

Backoffice Manual

Gift cards, Voucher, Discounts and Campaigns.

Last updated 2020-10-22

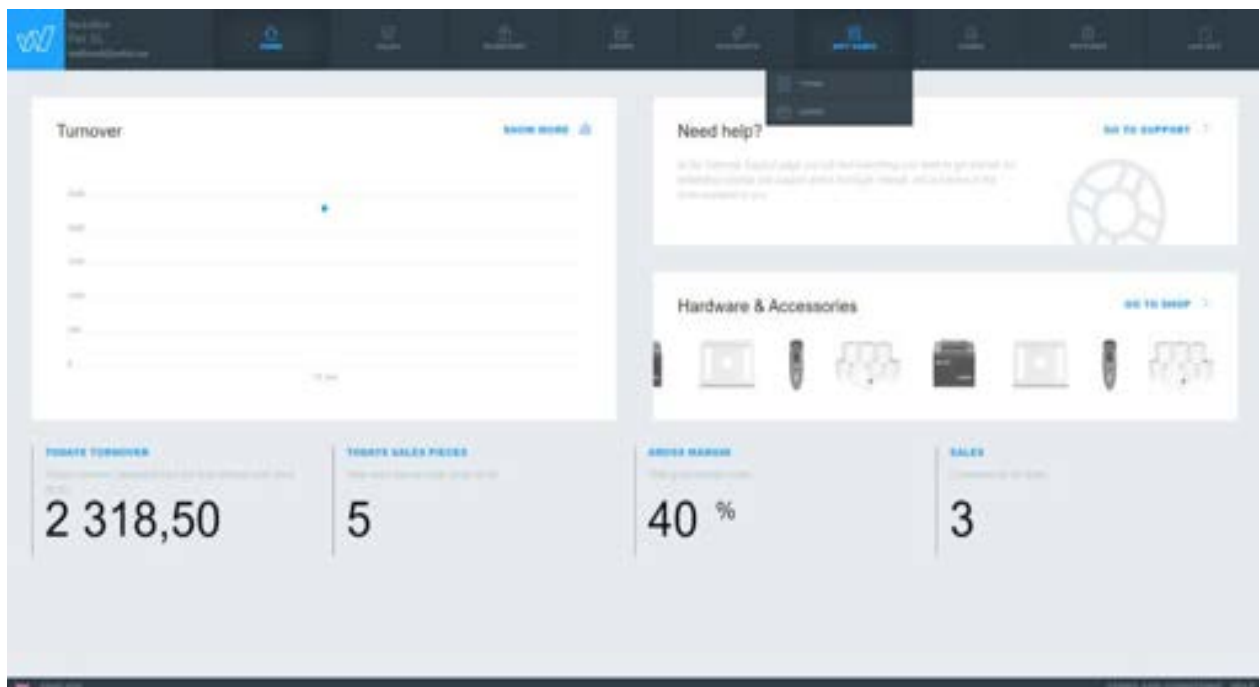


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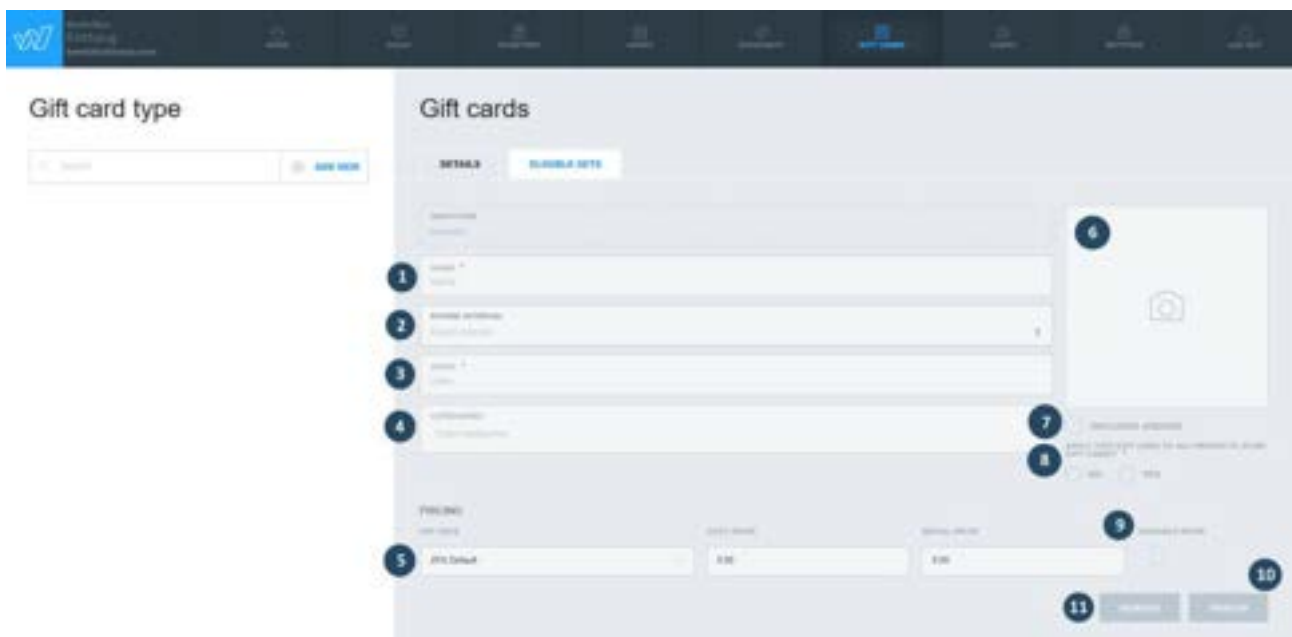


1. Gift cards/ Voucher

Gift cards can be used with a discount on individual items or as a voucher where you sell x number of items or a combination of items at a specific price.

Ex: Coffee voucher - Buy 10 for the price of 9, or combination - Coffee and cookie voucher where you can get a coffee and a cookie X times at a specific price.

Overview of Gift Card/ Voucher window



1. NAME

The name you want to give the gift card/ voucher.

2. EXPIRE INTERVAL

The number of days the gift card/ voucher is valid.

3. UNITS

Number of times you can use the voucher (used with voucher).

4. CATEGORIES

Under which buttons the gift card/ voucher is available.

5. PRICING

Set VAT-Rate, cost price and retail price. (0% VAT-Rate on gift card/ voucher).

6. IMAGE

Set an image for the gift card/ voucher.

7. INCLUDES ADDONS

Indicates whether add-on's products are covered by the gift card/ voucher price.

8. APPLY GIFT CARD TO...

Apply this gift card to all products (pure gift card).

9. VARIABLE PRICE

Set variable price -Set so customers can choose the value of the gift card.

10. REMOVE

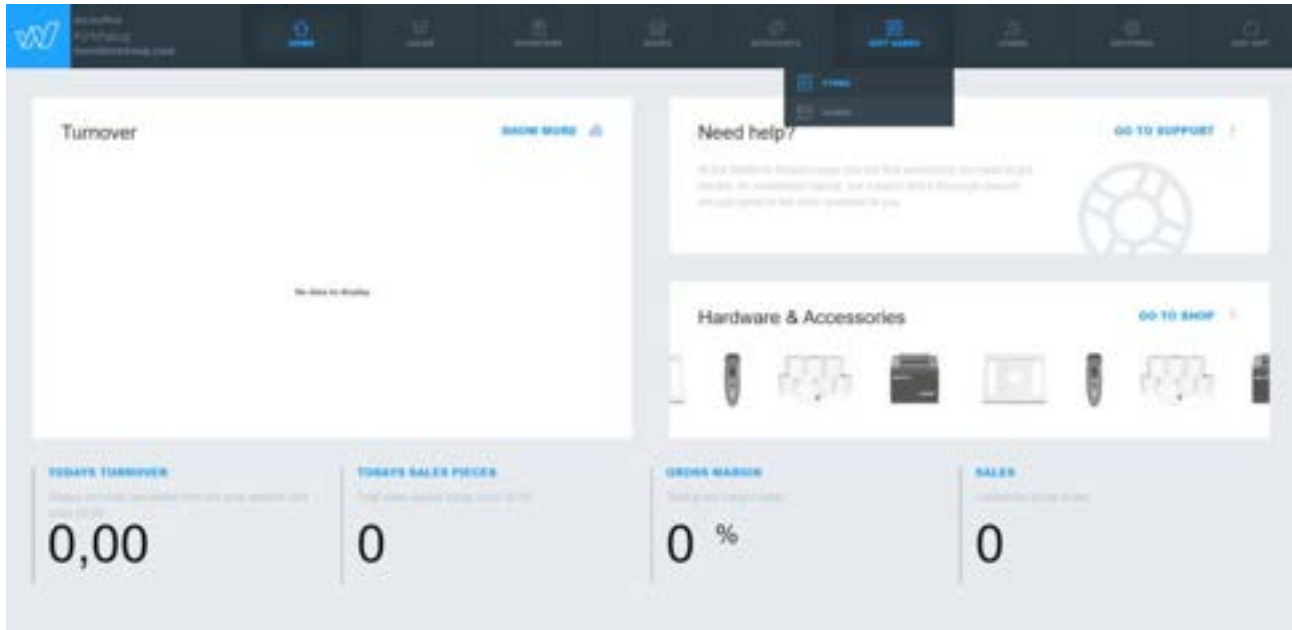
Remove an existing gift card/ voucher.

11. INVALID/ SAVE

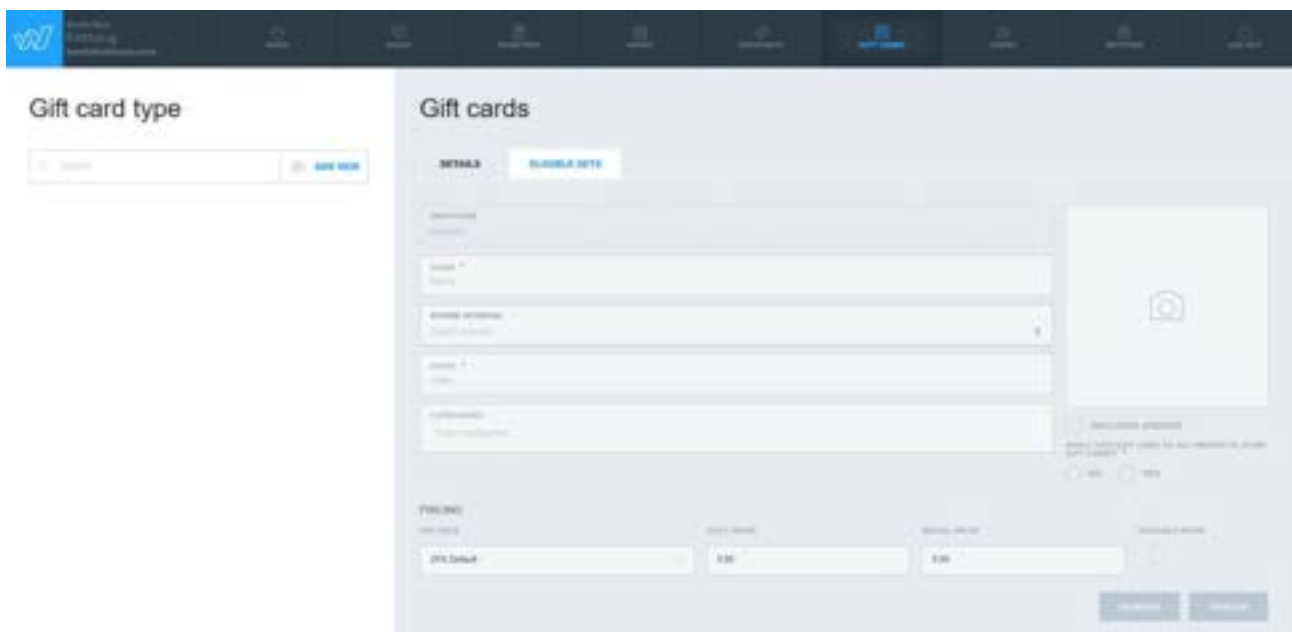
Save created gift card/ voucher.

