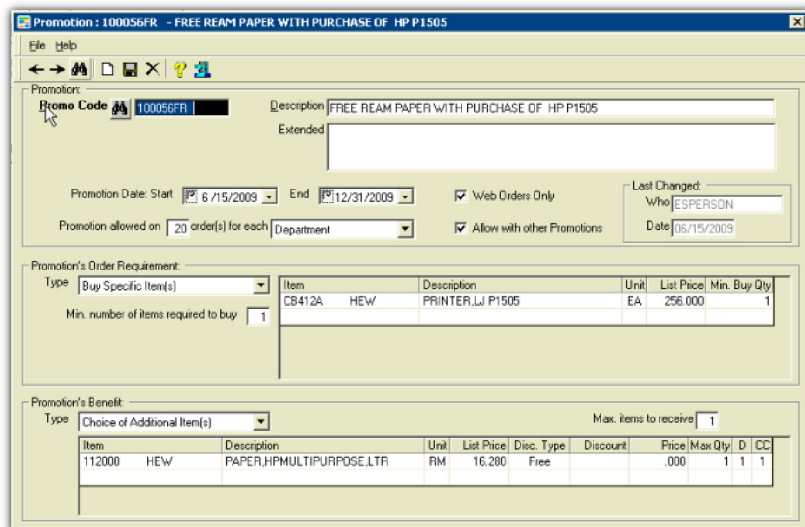


The **Promotion** window in DDMS® 8.19 and higher lets you combine three different types of Requirements with six different kinds of Benefits for 18 different combinations, along with a number of other thoughtful options that give you tremendous flexibility.



Just a Sample

The following are just a sample of these combinations:

- \$10 Off First Web Order Total, with minimum \$75 order (Use promo code 10off1st75), or \$20 Off First Web Order Total with minimum \$150 order (Use promo code 20off1w150). Newly registered accounts only. Not valid with any other offer.
- Buy three boxes of these whiteboard markers, get one box free (Shoppers may reuse this promotion code as often as they like across their entire account).
- Buy this printer, get this ink 25% off (any quantity, one use per department).
- Buy this combination of back-to-school-spirit items portfolio A, backpack B, and pencils C, and get 10% off the highest unit-priced item in the cart (any quantity, one use per shopper).
- Order \$250 now (pre-tax, pre-volume discounts, but after your account's standard discounts), get \$25 off your current order total.
- Order three reams of this paper now, get 15% off your next order.
- For every order over \$150, pick from three free gifts (and reuse as often as you like before expiration date).
- Free coffee mug to any customer whose order totals \$100 or more.

Plan Wisely

Understanding the requirements and benefits may help you plan your promotions and ensure you set them up wisely.

Three Types of Order Requirements

You can set up various qualifying items or order totals. The **Promotion's Order Requirement** field gives you three options:

- **Buy Specific Items:** With this promotion requirement type, you select the items the customer must purchase to receive the promotion using the Item box. You can enter up to 50 items from which your customer may select to qualify for the promotion. You can also specify how many of these items are required. Suppose you create a list of twenty items, and set the Min Number of Items Required to Buy box to three. In order to qualify for this promotion, the customer must purchase at least three of the items in your list (or pick one item three times, or pick one item twice and another item once).
- **Spend Over Specific Order Total:** With this promotion requirement type, you can specify the minimum dollar amount (such as \$25.00, \$250.00, \$1000.00, and so on) the customer must order to receive the promotion. The system compares the amount you specify to the order total *minus* any standard discounts, *before* tax is added, and *before* volume discounts, if any, are applied. If the minimum order amount is then reached, the promotion is allowed.
- **None:** When no minimum is set, the promotion may be applied to any order.

