



Commerce Cloud Platform Adoption Playbook:

Promotions

Create discounts to incentivize purchases and grow revenue.



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Campaigns & Promotions Overview

Promotions

Promotions are the individual discount or offer rules – of various types. Promotions can be both time sensitive and targeted to specific customer groups. They can be perpetual, such as offering free shipping day in day out to build loyalty.

For each promotion, you can define exclusivity, applicable products, discounts, etc. and identifying information. You can assign the same promotion to multiple campaigns and/or AB tests. A promotion contains a promotion rule that defines the type of promotion, conditions, and discounts and can be extended with additional custom attributes.

Campaigns

A campaign is a container for one or more customer experiences which are active for the same timeframe. Campaign experiences can be promotions, content slots, and/or sorting rules. You can use campaigns to define a schedule for multiple experiences and to define qualifiers for multiple promotions and/or sorting rules.

For example, for a spring apparel campaign, you may want one promotion for free shipping for registered customers and another promotion for 10% off spring dresses for all customers regardless of whether or not they are registered. You may also want to message these offers on the homepage and on the women's landing page.

A campaign must be enabled in order for its experiences to be live on the storefront. Even if the promotions within the campaign are enabled. If the campaign is not enabled then the promotions will not be live.

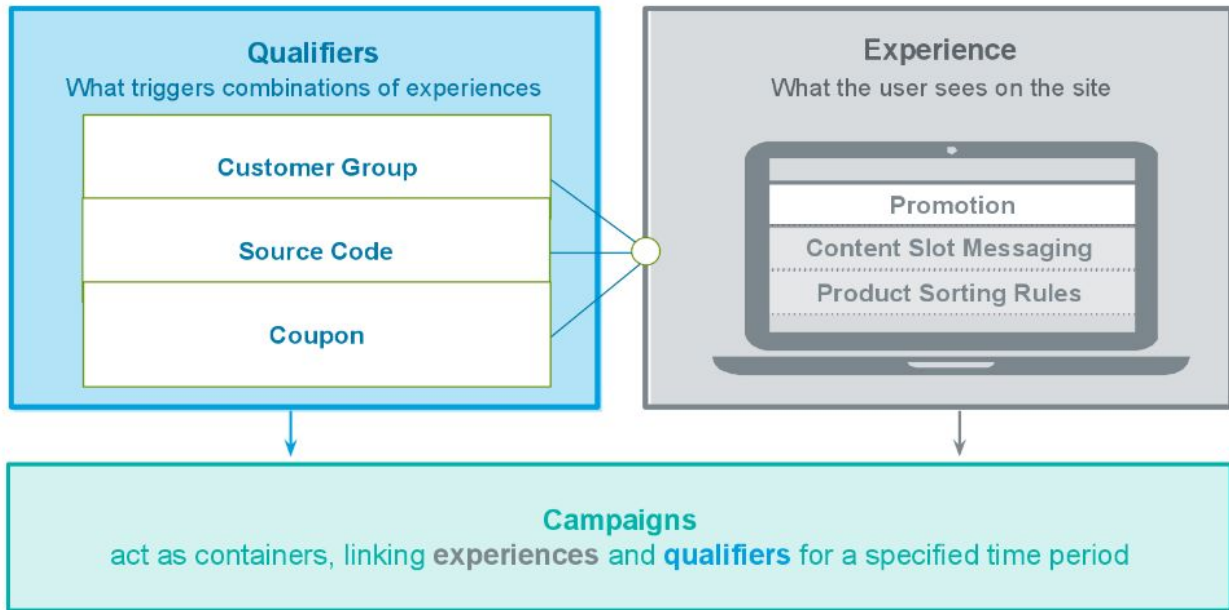


Figure 1. Promotion as a Campaign Experience

Promotion Basics

All of the deals out there revolve around the following key points that need to be considered in order to take part in the deal.

Who Gets the Deal? (Qualifiers)

First, you need to determine who gets to participate in the promotion and how they qualify for the offer. Decide whether this promotion will be open to all shoppers or whether it is restricted to specific groups of customers. Do shoppers need to enter a coupon code in order to receive the discount?

These decisions are related to qualifiers that are created in Business Manager. Qualifiers include customer groups, source codes, and coupons. Qualifiers are set at the campaign level but can be overridden at the promotion level.

For more information on Qualifiers see the [customer groups](#), [source codes](#), and [coupon codes](#) playbooks.

Promotions can have multiple qualifiers. Within the Required Qualifiers column either select **Any** which will mean that as long as a customer meets at least one qualifier they will be eligible for the promotion or select **All** which means that the customer must meet all qualifiers in order to be eligible for the promotion.

Add Experience						
Slot Configurations (0 experiences)						
Promotions (2 experiences)						
ID	Schedule	Customer Groups	Source Codes	Coupons	Required Qualifiers	Rank
H2012 Black Friday TV Sale	11/22/2012 - 11/23/2012	Everyone			Any	30
H2012 CyberMonday \$10Off \$100	09/30/2012 - 10/01/2012	Registered		\$10offorders	Any	10
Sorting Rules (0 experiences)						
					Any	
					All	

Figure 2. Promotion with Multiple Qualifiers

What is the Discount? (Discount Types)

Next, you'll need to determine what type of promotion you are going to create and what the associated discount will be. There are three promotion classes or types in Commerce Cloud to select from: **product**, **order**, and **shipping promotions**.



Figure 3. Promotion Classes

Once you've determined the type of promotion you will run, either a product promotion, an order promotion or a shipping promotion, you'll then need to determine the discount that you will offer. The discounts available include percent off, amount off, fixed price, free shipping and bonus products. The specific discount available is determined by the promotion class that you have selected.

Promotion Class	Discount Type...	You Can Select...
Product	Without qualifying products - the customer does not have to purchase anything specific to get the offer.	<ul style="list-style-type: none"> • Percent Off • Amount Off • Fixed Price • Price from Price Book • Percent off Product Options • Bonus Product(s) • Choice of Bonus Product(s) List • Choice of Bonus Product(s) Rule • Fixed Price Shipping • Free Shipping
	With amount of qualifying products - buy X or more and get Y	<ul style="list-style-type: none"> • Percent Off • Amount Off • Fixed Price • Price from Price Book • Percent off Product Options • Bonus Product(s) • Choice of Bonus Product(s) List • Choice of Bonus Product(s) Rule • Fixed Price Shipping • Free Shipping
	With number of qualifying products - buy # or more and get X	<ul style="list-style-type: none"> • Percent Off • Amount Off • Fixed Price • Price from Price Book • Percent off Product Options • Bonus Product(s) • Choice of Bonus Product(s) List • Choice of Bonus Product(s) Rule • Fixed Price Shipping • Free Shipping
	With combination of qualifying products	<ul style="list-style-type: none"> • Percent Off • Amount Off • Fixed Price • Price from Price Book • Percent off Product Options • Bonus Product(s) • Choice of Bonus Product(s) List



		<ul style="list-style-type: none"> • Choice of Bonus Product(s) Rule • Fixed Price Shipping • Free Shipping
	Buy X / Get Y - buy # or more and get # of discounted products for Y	<ul style="list-style-type: none"> • Percent Off • Amount Off • Fixed Price • Price from Price Book • Free
	Buy X and Y / Get Z	<ul style="list-style-type: none"> • Percent Off • Amount Off • Fixed Price • Price from Price Book • Free
	Buy X for Total - buy # for a total price of X	Buy # for total price of x
Order	With amount of qualifying products - buy X or more and get Y	<ul style="list-style-type: none"> • Percent Off • Amount Off • Bonus Product(s) • Choice of Bonus Product(s) List • Choice of Bonus Product(s) Rule
Shipping	With amount of shipment qualifying products - buy X or more and get Y	<ul style="list-style-type: none"> • Percent Off • Amount Off • Fixed Price • Free Shipping
	With number of shipment qualifying products - buy X or more and get Y	<ul style="list-style-type: none"> • Percent Off • Amount Off • Fixed Price • Free Shipping
	With combination of shipment qualifying products	<ul style="list-style-type: none"> • Percent Off • Amount Off • Fixed Price • Free Shipping

How Do I Get the Deal? (Qualifying Products)

Finally, you'll need to determine the qualifying products for your promotion. What does the customer need to buy in order to receive the discount? Is it a specific product or product category that they need to purchase, or do they need to spend a specific dollar amount? When configuring qualifying products you can select multiple criteria and create an 'and' statement which means that the qualifying product must be in a certain category and a specific brand.

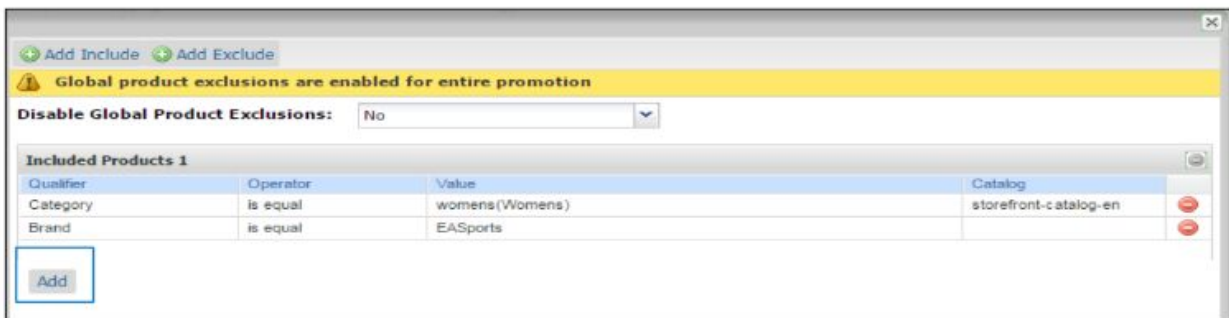


Figure 4. Qualifying Products - And

Or you could create an 'or' statement within your qualifiers saying that the qualifying product could either be in a particular category or be a particular brand in order to qualify for the promotion.