Add pure Gift Cards

1. Go to GIFT CARDS - TYPES in the Backoffice menu.



2. Press ADD NEW to add a Gift Card.



3. Fill in gift card information

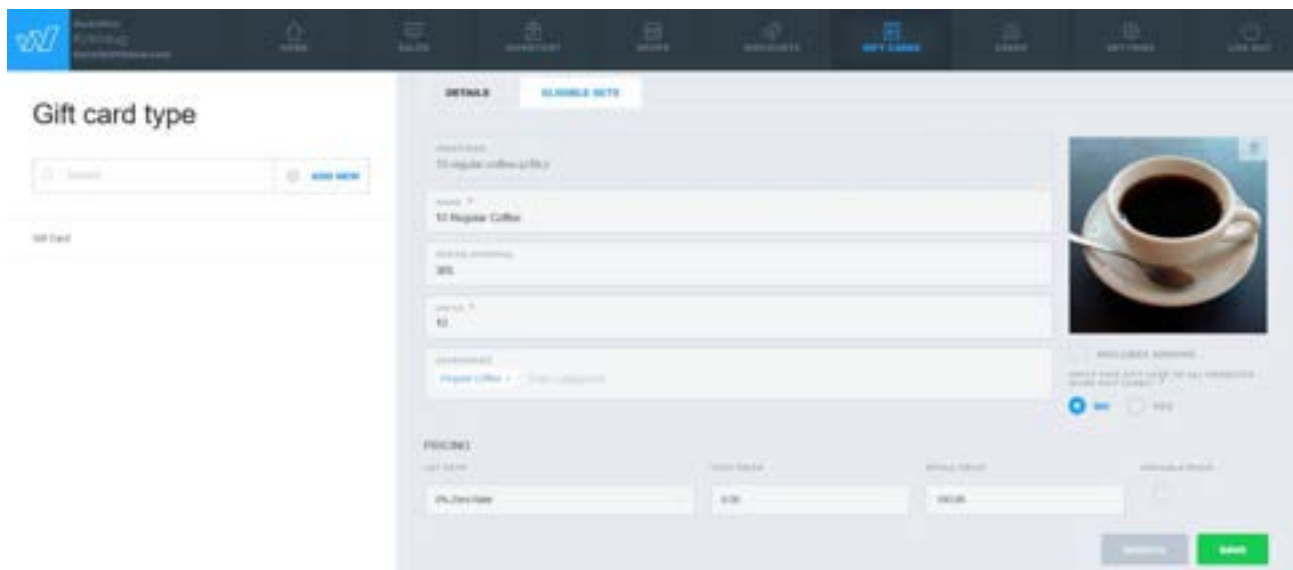
- **NAME:** The name you want to give the gift card.
- **EXPIRE INTERVAL:** Set number of days the gift card is valid.
- **APPLY THIS GIFT CARD TO ALL PRODUCTS:** Set YES (for pure gift card)
- **PRICING:** Set VAT-rate (0% for gift card), and set VARIABLE PRICE for pure gift card.
- **IMAGE:** (optional) Choose an image for the gift card.
- **CATEGORY:** Select a category to see which buttons the Gift card is available in the POS.
- **SAVE** gift card.

The screenshot shows a web-based configuration interface for gift cards. On the left, there is a sidebar titled 'Gift card type' with a search input and an 'ADD NEW' button. The main area is titled 'Gift cards' and is divided into 'DETAILS' and 'PRICING' sections. The 'DETAILS' section includes fields for 'Name', 'Gift card type', 'Expiry interval', and 'Apply this gift card to all products'. The 'PRICING' section includes fields for 'VAT rate' and 'Variable price'. On the right side of the 'Gift cards' section, there is a preview of a red gift card with a white ribbon and the text 'gift card'. At the bottom right, there are 'Cancel' and 'Save' buttons.

Add Voucher

1. Fill in voucher information

- **NAME:** The name you want to give the voucher.
- **EXPIRE INTERVAL:** Set number of days the voucher is valid. (set 0 for no expiration date).
- **APPLY THIS GIFT CARD TO ALL PRODUCTS:** Set NO (Voucher only applies to a specific type of coffee).
- **PRICING:** Set VAT-rate (0% for voucher), and set price. In the example below, it is NOK 100 for 10 Regular Coffee.
- **IMAGE:** (optional) Choose an image for the gift card.
- **CATEGORY:** Select a category. To see which buttons the Voucher is available in the POS.
- **SAVE** voucher.



The screenshot displays the 'Gift card type' configuration interface. On the left, there is a search bar and a list of items. The main area is divided into 'DETAILS' and 'CHANGE SETS' tabs. The 'DETAILS' tab is active, showing the following fields:

- NAME:** 10 Regular Coffee
- EXPIRE INTERVAL:** 0
- APPLY THIS GIFT CARD TO ALL PRODUCTS:** NO
- PRICE:** 100
- IMAGE:** A coffee cup image is selected.
- CATEGORY:** Regular coffee

At the bottom, there are fields for 'VAT Rate' (0%) and 'VAT ID' (NOK). A green 'SAVE' button is visible at the bottom right.

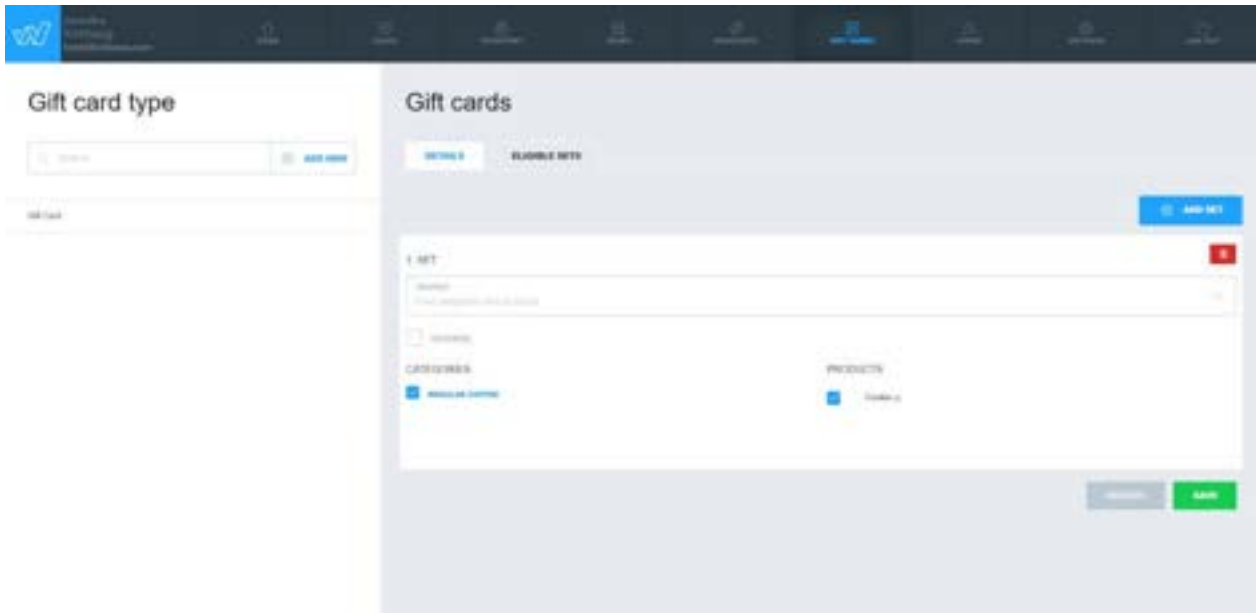
Voucher functions

In **ELIGIBLE SETS** you choose which items the voucher applies to. In our first voucher example above, there are items in the Regular coffee category, but here you could choose individual products. You can also add a combination, ex. Regular coffee and Cookies. There are basically no restrictions on the number of sets, but remember that the customer must also understand the offer in the voucher - so our tip is, keep it simple!.

1. Select items, press - ELIGIBLE SETS

The screenshot shows a web interface for creating a gift card. The interface is divided into two main sections: "Gift card type" on the left and "Gift cards" on the right. The "Gift card type" section has a search bar and an "ADD NEW" button. The "Gift cards" section has a "DETAILS" tab and a "BUYABLE SETS" button. Below the "BUYABLE SETS" button, there are several input fields for "NAME", "START DATE", "END DATE", and "CURRENCY". To the right of these fields is a preview image of a cup of coffee and cookies. At the bottom of the "Gift cards" section, there are "PRICE" fields for "MIN. VALUE", "MAX. VALUE", and "MIN. QUANTITY", along with "START DATE" and "END DATE" fields. A green "SAVE" button is located at the bottom right of the form.

2. Search and select the category and/or product that applies to the voucher.

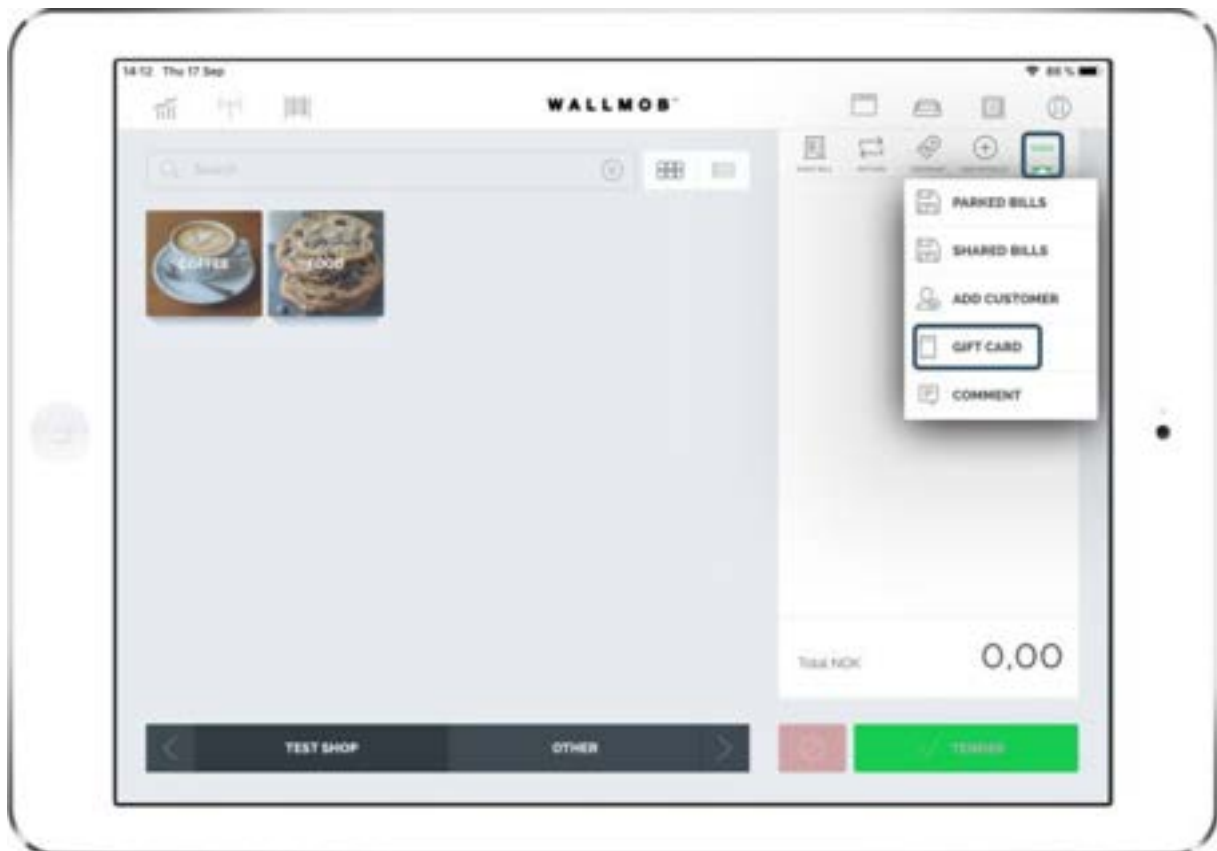


When we have finished defining the Gift card/ Voucher, you can sell them from the POS/ register.

