, is the target and should get the discount.
- How much to give?
 - The 'Configuration' screen shows that the item that is the target of the discount should get a 'Fixed Item Price Discount' of 'Zero.'
- We could also have used the **BOGO template** to create this promotion.



AVAILABILITY AND COUPONS

Overview of Steps

- In this section, we are going to configure the availability of this promotion.
- We will answer the questions:
 - Who should get the discount?
 - When should the discount be given?
 - How should the discount be delivered?
- We are going to make this promotion be delivered using a coupon code.
- Our other options could be:
 - Global: Everyone gets the promotions.
 - No coupon: We can use a scenario to add the promotion to the users profile.
- We want a coupon based promotion that has an expiration date of 12/21/2012.

Availability and Coupons Tab

The screenshot shows the 'New Item Discount' form with the 'Availability & Coupons' tab selected. The form is divided into four tabs: General, Availability & Coupons, Sites, and Media. The 'Availability & Coupons' tab is highlighted with a red dashed arrow pointing from the 'Availability & Coupons' tab in the 'Basics' section.

New Item Discount

General | **Availability & Coupons** | Sites | Media

Availability & Coupons

★ **Promotion availability**

- ☐ Available to everyone
- ☒ Requires customer action (any user)
- ☐ Requires customer action (registered users only)

Customer actions can include entering a coupon code or clicking an emailed link.

Usage period
None specified

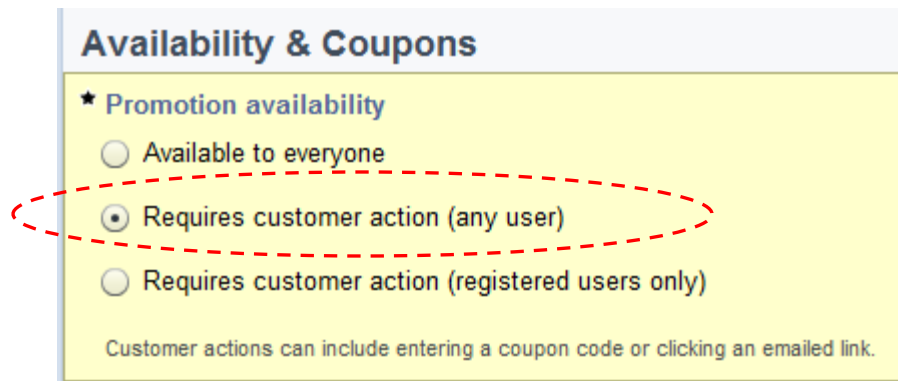
Coupons
No value specified

Give to a customer more than once
No

★ **Max uses per customer**
1

Promotions Availability Section

- The availability controls if a promotion will be given automatically to all customers, or if it will be triggered by a user action such as coupon entry or an event that triggers a scenario action.
- We will choose 'Requires customer action (any user).'
- This ensures that even new customers can get the discount without logging into the site.



Availability & Coupons

★ **Promotion availability**

☐ Available to everyone

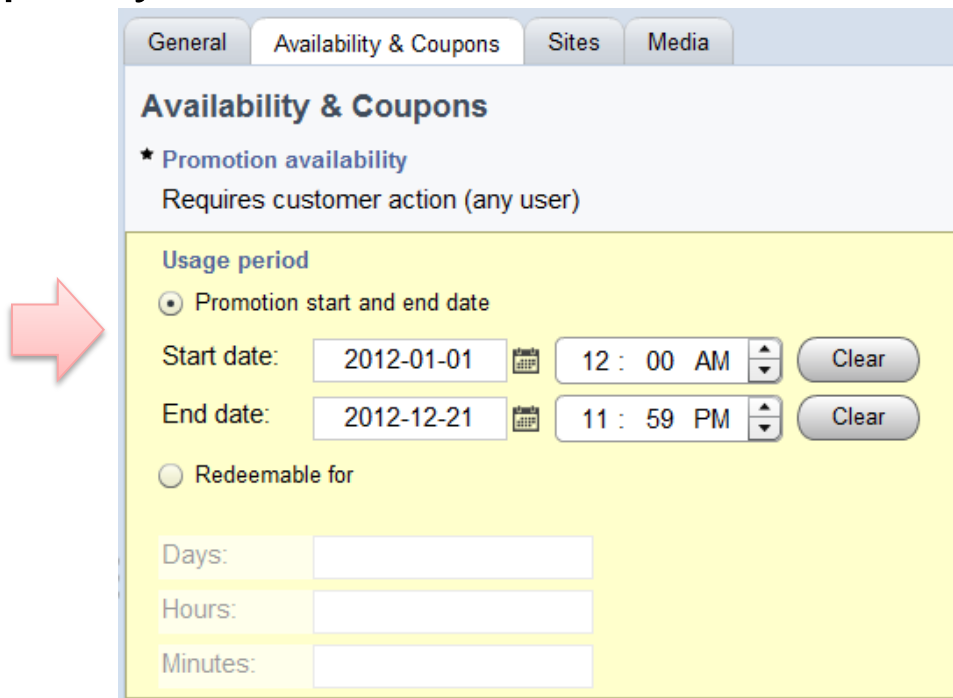
☒ Requires customer action (any user)