Figure 5. Qualifying Products - Or

Are There Exclusions? (Globally Excluded Products)

You can also determine whether there are any products that should be excluded from a particular promotion. These are configured as excluded products. Product exclusions can be created at the promotion level or you can create a list of globally excluded products which will include products that should never be discounted.

Globally excluded products are configured on the promotion landing page within Business Manager in **Merchant Tools > Online Marketing > Promotions -- More -- Product Exclusions**. Typically globally excluded products are products that are never or very rarely discounted and should be excluded from all promotions. This typically includes products such as gift cards or perhaps specific brands you may carry that cannot be discounted.

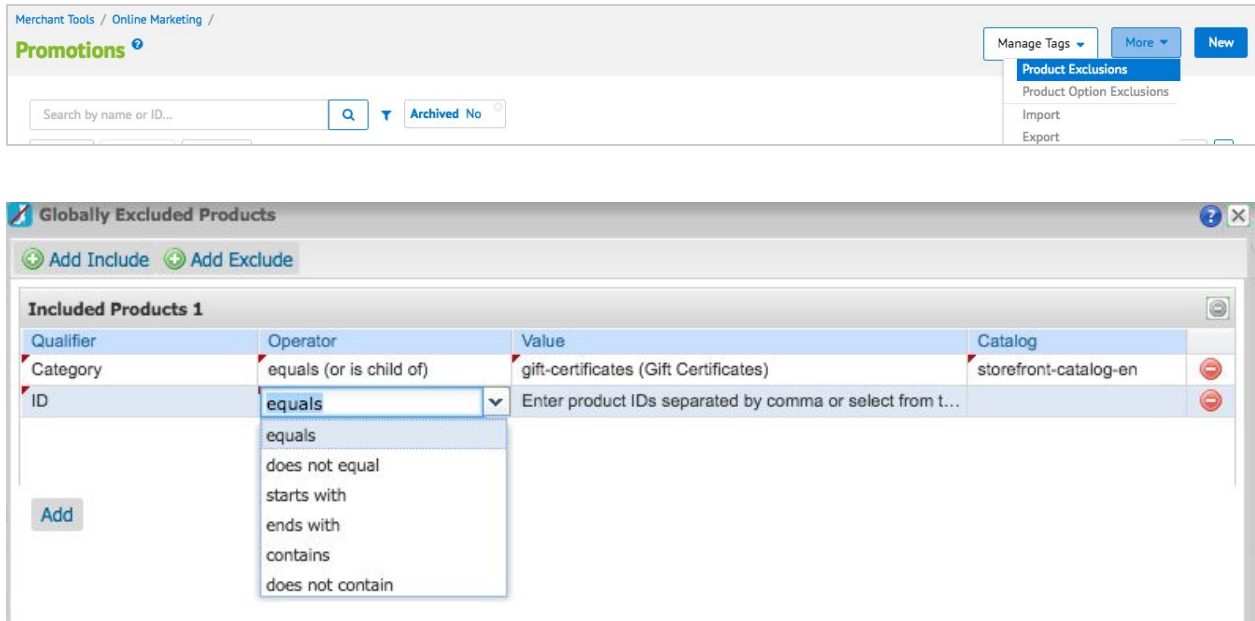


Figure 6. Creating Globally Excluded Products.

Within each promotion you create, you have the ability to determine if you would like to override your global product exclusions and either include or exclude those products from a particular promotion.

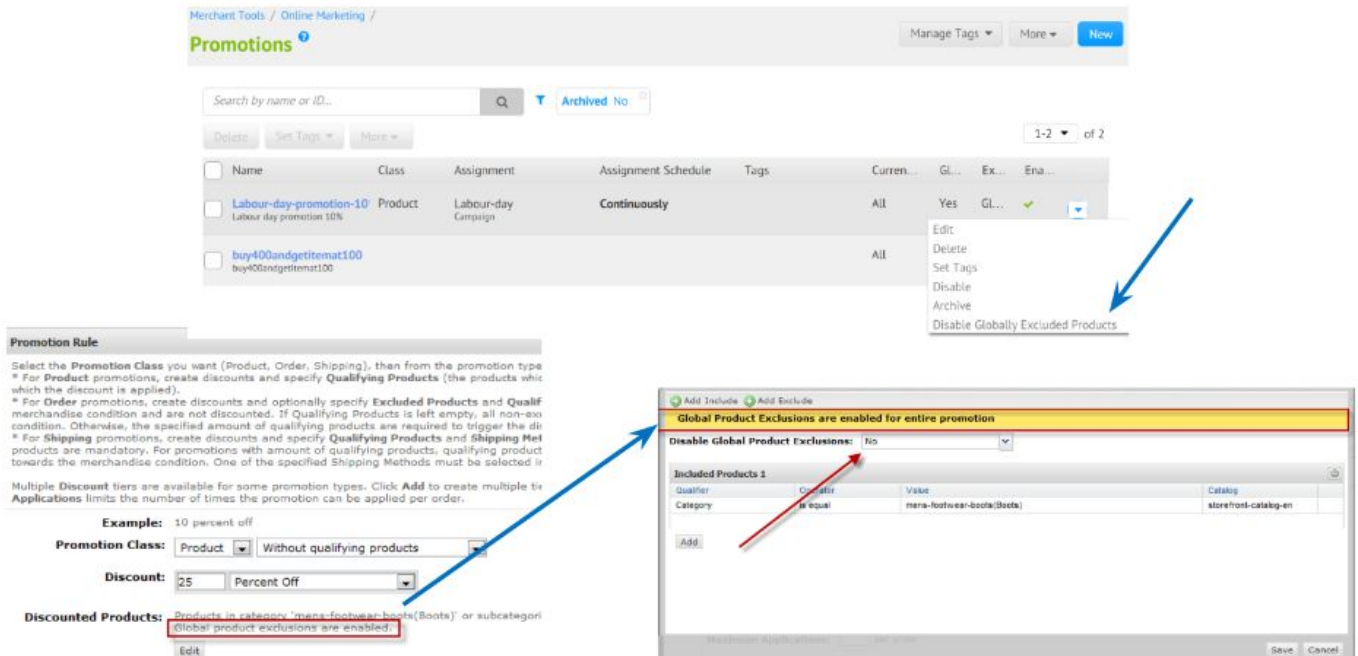


Figure 7. Overriding Globally Excluded Products.

Promotion Workflow

When creating promotions in Business Manager, users typically follow the general workflow below.

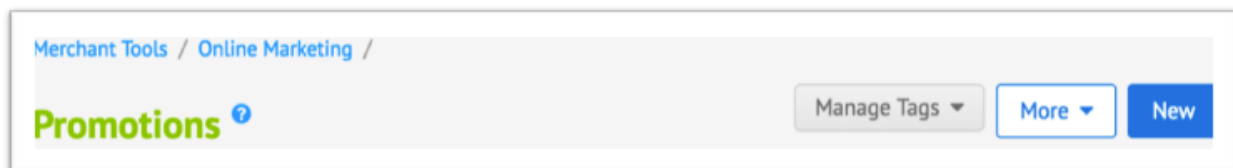
1. Create the Promotion - individual discount or offer rules.
2. Create Qualifier(s) - determine who will receive the promotion.
3. Add promotional messaging - promote your offers in content slots on your homepage or other areas of the site.
4. Tie everything together in a Campaign - tie promotions, content, and qualifiers for a specified time period in the Campaign.
5. Test - make sure the promotion will run correctly during the scheduled timeframe.

Create a Promotion: Step-By-Step

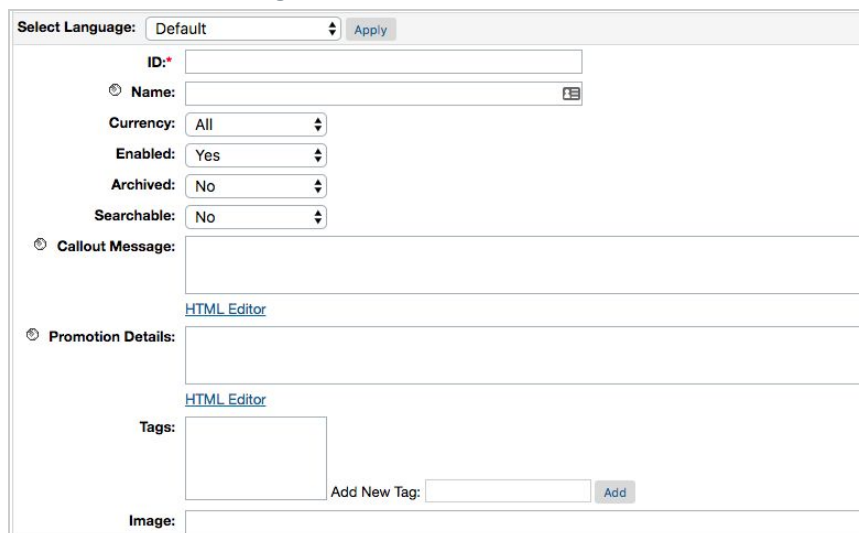
For all promotions, you will need to first complete the general promotion information before moving on to creating the actual offer. These fields are the same no matter what type of promotion (product, order, shipping) you are creating.

1. Navigate to the Promotions Module

Merchant Tools > Online Marketing > Promotions > Create New Promotion



2. Fill in General Settings





Select Language	Set Language. You have the ability to show different call out and promotional detail messages for different locales, i.e. U.S. site visitors will see the message in English but visitors from France will see it in French.
ID and Name	ID can only be seen internally while the name of your promotion may be visible on the storefront. Use a consistent naming convention for your promotions.
Currency	Select your currency.
Enabled	Yes (ready to go live) or No (not ready to go live)
Searchable	Yes or No. Select Yes to make a promotion searchable. This makes it possible for all qualifying/discounted products that are associated with one or more product promotions to show in one place on the storefront, giving customers more information and choices to help make better buying decisions. Search Commerce Cloud documentation for (“APIs for Get Promotion Products” to learn more.)
Callout Message	A message that appears on the storefront when the discount is triggered. This message will be displayed on the storefront underneath category thumbnails, on the PDP and in the shopping cart for product promotions.
Promotional Details	Used for all promotion details, legal messaging and fine print, and is linked to the Callout Message. This will be displayed on the storefront.
Image	Click Select to find the image you want to associate with the promotion. This image will appear in the storefront if supported by your page template.