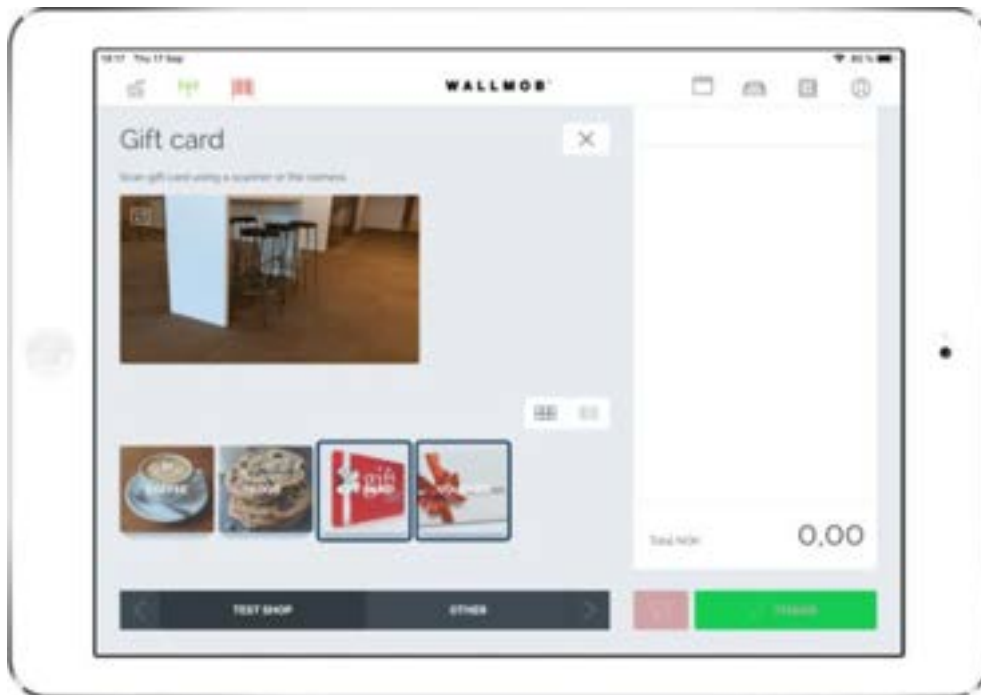
Sale of Gift card and Voucher in POS/ register

To sell a Gift card/ voucher from the POS/ register

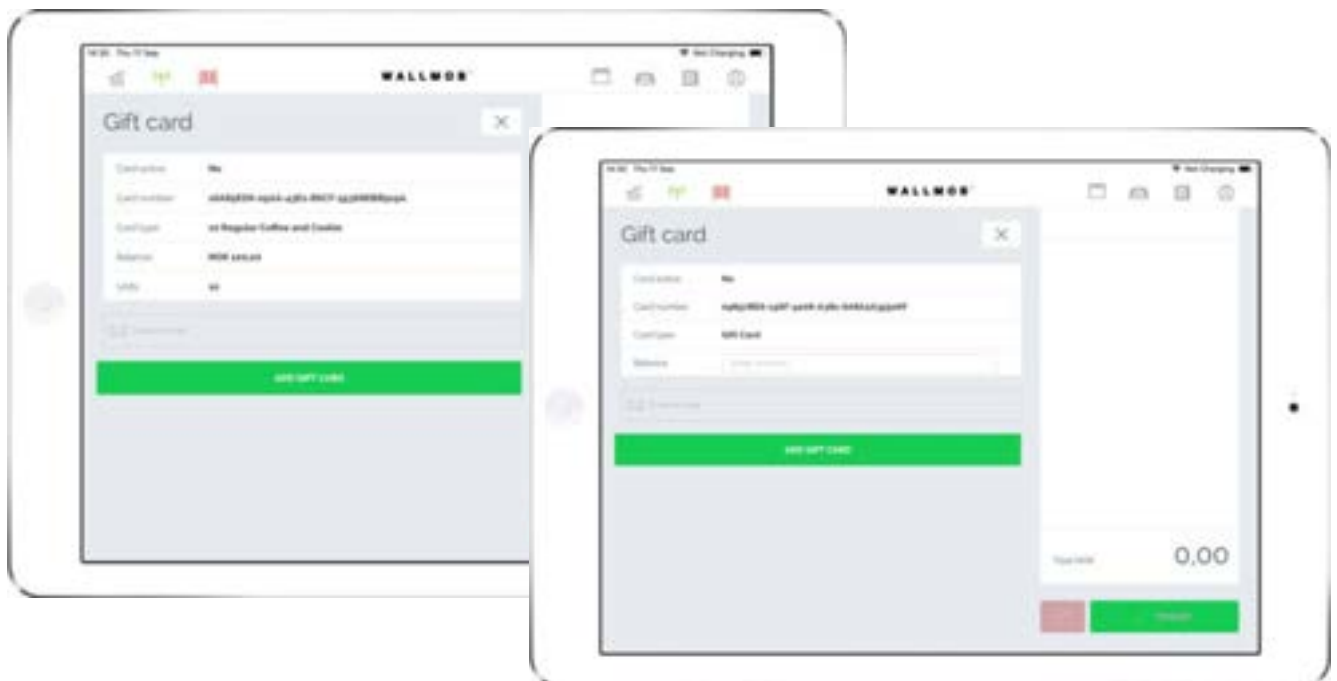
1. Select from the menu above the receipt - MORE - GIFT CARD.



2. Select the Gift card or Voucher.



3. Select the Gift card or Voucher (by category set in the back office) or scanner if you have pre-printed cards (both 2D scanner and image via iPad can be used).



A coupon (QR code) is now printed out which the customer must take care of - this can also be sent to the customer's email so that it is available, for example, on the customer's phone.



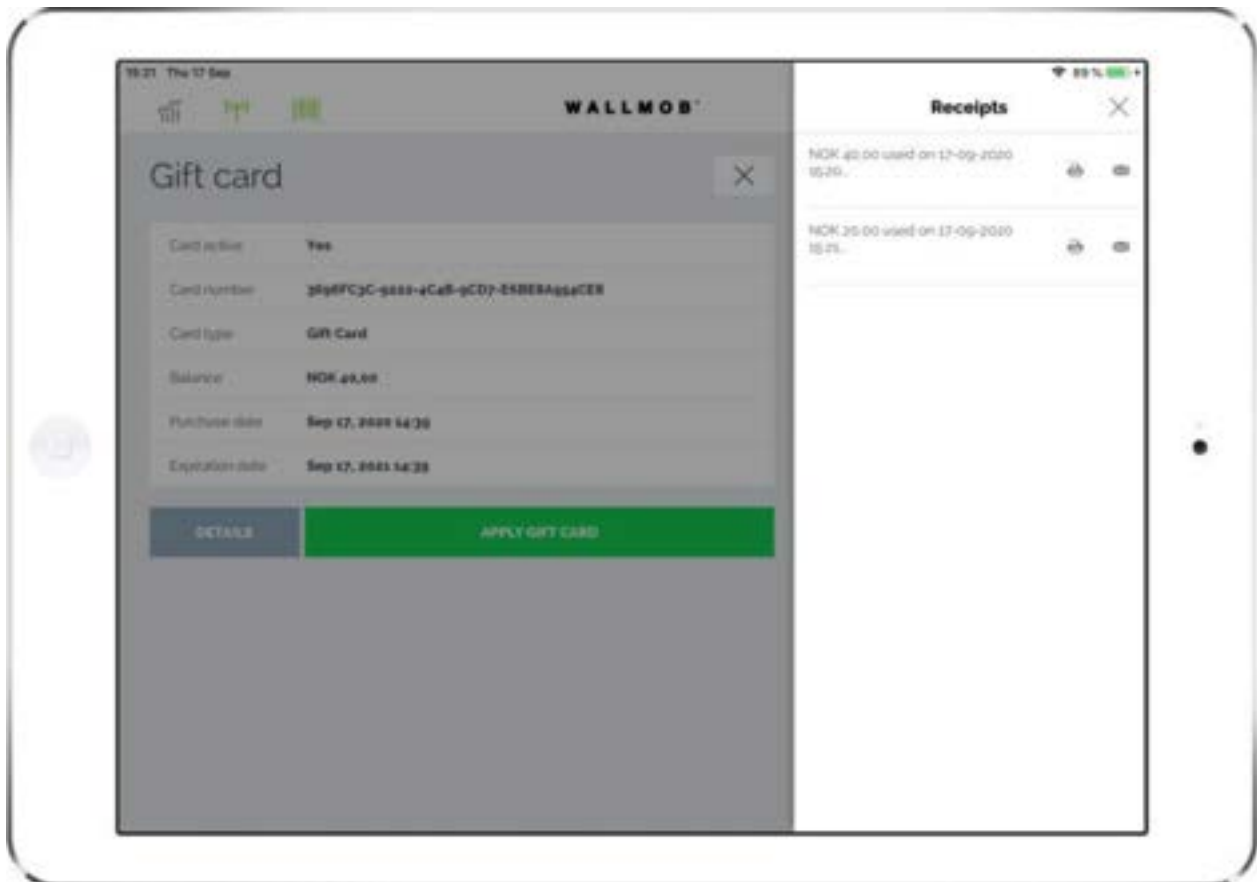
The customer's use of Gift Card/ Voucher

Sell items normally. The Gift card/ voucher is scanned with a 2D scanner or by holding a receipt in front of the camera on the iPad.

Check balance on Gift card/ Voucher

A common question from customers is if there is anything left on the card or what the balance is.

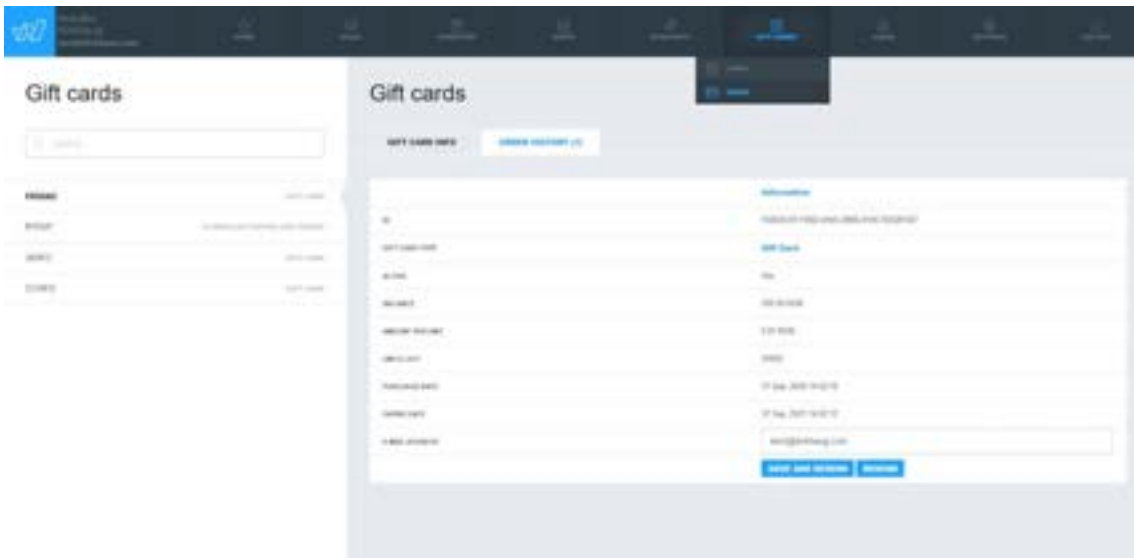
To be able to answer questions or avoid quarreling with customers, the checkout shows the complete history and balance of the coupon by scanning it. It shows how much is left on the Gift card/ voucher. By clicking on details, the cashier picks up all sales on the Gift card/ voucher.



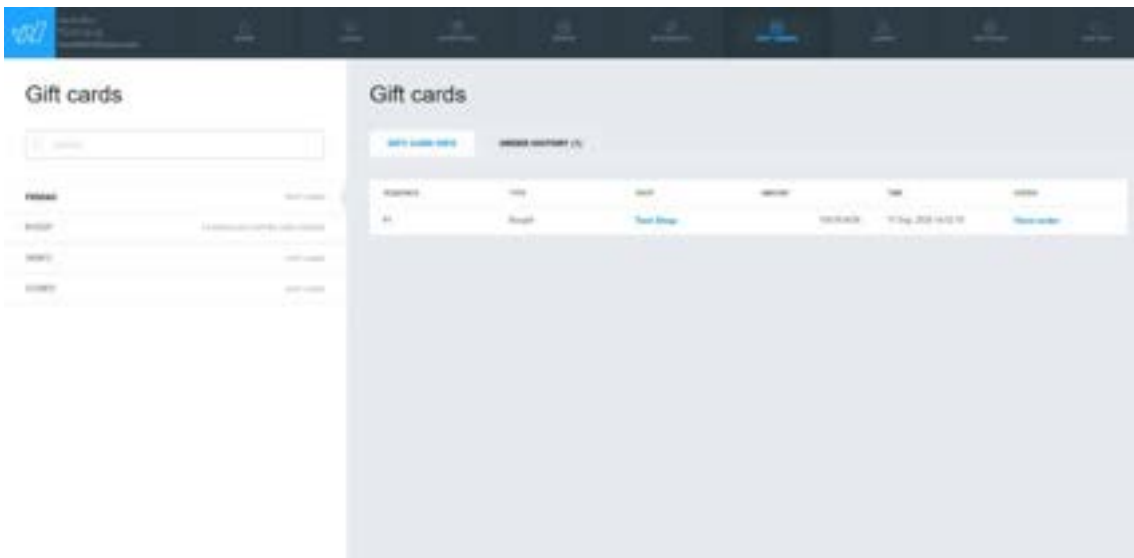
Overview of all Gift cards/ Vouchers

1. Enter menu options GIFT CARDS - CARDS.

Information is displayed about all issued Gift cards/ Vouchers. Everyone has a unique ID that allows the cashier to count down usage. Normally this is done at checkout, but if there is something you are wondering about, this is a nice log and overview.



