



Stackable Promotions

*Guide to setting up and using stackable promotions in
the Aptos EOM site manager*

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Stackable Promotions

Reward Current Customers and Encourage Customer Loyalty

Using the Aptos EOM site manager you can create and manage your own stackable promotion codes and campaigns. Create promotions to reward customer loyalty or encourage new customers.

Offering promotion codes is a great way to drive business. You may opt to have a promo code go viral, blog about it, or bury one on your Facebook fan page. By making customers feel like they have earned a discount, they become more loyal and are more likely to purchase on your site.

Administration: Configuring promotion code settings

Before you get started setting up promotions, there are website settings that need to be configured by a site administrator.

Users > Website Settings > Site Layout > Website Settings > Promotions and Discounts

- **Use new promotion engine.** This setting will override the existing promotion code engine. You'll notice that the **Old promotion engine settings** will be inaccessible.
- **Allow promotion input on the checkout page (panel checkout only).** Enabling this functionality will allow your customers to enter a promo code on the checkout page. If not enabled, your customers will only be able to enter a promo code on the cart page and on some pop-up carts.



This is the same as the option used before in Checkout Page Settings.

- **Skip re-entering shipping information after applying promotion during checkout.** When a promo code is added, the system goes back to the Shipping tab of the order. When this setting is enabled, you are not returned to the Shipping tab of the order.

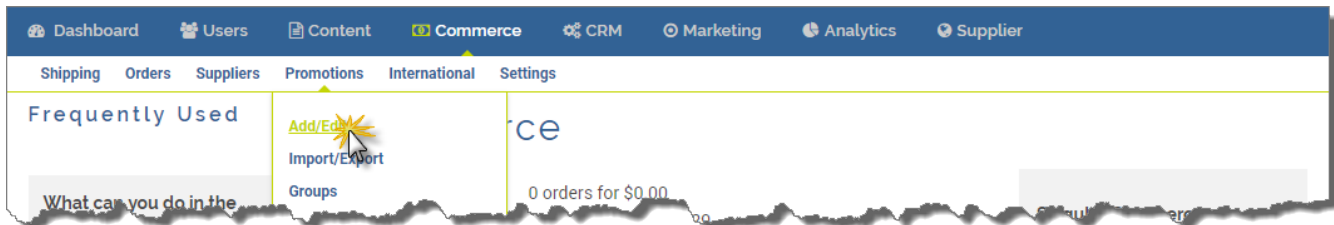


This is the same as the option used before in Checkout Page Settings.

About promotion types and promotion codes

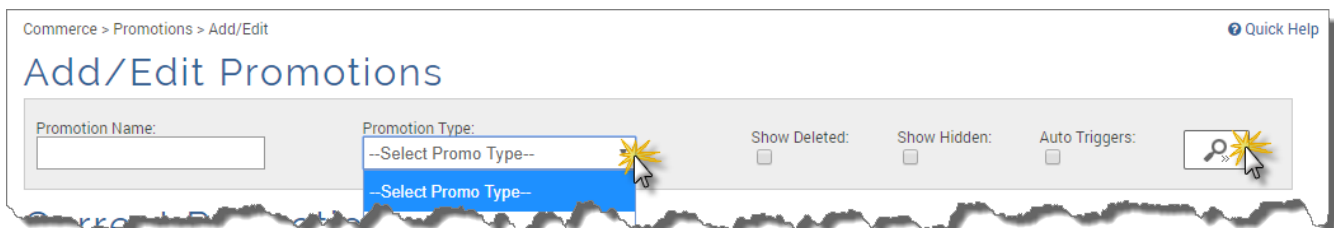
Before you get started creating specific promotions, you should understand the basics of how to create promotion codes.

To create a promotion, go to **Commerce > Promotions > Add/Edit**.



The **Add/Edit Promotions** page will open. This is where you can create new and manage existing promotions. To search for and find promotions, you can filter by the promo name, promo type, deleted promos and by auto triggers.

For example, you can search for a deleted promotion and restore it, if needed. The auto trigger filter searches for promotions that auto-trigger in the cart rather than requiring the customer to enter the promo code. Click the search button to refine your search. **Current Promotion Codes**, if any, will be displayed.



Current promotion codes

The **Current Promotion Codes** area displays the promotion codes that have already been configured. The columns display the following:

- **Promotion Type** – The type of promotion used along with the code name of the promotion.
- **Dates** – The date the promotion was created, the beginning date and the expiration date.