Promotions Tip: Since customizations may have been made during implementation, create a test promotion in your Staging environment so that you can determine which general settings display on your storefront and where they display (see example below). This will help you to determine your promotional messaging strategy.

3. Choose Exclusivity

Promotion exclusivity lets you control whether a specific promotion instance can be combined with other promotions or not.

No (Can be combined with any promotion)

Class (Cannot be combined with promotions of same class)

Global (Cannot be combined with any promotion whatsoever)

Compatibility

Exclusivity: ✓ - None -

NO (Can be combined with any promotion)

CLASS (Cannot be combined with promotions of same class)

GLOBAL (Cannot be combined with any promotion)

Apply

4. Create a Promotion Rule

Example: 10 percent off.

Promotion Class: Product Without Qualifying Products

Discount: Percent Off

Discounted Products: Products in category 'electronics-gps-units(GPS Navigation)' or subcategories

Edit

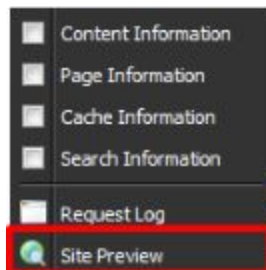
Maximum Applications: Per Order

Promotion Class	<p>Indicates what type of promotion you are creating.</p> <ul style="list-style-type: none"> Product Promotions are offers on individual products or product categories Order Promotions are discounts on the entire order such as a percent or dollar off Shipping Promotions are offers relating only to the shipping costs or shipping type
Promotion Type	<p>Indicates what the customer needs to purchase in order to get the offer. A customer may need to purchase a number or amount of qualifying products or a combination of products in order to get the offer. Or, the offer might be available without the customer having to purchase any qualifying products.</p>
Discount	<p>What is the offer that the customer gets for making a purchase? Percent off, amount off, fixed price, etc.</p>
Discounted Products	<p>What products apply to the offer or are excluded?</p> <ul style="list-style-type: none"> Discounted products are the products included in the offer. Qualified products are products which trigger the discount. Excluded products are products that are not included in the discount. You can exclude products from product and order promotions within the individual promotions. You can also exclude products from all promotions globally.
Maximum Applications	<p>You can limit how many times a promotion can apply per order using the maximum application limit. For example, you can apply free shipping to only one shipment of a multi-shipment order. You can also limit the number of times a bonus discount is applied to an order.</p>

5. Add the Promotion to a Campaign as an Experience. For more information on creating campaigns, see the [Campaigns Playbook](#).

6. Test the Promotion to verify that qualifiers are working as intended, descriptions are displaying, discounts are applied only when the condition is met and the discount is removed if the qualifying condition is removed.

1. Navigate to your Staging Storefront.
2. From the Storefront Toolkit, select Site Preview. Enter a date within the promotion timeframe. If necessary, select the Source Code or Customer Group from the associated campaign.



Site Preview Controls

Date/time:

Source code:

Customer group:

AB Test:

AB Test Segment:

3. On the Staging Storefront, add qualifying products to the cart. Confirm callout messaging is displaying throughout the shopper journey and that discounts are applied appropriately in the cart.

Sample Promotions Set-Up

Product Promotions

Product promotions are offers specific to individual products or groups of products.

Product Promotion Samples:



Lucky Brand

STYLE ADVICE | MEN'S | WOMEN'S | PLUS | SHOES | ACCESSORIES | KIDS' | SALE | DENIM FIT GUIDE

HAPPY ST. PATRICK'S DAY!
TAKE \$25 OFF SELECT JEANS
 AND VISIT THE LUCKY YOU SHOP.

SHOP MEN'S • SHOP WOMEN'S •

CLÓVER
 A STYLE GUIDE FOR CULTURE LOVERS

instant UPDATE
 One denim jacket, three spring-essent new ways to wear it, whatever the weather.

COMPLETE THE LOOK

see more looks •



avenue yourself

NEW ARRIVALS | TOPS | BOTTOMS | DRESSES | SHOES | SPECIAL SIZES | INTIMATES | SALE | CLEARANCE

TWO DAYS - ONLINE ONLY!

BUY TWO GET ONE FREE

- MIX & MATCH -
 tops • bottoms • dresses
 jackets • shapewear • shoes
 handbags • sleepwear

SHOP NEW ARRIVALS



Saks Fifth Avenue

OFF 5TH



WOMEN'S SHOE SALE

BUY MORE SAVE MORE!

Now through Tues, April 1

BUY 1, SAVE
20% OFF

BUY 2, SAVE
30% OFF

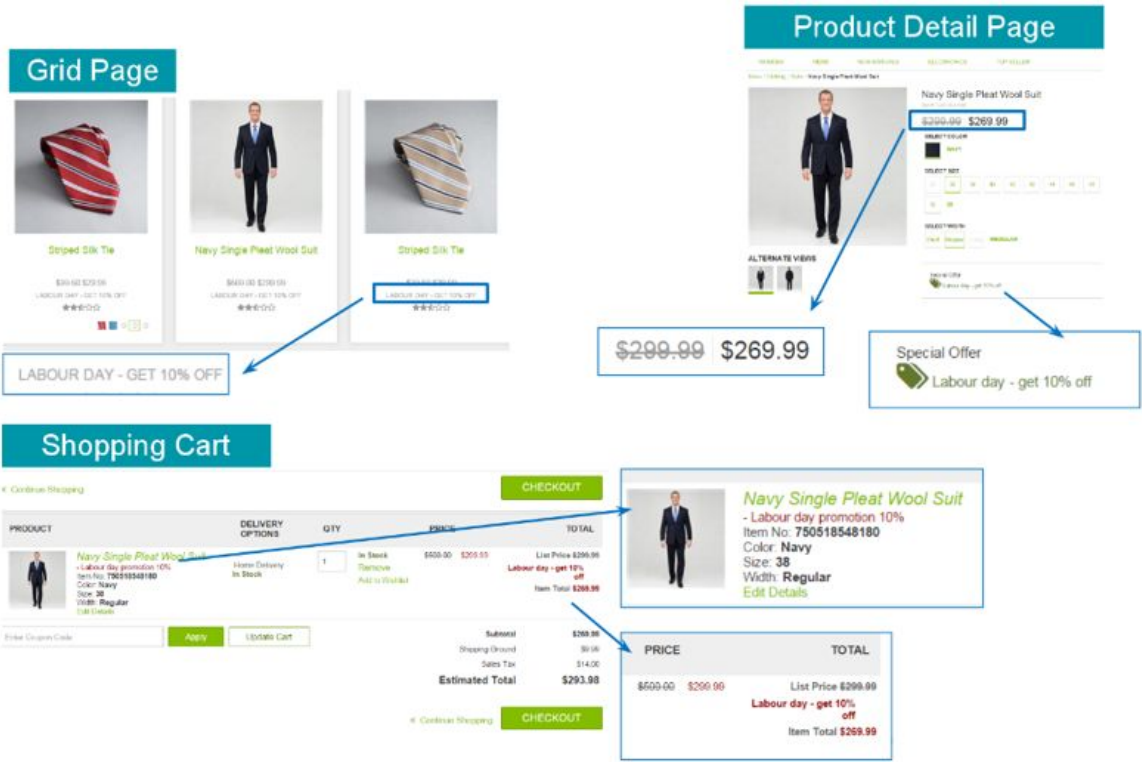
BUY 3 OR MORE, SAVE
40% OFF

(OFF% applied at checkout)

SHOP NOW

Product Promotion Storefront Visualization

On your storefront, product promotion messaging will display in three different areas. The text that you enter into the callout message field when setting up a promotion will display on the category grid page, the product detail page, and the shopping cart.



Product Promotion Configuration Examples


Following are examples of how product promotions are configured on the platform.

Without Qualifying Products: Save \$X on Product(s) Y

Scenario	Take 20% off Women's Dresses
Promotion Type	Product
Promotion Class	Without qualifying products
Discount	20% off
Qualifying Products - products that trigger the discount	N/A

Discounted Products - products in the discount/offer	All products in the women's dresses category
Excluded Products - products not included in the discount	N/A

« Continue Shopping CHECKOUT

PRODUCT	QTY	PRICE	TOTAL
 <p>Belted Fit and Flare. - Take 20% Off Women's Dresses Item No: 701644259280 Color: Pansy Size: 4 Edit Details</p>	1	In Stock Remove Add to Wishlist \$ 128,00	List Price \$428,00 Take 20% Off Women's Dresses Item Total \$ 96,00
<input type="text" value="Enter Coupon Code"/> <input type="button" value="Apply"/> <input type="button" value="Update Cart"/>			Subtotal \$ 96,00 Shipping N/A Sales Tax N/A Estimated Total \$ 96,00

« Continue Shopping CHECKOUT

Figure 8. Without Qualifying Products: Save \$X on Product(s) Y

Without Qualifying Products: Buy \$X and Get % Off (with product exclusions)

Scenario	Spend \$500 or more on a TV and get 30% off (excluding Sony)
Promotion Type	Product
Promotion Class	With amount of qualifying products
Discount	30% off
Qualifying Products - products that trigger the discount	All TV's with price of >=\$500
Discounted Products - products in the discount/offer	All products in the electronics TV category
Excluded Products - products not included in the discount	TVs that are brand = Sony