☐ Requires customer action (registered users only)

Customer actions can include entering a coupon code or clicking an emailed link.

Usage Period Section

- Usage period defines how long a customer can use the promotion. This can be specific start & end dates or a period of time starting from when the customer receives the promotion.
- We will specify the start and end dates of this promotion.



The screenshot shows a web interface with tabs: General, Availability & Coupons, Sites, and Media. The 'Availability & Coupons' tab is active. Below the tab, the section is titled 'Availability & Coupons' and includes a star icon and the text 'Promotion availability' and 'Requires customer action (any user)'. The 'Usage period' section is highlighted in yellow and contains two radio button options: 'Promotion start and end date' (selected) and 'Redeemable for'. The 'Promotion start and end date' option has two rows of input fields: 'Start date' with '2012-01-01' and '12 : 00 AM', and 'End date' with '2012-12-21' and '11 : 59 PM'. Each row has a 'Clear' button. The 'Redeemable for' option has three input fields: 'Days:', 'Hours:', and 'Minutes:'.

Redemption Rules

- Give to a customer more than once.
 - Can a customer receive the promotion multiple times?
- Max uses per customer.
 - The number of orders for a given customer to which the promotion can be applied.

A screenshot of a web application interface showing the 'Availability & Coupons' configuration page. The page has four tabs: 'General', 'Availability & Coupons' (selected), 'Sites', and 'Media'. The 'Availability & Coupons' section contains the following settings:

- ★ Promotion availability**: Requires customer action (any user)
- ☑ Usage period**: Start date: 2012-01-01 12:00 AM, End date: 2012-12-21 11:59 PM
- Coupons**: No value specified
- Give to a customer more than once**: No
- ★ Max uses per customer**: A text input field containing '1' and an unchecked checkbox labeled 'Unlimited'.

Coupons

- Add a coupon by clicking on the '+' button in the 'Coupons' section of the 'Availability and Coupons' tab.
- You can specify the coupon code or accept the default random code.

General Availability & Coupons Sites Media

Availability & Coupons

★ Promotion availability
Requires customer action (any user)

☑ Usage period
Start date: 2012-01-01 12:00 AM
End date: 2012-12-21 11:59 PM

Coupons 0 items

None selected
Click + to add new items or click Select to add existing items.