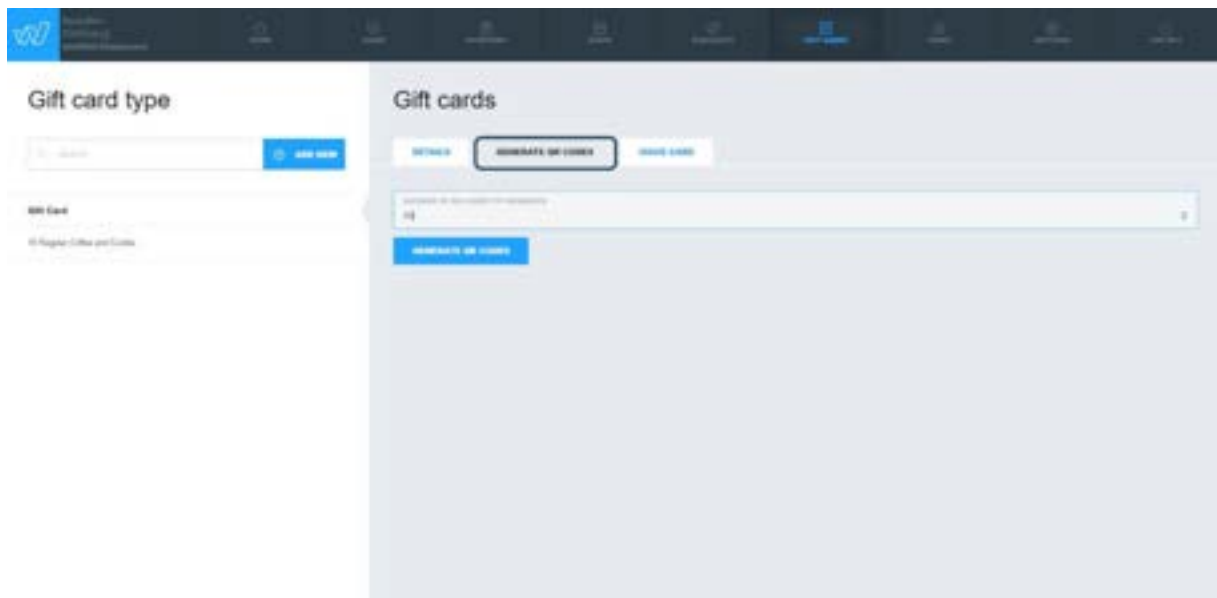
2. By choosing Order history, you have a full overview of all movements.



Export of Gift card/ Vouchers for printing

It is possible to export predefined Gift cards/ Vouchers for printing. QR-Codes can be generated. This is only recommended for large users of this feature.

1. Press the GENERATE QR-CODES



2. A zip-file with generated QR-Codes will be downloaded.

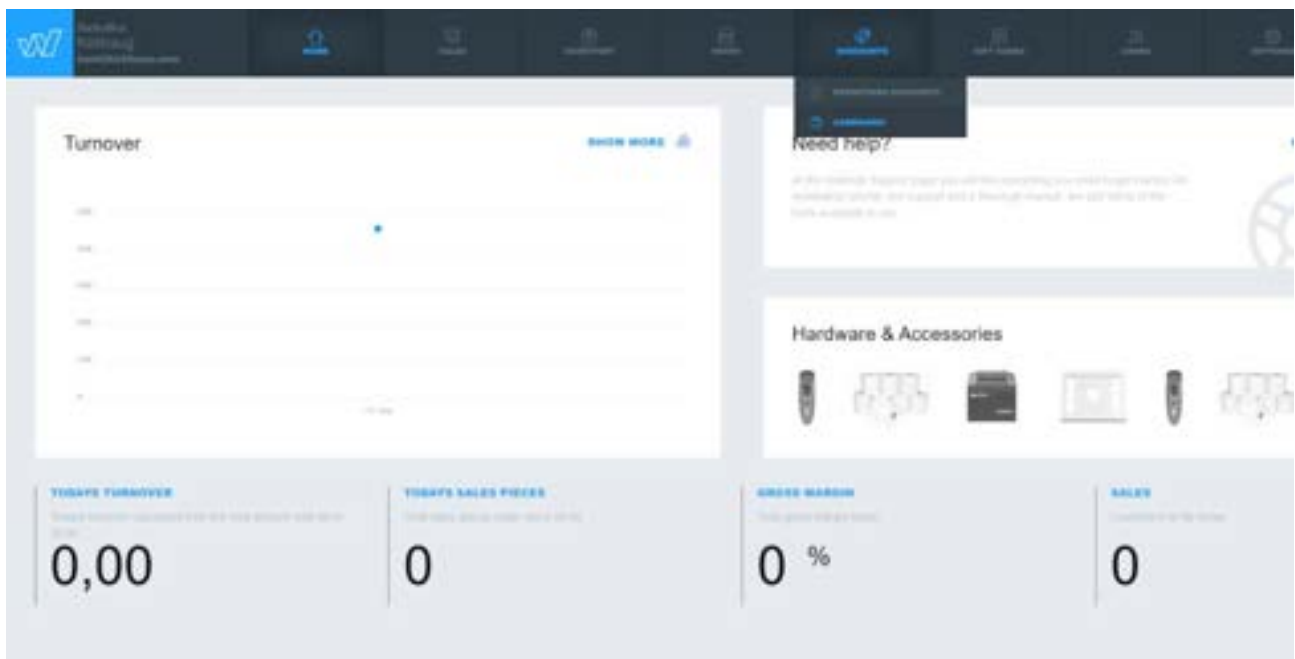
2. Campaigns

What campaigns are used for?

Our Campaigns feature is designed to give various types of discounts automatically when products are added to the bill. Nevertheless, in some cases Campaigns won't be eligible. For instance, Campaign discount won't apply to add-ons and products with variable price, also to the products in the bundle and products that have a voucher applied to.

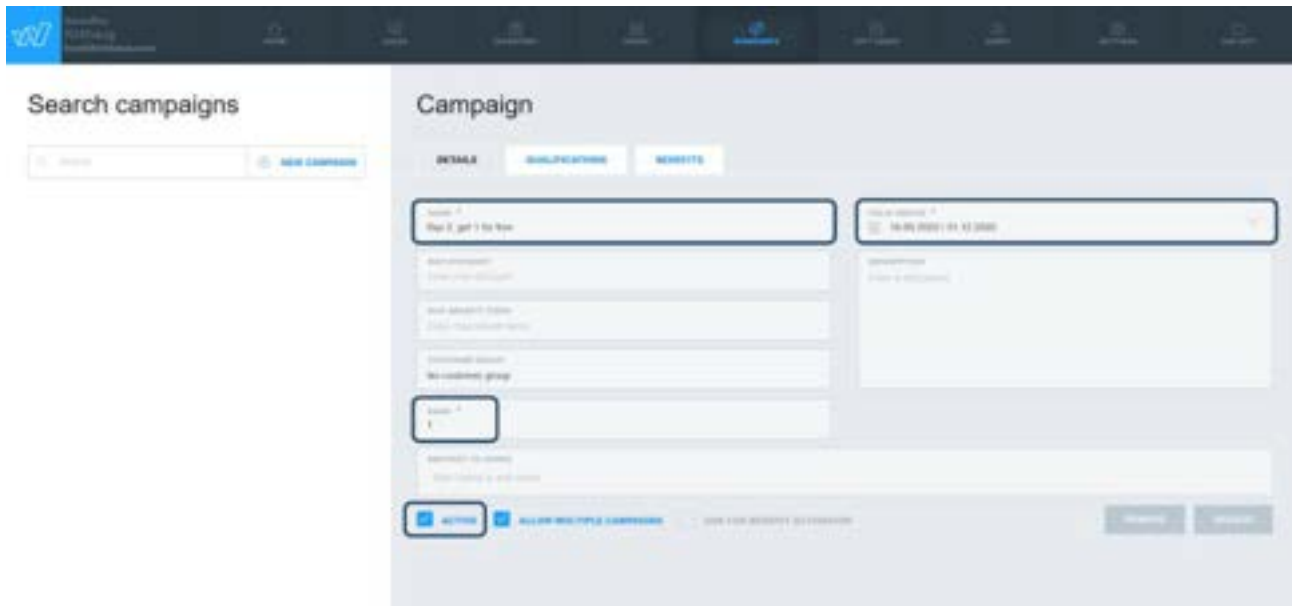
Where to find the Campaigns?

You can find Campaigns in your Backoffice menu under Discounts.



What are the minimal requirements to create a campaign?

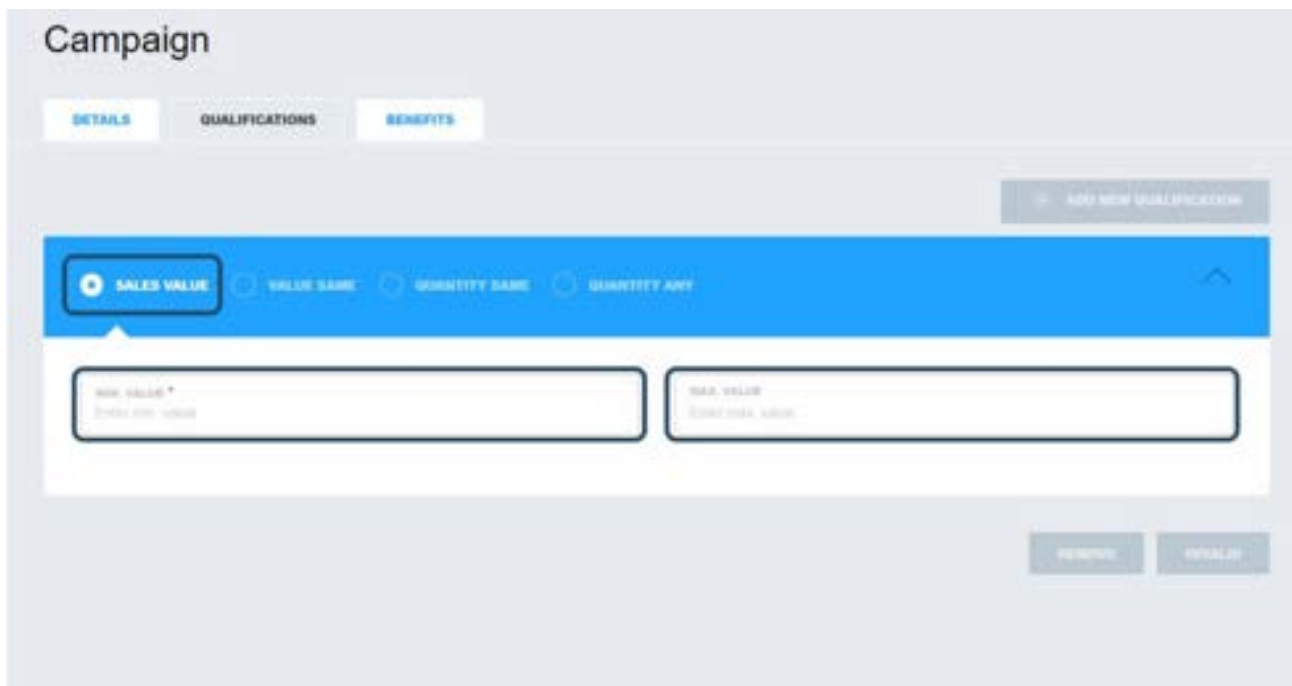
To create a campaign, you need to fill out the following fields. In the **DETAILS** tab you have to name your campaign, for example, “Buy 2, get 1 for free“. Also you need to choose a period for which this campaign will be valid, A rank (which is set 1 by default) is used to decide the priority of the campaign's benefit in relation to other campaigns “Active” box needs to be checked to have campaign activated in POS.



The screenshot shows the 'Campaign' creation form in the ExtendaGO system. The interface is divided into two main sections: 'Search campaigns' on the left and 'Campaign' details on the right. The 'Campaign' section has three tabs: 'DETAILS', 'QUALIFICATION', and 'BENEFITS'. The 'DETAILS' tab is active, showing several input fields. The 'Campaign name' field contains 'Buy 2, get 1 for free'. The 'Valid from' field is set to '16.01.2021' and the 'Valid to' field is set to '31.12.2021'. The 'Rank' field is set to '1'. The 'Active' checkbox is checked. There are also checkboxes for 'ALLOW MULTIPLE CAMPAIGNS' and 'USE FOR RESERVE OCCUPANCY'. The 'NEW CAMPAIGN' button is highlighted in the search section.

What qualification types are and what are they used for?

SALES VALUE – this qualification type should be used to have a campaign applied if the total of the bill is at least **min.value** you have entered. For example, a campaign applies if a customer purchases goods for at least 100 euros. You can define max. value – if it's exceeded then campaign is no longer applied. For example, to have a campaign applied for all purchases that have a total worth at least 50 euros, min.value should be set as 50 and max.value should be left empty.