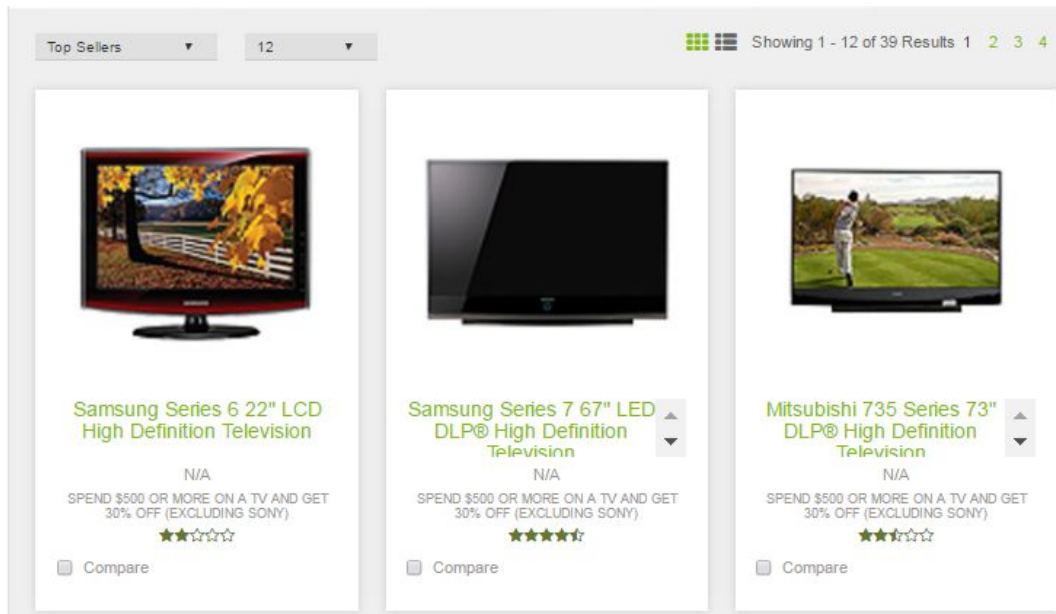





Figure 9. Without Qualifying Products: Buy \$X and Get % Off (with product exclusions)

Without Qualifying Products: Buy 2 or More and Get % Off Discounted Products

Scenario	Buy 2 or more men's dress shirts and get 20% off a men's jacket
Promotion Type	Product
Promotion Class	With number of qualifying products
Discount	20% off
Qualifying Products - products that trigger the discount	All products in the men's shirts category
Discounted Products - products in the discount/offer	All products in the men's jackets & coats category
Excluded Products - products not included in the discount	N/A

[« Continue Shopping](#)

CHECKOUT

PRODUCT	QTY	PRICE	TOTAL
 <p>Modern Striped Dress Shirt Item No: 69309284-1 color: Blue size: 15R Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 135,00 \$ 135,00
 <p>Modern Dress Shirt in Pink Item No: 25585429-1 color: Pink size: 15R Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 135,00 \$ 135,00
 <p>Modern Blazer - Buy 2 or more men's dress shirts and get 20% off a men's jacket Item No: 883360511047 Color: Black Size: 36 Edit Details</p>	1	In Stock Remove Add to Wishlist	List Price \$ 495,00 Buy 2 or more men's dress shirts and get 20% off a men's jacket Item Total \$ 396,00

Enter Coupon Code

Apply

Update Cart

Subtotal	\$ 666,00
Shipping	N/A
Sales Tax	N/A
Estimated Total	\$ 666,00

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CHECKOUT




Figure 10. Without Qualifying Products: Buy 2 or More and Get % Off Discounted Products

With Combination of Products: Buy 2 of X and 1 of Y and Get % Off Those Products

Scenario	Buy 2 men's dress shirts and 1 suit, get 40% off on those products
Promotion Type	Product
Promotion Class	With combination of products
Discount	40% off
Qualifying Products - products that trigger the discount	N/A
Discounted Products - products in the discount/offer	2 products in the men's dress shirts category 1 product from the men's suits category
Excluded Products - products not included in the discount	N/A

[« Continue Shopping](#)

CHECKOUT

PRODUCT	QTY	PRICE	TOTAL
 <p>Modern Striped Dress Shirt - Buy 2 men's dress shirts and 1 suit, get 40% off Item No: 69309284-1 color: Blue size: 15R Edit Details</p>	<input type="text" value="1"/> <p>In Stock Remove Add to Wishlist</p>	\$ 135,00	<p>List Price \$436,00 Buy 2 men's dress shirts and 1 suit, get 40% off Item Total \$ 81,00</p>
 <p>Modern Dress Shirt - Buy 2 men's dress shirts and 1 suit, get 40% off Item No: 74974310-1 color: Blue size: 15R Edit Details</p>	<input type="text" value="1"/> <p>In Stock Remove Add to Wishlist</p>	\$ 135,00	<p>List Price \$436,00 Buy 2 men's dress shirts and 1 suit, get 40% off Item Total \$ 81,00</p>
 <p>Charcoal Flat Front Athletic Fit Shadow Striped Wool Suit - Buy 2 men's dress shirts and 1 suit, get 40% off Item No: 640188017003 Color: Charcoal Size: 36 Width: Short Edit Details</p>	<input type="text" value="1"/> <p>In Stock Remove Add to Wishlist</p>	\$ 500,00	<p>List Price \$500,00 Buy 2 men's dress shirts and 1 suit, get 40% off Item Total \$ 300,00</p>

Enter Coupon Code

Apply

Update Cart

Subtotal \$ 462,00

Shipping N/A

Sales Tax N/A

Estimated Total \$ 462,00

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CHECKOUT

Figure 11. With Combination of Products: Buy 2 of X and 1 of Y and Get % Off Those Products




Buy X / Get Y: Buy 2 or More of X and Get 1 for % Off

In order to ensure that the least expensive product receives the discount, review settings in **Merchant Tools > Site Preferences > Promotion Preferences**. Use callout messaging so that the shopper knows that they need to select product Y, the system will not automatically add product Y to the cart.

Scenario	Buy 2 or more women's dresses and get 1 for 15% off
Promotion Type	Product
Promotion Class	Buy X / Get Y
Discount	15% off
Qualifying Products - products that trigger the discount	2 products in the women's dresses category
Discounted Products - products in the discount/offer	1 of the dresses (lesser value) will receive a 15% discount
Excluded Products - products not included in the discount	N/A

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PRODUCT	QTY	PRICE	TOTAL
 <p>Belted Fit and Flare. Item No: 701644259280 Color: Pansy Size: 4 Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 128,00 \$ 128,00
 <p>Belted Shirt Dress - Buy 2 or more women's dresses and get 1 for 15% off Item No: 701643969623 Color: Dark Stone Size: S Edit Details</p>	1	In Stock Remove Add to Wishlist	List Price \$ 89,00 Buy 2 or more women's dresses and get 1 for 15% off Item Total \$ 75,65
 <p>Boardroom Sheath Dress Item No: 701644508081 Color: Black Size: 4 Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 138,00 \$ 138,00

Enter Coupon Code

Apply

Update Cart

Subtotal \$ 341,65

Shipping N/A

Sales Tax N/A

Estimated Total \$ 341,65

[« Continue Shopping](#)

CHECKOUT

Figure 12. Buy X / Get Y: Buy 2 or More of X and Get 1 for % Off







Buy X and Y / Get Z: Buy 2 of X and 1 of Y and Get % off Z

Scenario	Buy 2 women's skirts or pants and 1 pair of women's shoes and get 25% off a women's top
Promotion Type	Product
Promotion Class	Buy X and Y/ Get Z
Discount	25% off
Qualifying Products - products that trigger the discount	2 products in the women's trousers and skirts category and 1 product in the women's shoes category
Discounted Products - products in the discount/offer	1 product from the women's tops category
Excluded Products - products not included in the discount	N/A

« Continue Shopping

CHECKOUT

PRODUCT	QTY	PRICE	TOTAL
 <p>Flat Front Pant Item No: 701643564545 Color: Fern Multi Size: 4 Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 114,00 \$ 114,00
 <p>Pencil Skirt Item No: 701644333164 Color: Chino & Ivory Size: 4 Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 89,00 \$ 89,00
 <p>Swing Tank - Buy 2 skirts and 1 pair of women's shoes and get 25% off a women's top Item No: 701643473922 Color: Black Size: S Edit Details</p>	1	In Stock Remove Add to Wishlist	List Price \$ 69,00 Buy 2 skirts and 1 pair of women's shoes and get 25% off a women's top Item Total \$ 44,25
 <p>Incase Item No: 740357377065 Color: Natural Size: 7.5 Width: M Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 110,00 \$ 110,00

Enter Coupon Code

Subtotal \$ 357,25
Shipping N/A
Sales Tax N/A
Estimated Total \$ 357,25

« Continue Shopping

CHECKOUT

Figure 13: Buy X and Y / Get Z: Buy 2 of X and 1 of Y and Get % off Z




Buy X for Total: Buy 3 of X for Total

Scenario	Buy 3 pairs of women's shoes for \$250
Promotion Type	Product
Promotion Class	Buy X for Total
Discount	2 for \$150 3 for \$250
Qualifying Products - products that trigger the discount	N/A

Discounted Products - products in the discount/offer	Products in the women's shoes category
Excluded Products - products not included in the discount	N/A

« Continue Shopping

CHECKOUT

PRODUCT	QTY	PRICE	TOTAL
 <p>Incise - Buy 3 pairs of women's shoes for \$250 Item No: 740357377065 Color: Natural Size: 7.5 Width: M Edit Details</p>	<input type="text" value="1"/> <p>In Stock Remove Add to Wishlist</p>	\$ 110,00	List Price \$ 440,00 Buy 3 pairs of women's shoes for \$250 Item Total \$ 89,29
 <p>Zerrick - Buy 3 pairs of women's shoes for \$250 Item No: 740357357548 Color: Black Size: 7 Width: M Edit Details</p>	<input type="text" value="1"/> <p>In Stock Remove Add to Wishlist</p>	\$ 99,00	List Price \$ 99,00 Buy 3 pairs of women's shoes for \$250 Item Total \$ 80,35
 <p>Jethra - Buy 3 pairs of women's shoes for \$250 Item No: 740357447164 Color: Dark Pewter Size: 6.5 Width: M Edit Details</p>	<input type="text" value="1"/> <p>In Stock Remove Add to Wishlist</p>	\$ 99,00	List Price \$ 99,00 Buy 3 pairs of women's shoes for \$250 Item Total \$ 80,36

Apply

Update Cart

Subtotal	\$ 250,00
Shipping	N/A
Sales Tax	N/A
Estimated Total	\$ 250,00

« Continue Shopping

CHECKOUT

Figure 14: Buy X for Total: Buy 3 of X for Total

Order Promotions

Discounts are applied at the order level but are based on the amount of qualifying products. Payment methods can be added as part of the discount. Alerts can be created to notify shoppers when they are getting close to qualifying for the discount (this may require a template change).