Select... **+**

Give to a customer more than once
No

★ Max uses per customer
1

New Coupon

General

ID

★ Coupon code
dclm74a16

Basics

☑ Coupon name
Guitar Promotion Coupon

☑ Expiration date
2012-12-21 12:00 AM

Parent folder
No value specified

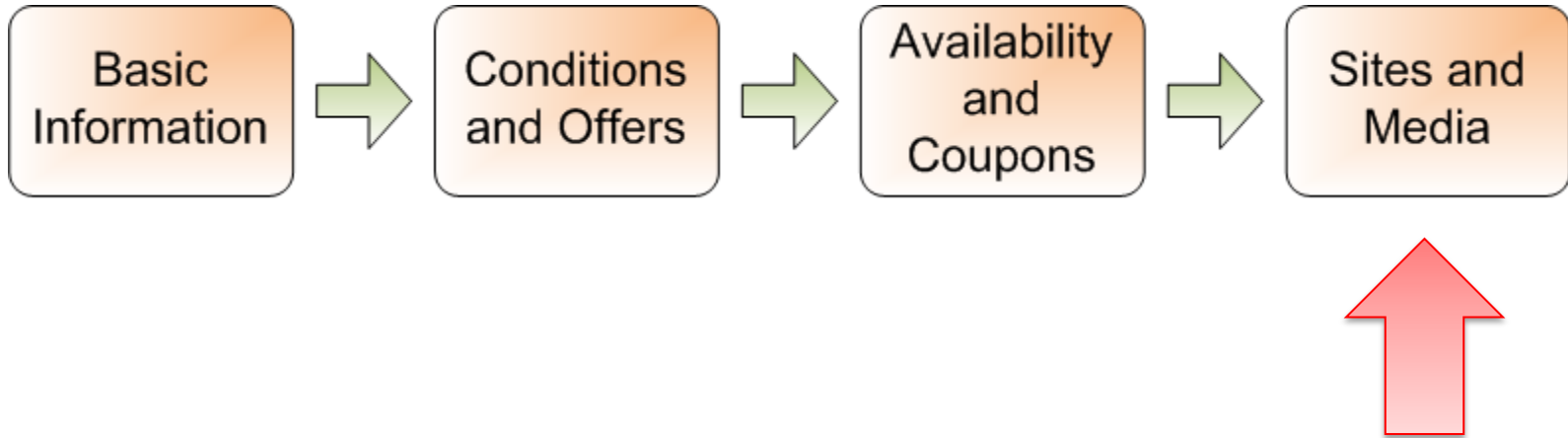
Promotions
No value specified

Redeemable on
All sites

Availability and Coupons

In this section we answered the following questions:

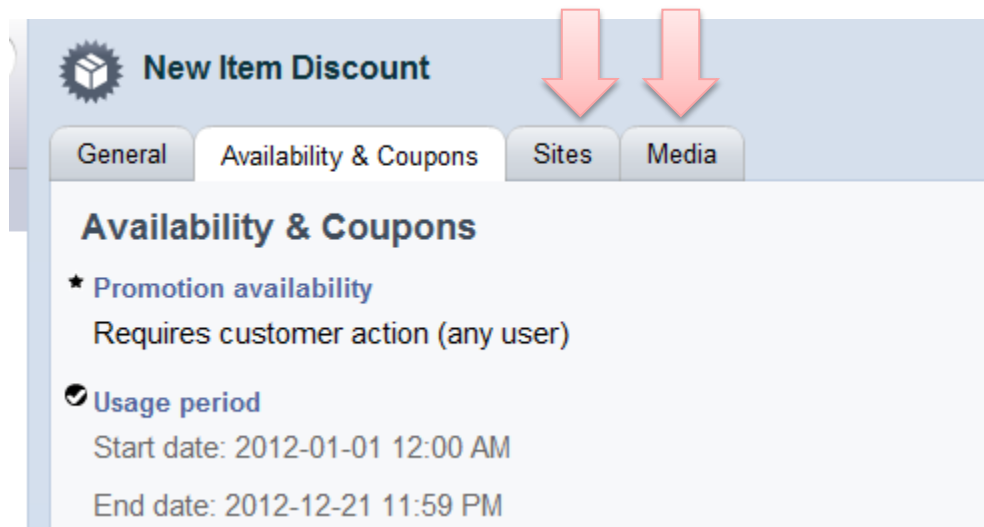
- Who should get the discount?
 - The configuration specified that any user can get the promotion and it requires customer action.
- When should the discount be given?
 - The availability dates were 1/1/2012 to 12/12/2012.
- How should the discount be delivered?
 - We used a coupon to deliver this promotion and configured a coupon.
 - We also specified that each user can get the promotion once and he can use it one time.