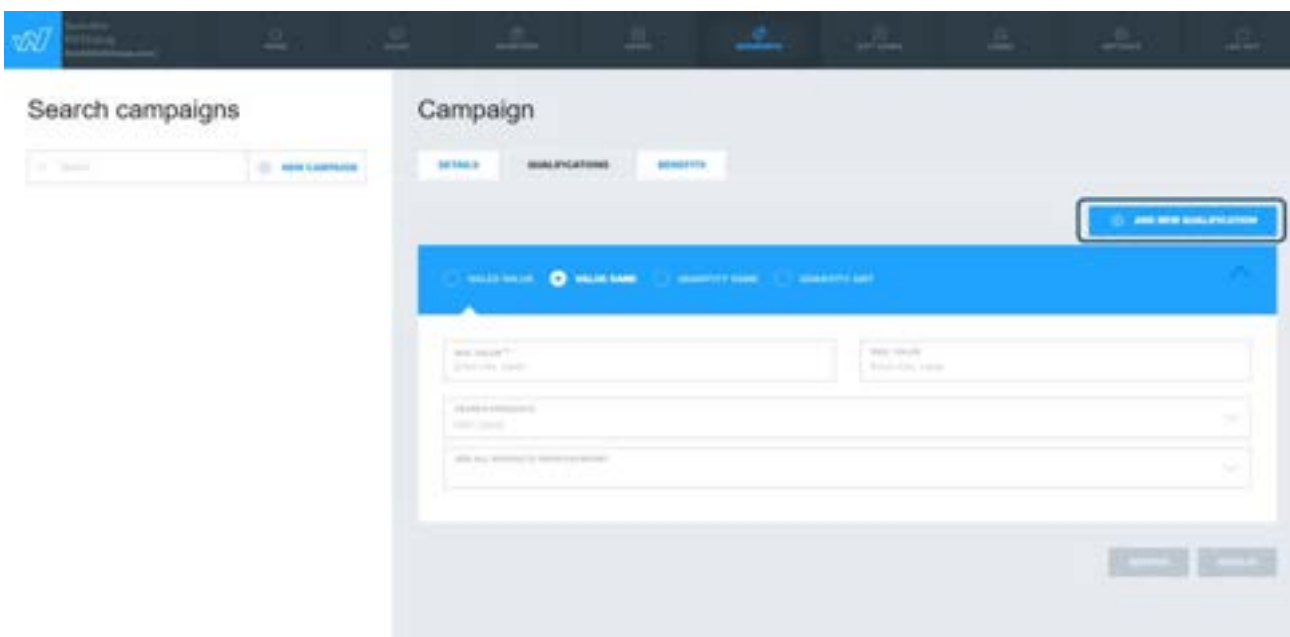
The screenshot shows the 'Campaign' configuration page, specifically the 'QUALIFICATIONS' tab. The interface includes a blue header bar with four radio button options: 'SALES VALUE' (selected), 'VALUE SAME', 'QUANTITY SAME', and 'QUANTITY ANY'. Below this bar are two input fields: 'MIN. VALUE' (with a red asterisk and a placeholder 'Enter min. value') and 'MAX. VALUE' (with a placeholder 'Enter max. value'). A 'REMOVE' button is located at the bottom right of the form area. In the top right corner of the page, there is an 'ADD NEW QUALIFICATION' button.

QUANTITY ANY - this qualification type should be used to have campaign applied when a purchase contains a certain quantity of any eligible product. Eligible products must be specified by checking the checkbox near product. Min.quantity must be specified in order to have the campaign triggered. Max.quantity is not required, but if specified, campaign would no longer be applied after max.quantity is exceeded. For example, to have a campaign applied, a customer needs to buy at least 2 of each from the following products: „product 1“ or „product 2“, or two of the same selected products. In min. quantity field, number 2 should be entered and products **“product 1”** and **„product 2“** should be selected from the list.

The screenshot displays the 'Search campaigns' interface. On the left, there is a search bar and a 'NEW CAMPAIGN' button. The main area is divided into three tabs: 'DETAILS', 'QUALIFICATIONS', and 'REVENUE'. The 'QUALIFICATIONS' tab is active, showing a 'QUANTITY ANY' qualification type selected. Below this, there are two input fields for 'MIN. QUANTITY' (set to 2) and 'MAX. QUANTITY'. A 'SEARCH PRODUCTS' field contains 'p1'. Below this, a 'SELECT PRODUCTS' section shows a list of products with checkboxes. 'Product 1' and 'Product 2' are both checked. At the bottom right, there are 'CANCEL' and 'SAVE' buttons.

What are qualification's sets used for?

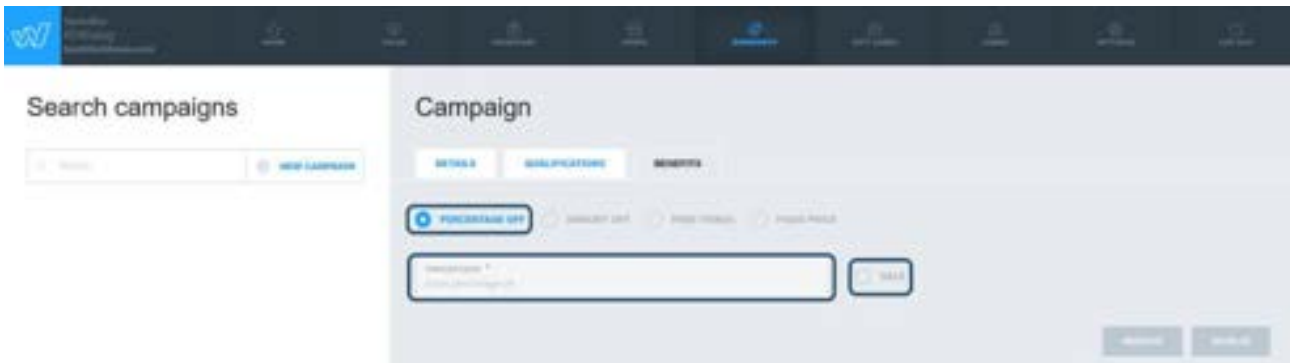
For more advanced campaigns, you can add a few qualifications. For example, to have a campaign applied only when a customer buys bananas worth 30 euros and 2 pineapples, two qualifications should be added for the campaign. One of the qualifications should be set as **“VALUE SAME”** with min. value 30.00 and the second should be added by clicking on the **“ADD NEW QUALIFICATION”** button. Second qualification should be set as **“QUANTITY SAME”** with min. value set as 2.00 and pineapple selected as an eligible item. This campaign will only be triggered when both qualifications are met. Campaign can have several qualifications added, which can be mixed however one would like to.



What are the benefit types? - What are they used for?

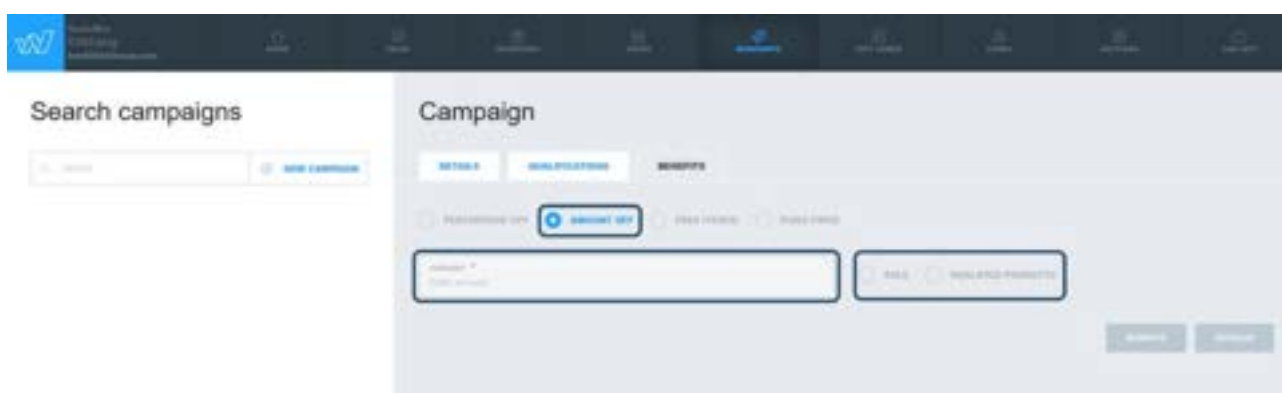
PERCENTAGE OFF – this benefit type gives a certain discount in percentage. The percentage amount must be defined and can range between 1 and 100.

Qualified products benefit type applies campaign discount to all qualified items selected in Qualifications tab. For example, Quantity any qualification is set for the campaign with the min. quantity of 2.00 and the banana and oranges are selected as eligible products. Benefit is set as 10% off the qualified items. The price of each, one banana and oranges is 5.00 euros. When 2 bananas/2 oranges or 1 banana and one orange are bought, promotion is triggered. Both items added to the bill would get 10% off, total discount would be 1.00 euro. If 4 qualified items are bought, each item would get a 10% discount off and etc. Nevertheless, if 3 eligible items are added to the bill, only 2 of those items would get the discount and the third item would only get the discount if 4 eligible items are added to the bill. The reason for that is because, if 2.00 is set as min. quantity, the discount would get applied when the quantity of eligible items added to the bill matches the multiples of 2. For example, if min. quantity is set as 3.00, then discount would be triggered after 3 eligible items are added to the bill and all 3 items would get the discount. To have discounts applied for more eligible products, users would have to add 3 extra eligible products (total quantity would be 6 and each product would get the discount).



AMOUNT OFF - this benefit type gives a certain amount of discount. The amount must be defined and can range between 0.01 and 100,000.00. Also you can choose if this amount discount is given to the whole bill or qualified products (available for value same, quantity same and quantity any qualification).

Qualified products example. Value same qualification is set for the campaign with the min. value of 2.00 euros and bananas are selected as an eligible product. Benefit is set as 1.00 euro off the qualified items. One banana's price is 5.00 euros. To have promotion applied, a customer needs to buy the same product worth at least 2.00 euros. When one banana is added to the bill, promotion will be triggered. The product will get 1.00 euro off. For quantity same and quantity any qualifications discounts are given to every n item (n – min.quantity set).



FREE ITEM(S) – this benefit type gives the customer a free item (eligible products) when this campaign is triggered. Often used in campaigns like “Buy 2, get 1 for free”. The benefit products that should be free must be specified. For quantity same and quantity any qualifications, free product is given to every n item (n – min.quantity set). For example, in the Qualifications tab, qualification is set as the same quantity with min. value 2,00 and banana is set as a qualified item. Pineapple is set as a **Free item** in the Benefits tab. Customers would have to buy at least 2 bananas to have the campaign triggered, which would make 1 pineapple free. To have 2 pineapples for free, customers would have to add 2 extra bananas to the bill.



FIXED PRICE – this benefit type sets a new fixed price for the qualified products if the campaign is triggered. For e.g., buy 5 hotdogs for a fixed price of 5 euros, regardless of the normal price of the hotdogs. Available for value same, quantity same and quantity any qualifications.



Are there any other perks?

1. You can set a maximum discount limit that you want to apply. For example, you have a campaign, where you give 10% off sale if customer purchase value is at least 100 euros, but you don't want that discount to get bigger than 50.00 euros, so you set max.discount as 50.00 euros. As a result, even if a customer's purchase is worth 1000.00 euros and after applying a 10% discount, the value of the discount would be 100 euros discount, but the customer would only get a maximum 50.00 euros discount.
2. You can also set the maximum benefit items which would define the maximum quantity of items that can benefit from the campaign. For example, there is a campaign that gives coffee for free when buying 2 cupcakes. But if you want to only give maximum 2 free coffees in one purchase, even if a customer buys more than 4 cupcakes max.benefit items would need to be set as 2.
3. Customer groups can be selected for the campaign. In this case a campaign will only be applied if a customer, that is added to the bill, belongs to the customer group selected for the campaign.
4. Campaign can be restricted to certain shops. This feature is handy if you'd like to have campaigns active in one shop only.
5. If checked, all qualifying items and benefiting items can be used as eligible items in other campaigns as well.
6. You can ask the customer/cashier if he wants the benefit to be activated when qualified. If the customer responds with YES, the benefit will be applied. If he responded NO, the benefit will not be applied even though you are technically qualified.
7. You can add a description of the campaign for your convenience.

The screenshot shows the 'Campaign' configuration page in the extendaGO system. The page has three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'QUALIFICATIONS' tab is currently selected. The form contains several fields and options:

- NAME:** A text input field with the placeholder 'Enter campaign name'.
- MAX DISCOUNT:** A dropdown menu with the value '100.00' selected.
- MAX BENEFIT ITEMS:** A dropdown menu with the value '1' selected.
- CUSTOMER GROUP:** A dropdown menu with the value 'No customer group' selected.
- RESTRICT TO SHOPS:** A dropdown menu with the value 'All shops' selected.
- ACTIVE:** A checked checkbox.
- ALLOW MULTIPLE CAMPAIGNS:** A checked checkbox.
- ASK FOR BENEFIT ACTIVATION:** An unchecked checkbox.
- VALUE PERIOD:** A dropdown menu with the value 'Choose start and end date' selected.
- DESCRIPTION:** A large text area with the placeholder 'Enter a description'.

At the bottom right, there are two buttons: 'CANCEL' and 'SAVE'.

Examples of most common campaigns

Example 1

Qualification: Sales value, min. value 10.00. **Benefit** – 5 %, percentage off sale. **Extra** – max discount 30.00.

