

Supported mechanics of the loyalty program

1. Discount mechanics

Mechanics	Description
<p>1.1. X% discount for a product (for a group of products, for a combination of products, for a brand, for a category)</p>	<p>When purchasing a product, the buyer receives an encouragement in the form of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Special reduced price for this product <input type="checkbox"/> A discount % for this product <input type="checkbox"/> A discount amount for this product. <p>The discount does not stack with other discounts and promotions. Can be enabled for a group of customers (payment category: regular, VIP, etc.).</p>
<p>1.2. Bundle promotions:</p> <ul style="list-style-type: none"> • 20% discount for the second product when buying two products • 30% discount for purchasing two products. • "Buy one, get one free". 	<p>Promotions appear when the customer purchases products from an earlier made list of the products that are part of the promotions. To be eligible for promotion, the customer must purchase a certain number of products or the purchase must be made for a certain amount. The customer will receive the following benefits:</p> <ul style="list-style-type: none"> <input type="checkbox"/> special low price for the "prize" product (up to 10 cent) <input type="checkbox"/> discount % for the "prize" product <input type="checkbox"/> fixed discount for the "prize" product. <p>When the promotion conditions are met, a message is sent to the cashier and the customer. The customer must confirm their participation in the promotion and select the "prize" product from the list. Can be enabled for a group of customers (payment category: regular, VIP, etc.). Discounts are not applied the products for this promotion. Example:</p> <ul style="list-style-type: none"> <input type="checkbox"/> "Buy product A and product B and get 50% discount for product B", <input type="checkbox"/> "Buy 2 pieces of product A and get 25% discount for product B", <input type="checkbox"/> "Buy products of the D brand for 150 USD and get product A or product B for 5 cents".

Mechanics	Description
<p>1.3. A present if your receipt amounts to N dollars.</p>	<p>This promotion appears when the customer purchases products from an earlier made list of the products that are part of the promotions. To be eligible for promotion, the customer must purchase a certain number of products or the purchase must be made for a certain amount. The product bundles may include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Explicit list of products. All products from the list must be purchased, <input type="checkbox"/> Explicit list of products. A number of products from the list must be purchased, <input type="checkbox"/> Products from one or several brands, <input type="checkbox"/> Products from specific categories. <p>When purchasing a product bundle, the buyer receives an encouragement in the form of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Special low price for the products from the bundle <input type="checkbox"/> Discount % for the products from the bundle <input type="checkbox"/> Fixed discounts for the products from the bundle. <p>Options (optional for all promotions):</p> <ul style="list-style-type: none"> <input type="checkbox"/> An "obligatory" product may be specified. The promotion will not be triggered if the obligatory product was not purchased, regardless of whether the other products from the bundle were purchased. <input type="checkbox"/> Promotions may require that different products from the bundle are purchased, or several pieces of the same product are purchased. <input type="checkbox"/> Promotions may require a scanning of the discount card or a promotion coupon bar code. <p>Example: If the purchase amounts to 250 dollars – get product A for 0.1 dollar. In this case, by paying 250 dollars, the customer gets the product with discount (discounts and gifts are combined).</p> <p>Can be enabled for a group of customers (payment category: regular, VIP, etc.).</p> <p>Can be enabled for a group of outlets or a single sales outlet.</p>
<p>1.4. The "1+1=3 (or 2+1)" discount</p>	<p>Every third receipt per month receives product A as a gift (50% discount for each third receipt, bonus, ...).</p>
<p>1.5. Postponed discounts.</p>	<p>Purchase two products of certain brand within a month and get a present with the second purchase.</p>

Additional conditions of the mechanics:

1. The mechanics processing can be enabled for all receipts, regardless of whether the customer has a discount card or contact information. Clarification: Part of promotions will cover the customers of specific segment, and the other part will work for any customer at all (even if the customer does not have a card).
2. All marketing campaigns (mechanics) must work for the selected (created) customer segment or for a specific card.
3. Creatio takes the following conditions into account:
 - a. Mechanics priority.
 - b. Algorithm for mechanics conflict resolution.
 - c. The rule for automatic selection of the most profitable promotion applies to the price offers for product and product categories. I.e., when different promotions intersect, the most profitable promotion will end up in the final receipt.
4. All mechanics are regulated by:
 - outlets
 - customer segments (cards)
 - days of the week
 - time of the day.

2. Coupon mechanics

Mechanics	Description
2.1. Binding coupons to any promotion	<ul style="list-style-type: none"> ☐ Promotions can work on their own and issue coupons. ☐ All mechanics can be triggered based on a bar code in a coupon.
2.2. Price-break discounts	<ul style="list-style-type: none"> ☐ When purchasing products for a specific amount – coupon. ☐ When purchasing any number of products for a total of 150 dollars, a 15% discount coupon is printed. ☐ When purchasing product A from the KA category for a total amount for 1000 dollars. ☐ When purchasing 2 products of specific brand – a gift coupon.

Additional conditions of the mechanics:

1. Printing coupons both with promotion conditions and text coupons (greeting, reminder, etc.) is also possible.
2. Two options for coupons are available: the fixed coupon term is set beforehand or coupon term is calculated from the moment of printing.
3. If a receipt contains conditions for several promotions, coupons for each promotion are printed.
4. Coupon promotions affect all products in a receipt, regardless of whether they are part of the promotion or not.
5. The coupons must work for all buyer groups and display in the reporting system.

3. Bonus mechanics

3.1 Credit bonuses for non purchasing activities

Website registration.

Purchases via the on-line store.

Filling out questionnaires, partial filling out questionnaires (email).

3.2 Credit bonuses for purchasing activities

Promotion for the whole receipt if the amount is $\geq X$ dollars.

For purchasing of a specific amount (of specific products or any product).

For purchasing a product (product group), a set of specific products.

When purchasing products of a specific category or brand

For purchasing on specific days.

For participating in promotions.

For purchasing in specific outlet

For a number of receipts during the specified period (only within 2 weeks).

Bonuses for a specific segment of buyers

Special prices.

“Buy one get one free” (BOGOF), “buy two get one free” (BTGOF).

Promotion for product A if product B is in the same receipt

Birthday promotion

Promotion for the second product in receipt

Bonuses that are accrued on certain events (new store opening, holidays, etc.)

3.3 Writing off

- 1) Bonuses are written off using the FIFO method.
- 2) Bonuses are valid for 360 days.
- 3) “Promotion bonuses” that are limited in time. For example, purchase product A and get 200 bonuses that will be valid for 10 days.
- 4) Ability to pay with bonuses for the entire purchase.
- 5) Partial payment (of specific products or product groups).

3.4 Operations with certificates

Using certificates to pay for the entire receipt (or its part).

Using certificates to pay for a specific product or product group.

Purchasing certificates for bonuses.

Disable accrual of bonuses for purchases with certificates.

Additional conditions of the mechanics:

- 1) Activation of bonuses after X days from purchase, where X can be configured.
 - 2) Freezing (locking) bonuses on certain conditions or by administrator.
 - 3) When paying for purchase with bonuses, new bonuses will be credited for the amount paid with real money (new bonuses will not be credited for amount paid with bonuses).
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