SITES AND MEDIA

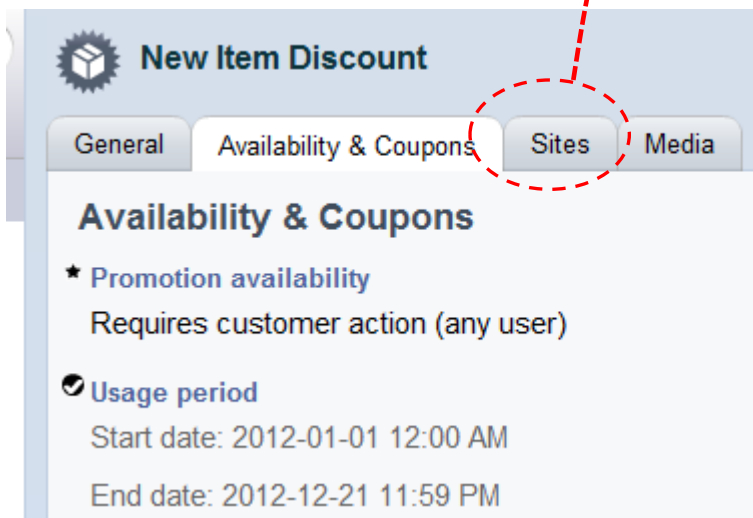
Overview of Steps

- We are about to configure the 'Sites' and 'Media' sections of the coupon interface.
- They are available as two tabs on the coupons creation interface in the BCC:



Sites

- In a multisite installation, 'Sites' tab allows you to restrict the coupon delivery to a set of sites or site groups.
- By default, all sites get the promotion.

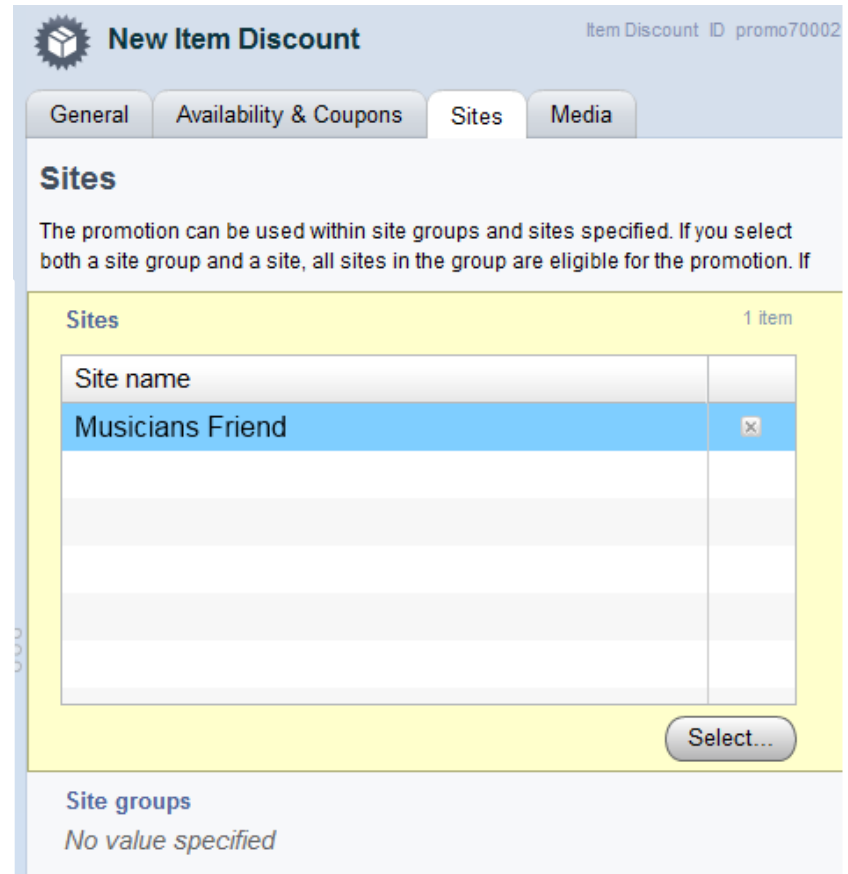


New Item Discount

General Availability & Coupons **Sites** Media

Availability & Coupons

- ★ **Promotion availability**
Requires customer action (any user)
- ☑ **Usage period**
Start date: 2012-01-01 12:00 AM
End date: 2012-12-21 11:59 PM



New Item Discount Item Discount ID promo70002

General Availability & Coupons **Sites** Media

Sites

The promotion can be used within site groups and sites specified. If you select both a site group and a site, all sites in the group are eligible for the promotion. If

Sites 1 item

| Site name | |
|------------------|---|
| Musicians Friend | x |
| | |
| | |
| | |
| | |

Select...