Some of the columns that are displayed on the screen do not function with stackable promotion codes. Only the columns described in this guide are functional with stackable promotion codes.

Current Promotion Codes							
					Go to page 1		
<input type="checkbox"/>	Promotion Type	Dates	Add Ons	Repeat Purchases	Edit	Copy	Email
<input type="checkbox"/>	10%OrderOver10\$ Order Percentage	Created: 6/22/2017 10:19:00 AM Begins: 6/5/2017 12:00:00 AM Expires: 10/27/2017 11:59:59 PM	N/A	False			
<input type="checkbox"/>	2\$DollarOffOnSampleItem Item Dollar	Created: 6/22/2017 10:13:00 AM Begins: 5/1/2017 10:10:00 AM Expires: 10/20/2017 10:10:00 AM	N/A	False			

Edit promotions

Once created, you can **Edit** the promotion as needed. All of the promotion settings are explained later in this document.

Creating promotions and promotion codes

To create a new promotion code, click the “+” (**Add**) button at the bottom of the **Commerce > Promotions > Add/Edit** page. The **Add new promotion** dialog box will open.

Adding a new promotion

Create unique promotion codes and set the parameters of a new promotion here. There are six different stackable promotion types to choose from. These are:

- **Item Dollar** – Gives dollar discount off an item. (Item level.)
- **Item Percentage** – Gives percentage discount off an item. (Item level.)
- **Order Percentage** – Gives percent discount off an order total. (Order level.)
- **Gift with Purchase** – Gift for orders over a set dollar amount. (Order level.)
- **Free shipping** – Gives free shipping on orders over a dollar amount. (Shipping level.)
- **Subcategory BOGO Percentage** – Buy one of an item and get percentage off second item. (Item level.)

Item dollar item-level promotion

This item-level promotion type allows you to apply a specific dollar amount discount to selected items by using the product ID/SKU.

Basic Settings	Description
Promotion Type	Select the Item Dollar promotion type from the list.
Promotion Code	Give the promotion code a unique name or click the Generate Code link and one will be automatically generated.
Promotion Short Description	It helps to have a description of the promotion, especially for Customer Service Representative (CSR) information. (e.g., Free Silk Dress with Purchase over \$250).
Dollar Discount Amount	Enter the dollar discount amount in this field. For example, enter 10.00 to give a \$10 discount off the price of the items.
Valid Between	Start: Enter the start date and time manually or by clicking on the calendar and time picker icons. End: Enter the end date and time manually or by clicking on the calendar and time picker icons.
Items Receiving Promotion	Select the Get Item link to make your selections for the items you want to receive the promotion. This will open a dialog box. You can search for and select products by sub-category, brand or product name. Place a checkmark next to your selections and select (+ Add Select Products) at the bottom of the dialog box to save the settings. The choices you make here will be automatically populated in Items Receiving Promotion field.
How does this promotion trigger?	Use the radio buttons to select one of these options. <ul style="list-style-type: none">• Auto-triggers in cart. This promotion code will automatically trigger and display in the shopping cart.• User must enter promotion code. This setting requires the customer to know and enter the promotion code manually in the shopping cart.

When configured, click **save**. This new promotion code will be displayed on the **Current Promotion Codes** area at the top of the **Commerce > Promotions > Add/Edit** page.



Only one **item level** promotion can be applied at the same time. If more than one promotion applies, the promotion with the earliest start date will be used. If the promotion start dates are the same, the one with the newest create date will be used. If the create dates are the same, the lowest promotion ID will be used. If a manual promotion code is applied to the cart but one or many items it applies to have an automatic promotion, the manual promotion will be honored over the automatic promotion.

Item percentage item-level promotion

This item-level promotion type allows you to apply a specific percentage discount to selected items by using the product ID/SKU.

Basic Settings	Description
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Basic Settings	Description
Promotion Type	Select the Item Percentage promotion type from the list.
Promotion Code	Give the promotion code a unique name or click the Generate Code link and one will be automatically generated.
Promotion Short Description	It helps to have a description of the promotion, especially for Customer Service Representative (CSR) information. (e.g., Free Silk Dress with Purchase over \$250).
Percentage Discount	Enter the percentage discount amount in this field. For example, enter 20 to give a 20% discount off the price of the items. This is a good way to apply a specific discount for a new category of products.
Valid Between	Start: Enter the start date and time manually or by clicking on the calendar and time picker icons. End: Enter the end date and time manually or by clicking on the calendar and time picker icons.
Items Receiving Promotion	Select the Get Item link to make your selections for the items you want to receive the promotion. This will open a dialog box. You can search for and select products by sub-category, brand or product name. Place a checkmark next to your selections and select (+ Add Select Products) at the bottom of the dialog box to save the settings. The choices you make here will be automatically populated in Items Receiving Promotion field.
How does this promotion trigger?	Use the radio buttons to select one of these options. <ul style="list-style-type: none"> Auto-triggers in cart. This promotion code will automatically trigger and display in the shopping cart. User must enter promotion code. This setting requires the customer to know and enter the promotion code manually in the shopping cart.