Customers have to buy goods worth at least 10.00 euros to get 5% off the whole bill. We need to enter 30.00 in max.discount field in Details Tab, also choose “Sales value” in Qualifications Tab and enter 10.00 in min.value field. Also in the Benefits Tab we need to choose Percentage Off and enter 5.00 in the percentage field and select “sale”. Now every time a customer buys goods worth 10 euros and more, he will get 5% off the sale. Nevertheless the discount will never be greater than 30,00 euros in total.

Please see the images below.

The screenshot shows a 'Campaign' configuration page with three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'DETAILS' tab is active. The form contains the following fields:

- Name:** 1. Sales value %off sale
- Value Period:** 22.09.2020 / 22.10.2020
- Max Discount:** 30.00 (highlighted with a red box)
- Max Benefit Value:** (empty)
- Customer Group:** No customer group
- Unit:** €
- Destination ID:** (empty)

Campaign

DETAILS

QUALIFICATIONS

BENEFITS

ADD NEW QUALIFICATION

SALES VALUE VALUE SAME QUANTITY SAME QUANTITY ANY

MIN. VALUE *

10.00

MAX. VALUE

Enter max. value

Campaign

DETAILS

QUALIFICATIONS

BENEFITS

PERCENTAGE OFF AMOUNT OFF FREE ITEMS

PERCENTAGE *

5%

SALE

REMOVE

SAVE

Example 3

Qualification: Sales value. Benefit - free item.

Customers have to buy goods worth at least 5.00 euros, to get “Coffee” for free. We need to choose “Sales value” in Qualifications Tab and enter 5.00 in min.value field. In Benefits Tab we need to choose “Free item” and in “Eligible products” select “Coffee” product. As a result, every time a customer buys for goods worth 5,00 euros and more, he gets free “Coffee”.

Please see the images below.

The screenshot shows the 'Campaign' configuration page with the 'QUALIFICATIONS' tab selected. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there is a blue bar with four radio button options: 'SALES VALUE' (selected), 'VALUE GAIN', 'QUANTITY GAIN', and 'QUANTITY ANY'. Below this bar, there are two input fields. The first field is labeled 'MIN. VALUE' and contains the value '5.00'. The second field is labeled 'MAX. VALUE' and contains the value '5000000000'. At the bottom right, there are two buttons: 'REMOVE' (red) and 'SAVE' (green).

The screenshot shows the 'Campaign' configuration page with the 'BENEFITS' tab selected. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there are three radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF', and 'FREE ITEM(S)' (selected). Below these options, there is a checkbox labeled 'APPLY TO MOST EXPENSIVE ITEMS'. Below the checkbox, there is a search bar labeled 'SEARCH PRODUCTS' with the text 'coffee' entered. Below the search bar, there is a list of products with 'Coffee' selected. Below the list, there is a section labeled 'ELIGIBLE PRODUCTS' with a blue bar containing 'Coffee' and a plus sign.

Example 4

Qualification: *Value same. Benefit - percentage off sale. Extra – max.value.*

Customers have to buy “Cookies” for at least 10 euros, to get 50% off sale. But if he buys for more than 100 euros, the discount is no longer given. We need to choose “Value same” in Qualifications Tab and enter 10 in min.value field, and 100 in max.value field. In the Benefits Tab we need to choose “Percentage off”, enter 50 in “Percentage” field and select “Sale”. So now every time a customer buys “Cookies” for 10 to 100 euros, he gets 50% off the whole bill. **Please see the images below.**

The screenshot shows the 'Campaign' interface with the 'QUALIFICATIONS' tab selected. At the top right, there is a button labeled 'ADD NEW QUALIFICATION'. Below this, a blue bar contains four radio button options: 'SALES VALUE', 'VALUE SAME' (which is selected and highlighted with a red box), 'QUANTITY SAME', and 'QUANTITY ANY'. Underneath, there are two input fields for 'MIN. VALUE' and 'MAX. VALUE', with '10.00' and '100.00' entered respectively, both highlighted with red boxes. A search bar labeled 'SEARCH PRODUCTS' contains the text 'Coa', with a dropdown menu showing 'Cookie'. Below the search bar is a section titled 'ELIGIBLE PRODUCTS' which lists 'Cookie (2)' with a checkbox, and two sub-items: 'BLUEBERRY COOKIE' and 'CHOCOLATE COOKIE', both with checked checkboxes. A red box highlights the entire 'ELIGIBLE PRODUCTS' section.

The screenshot shows the 'Campaign' interface with the 'BENEFITS' tab selected. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there are four radio button options: 'PERCENTAGE OFF' (selected and highlighted with a red box), 'AMOUNT OFF', 'FREE ITEM(S)', and 'FIXED PRICE'. Below these options is an input field for 'PERCENTAGE' with '50%' entered, highlighted with a red box. To the right of this field is a button labeled 'SALE', also highlighted with a red box.

Example 6

Qualification: *Value same. Benefit - amount off qualified items.*

Customers have to spend at least 15.00 euros on “Cookies”, to get 2.00 euros each for qualified products. We need to choose “Value same” in Qualifications Tab and enter 15.00 in min.value field. In the Benefits Tab we need to choose “Amount off”, enter 2.00 in the “Amount” field and select “Qualified products”. As a result, every time a customer spends at least 15.00 euros on “Cookies”, he gets 2.00 euros off each “Cookies”.

Please see the images below.

The screenshot shows the 'Campaign' interface with the 'QUALIFICATIONS' tab selected. The 'VALUE SAME' radio button is selected and highlighted with a red box. The 'MIN. VALUE' field contains '15.00' and is also highlighted with a red box. The 'MAX. VALUE' field is empty. Below these fields are two dropdown menus: 'SEARCH PRODUCTS' with 'Start typing' and 'ADD ALL PRODUCTS FROM CATEGORY'. An 'ELIGIBLE PRODUCTS' list is shown below, containing 'Cookie (2)' with a red box around it, and two sub-items: 'BLUEBERRY COOKIE' and 'CHOCOLATE COOKIE'.

The screenshot shows the 'Campaign' interface with the 'BENEFITS' tab selected. The 'AMOUNT OFF' radio button is selected and highlighted with a red box. The 'AMOUNT' field contains '2.00' and is highlighted with a red box. The 'QUALIFIED PRODUCTS' radio button is also selected and highlighted with a red box. At the bottom right, there are 'REMOVE' and 'SAVE' buttons.

Example 7

Qualification: *Value same. Benefit - free item.*

Customers have to spend at least 15.00 euros on “Cookies”, to get free “Coffee”. We need to choose “Value same” in Qualifications Tab and enter 5.00 in min.value field. In the Benefits Tab we need to choose “Free item”, select “Eligible products” and select “Coffee” as an eligible product. As a result, every time a customer spends at least 5.00 euros on “Cookies”, he gets free “Coffee”. Please see the images below.

The screenshot shows the 'Campaign' configuration interface with the 'QUALIFICATIONS' tab selected. The 'VALUE SAME' radio button is highlighted with a red box. Below it, the 'MIN. VALUE' field is set to '5.00' and is also highlighted with a red box. The 'SEARCH PRODUCTS' dropdown is set to 'Cookies'. The 'ELIGIBLE PRODUCTS' list shows 'Cookie' selected with a blue checkmark.

The screenshot shows the 'Campaign' configuration interface with the 'BENEFITS' tab selected. The 'FREE ITEM(S)' radio button is highlighted with a red box. The 'SEARCH PRODUCTS' dropdown is set to 'Coffee'. The 'ELIGIBLE PRODUCTS' list shows 'Coffee' selected with a blue checkmark.

Example 8

Qualification: *Value same. Benefit - fixed price. Extra – max.value.*

Customers have to spend 15.00 euros on “Coffee” (not more or less) and then “Coffee” will cost 10,00 euros after the campaign is applied. We need to choose “Value same” in Qualifications Tab, enter 15.00 in min.value field and 15.00 in max.value field. In the Benefits Tab we need to choose “Fixed price”, and enter 10.00 in “Amount” field. As a result, every time a customer spends 15.00 euros on “Coffee”, it will cost him 10.00 euros instead.

Please see the images below.

The screenshot shows the 'Campaign' configuration page, specifically the 'QUALIFICATIONS' tab. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there is a blue bar with four radio button options: 'SALES VALUE', 'VALUE SAME' (which is selected), 'QUANTITY SAME', and 'QUANTITY ANY'. Below this bar, there are two input fields for 'MIN. VALUE' and 'MAX. VALUE', both containing the value '15.00'. There are also two dropdown menus for 'SEARCH PRODUCTS' and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom, there is a section titled 'ELIGIBLE PRODUCTS' with a list containing 'Uncategorized' and 'Coffee', where 'Coffee' is checked.

The screenshot shows the 'Campaign' configuration page, specifically the 'BENEFITS' tab. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEMS', and 'FIXED PRICE' (which is selected). Below this bar, there is an input field for 'AMOUNT' containing the value '10.00'. At the bottom right, there are two buttons: 'REMOVE' (red) and 'SAVE' (green).

Example 9

Qualification: *Quantity same.* **Benefit -** *percentage off sale.*

Customers have to buy at least 2 “Cookies” to get 10% off the whole bill. We need to choose “Quantity same” in Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies” as an eligible product. In the Benefits Tab we need to choose “Percentage off”, enter 10.00 in the “Percentage” field and select “Sale”. As a result, every time a customer will buy at least 2 “Cookies” he will get 10% of the whole bill.

Please see the images below.

The screenshot shows the 'Campaign' interface with the 'QUALIFICATIONS' tab selected. At the top right, there is a button labeled 'ADD NEW QUALIFICATION'. Below this, a blue bar contains four radio button options: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME' (which is selected and highlighted with a blue border), and 'QUANTITY ANY'. Underneath, there are two input fields for 'MIN. QUANTITY' and 'MAX. QUANTITY'. The 'MIN. QUANTITY' field contains the value '2.000'. Below these fields is a 'SEARCH PRODUCTS' dropdown menu with 'cod' entered, showing a search result for 'Cookie'. At the bottom, an 'ELIGIBLE PRODUCTS' list is shown with 'Cookie' selected and checked, and two sub-items, 'BLUEBERRY COOKIE' and 'CHOCOLATE COOKIE', also checked.

The screenshot shows the 'Campaign' interface with the 'BENEFITS' tab selected. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there are four radio button options: 'PERCENTAGE OFF' (selected and highlighted with a blue border), 'AMOUNT OFF', 'FREE ITEMS', and 'FIXED PRICE'. Underneath, there is an input field for 'PERCENTAGE' containing the value '10%'. To the right of this field is a radio button option 'SALE' (selected and highlighted with a blue border) and another radio button option 'ONE OF THE QUALIFIED PRODUCTS'. At the bottom right, there are two buttons: 'REMOVE' (red) and 'SAVE' (green).



Example 10

Qualification: *Quantity same. Benefit - percentage off one of the qualified products.*

Customers have to buy at least 3 “Cookies” in order to get 50% off the third “Cookies” product. For example, if he buys 2 “Cookies” he will get 50% off the next “Cookie” he buys. It is an iterative campaign, meaning, every 3rd “Cookies” will get 50% off. We need to choose “Quantity same” in Qualifications Tab, enter 3.00 in the min.quantity field and select “Cookies” as an eligible product. In the Benefits Tab we need to choose “Percentage off”, enter 50.00 in the “Percentage” field and select “One of the qualified products”. As a result, if three “Cookies” will be added to the bill, one of the “Cookies” will get a 50% discount. **Please see the images below.**

The screenshot shows the 'Campaign' interface with the 'QUALIFICATIONS' tab selected. The 'QUANTITY SAME' option is chosen. The 'MIN. QUANTITY' field is set to 3.00. The 'SEARCH PRODUCTS' dropdown is set to 'COO'. The 'ELIGIBLE PRODUCTS' list shows 'Cookie' selected, with sub-items 'BLUEBERRY COOKIE' and 'CHOCOLATE COOKIE' also listed.

The screenshot shows the 'Campaign' interface with the 'BENEFITS' tab selected. The 'PERCENTAGE OFF' option is chosen. The 'PERCENTAGE' field is set to 50%. The 'ONE OF THE QUALIFIED PRODUCTS' option is selected. The 'REMOVE' and 'SAVE' buttons are visible at the bottom right.

Example 11

Qualification: *Quantity same. Benefit - amount off sale.*

Customers have to buy at least 2 “Cookies” in order to get 5.00 euros off the whole bill. It is an iterative campaign, meaning, after every second “Cookies” is added to the bill, 5.00 euros will be subtracted off the bill. We need to choose “Quantity same” in Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies” as an eligible product. In the Benefits Tab we need to choose “Amount off”, enter 5.00 in the “Amount” field and select “Sale”. As a result, every second “Cookies” added to the bill will subtract 5.00 euros off the bill.

Please see the images below.