Site groups
No value specified

Media

- Media allows the merchandisers to promote the discount promotion by displaying images on the site.
- JSP developers must code the website to use these images.

The image shows two screenshots of the 'New Item Discount' form. The smaller screenshot on the left shows the 'Sites' tab selected, with the 'Media' tab circled in red. A red dashed arrow points from this 'Media' tab to the 'Media' tab in the larger screenshot on the right. The larger screenshot shows the 'Media' tab selected, displaying fields for 'Thumbnail image', 'Small image', 'Large image', and 'Display date'. The 'Large image' field contains the text 'BOGO Promotional banner image' and 'media-product-image ID m_1000000586_ast_bck1', with 'Replace...' and 'Clear' buttons. The 'Display date' field is set to 'None specified'.

New Item Discount Item Discount ID promo70002

General Availability & Coupons Sites **Media**

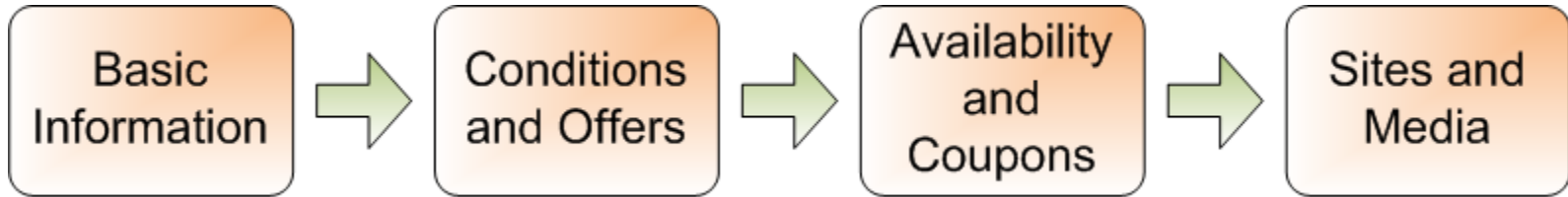
Media

Thumbnail image
No value specified

Small image
No value specified

Large image
BOGO Promotional banner image
media-product-image ID m_1000000586_ast_bck1
Replace... Clear

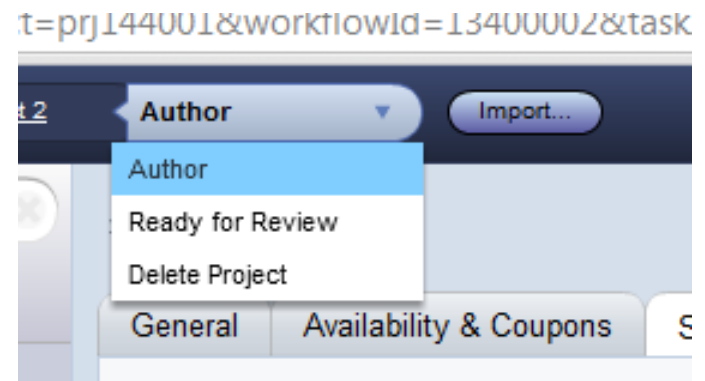
Display date
None specified



SEEING IT IN ACTION

Deploying the Promotion

- Once the promotion is created, deploy it to the website following the deployment procedure outlined earlier in the Business Control section.
- The project will go through the following stages:
 - Content Review,
 - Approve for Production Deployment,
 - Production Deployment,
 - Verify Production Deployment.
- Once the promotion and coupon are deployed, they are available to the users in the set availability dates.