Order Promotion Samples



carter's
 baby girl baby boy baby neutral toddler girl toddler boy kid girl kid boy

FINAL HOURS!

In store and online

50% off EVERYTHING*

→ baby girl → baby boy → toddler girl → toddler boy → kid girl → kid boy

*While supplies last. Excludes clearance, donations and Carter's at Home.



GODIVA
 Belgium 1926

FREE STANDARD SHIPPING on shipments \$25

What's New NEW Truffles Gifts Baskets

Rewards Member Exclusive:

15% OFF

online orders \$75-\$300 [SIGN IN & SHOP >>](#)
 boutique purchases \$30-\$300 [FIND A BOUTIQUE >>](#)

ETHAN ALLEN



DESIGN YOUR DISCOUNT AND SAVE UP TO \$750

SPEND	SAVE
\$250-\$499	\$25
\$500-\$999	\$50
\$1000-\$1999	\$100
\$2000-\$3499	\$450
\$3500 or more	\$750




FREE DELUXE SAMPLE of CRÈME ANCIENNE EYE CREAM
 with \$100 purchase! Enter code **INSTYLE** at checkout.*

Order Promotion Storefront Visualization

On your storefront order promotion messaging will display in the shopping cart.

The screenshot shows a shopping cart with one item: "Navy Single Pleat Wool Suit" priced at \$299.99. A callout message at the bottom left of the cart reads: "Order Discount: Get 20% off on orders above \$150". A blue arrow points from this callout to a separate box that says "Order Discount: 20% off on orders above \$150". Below the cart, there is a coupon code field and "Apply" and "Update Cart" buttons. To the right, the order summary shows a subtotal of \$299.99, an order discount of -\$60.00, shipping of \$0.00, and sales tax of \$12.50, resulting in an estimated total of \$262.48. A blue arrow points from the "Order Discount" line item in the summary to a box that says "Order Discount - \$60.00". At the bottom of the cart, another callout message reads: "Purchase \$20.02 more and receive 20% off on orders above \$150". A blue arrow points from this callout to a teal box containing the following list:

- Callout message shows in Shopping Cart at checkout
- Discount is taken off the entire order
- Alert when approaching the promotion

Figure 15. Order Promotion Storefront Visualization

Order Promotion Configuration Examples



Buy \$X and Get % Off

Scenario	Spend \$75 - \$300 and get 15% off
Promotion Type	Order
Promotion Class	Order with amount of qualifying products
Discount	Buy \$75 - \$300 and get 15% off the order
Qualifying Products - products that trigger the discount	All categories

Discounted Products - products in the discount/offer	Same as qualifying products
Excluded Products - products not included in the discount	N/A
Alert	Show alert when the merchandise total is within \$25

[« Continue Shopping](#)

CHECKOUT

PRODUCT	QTY	PRICE	TOTAL
 <p>Short Sleeve Solid Cotton Polo Tee Item No: 701643427772 Color: White Size: L Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 30,00 \$ 30,00
 <p>Swing Tank Item No: 701643473977 Color: dk meadow rose Size: S Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 59,00 \$ 59,00

Order Discount: Spend \$75 - \$300 and get 15% off your order

Enter Coupon Code

Apply

Update Cart

Subtotal	\$ 89,00
Order Discount	- \$ 13,35
Shipping Ground	\$ 5,99
Sales Tax	\$ 4,08
Estimated Total	\$ 85,72

[« Continue Shopping](#)

CHECKOUT

Figure 16. Buy \$X and Get % Off



Buy \$X and Get \$ Off

Scenario	Buy More, Save More
PromotionType	Order
Promotion Class	Order with amount of qualifying products
Discount	Buy \$250 - \$499, get \$25 off Buy \$500 - \$999, get \$50 off Buy \$1,000 - \$1,999, get \$100 off Buy \$2,000 or more get \$450 off

Qualifying Products - products that trigger the discount	All categories
Discounted Products - products in the discount/offer	Same as qualifying products
Excluded Products - products not included in the discount	N/A
Alert	None

[« Continue Shopping](#)

CHECKOUT

PRODUCT	QTY	PRICE	TOTAL
 <p>Blurred Leaf Floral Wrap Dress Item No: 701643626540 Color: Ivory Multi Size: 6 Edit Details</p>	<input type="text" value="1"/>	In Stock Remove Add to Wishlist	\$ 158,00 \$ 158,00
 <p>One Button Jacket Item No: 701643407736 Color: Cobalt Size: 4 Edit Details</p>	<input type="text" value="1"/>	In Stock Remove Add to Wishlist	\$ 209,00 \$ 209,00

Order Discount: Buy More Save More!

Subtotal	\$ 367,00
Order Discount	- \$ 25,00
Shipping Ground	\$ 9,99
Sales Tax	\$ 17,60
Estimated Total	\$ 369,59

[« Continue Shopping](#)

CHECKOUT

Figure 17. Buy \$X and Get \$ Off


Bonus Product

Scenario	Spend \$100 or more on jackets and get a free luxe scarf
Promotion Type	Order
Promotion Class	Order with amount of qualifying products
Discount	Bonus Product
Bonus Product	SKU 799927757295

Qualifying Products - products that trigger the discount	Women's Jackets
Discounted Products - products in the discount/offer	N/A
Excluded Products - products not included in the discount	N/A
Notes	<ul style="list-style-type: none"> You can assign qualifying products to the promotion. Upon adding a qualifying product to the cart, the bonus product will automatically be added to the cart. The bonus product must be either a variant product or a product, it can't be a variant master.

[« Continue Shopping](#)

CHECKOUT

PRODUCT	QTY	PRICE	TOTAL
 <p>One Button Jacket Item No: 701643407736 Color: Cobalt Size: 4 Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 209,00 \$ 209,00
 <p>Solid Luxe Scarf - Spend\$100+JacketsFreeScarf Item No: 799927757295 Color: White</p>	1	Add to Wishlist	\$ 38,00 Bonus

Enter Coupon Code

Subtotal \$ 209,00
Shipping Ground \$ 9,99
Sales Tax \$ 10,95
Estimated Total \$ 229,94

[« Continue Shopping](#)

CHECKOUT

Figure 18. Bonus Product

Choice of Bonus Product (List)

This discount type enables customers to:

- Select items from a bonus product list.
- Checkout without selecting a bonus product.
- Configure options for bonus products.
- Configure variations if the bonus product is a master.
- Buy a specific product and optionally buy a bonus gift for a price.



- Spend a specific dollar amount on qualifying merchandise and choose one or more bonus gifts for a configured price from a set of choices.

With the list-based discount, you can configure the discount in Business Manager, but you must change your storefront application to use it. If you merely configure it in Business Manager, no discount will actually display in the storefront.

When this discount applies in the storefront, a placeholder is added to the cart containing the discount information. The customer is entitled to add free products to the basket. You must add additional workflow to your code that notifies a customer that he or she is entitled to the bonus products and enables the customer to select the products.

If all of the bonus products are offline, no longer exist in Digital, are no longer assigned to site catalog, or are out of stock, the promotion will not apply in the customer's cart. If the bonus promotion was previously blocking another product promotion because of exclusivity and rank, the previously hidden promotion will apply instead. This is similar to how other bonus discounts work.

Scenario	Spend \$100 or more on tops and get your choice of a scarf
Promotion Type	Order
Promotion Class	Order with amount of qualifying products
Discount	Bonus products
Bonus Product	25594785, 25594754
Qualifying Products - products that trigger the discount	Women's Tops
Discounted Products - products in the discount/offer	N/A
Excluded Products - products not included in the discount	N/A

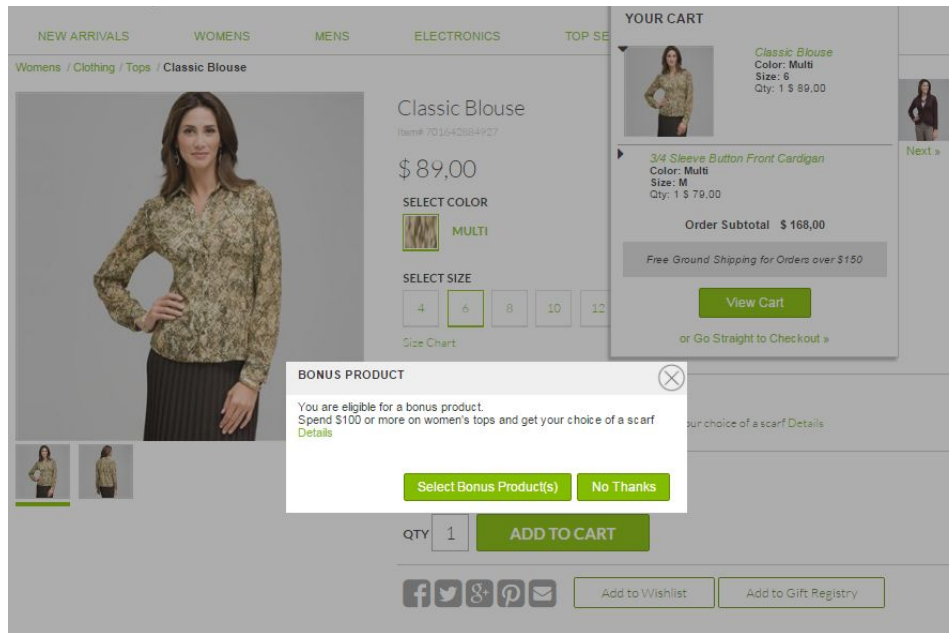


Figure 19. Choice of Bonus Products (List)