The screenshot shows the 'Campaign' interface with the 'QUALIFICATIONS' tab selected. At the top right, there is a blue button labeled 'ADD NEW QUALIFICATION'. Below this, a blue bar contains four radio button options: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME' (which is selected), and 'QUANTITY ANY'. The 'QUANTITY SAME' section includes a 'MIN. QUANTITY' input field with the value '2.00', a 'MAX. QUANTITY' input field with the placeholder 'Enter max. quantity', a 'SEARCH PRODUCTS' dropdown menu showing 'COO', and a 'SEE ALL PRODUCTS FROM CATEGORY' dropdown menu. Below these fields, the 'ELIGIBLE PRODUCTS' section shows a list with 'Cookie' selected and a checkbox checked.

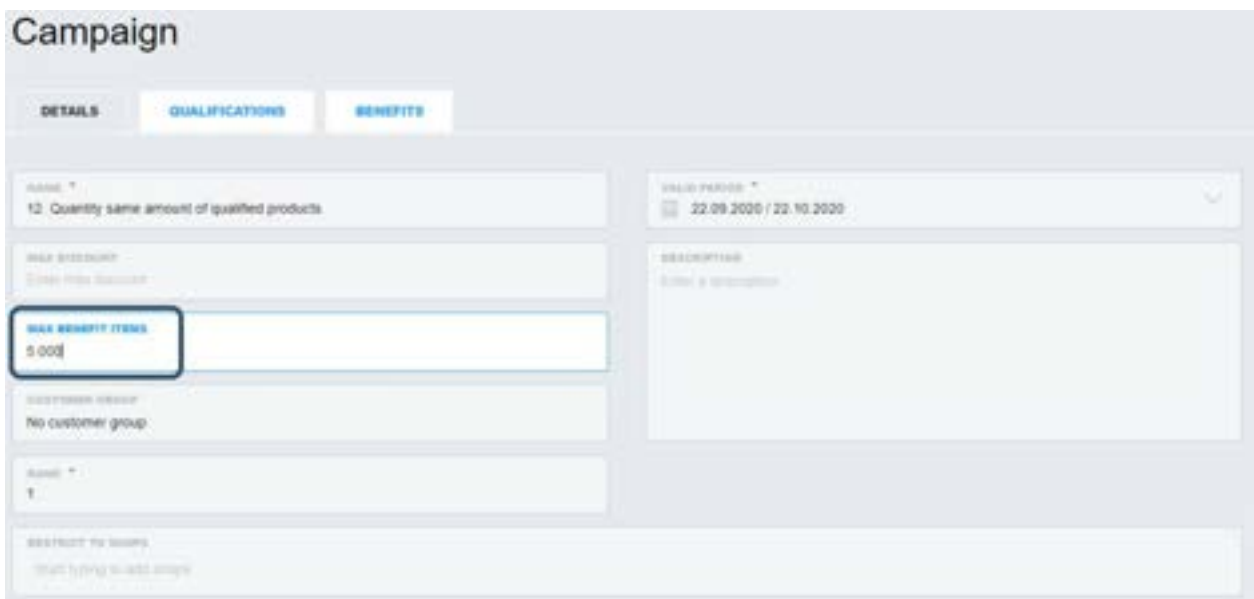
The screenshot shows the 'Campaign' interface with the 'BENEFITS' tab selected. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF' (which is selected), 'FREE ITEMS', and 'FIXED PRICE'. The 'AMOUNT OFF' section includes an 'Amount' input field with the value '5.00'. To the right of this field, there are two radio button options: 'SALE' (which is selected) and 'QUALIFIED PRODUCTS'. At the bottom right, there are two buttons: a red 'REMOVE' button and a green 'SAVE' button.

Example 12

Qualification: *Quantity same. Benefit - amount off qualified products. Extra – max.benefit items.*

Customers have to buy at least 3 “Cookies” in order to get 2.00 euros off each “Cookies” product. It is an iterative campaign, meaning, every 3rd “Cookies” campaign will give 2.00 euros off for each “Cookies”. But let's say you only want to give this discount to 5 items maximum. In Details Tab 5 needs to be entered in max.benefit items fields. We need to choose “Quantity same” in Qualifications Tab, enter 3.00 in the min.quantity field and select “Cookies” as an eligible product. In the Benefits Tab we need to choose “Amount off”, enter 2.00 in the “Amount” field and select “qualified products”. As a result, when a customer buys 3 “Cookies” in total he'll get 6 euros off, if he'll buy 6 “Cookies”, he'll get no more than 10 euros off (2.00 euros per 5 benefit items).

Please see the images below.



The screenshot shows a 'Campaign' configuration page with three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'QUALIFICATIONS' tab is active. The form contains the following fields:

- NAME:** 12 Quantity same amount of qualified products
- VALID PERIOD:** 22.09.2020 / 22.10.2020
- MAX BENEFIT ITEMS:** 5.000 (highlighted with a red box)
- CUSTOMER GROUP:** No customer group
- AMOUNT:** 1
- DESCRIPTION:** (empty)
- SEARCHING FOR ITEMS:** (empty)

Campaign

DETAILS

QUALIFICATIONS

BENEFITS

ADD NEW QUALIFICATION

SALES VALUE

VALUE SAME

QUANTITY SAME

QUANTITY ANY

MIN. QUANTITY

3 000

MAX. QUANTITY

Other min. quantity

SEARCH PRODUCTS

Start typing

AND ALL PRODUCTS FROM CATEGORY

ELIGIBLE PRODUCTS

Cookie

Cookie

Campaign

DETAILS

QUALIFICATIONS

BENEFITS

PERCENTAGE OFF

AMOUNT OFF

FREE ITEMS

FIXED PRICE

AMOUNT

2 00

SALE

QUALIFIED PRODUCTS

extendaGO

Example 13

Qualification: *Quantity same. Benefit - free item.*

Customers have to buy at least 2 “Cookies” in order to get “Coffee” for free. It is an iterative campaign, meaning, after every second “Cookies” is added to the bill “Coffee” will be free. We need to choose “Quantity same” in Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies” in Products. In the Benefits Tab we need to choose “Free item”, select “Eligible products” and select “Coffee” as eligible products. As a result, every second “Cookies” customer buys he will get free “Coffee”.

Please see the images below.

This screenshot shows the 'Qualifications' tab of a campaign configuration interface. At the top, there are four radio buttons: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME' (which is selected and highlighted with a red box), and 'QUANTITY AMT'. Below these are two input fields: 'MIN. QUANTITY' with the value '2.000' (highlighted with a red box) and 'MAX. QUANTITY' with the value 'EFFECTIVE QUANTITY'. There are two dropdown menus for 'SEARCH PRODUCTS' (containing 'Start typing') and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom, the 'ELIGIBLE PRODUCTS' list shows 'Cookie' selected (highlighted with a red box).

This screenshot shows the 'Benefits' tab of a campaign configuration interface. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs are four radio buttons: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)' (which is selected and highlighted with a red box), and 'FIXED PRICE'. There is also an unchecked checkbox for 'APPLY TO MOST EXPENSIVE ITEMS'. Below these are two dropdown menus for 'SEARCH PRODUCTS' (containing 'Coffee') and 'ELIGIBLE PRODUCTS' (containing 'Uncategorized' and 'Coffee', with 'Coffee' selected and highlighted with a red box).

Example 14

Qualification: *Quantity same. Benefit - fixed price.*

Customers have to buy at least 5 “Cookies” in order to have a fixed price of 6.00 euros total. It is an iterative campaign, meaning, every 5th “Cookies” is added to the bill, the total price of all “Cookies” will be 6.00 euros. We need to choose “Quantity same” in Qualifications Tab, enter 5.00 in the min.quantity field and select “Cookies” as an eligible product. In the Benefits Tab we need to choose “Fixed price”, and enter 6.00 in the “Amount” field.

Please see the images below.

The screenshot shows the 'Campaign' configuration page with the 'QUALIFICATIONS' tab selected. At the top right, there is a blue button labeled 'ADD NEW QUALIFICATION'. Below this, a blue bar contains four radio button options: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME' (which is selected and highlighted with a red box), and 'QUANTITY ANY'. Underneath, there are two input fields: 'MIN. QUANTITY' with the value '3.000' (highlighted with a red box) and 'MAX. QUANTITY' with the placeholder text 'Enter new quantity'. A 'SEARCH PRODUCTS' dropdown menu is open, showing 'Cookie' as the selected item. Below the search menu, an 'ELIGIBLE PRODUCTS' list shows 'Cookie' with a checked checkbox (highlighted with a red box) and 'Cookie ID' with an unchecked checkbox.

The screenshot shows the 'Campaign' configuration page with the 'BENEFITS' tab selected. At the top, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEMS', and 'FIXED PRICE' (which is selected and highlighted with a red box). Below these options is an 'AMOUNT' input field with the value '6.00' (highlighted with a red box). At the bottom right of the form, there are two buttons: 'CANCEL' and 'SAVE'.

Example 15

Qualification: *Quantity any. Benefit - percentage off sale.*

Customers have to buy at least 2 of either “Cookies” or “Cupcakes”, or two of the same eligible product to get 10% off the whole bill. We need to choose “Quantity any” in Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies”, “Cupcakes” as eligible products. In the Benefits Tab we need to choose “Percentage off”, enter 10.00 in the “Percentage” field and select “Sale”. So now every time a customer buys at least 2 “Cookies” or “Cupcakes” or 1 “Cookies” and 1 “Cupcakes” he will get 10% of the whole bill.

Please see the images below.

The screenshot shows the 'Campaign' interface with the 'QUALIFICATIONS' tab selected. At the top right, there is a blue button labeled 'ADD NEW QUALIFICATION'. Below this, a blue bar contains four radio button options: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME', and 'QUANTITY ANY'. The 'QUANTITY ANY' option is selected and highlighted with a blue border. Below the bar, there are two input fields for 'MIN. QUANTITY' and 'MAX. QUANTITY'. The 'MIN. QUANTITY' field contains the value '2.000'. Below these fields are two dropdown menus: 'SEARCH PRODUCTS' (with 'Cookie' typed in) and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom, an 'ELIGIBLE PRODUCTS' section shows two categories: 'Cookie' and 'Uncategorized'. Under 'Cookie', there is a checked checkbox and the text 'Cookie (0)'. Under 'Uncategorized', there is a checked checkbox and the text 'Cupcakes'.

The screenshot shows the 'Campaign' interface with the 'BENEFITS' tab selected. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)', and 'FIXED PRICE'. The 'PERCENTAGE OFF' option is selected and highlighted with a blue border. Below these options, there is a 'PERCENTAGE' input field containing '10%'. To the right of this field is a 'SALE' radio button, which is also selected and highlighted with a blue border. Below the 'SALE' button is a 'QUALIFIED PRODUCTS' radio button. At the bottom right, there are two buttons: a red 'REMOVE' button and a green 'SAVE' button.



Example 16

Qualification: *Quantity any. Benefit - percentage off the qualified products.*

Customers have to buy at least 2 of either “Cookies” or “Cupcakes”, or two of the same eligible products to get 50% off qualified products. It is an iterative campaign, meaning, buying 3 “Cookies” or 3 “Cupcakes” or a mix of 3 eligible products will give 50% off for all qualified products bought. We need to choose “Quantity any” in Qualifications Tab, enter 3.00 in the min.quantity field and select “Cookies” in Products. In the Benefits Tab we need to choose “Percentage off”, enter 50.00 in the “Percentage” field and select “qualified products”. So now every third “Cookies”/“Cupcakes” customer buys, it will give him 50% off for all three eligible items.

Please see the images below.

The screenshot shows the 'Campaign' configuration page, specifically the 'QUALIFICATIONS' tab. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. A blue button labeled 'ADD NEW QUALIFICATION' is in the top right. Below the tabs, there are four radio button options: 'SALES VALUE', 'VALUE SAVE', 'QUANTITY SAVE', and 'QUANTITY ANY'. The 'QUANTITY ANY' option is selected and highlighted with a blue border. Underneath, there are two input fields for 'MIN. QUANTITY' and 'MAX. QUANTITY'. The 'MIN. QUANTITY' field contains the value '3.000'. Below these are two dropdown menus: 'EXAMPLE PRODUCTS' (set to 'None (empty)') and 'AND ALL PRODUCTS FROM CATEGORY'. At the bottom, there is a section for 'ELIGIBLE PRODUCTS' with two columns. The first column is titled 'Cookies' and has a checkbox checked. The second column is titled 'Cupcakes' and also has a checkbox checked.

The screenshot shows the 'Campaign' configuration page, specifically the 'BENEFITS' tab. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEMS', and 'FIXED PRICE'. The 'PERCENTAGE OFF' option is selected and highlighted with a blue border. Below these are two input fields: 'PERCENTAGE' and 'SALE'. The 'PERCENTAGE' field contains the value '50%'. The 'SALE' field has a dropdown menu set to 'QUALIFIED PRODUCTS'. At the bottom right, there are two buttons: 'REMOVE' (red) and 'SAVE' (green).