When configured, click **save**. This new promotion code will be displayed on the **Current Promotion Codes** area at the top of the **Commerce > Promotions > Add/Edit** page.



Only one **item level** promotion can be applied at the same time. If more than one promotion applies, the promotion with the earliest start date will be used. If the promotion start dates are the same, the one with the newest create date will be used. If the create dates are the same, the lowest promotion ID will be used. If a manual promotion code is applied to the cart but one or many items it applies to have an automatic promotion, the manual promotion will be honored over the automatic promotion.

Order percentage order-level promotion

This order-level promotion type allows you to apply a specific percentage discount to a qualifying cart total for a specified period of time.

Basic Settings	Description
Promotion Type	Select the Order Percentage promotion type from the list.
Promotion Code	Give the promotion code a unique name or click the Generate Code link and one

Basic Settings	Description
	will be automatically generated.
Promotion Short Description	It helps to have a description of the promotion, especially for Customer Service Representative (CSR) information.
Percentage Discount	Enter the percentage discount amount in this field. For example, enter 20 to give a 20% discount off the price of the order.
Valid Between	Start: Enter the start date and time manually or by clicking on the calendar and time picker icons. End: Enter the end date and time manually or by clicking on the calendar and time picker icons.
Items Receiving Promotion	Select the Get Item link to make your selections for the items you want to receive the promotion. This will open a dialog box. You can search for and select products by sub-category, brand or product name. Place a checkmark next to your selections and select (+ Add Select Products) at the bottom of the dialog box to save the settings. The choices you make here will be automatically populated in Items Receiving Promotion field.
Promotion is valid for carts totaling more the \$X:	Enter the dollar amount of the cart total that will be needed to trigger the promotion. For example, allow for the discount on all orders over \$50.
How does this promotion trigger?	Use the radio buttons to select one of these options. <ul style="list-style-type: none"> • Auto-triggers in cart. This promotion code will automatically trigger and display in the shopping cart. • User must enter promotion code. This setting requires the customer to know and enter the promotion code manually in the shopping cart.

When configured, click **save**. This new promotion code will be displayed on the **Current Promotion Codes** area at the top of the **Commerce > Promotions > Add/Edit** page.



More than one **order level** promotion can be applied to an order at the same time.

Free shipping, shipping-level promotion

This shipping-level promotion type allows you to apply free shipping to orders over a specified dollar amount.

Basic Settings	Description
Promotion Type	Select the Free Shipping promotion type from the list.
Promotion Code	Give the promotion code a unique name or click the Generate Code link and one will be automatically generated.

Basic Settings	Description
Promotion Short Description	It helps to have a description of the promotion, especially for Customer Service Representative (CSR) information. (e.g., Free Shipping with Purchase over \$50).
Valid Between	<p>Start: Enter the start date and time manually or by clicking on the calendar and time picker icons.</p> <p>End: Enter the end date and time manually or by clicking on the calendar and time picker icons.</p>
Promotion is valid for carts totaling more the \$X:	Enter the dollar amount of the cart total that will be needed to trigger the promotion. For example, allow for free shipping on all orders over \$50.
How does this promotion trigger?	<p>Use the radio buttons to select one of these options.</p> <ul style="list-style-type: none"> • Auto-triggers in cart. This promotion code will automatically trigger and display in the shopping cart. • User must enter promotion code. This setting requires the customer to know and enter the promotion code manually in the shopping cart.

When configured, click **save**. This new promotion code will be displayed on the **Current Promotion Codes** area at the top of the **Commerce > Promotions > Add/Edit** page.



Shipping promotions can be applied on top of an item promotion code, and then any order level promotion code. The order that promotion codes will be applied is: item-level promotions, order-level promotions, and then shipping-level promotions.

Only one free shipping method can be displayed per order.

Subcategory BOGO percentage item-level promotion

This item-level promotion type allows you to apply a specific percent discount amount to all valid items in a cart in selected sub-categories if all conditions are met.