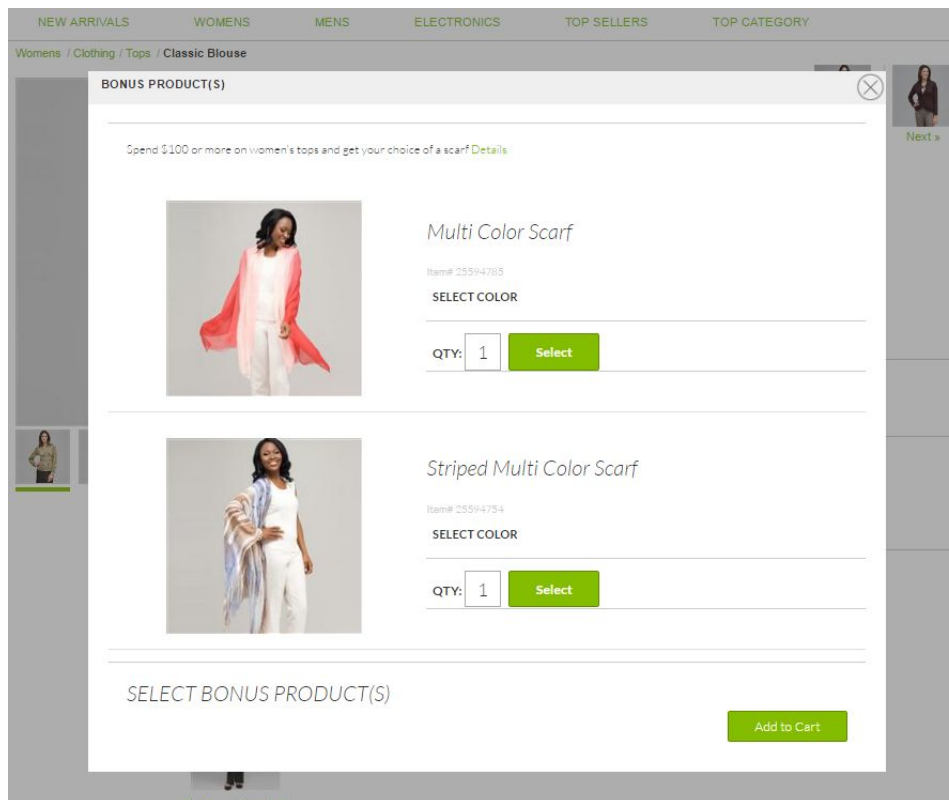





Figure 20. Choice of Bonus Product (List)

NEW ARRIVALS WOMENS MENS ELECTRONICS TOP SELLERS TOP CATEGORY

« Continue Shopping CHECKOUT

PRODUCT	QTY	PRICE	TOTAL
 <p>3/4 Sleeve Button Front Cardigan Item No: 701643426959 Color: Multi Size: M Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 79,00 \$ 79,00
 <p>Classic Blouse Item No: 701642884927 Color: Multi Size: M Edit Details</p>	1	In Stock Remove Add to Wishlist	\$ 89,00 \$ 89,00
Spend \$100 or more on tops and get your choice of a scarf Spend \$100 or more on women's tops and get your choice of a scarf Details Update Bonus Product			
 <p>Multi Color Scarf Item No: 25594785 Update Bonus Product</p>	1	Remove Add to Wishlist Add to Gift Registry In Stock	\$ 0.00 Bonus

Enter Coupon Code Apply Update Cart

Subtotal	N/A
Shipping Ground	\$ 7,99
Sales Tax	N/A
Estimated Total	N/A

« Continue Shopping CHECKOUT

Figure 21. Choice of Bonus Product (List)

Choice of Bonus Product (Rule)

With the rule-based promotion, you can configure a Choice of Bonus Product Rule as you would any rule-based product or order promotion. When using this discount type, the product results set might be large. To accommodate this, the platform displays a window with at most ten products per page.

Scenario	Spend \$300 or more on Men's Jackets and choose a FREE Tie
Promotion Type	Order
Promotion Class	Order with amount of qualifying products
Discount	Bonus Products
Bonus Product	Products in the Men's Tie category
Qualifying Products - products that trigger the discount	Men's Jackets & Coats

Discounted Products - products in the discount/offer	N/A
Excluded Products - products not included in the discount	N/A

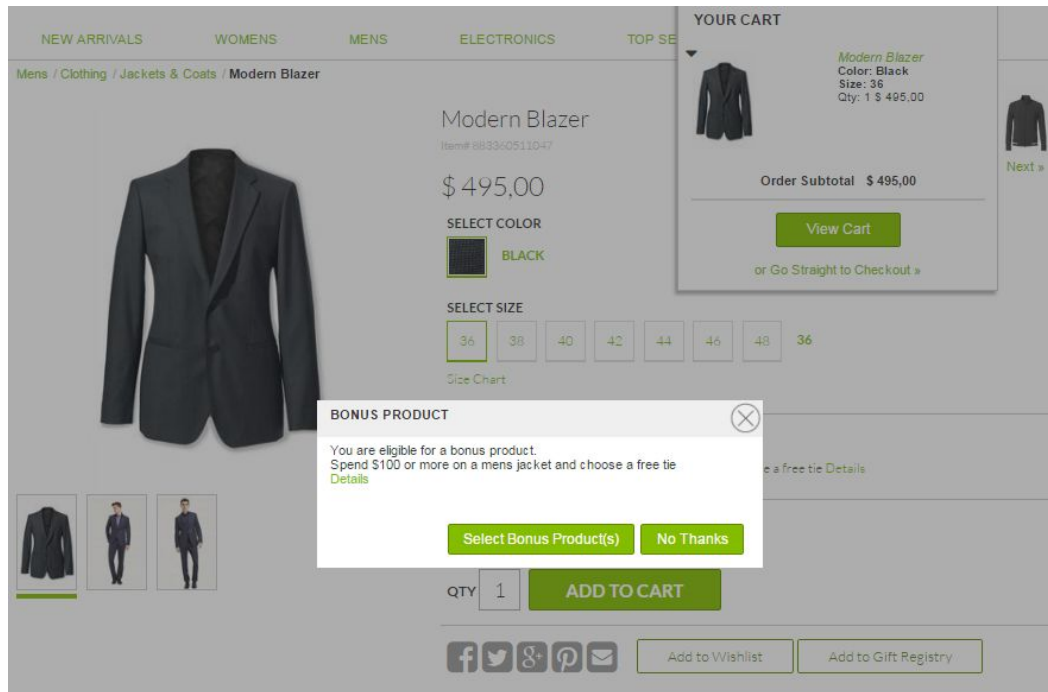
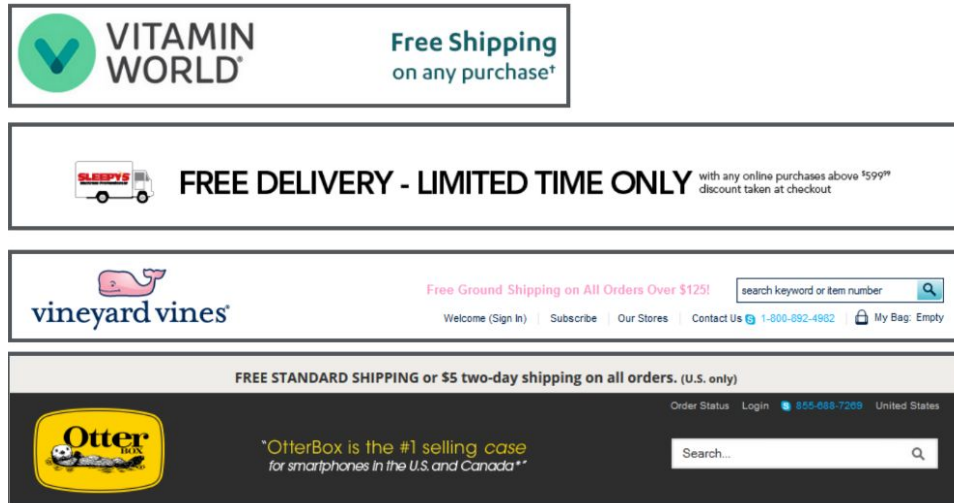


Figure 22. Choice of Bonus Product (Rule)

Shipping Promotions

Shipping discounts are based on the amount or number of qualifying products. Shipping discounts can be a percent off, amount off, fixed price, or free. If no qualifying products are selected then all products will apply to the shipping discount. The shipping methods that are offered as part of the promotion must be selected. Alert messaging can be created to alert the shopper of how much more they must spend in order to qualify for the discount. For site messaging to display, you may need to implement template changes.

Shipping Promotion Samples



Shipping Promotion Storefront Visualization

The shipping discount will show in the shopping cart once a shipping method has been selected.

Shipping Level Promotion

Subtotal	\$299.99
Shipping Ground	\$9.99
Shipping Discount	-\$9.99
Sales Tax	\$15.00
Estimated Total	\$314.99

[« Continue Shopping](#)

[CHECKOUT](#)

Figure 23. Shipping Promotion Storefront Visualization

Shipping Promotion Configuration Examples

Fixed Price on Shipping

Scenario	\$5 two-day shipping on all orders
Promotion Type	Shipping



Promotion Class	With amount of shipment qualifying products
Discount	\$5 fixed price
Qualifying Products	All categories
Shipping Method	Two-day shipping (002)
Notes	You can set alert messaging in order to alert the customer when they are within a certain dollar amount of the qualifying condition for your shipping offer.