Promotions on the Site

The screenshot displays a website's shopping cart interface. At the top, a navigation bar includes links for Shop, Deal Center, Used Gear, Videos, Resources, and Private Reserve. Below this, a promotional banner offers 12% off a single item over \$149 with coupon code DEAL12, along with site-wide free shipping on orders over \$55,000. The main content area is titled 'Shopping Cart' and lists two items: Dunlop Tortex Standard Guitar Picks 1.0MM 1 Dozen and Dunlop Tortex Standard Guitar Picks 1.14MM 1 Dozen. The first item is priced at \$3.95 (was \$5.70, save \$1.75). The second item is marked as 'FREE' (was \$5.70, save \$5.70) and is circled with a red dashed line. A red arrow points from a 'BOGO Promotion' callout box to this item. Below the items, there are sections for 'Need Help?' (with contact info), 'Shipping Options' (with a form for country and ZIP code), and 'Order Summary' (showing a subtotal of \$3.95 and an order total of \$3.95 with total savings of \$7.45). A red dashed oval highlights a promo code 'dclm74a16' in the shipping options section, with an 'Apply' button next to it. A 'Proceed To Checkout' button is visible at the bottom right.

Shop Deal Center Used Gear Videos Resources PRIVATE RESERVE



Guitars Amps/Effects Bass Drums Keyboards Live Sound Recording DJ/Lighting Band/Orchestra Books/Videos Accessories

12% OFF A SINGLE ITEM \$149+ *some exclusions apply Coupon Code: **DEAL12** SITEWIDE FREE SHIPPING No Minimum! Over 55,000 Items Ship for Free

Home > Shopping Cart Need Help? [877-878-4281](tel:877-878-4281)

Continue Shopping Proceed To Checkout

Shopping Cart

| Item | Price | Quantity | Total |
|---|--------------------------------------|--|----------|
|  Dunlop Tortex Standard Guitar Picks 1.0MM 1 Dozen Item #110040000438156 In Stock & Ready To Ship | \$3.95 Was \$5.70 Save: \$1.75 | X 1 Update Remove Add to List | = \$3.95 |
|  Dunlop Tortex Standard Guitar Picks 1.14MM 1 Dozen Item #110040000438156 In Stock & Ready To Ship You recieved BOGO Guitar Accessories Promotion! | FREE Was \$5.70 Save: \$5.70 | X 1 Update Remove Add to List | = \$0.00 |

BOGO Promotion

Need Help?
Email or Call us at [877-878-4281](tel:877-878-4281)
Your Privacy Rights
Shipping FAQ
Our Return Policy

We Accept
We accept all major credit/debit cards, Paypal & Bill Me Later.

Shipping Options

Estimated Shipping & Handling
Shipping To:

Country ZIP Code
United States Estimate

Order Summary

| | |
|--------------------|--|
| Subtotal | \$3.95 |
| Order Total | \$3.95 (Total Savings: \$7.45) |

Proceed To Checkout

Section 1



Check Your Understanding

In which tab of the promotion creation process do you enter the images that will be used to advertise this promotion?

Answer:

The 'Media' tab.

Section 1



Check Your Understanding

How do you restrict the promotion to appear on only one site in a multisite environment?

Answer:

You can specify the site(s) in the 'Sites' tab of Promotions creation.

Section 1



Check Your Understanding

What are the three ways to deliver the promotion to the user?

Answer:

To everyone globally, coupon, or scenario based.

Section 1



Check Your Understanding

What does the 'Condition' section of Promotion creation help us define?

Answer:

It helps us define the qualification of the discount. That is, what should you buy to get a discount.

Section 1



Check Your Understanding

What are Promotional Upsells?

Answer:

Promotion upsells provide the ability for business to notify customers when they are close to qualifying for a promotion.

Section 1



Check Your Understanding

Which property of the user's profile holds the users promotions?

Answer:

User profiles' activePromotion property.

Section 1



Check Your Understanding

What are global promotions?

Answer:

Global promotions are promotions that all users get.

Summary

- Promotions are a way of encouraging a user to make a purchase by highlighting and offering discounts on products and services.
- There are 3 types of promotions: item, order, and shipping discounts.
- Each of the 3 types have 4 variants: % off, amount off, fixed price, and free.
- Promotions can be given to all users without customer action or they may require customer action like entering a coupon.
- UserPricingModels component queries and caches all the promotions applicable to the user.