This promotion is triggered by configuring sub-categories. So, if the customer's cart contains valid product(s) from the chosen sub-categories, the promo will be triggered and they will receive the discount.

Basic Settings	Description
Promotion Type	Select the Subcategory BOGO Percentage promotion type from the list.
Promotion Code	Give the promotion code a unique name or click the Generate Code link and one will be automatically generated.
Promotion Short Description	It helps to have a description of the promotion, especially for Customer Service Representative (CSR) information.
Percentage Discount	Enter the percentage discount amount in this field. For example, enter 50 to give a 50% discount off the price of the BOGO items.
Trigger Subcategory	In the first menu, select the number of items (quantity of items) that need to be included from a subcategory to trigger the promotion. The item can be either a member of a subcategory or shared into that subcategory to trigger the promotion.
Valid Between	Start: Enter the start date and time manually or by clicking on the calendar and time picker icons. End: Enter the end date and time manually or by clicking on the calendar and time picker icons.
How does this promotion trigger?	Use the radio buttons to select one of these options. <ul style="list-style-type: none">• Auto-triggers in cart. This promotion code will automatically trigger and display in the shopping cart.• User must enter promotion code. This setting requires the customer to know and enter the promotion code manually in the shopping cart.

When configured, click **save**. This new promotion code will be displayed on the **Current Promotion Codes** area at the top of the **Commerce > Promotions > Add/Edit** page.



Only one **item level** promotion can be applied at the same time. If more than one promotion applies, the promotion with the earliest start date will be used. If the promotion start dates are the same, the one with the newest create date will be used. If the create dates are the same, the lowest promotion ID will be used. If a manual promotion code is applied to the cart but one or many items it applies to have an automatic promotion, the manual promotion will be honored over the automatic promotion.

Gift with purchase order-level promotion

This order-level promotion type allows you to apply a free gift with orders over a certain dollar amount. When the cart total reaches a set amount, the configured items can be given for free with purchase. You can select one or many different gift items to add when the promotion applies.

Basic Settings	Description
Promotion Type	Select the Gift with Purchase promotion type from the list.
Promotion Code	Give the promotion code a unique name or click the Generate Code link and one will be automatically generated.
Promotion Short Description	It helps to have a description of the promotion, especially for Customer Service Representative (CSR) information.
Valid Between	Start: Enter the start date and time manually or by clicking on the calendar and time picker icons. End: Enter the end date and time manually or by clicking on the calendar and time picker icons.
Gift Items:	Select the Get Item link to make your selections for the items you want to use in the promotion. This will open a dialog box. You can search for and select products by sub-category, brand or product name. Place a checkmark next to your selections and select (+ Add Select Products) at the bottom of the dialog box to save the settings. The choices you make here will be automatically populated in Gift Items field. You can select one or many different gift items to add when the promotion applies. There is no choice between gifts. The promotion can trigger one or many items to be added to the cart.
Promotion is valid for carts totaling more the \$X:	Enter the dollar amount of the cart total that will be needed to trigger the promotion. For example, allow for the free gift on all orders over \$100.
How does this promotion trigger?	Use the radio buttons to select one of these options. <ul style="list-style-type: none">• Auto-triggers in cart. This promotion code will automatically trigger and display in the shopping cart.• User must enter promotion code. This setting requires the customer to know and enter the promotion code manually in the shopping cart.

When configured, click **save**. This new promotion code will be displayed on the **Current Promotion Codes** area at the top of the **Commerce > Promotions > Add/Edit** page.



More than one **order level** promotion can be applied to an order at the same time.

Stackable Promotion Rules

Only one item level promotion can be applied at the same time.

- If more than one promotion applies, the promotion with the earliest start date will be used.
 - If the promotion start dates are the same, the one with the newest create date will be used.
 - If the create dates are the same, the lowest promotion ID will be used.
- If a manual promotion code is applied to the cart but one or many items it applies to have an automatic promotion, the manual promotion will be honored over the automatic promotion.
- More than one order level promotion can be applied to an order at the same time.
- Shipping promotions can be applied on top of an item promotion code, and then any order level promotion code. Free shipping promotions cannot be enabled in other promotion types. For example, if you configure 10% off orders more than \$50, you cannot add free shipping promotion to the same promotion type. The free shipping promotion will need to be configured separately.
- The order that promotion codes will be applied is:
 1. item-level promotions
 2. order-level promotions
 3. shipping-level promotions.
- Only one free shipping method can be displayed per order.

Automatic promotions are not removable by customers or CSR's from the shopping cart, checkout or retail order screen.

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