Example: Buy 100 or more and get 10 percent on shipping.

Promotion Class: Shipping | With Amount of Shipment-Qualifying Products

Discount: Buy 1.00 or More and Get 5.00 Fixed Price

Qualifying Products: Click: Edit to define the product group.

Shipping Methods: 002

Alert: Return as approaching promotion. (Only if merchandise total is within of t

Maximum Applications: 1 Per Order

Free Shipping

Scenario	Free standard shipping on orders over \$30
Promotion Type	Shipping
Promotion Class	With amount of shipment qualifying products
Discount	Free shipping
Qualifying Products	All categories
Shipping Method	Standard shipping (001)
Notes	You can set alert messaging in order to alert the customer when they are within a certain dollar amount of the qualifying condition for your shipping offer.



Example: Buy \$ 100 or more and get 10 percent on shipping.

Promotion Class: Shipping With Amount of Shipment-Qualifying Products

Discount: Buy \$ 30.00 or More and Get Free shipping

Qualifying Products: Click Edit to define the product group.

Shipping Methods: 001

Alert: Return as approaching promotion. (Only if merchandise total is within \$ 10.00 of the purchase condition.)

Maximum Applications: 1 Per Order

Percent off Shipping

Scenario	Buy 2 women's jackets and receive 15% off standard shipping for those products
Promotion Type	Shipping
Promotion Class	With number of shipment qualifying products
Discount	15% off standard shipping
Qualifying Products	2 or more products from the women's jackets category
Shipping Method	Standard shipping (001)

Example: Buy # 2 or more qualifying products and get 100 percent on shipment costs (free shipping).

Promotion Class: Shipping With Number of Shipment-Qualifying Products

Discount: Buy # 2.00 or More and Get 15 Percent Off

Qualifying Products: Products in category 'womens-clothing-jackets(Jackets & Coats)' or subcategories

Shipping Methods: 001

Restrictions: Shipment must contain only qualifying products.

Maximum Applications: 1 Per Order



Promotions Best Practices

Promotions Planning Best Practices

Define your seasonal campaigns

- Decide on a schedule (start/end dates and times)
- Create an overall theme
- Develop a list of creative assets required

Finalize what promotions will be offered

- What types of promotions will you have? (order, product, shipping)
- Which products or categories will be included in your promotions?
- Who is your audience? (customer groups)
- What are your marketing channels? (affiliates, email, etc.)
- What is the schedule for each promotion?
- Where on the site will you include messaging about the promotion? (homepage, category pages, checkout, etc.)

Complete a merchandising promotions calendar - this should be like a playbook for the season's campaigns and promotions. It should include all the details of each promotion. See our [sample merchandising/promotions calendar](#).

Promotion Execution Best Practices

- Before going live delete all test promotions in Production and Staging.
- Use consistent naming conventions that are easy to understand for individuals who will be managing promotions
 - Make it clear what the promotion is without someone having to click into the promotion to view the details.
 - Consider including dates in your naming convention only for promotions which will not be re-used in the future. Examples: 2019-01-01_BrandX_GWP or 2019_02_16_Sitewide_50PercentOff_Clearance)
- Regularly clean out your promotions
 - Delete any old promotions that aren't going to be re-purposed
 - The timing of the clean out should be based on the cadence at which you add new promotions. This might be something you need to do quarterly or yearly.
 - Using dates in your naming convention will make the clean up easier!
- Implement and document a promotion workflow. Develop a workflow for your team to follow for the build, review and release of promotions.
 - Identify clear roles and responsibilities related to online promotions in your organization
 - Who can add content assets to the system?
 - How are requests for online promotions made?
 - Who is building promotions?
 - Who is managing promotions once they go live?



- Which signatures and approvals are required, at what steps?
- What are the specific timelines and deadlines?

Reference Guide for Campaigns & Promotions

Schedules

You can schedule campaigns, AB tests, promotions, and content slots.

NOTE: When you assign a promotion or content slot to a campaign you can create a schedule which may not coincide with the containing campaign or AB Test. If you schedule a promotion or content slot so that it does not coincide with the containing campaign then they will not run.

Campaigns or AB tests can:

- Have a start date and time and an end date and time. These dates are optional. If the start date is not set, the campaign or AB test is effective immediately. If the end date is not set the campaign or AB test is considered to run continuously
- Be enabled or disabled. If a campaign or AB test is disabled then the campaign or AB test and all contained promotions are inactive.
- NOTE: A promotion's enabled flag is not automatically changed when a parent campaign or AB test is disabled.

Promotions or content slots can:

- Have a start date and time and an end date and time, within the overall campaign or AB test timeframe, known as the effective period. These dates are optional. If the start date is not set the promotion or content slot inherits the start date from its campaign or AB test. If end date is not set the promotion or content slot inherits the end date from its campaign or AB test. A promotion or content slot cannot start before its campaign or AB test starts and cannot end after its campaign or AB test ends
- Be scheduled to run on specific days of the week. For example, you can create a promotion to run every Monday in the summer. You can also select multiple days, for example, Saturday and Sunday, for a recurring, weekend-only sale.
- Be scheduled to run at specific times of day. Using this option, you can configure a lunchtime promotion, running from 12 – 1 daily, for example.
- Have combined scheduling allowing you to limit a lunchtime promotion to weekdays, for example.
- Be enabled or disabled. A disabled promotion or content slot is inactive. Enabled promotions or content slots are also inactive if their containing campaign or AB test is disabled.

NOTE: Schedule dates and times are determined using the site time zone (**Administration > Global Preferences**). For example, if you set a time of 3 PM this means 3 PM in the timezone of the site.



Globally Excluded Products

You can exclude products from product and order promotions within the individual promotions. You can also exclude products from all promotions globally.

There are some considerations:

- Products that match the Global Product Exclusion rule cannot be a qualifying and/or discounted product for any product promotion unless global exclusions are disabled for the promotion.
- Products that match the Global Product Exclusion rule must be excluded from any order promotion unless global exclusions are disabled for the promotion.
- Though you cannot exclude products from shipment level shipping promotions, a product level shipping promotion is a product promotion to which global rules can apply.

Merchandise Total

Product exclusions, whether global or individual, do not count toward the merchandise total used to trigger a promotion. For this promotion, for example, “Spend \$100 and get a 10% discount on qualifying products” excluded products are not counted.

SKU	Price
Product-1	\$50
Product-2 (excluded)	\$10
Product-3	\$40

The customer would not receive the promotion because the total is not \$100 or more with the \$10 excluded.

Discount Precision Controls

Discount precision controls whether discount amounts are calculated with the precision of the site currency or without fractions. The Commerce Cloud platform uses this preference whenever it calculates a discount amount for an operation that requires rounding. This setting is relevant for sites with a currency having precision > 0 , for which the merchant wants to enforce a precision $= 0$. For currencies with precision $= 0$ (for example the Japanese Yen or New Taiwan Dollar) this preference is irrelevant and has no effect on the calculation.

This preference can be used in the following cases:

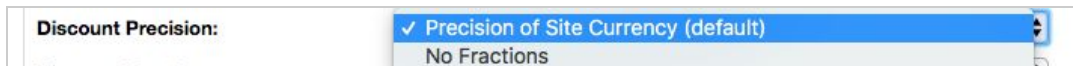
- Applying percent off product, order, or shipping discounts
- Applying buy x for total product discounts
- Prorating order discounts across product line items

This preference is irrelevant in the following cases:

- Applying fixed price product or shipping discounts

- Applying amount off product, order, or shipping discounts
- Applying price from price book product discounts
- Applying bonus product discounts
- Applying product shipping discounts
- Applying taxes, shipping costs, etc.

Discount Precision is set in **Merchant Tools > Site Preferences > Promotions**.



Rank and Stacking Promotions

If multiple promotions are applicable at the same time they must be applied in a well-defined order to prevent double dipping or unpredictable results. For example, it is important to apply product promotions before calculating and applying order promotions because order promotions are dependent on the merchandise total of an order after product price adjustments. Also, promotions of a specific class, such as product promotions, must be applied in a specific order to achieve predictable and consistent results. The rules controlling the sequence in which promotions are calculated are called promotion priority rules. You cannot customize some of these rules, however, promotion ranking and exclusivity types let you control which promotions are prioritized when more than one promotion applies.

The default sorting mechanism sorts promotions based on their discount types. If there are promotions with the same discount type the discount amount is used to determine rank order. The highest amount wins. Because the Commerce Cloud platform cannot identify which discount of a multi-tier promotion was used, it pre-evaluates all promotions based on the discount plan with no applied discounts. Though this is an approximation approach, it ensures a predictable sorting order. However, sorting promotions by the highest promotion classes/types, priority rules, or discount type does not indicate that a particular rule action or discount tier is actually applied in the end.

Prioritize by Class (not customizable)

The Commerce Cloud platform always applies promotions to orders in the following class order:

1. Product promotions
2. Order promotions
3. Shipping promotions

This is not customizable. The Commerce Cloud platform calculates order promotions on the basis of the merchandise total after it calculates product promotions. After it applies order promotions it operates order level discounts across all products within the order. Finally, it calculates shipping promotions.

Prioritize by Exclusivity Type (customizable)

Within each class, promotions are prioritized by exclusivity type which can be defined for each promotion. The Commerce Cloud platform always applies class exclusive promotions before promotions with no exclusivity type specified.



Prioritize by Rank (customizable)

Promotions are next prioritized by rank. Rank is a numeric attribute that you can specify. The Commerce Cloud platform always calculates promotions with a defined rank before promotions without a defined rank. If two promotions have a rank, the one with the lowest rank is calculated first. For example, a promotion with rank 10 is calculated before one with a rank of 30. Promotions with the same rank are additionally sorted by the default sorting mechanism.