Section 2:

Using Promotions



Types of Promotions

- There are 3 basic types of promotions:
 - **Item Discounts** – gives the customer a discount on an item or items.
 - **Order Discounts** – gives the customer a discount on their order total.
 - **Shipping Discounts** – discounts the shipping costs of the order.
- Each of these 3 types have 4 further variants:
 - **% Off** – give a percentage off on the price.
 - **Amount Off** – give a fixed amount off the price.
 - **Fixed Price** – give the item at a specific price.
 - **Free** – This is a special case of the Fixed Price variant where the specified price is \$0.
- For example, earlier we did an Item Discount Free (BOGO) Promotion.

Promotion Templates

- As you saw earlier, setting up the 'Condition and Offer' section can be complicated and confusing.
- To alleviate this, Merchandising UI provides a set of ready-to-use templates for users to define the promotion rules.
- The 'Advanced Condition & Offer' option is also available that allows more complex rule creation.
- Any template based condition & offer can be converted to an advanced condition, but the reverse is not possible.
- Different templates are available for Item, Order, and Shipping.

Item Discount Templates

- Item Discount templates:
 - BOGO (Buy One Get One),
 - Buy Item X Get Item Y,
 - Buy Within Specified Time Frame Get Item Discount,
 - Get Item Discount (by Product, Category, Brand, etc.),
 - Spend Y Get Item Discount,
 - Tiered Price Break.

Condition & Offer

- BOGO
- Buy Item X Get Item Y
- Buy Within Specified Time Frame Get Item Discount
- Get Item Discount (by Product, Category, Brand, etc.)
- Spend Y Get Item Discount
- Tiered Price Break
- Create Advanced Condition & Offer

Example of BOGO Template

- Buy 1 item in category 'Hoodies' and get one free.
Not applicable to new products.

The screenshot shows the 'Condition & Offer > BOGO' configuration window. It contains the following fields and options:

- No. of items to Buy:** 1
- Item(s) to Buy:** Category (dropdown), includes (dropdown), Hoodies (text field with a copy icon)
- Add Criteria** (button)
- No. of Items to Discount:** 1, ☐ Unlimited
- Apply Discount To:** ☒ Lowest Priced Item First, ☐ Highest Priced Item First
- Discount Type:** Free (dropdown), Amount off, % off, Fixed Price, etc..
- Discount:** (text field), ex. 5
- Items to Exclude (Optional)** (section header)
- Specify items that are not eligible for the promotion discount.**
- Items To Exclude (Optional):** Product IsNew (dropdown), is (dropdown), True (dropdown), ☐
- Add Criteria** (button)

Equivalent Advanced Item Promotion

Condition & Offer > Advanced Item Promotion

Condition

Use this template to construct an offer condition that is not covered by the template options.

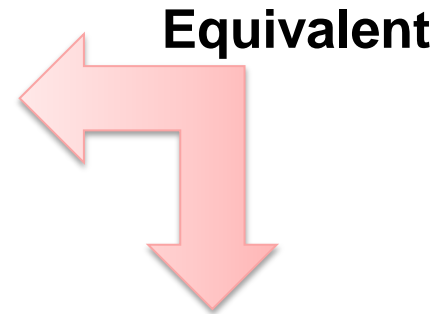
Apply Offer: For next 1 (product)
in category named Hoodies)

Offer

Item(s) to Discount: up to 1 (product)
in category named Hoodies and... ()
not product whose isNew
is true } }

Apply Discount To: ☒ Lowest Priced Item First ☐ Highest Priced Item First *Only applies when Item(s) to Discount begins*

Discount Level: Standard Standard, Tiered
Discount Type: Fixed Item Price Amount off, % off, Fixed Price, etc..
Discount Amount: 0 ex. 5



er > BOGO

Buy: 1
Buy: Category includes Hoodies

count: 1 Unlimited
nt To: ☒ Lowest Priced Item First ☐ Highest Priced Item First

Type: Free Amount off, % off, Fixed Price, etc..
count: ex. 5

Items to Exclude (Optional)