Six Types of Promotion Benefits

There are two reasons a shopper would use a coupon: either free/discounted stuff, or discounts off orders. There are six Benefit types that you can apply to a Promotion:

- **Choice of Additional Items:** This type lets you add items to the customer's order free of charge. If you select Choice of Additional Items, the **Max items to Receive** box opens to let you enter the maximum number of items this customer can receive for this promotion. This box defaults to one. Click this box to change the maximum number of items for each order.
- **Discount Matching Items:** This type provides a discount on items that match the items you specify. When the matching item is purchased, the discount is applied, for example, buy one item, get a matching free item.
- **Discount Highest Priced Item:** This type offers a discount for the highest priced item on the customer's current order, \$5 or 10% off, for example. You can set a maximum quantity, and you can specify the Department Code and Commission Code to apply to the item.
- ***Discount Current Order:** This type can be used to offer a discount using either a percentage or dollar amount off of the current order.
- ***Discount First Web Order:** This type gives the customer a first-time order discount. The front-end system verifies that this is a first order for the selected customer based on the "Who Called" field (this may be the user who logged in or the user selected to shop for, if the user has privileges to shop for others); it is not verified by back-end communications.
- ***Discount Next Order:** This type gives the customer a discount when the next order is placed. The system displays the discount when the back office business system determines this is the customer's next order.

*You must specify an item record that exists in your Item database for tracking purposes.



See For Yourself

On our demo site, use these sample promotion codes at checkout:

Order Requirements	Benefit	Code	Promotion Details
Buy Specific Item	Choice of Additional Item	12377	Buy one AVE07742 or AVE23591 and get one of these free AVE49351, AVE24050, or AVE24010
Buy Specific Item	Discount Current Order	12400	Buy a BRTHL2140 and receive 10% off the order
Buy Specific Item	Discount Current Order	12405	Buy a BRTHL2140 and receive \$5 off the order
Buy Specific Item	Discount First Web Order	12410	Buy an HEWL1980A on your first online order and receive 10% off your order
Buy Specific Item	Discount First Web Order	12415	Buy an HEWL1980A on your first online order and receive \$10 off your order
Buy Specific Item	Discount Highest Priced Item	12390	Buy a DYM18126 and receive 5% off the highest priced item on your order
Buy Specific Item	Discount Matching Item	12380	Buy one MEA06064 and get the next one for 1/2 price
Buy Specific Item	Discount Next Order	12420	Buy a HON514PL and receive 5% off your next order
Buy Specific Item	Discount Next Order	12425	Buy a HON514PL and receive \$5 off your next order
None	Choice of Additional Item	12500	Enter this code to receive your choice of one of the following items for free, MMM60BK, FSK34527797, or NES12250
None	Discount Current Order	12520	Enter this code to receive \$5 off your order.
None	Discount Current Order	12525	Enter this code to receive 5% off your order.
None	Discount First Web Order	12530	Enter this code to receive 5% off your first online order
None	Discount First Web Order	12535	Enter this code to receive \$5 off your first online order
None	Discount Highest Priced Item	12510	Enter this code to receive 5% off the highest priced item on your order
None	Discount Matching Item	n/a	Enter this code to receive 10% off a DYM69100
None	Discount Next Order	12540	Enter this code to receive 10% off your next online order.
None	Discount Next Order	12550	Enter this code to receive \$10 off your next online order.
Spend Over Specific Total	Choice of Additional Item	12430	Spend over \$500 and receive your choice of one of the following items for free. MEA06066, SWI54501, or PENP205A
Spend Over Specific Total	Discount Current Order	12460	Spend over \$100 and receive 10% off the order
Spend Over Specific Total	Discount Current Order	12470	Spend over \$100 and receive \$5 off the order
Spend Over Specific Total	Discount First Web Order	12480	Spend over \$100 on your first online order and receive 10% off the order
Spend Over Specific Total	Discount First Web Order	12485	Spend over \$100 on your first online order and receive \$10 off the order
Spend Over Specific Total	Discount Highest Priced Item	12450	Spend over \$500 and receive 5% off the highest priced item on your order
Spend Over Specific Total	Discount Matching Item	n/a	Spend over \$250 and get 25% off an MMMPF170
Spend Over Specific Total	Discount Next Order	12490	Spend over \$200 to receive 5% off your next order
Spend Over Specific Total	Discount Next Order	12495	Spend over \$200 to receive \$5 off your next order