Prioritize by Discount Type and Value (not customizable)

Promotions are next prioritized according to the discounts they offer. In general, promotions are sorted by discount type (see below). If there are multiple promotions of the same discount type, they are sorted so that promotions providing the best value to the customer are evaluated first. When the Commerce Cloud platform is trying to prioritize two promotions by discount, it pre-evaluates the discount tiers of each promotion and determines which tier, if any, would apply for each. For example, say a promotion has two tiers:

- Buy 3 or more of product X and get \$5.00 off
- Buy 5 or more of product X and get 30% off

Also suppose that a basket has a quantity of 4 product X's. In this example, the lower discount tier (\$5.00 off) is the pre-evaluated discount, so the discount type is amount off. After this pre-evaluation process, each promotion is associated with 0 or 1 discounts. Promotions are then sorted by discount type according to the following sequence:

1. Fixed price
2. Total fixed price
3. Free
4. Pricebook price
5. Amount off
6. Percent off
7. Bonus product
8. Choice of bonus product
9. Free product shipping
10. Fixed price product shipping

Simple discounts are applied in the following order: fixed, amount off, percent off. If a product (or order or shipment) is discounted by several promotions the fixed price is applied first, followed by the amount off, and then percent off discounts. If two promotions have the same pre-evaluated discount type, the one that offers the best value to the customers is prioritized first. For example, a promotion with a 20% off pre-evaluated discount type is prioritized before the one that offers 10% off.

NOTE: If there are multiple fixed price (or total fixed price, or free) promotions, the order in which they are applied is irrelevant because fixed price promotions do not stack. The Commerce Cloud platform has special logic so that if multiple fixed price promotions apply, only the one that is the best value to the customer is actually applied.

NOTE: The Commerce Cloud platform does not evaluate all sequences of promotions. The sequencing resulting from this prioritization process does not provide the best value to customers in all cases.



Example: A merchant has ranked the following promotions as follows:

Promotion Name	Description	Rank
PROMO_P1	10% off product	60
PROMO_P2	\$2.00 off product	0
PROMO_P3	\$1.00 off product	0
PROMO_P4	\$2.99 product fixed price	0
PROMO_01	15% off order	70
PROMO_02	20% off order	65
PROMO_03	\$5.00 off order	0

The basket with applied discounts would then show the discounts applied in the following order:

1. Product

- \$2.99 product fixed price
- 10% off product
- \$2.00 off product
- \$1.00 off product

2. Order

- 20% off order
- 15% off order
- \$5.00 off order

Exclusivity Rules

Promotion exclusivity lets you control whether a specific promotion instance can be combined with other promotions or not. You can select one of the following per promotion:

- None (Can be combined with any promotion)
- Class (Cannot be combined with promotions of same class)
- Global (Cannot be combined with any promotion whatsoever)

You cannot combine a global exclusive promotion with any other promotion within an order. If you have configured multiple global exclusive promotions the Commerce Cloud platform uses the above prioritization rules to determine which is applied. When the Commerce Cloud platform applies a global exclusive promotion, it immediately stops processing so no other promotions are applied. The precise scope of exclusivity for class-exclusive promotions depends on the promotion class:



- A class-exclusive product promotion cannot be combined with any other product promotion for a specific SKU (i.e. product) in the order
- A class-exclusive order promotion cannot be combined with any other order promotion in one order
- A class-exclusive shipping promotion cannot be combined with any shipping promotion in one shipment

Alert for Approaching Discounts

The Commerce Cloud platform can calculate discounts for which a basket almost qualifies. These discounts are called approaching discounts or upsell discounts. The API retrieves the collection of discounts that almost qualify and displays a message for one or more of them in the storefront.

The following promotions have an Alert flag in Business Manager that controls whether customers should be notified of the promotion before they fully meet the merchandise conditions:

- Order: with amount of order merchandise total
- Shipment: with amount of shipment merchandise total

If the Alert flag is set you can specify a monetary value threshold that determines how close the customer must be in order to be notified of the discount. If the value is omitted, the customer is alerted as long as his or her basket is under the discount threshold.

Examples

Promotion	Description	Enable Upsells	Upsell Threshold
1	10% off orders over \$150	True	50
2	20% off orders over \$200	True	75
3	Free ground shipping on orders over \$20	True	65

Case 1: Burt Green has \$140 worth of merchandise in his cart. He does not qualify for any of the promotions. The API returns all three approaching discounts because the cart is within thresholds defined by all three.

Case 2: Sara York has \$150 worth of merchandise in her cart. She receives 10% off her order due to promotion #1. This brings her merchandise total to \$135. The basket is within the threshold for promotion #2 (here the \$150 is used to determine this), and so she sees the upsell message for promotion #2 “Buy \$50 more worth of merchandise and receive 20% off orders over \$200.”. The upsell message says “\$50 more of merchandise” instead of “\$65 more.” This is because the merchandise total that is used is after product promotions are considered. The assumption is that merchants typically do not stack order promotions (i.e. they are class-exclusive), and that when a customer reaches the threshold for the second



promotion, the first will no longer apply. Sara does not see the upsell message for promotion #3 because her merchandise total after order discounts is \$135, which is less than \$140 and therefore not within the threshold range defined by that promotion.

NOTE: The Commerce Cloud platform does not consider the exclusivity or rank of promotions in the Promotion Plan during this process. The reason is that the rank of two promotions that are based on the amount of merchandise total is irrelevant if the cart satisfies one condition threshold but not the other. In this case, the cart receives the discount for the promotions whose condition is satisfied, regardless of rank. Only when the cart satisfies the thresholds for both can rank make a difference.

Adding Approaching Discounts to your Application

You must add support for this feature to your storefront application. To help you do this, we have provided this feature in the SiteGenesis application as follows:

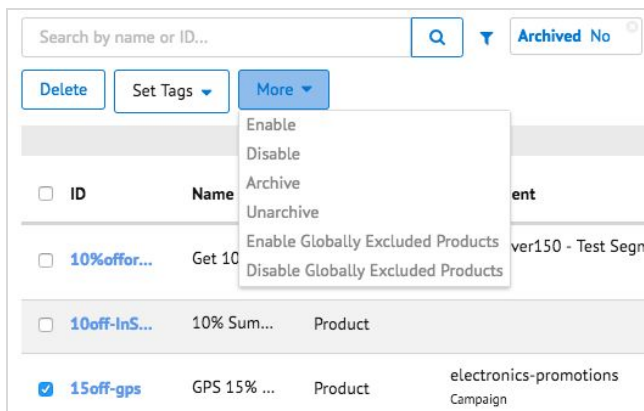
- In the SiteGenesis demo data, all order promotions of type With amount of qualifying products and shipping promotions With amount of shipment qualifying products have enable upsells set to true with thresholds defined.
- The cart page shows order and shipping promotions for which customers almost qualify.
- The shipping page shows shipping promotions for which the customer almost qualifies.

Measuring Promotion Performance

In **Merchant Tools > Analytics > Conversion Reports** you have access to the Promotion Conversion Report. Here you can view high-level promotion metrics rolled up for all promotions as well as results by individual promotion ID.

How to Disable a Promotion

If you need to disable a promotion you can simply go to Merchant Tools > Online Marketing > Promotions and select the promotion and then click the More menu and Disable.





Troubleshooting Promotions

If you are having issues with a promotion, use the information here to determine if you have the right specifications in place. You may want to open the storefront in one browser window and Business Manager in another so you can easily jump back and forth from your rules to your cart to confirm that you configured the promotion as desired and are testing correctly.

Check to ensure that:

- The campaign that the promotion belongs to is enabled and valid for the current date
- The promotion is enabled and valid for the current date
- You qualify for the promotion by:
 - Being a member of one of the target customer groups OR
 - Providing a valid coupon associated with the promotion OR
 - Providing a valid source code associated with the promotion AND that source code is assigned to the promotion and is enabled
- If it is a product promotion, you:
 - Selected products that match the qualifying products specified in the promotion rules, in the appropriate quantity or amount (if applicable)
 - Selected products that are eligible for the discount (if applicable)
- If it is an order promotion, you:
 - Have merchandise in your cart that exceeds the merchandise threshold specified after product discounts are applied
 - Gift certificates do not apply to the merchandise total
- If it is a shipping promotion, you have:
 - Merchandise in your cart that exceeds the merchandise threshold specified after product and order level discounts have been applied.
 - Gift certificates do not apply to the merchandise total
 - Provided location information so shipping can be calculated
 - Selected a shipping method that is eligible for the discount

Note: shipping promotions are evaluated against the merchandise total of the shipment (not merchandise total of the cart).

Also check:

- If testing is based on a customer group other than everyone, confirm that the customer login you are using is a member of one of the targeted groups. (In Business Manager go to Merchant Tools > Online Marketing > Customers > Customer Groups -- Customer Group -- Members tab and look for your login)
- If you are testing with a single-use coupon, the coupon must be created on the instance with which you are testing
- If you are testing with a source code, look up the source code group in the promotion qualifier list, and enter the string you are using to test in the source code test match box to confirm the value you are using is valid for the selected source code (In Business Manager go to Merchant Tools > Online Marketing > Source Codes > Codes)



- If you are testing compatibility and ranking settings, make sure you understand how the rules function in order to see the desired results



Additional Resources

On-Demand Videos

Listen to and watch [Platform Adoption Webinars](#).

Ask the Community

Get answers to your questions from Commerce Cloud experts, partners, and other customers via the [Ask the Community](#) forum on XChange. Commerce Cloud XChange login required.

1-on-1 Help

Request a [Commerce Cloud Accelerator](#).

Upcoming Events & Webinars

Review the [calendar](#) of upcoming Commerce Cloud learning opportunities.