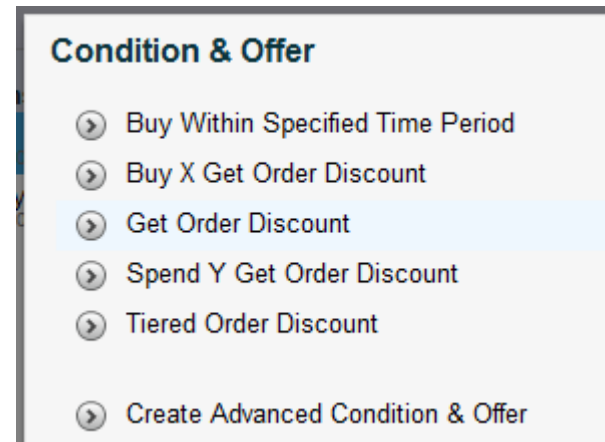
Specify items that are not eligible for the promotion discount.

Items To Exclude (Optional): Product IsNew is True

The two promotions are equivalent.

Order Discount Templates

- Order Discount templates:
 - Buy Within Specified Time Period,
 - Buy X Get Order Discount,
 - Get Order Discount,
 - Spend Y Get Order Discount,
 - Tiered Order Discount.



Order Discount Template Example

- Buy any item whose price is greater than 50 and is **not** on sale and get 10% Order Discount.

Condition & Offer > Buy X Get Order Discount

Condition

No. of items to Buy:

Item(s) to Buy:

Item Price

is greater than

Add Criteria

Items To Exclude (Optional):

Specify items that are not eligible for the promotion discount.

Item(s) to Exclude:

Sku On Sale

is

True

Add Criteria

Offer

Discount Type: ☐ Amount Off ☒ % Off

Discount: ex. 5

Shipping Discount Templates

- Shipping Discount templates:
 - Get Shipping Discount,
 - Buy X Get Shipping Discount,
 - Spend Y Get Shipping Discount,
 - Buy Within Time Period Get Shipping Discount.

Condition & Offer

- Buy Within Time Period Get Shipping Discount
- Buy X Get Shipping Discount
- Get Shipping Discount
- Spend Y Get Shipping Discount
- Create Advanced Condition & Offer

Shipping Discount Template Example

- Spend \$25 and get Free Shipping. When customer order total is \$20, show upsell message.

Condition & Offer > Spend Y Get Shipping Discount ×

Condition

Spend: *ex. 100*

Promotion Upsell (Optional)

Spend: *ex. 100*

Message: *ex. Spend 100 Dollars to receive an order discount.*

You can use promotion upsells in your site and customer communications to inform customers when they are close to qualifying for a promotion.

Offer

Discount Type: *Amount off, % off, Fixed Price, etc..*

Discount: *ex. 5*

Advanced Topics

- The promotion discount rules are stored in an XML format called PMDL.
- ATG Commerce provides many ways to extend the promotions functionality.
 - The PMDL can be extended to support various customizations.
 - Creating new discount types.
 - Creating new discount calculators.
- ATG also provides the ability to create new templates and make them available in the Merchandising UI.
- ATG Commerce includes an API for importing/ exporting promotions.
- These topics are covered in detail in the ATG 10 Commerce Programming Guide.

Section 1



Check Your Understanding

Where are promotion discount rules stored?

Answer:

The promotion discount rules are stored in an XML format called PMDL.

Section 1



Check Your Understanding

Name a few shipping discount templates.

Answer:

Get Shipping Discount, Buy X Get Shipping Discount, Spend Y Get Shipping Discount, Buy Within Time Period Get Shipping Discount.

Section 1



Check Your Understanding

Name a few order discount templates.

Answer:

Buy Within Specified Time Period, Buy X Get Order Discount, Get Order Discount, etc.

Section 1



Check Your Understanding

Name a few item discount templates.

Answer:

BOGO, Buy Item X Get Item Y, Buy Within Specified Time Frame Get Item Discount, etc.

Summary

- Merchandising UI provides a set of ready-to-use templates for users to define the promotion rules.
- The 'Advanced Condition & Offer' option is also available that allows more complex rule creation.
- Different templates are available for Item, Order, and Shipping.
- The promotion discount rules are stored in an XML format called PMDL.



Q&A





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