Example 17

Qualification: *Quantity any. Benefit - amount off sale.*

Customers have to buy at least 2 of either “Cookies” or “Cupcakes”, or two of the same eligible product to get 5 euros off the whole bill. It is an iterative campaign, meaning, every 2 “Cookies”/”Cupcakes”/Mix of these 2 customer buys, he gets 5.00 euros off the bill. We need to choose “Quantity any” in Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies” and “Cupcakes” in Products. In the Benefits Tab we need to choose “Amount off”, enter 5.00 in the “Amount” field and select “Sale”. So now every second “Cookies”/”Cupcakes”/Mix of these customer buys he will get 5.00 euros of the bill. **Please see the images below.**

The screenshot shows the 'Campaign' configuration page, specifically the 'QUALIFICATIONS' tab. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there is a blue bar with four radio button options: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME', and 'QUANTITY ANY'. The 'QUANTITY ANY' option is selected and highlighted with a blue border. Below this bar, there are two input fields for 'MIN. QUANTITY' and 'MAX. QUANTITY'. The 'MIN. QUANTITY' field contains the value '2.00'. Below these fields, there are two dropdown menus for 'SEARCH PRODUCTS' and 'ADD ALL PRODUCTS FROM CATEGORY'. The 'ELIGIBLE PRODUCTS' section at the bottom shows two categories: 'Cookie' and 'Uncategorized'. Under 'Cookie', there is a checkbox for 'Cookie (2)'. Under 'Uncategorized', there is a checkbox for 'Cupcakes'. Both checkboxes are checked.

The screenshot shows the 'Campaign' configuration page, specifically the 'BENEFITS' tab. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)', and 'FIXED PRICE'. The 'AMOUNT OFF' option is selected and highlighted with a blue border. Below these options, there is an input field for 'AMOUNT' containing the value '5.00'. To the right of this field, there are two radio button options: 'SALE' and 'QUALIFIED PRODUCTS'. The 'SALE' option is selected and highlighted with a blue border. At the bottom right of the page, there are two buttons: 'REMOVE' (red) and 'SAVE' (green).

Example 18

Qualification: *Quantity any. Benefit - amount off qualified products. Extra – max.benefit items.*

Customers have to buy at least 3 “Cookies”/”Cupcakes”/a mix of eligible products in order to get 2.00 euros off each “Cookies”/”Cupcakes” product added to the bill. It is an iterative campaign, meaning, every 3rd “Cookies”/”Cupcakes”/mix of those products are added to the bill campaign will give 2.00 euros off for all 3 items. But let's say you only want to give this discount to 5 items maximum. In Details Tab 5.00 needs to be entered in max.benefit items. We need to choose “Quantity any” in Qualifications Tab, enter 3.00 in the min.quantity field and select “Cookies” and “Cupcakes” in Products. In the Benefits Tab we need to choose “Amount off”, enter 2.00 in the “Amount” field and select “qualified products”. So when a customer buys 3 “Cookies” /”Cupcakes”/mix of eligible products he'll 6.00 euros off. Nonetheless, if a customer adds 3 more eligible items, the discount will only be applied to 5 products. Please see the images below.

The image shows a screenshot of a campaign configuration interface. The interface is divided into several sections:

- NAME:** 18. Quantity any amount off qualified products
- VALID PERIOD:** 22.09.2020 / 30.10.2020
- MAX BENEFIT:** 2.00 (This field is highlighted with a red box)
- MAX BENEFIT ITEMS:** 5.000 (This field is highlighted with a red box)
- CUSTOMER GROUP:** No customer group
- ADD:** 1
- RESTRICT TO MARKS:** Start typing to add marks

SALES VALUE
 VALUE SAME
 QUANTITY SAME
 QUANTITY ANY

MIN. QUANTITY: 3.000

 MAX. QUANTITY: (Enter max. quantity)

SEARCH PRODUCTS:

SHOW ALL PRODUCTS FROM CATEGORY:

ELIGIBLE PRODUCTS

Cookie	Unmapped
<input checked="" type="checkbox"/> Cookie (2)	<input checked="" type="checkbox"/> Cookies

Campaign

PERCENTAGE OFF
 AMOUNT OFF
 FREE (TAXES)
 FIXED PRICE

AMOUNT: 3.00

SALE
 QUALIFIED PRODUCTS



Example 19

Qualification: *Quantity any. Benefit - free item.*

Customers have to buy 2 “Cookies”/”Cupcakes”/mix of these eligible products and in order to get “Coffee” for free. It is an iterative campaign, meaning, every second “Cookies”/”Cupcakes”/mix of these products is added to the bill, “Coffee” will be free. We need to choose “Quantity any” in the Qualifications Tab, enter 2.00 in the min.quantity field and select “Cookies” and “Cupcakes” as eligible products. In Benefits Tab we need to choose “Free item”, select “Benefit products” and select “Coffee” as an eligible product. So now every second “Cookies”/”Cupcakes”/mix of those eligible products the customer buys he will get “Coffee” for free.

Please see the images below.

The screenshot shows the 'QUALIFICATIONS' tab in a campaign configuration interface. At the top, there are four radio buttons: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME', and 'QUANTITY ANY' (which is selected). Below this, there are two input fields: 'MIN. QUANTITY' with the value '2.00' and 'MAX. QUANTITY' with the placeholder 'Enter min. quantity'. There are also two dropdown menus: 'SEARCH PRODUCTS' with the value 'cookies' and 'ADD ALL PRODUCTS FROM CATEGORY' with the value 'Unassigned'. At the bottom, there is a section titled 'ELIGIBLE PRODUCTS' containing two blue bars: 'Cookies' and 'Unassigned', each with a minus sign icon.

The screenshot shows the 'BENEFITS' tab in the campaign configuration interface. At the top, there are four radio buttons: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)' (which is selected), and 'FIXED PRICE'. Below this, there is a checkbox labeled 'APPLY TO MOST EXPENSIVE ITEMS'. There is a 'SEARCH PRODUCTS' dropdown menu with the value 'coffee' and a list of results showing 'Coffee'. At the bottom, there is a section titled 'ELIGIBLE PRODUCTS' containing one blue bar: 'Unassigned', with a minus sign icon.

Example 20

Qualification: *Quantity any. Benefit - fixed price.*

Customers have to buy 5 “Cookies”/”Cupcakes”/mix of these products in order to have a fixed price of 6.00 euros total. It is an iterative campaign, meaning, every fifth “Cookies”/”Cupcakes”/mix of these products is added to the bill, the total will be 6 euros. We need to choose “Quantity any” in the Qualifications Tab, enter 5.00 in the min.quantity field and select “Cookies” and “Cupcakes” as an eligible product. In the Benefits Tab we need to choose “Fixed price”, and enter 6.00 in the “Amount” field. So now every 5th “Cookies”/”Cupcakes”/mix of these products a customer buys, the total will be 6.00 euros. Please see the images below.

The screenshot shows the 'QUALIFICATIONS' tab in a campaign configuration interface. At the top, there are four radio buttons: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME', and 'QUANTITY ANY'. The 'QUANTITY ANY' option is selected and highlighted with a blue border. Below this, there are two input fields for 'MIN. QUANTITY' and 'MAX. QUANTITY', with '5.000' entered in the 'MIN. QUANTITY' field. There are also two dropdown menus for 'SEARCH PRODUCTS' and 'ADD ALL PRODUCTS FROM CATEGORY'. At the bottom, there is an 'ELIGIBLE PRODUCTS' section with two blue buttons: 'Cookies' and 'Uncategorized'. Below these buttons, there are two checkboxes: 'Cookies' and 'Cupcakes', both of which are checked.

The screenshot shows the 'BENEFITS' tab in the campaign configuration interface. At the top, there are three radio buttons: 'PERCENTAGE OFF', 'AMOUNT OFF', and 'FREE ITEM(S)'. The 'FIXED PRICE' option is selected and highlighted with a blue border. Below this, there is an input field for 'AMOUNT' with '6.00' entered. At the bottom right, there are two buttons: 'REMOVE' and 'SAVE'.

3. Predefined discounts

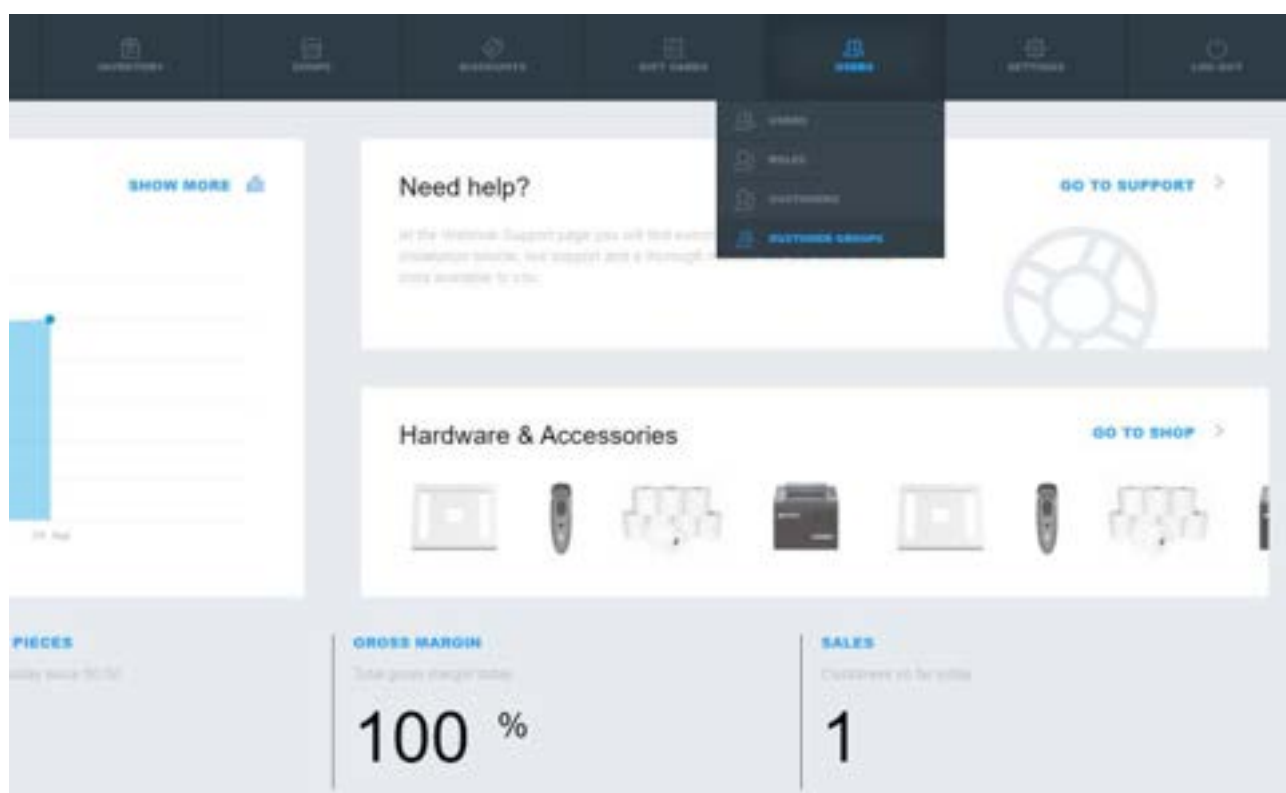
What Predefined discounts used for?

Predefined discounts are used when you have different customer groups in the store. For example, customers who are gold, silver or bronze customers receive a predefined discount on the entire sale, specific categories or products.

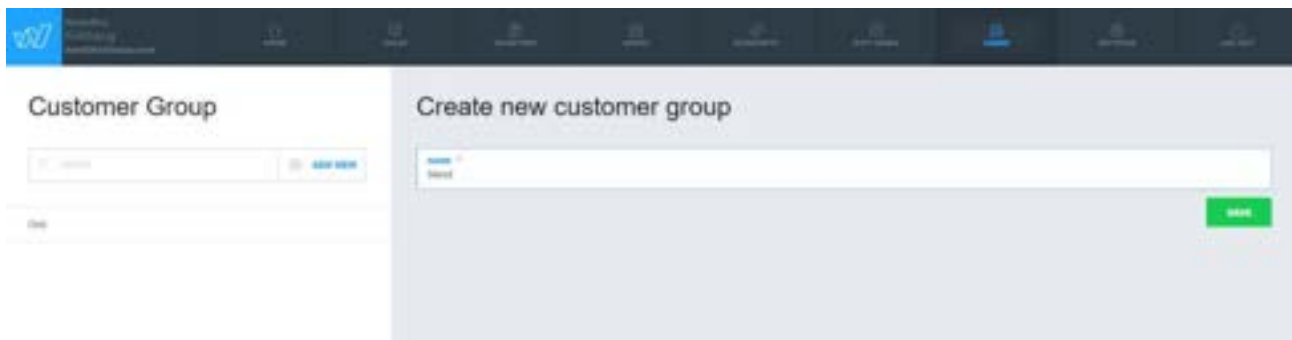
Add a predefined discount

1. First you have to create customer groups in Backoffice (most common use for predefined discount)

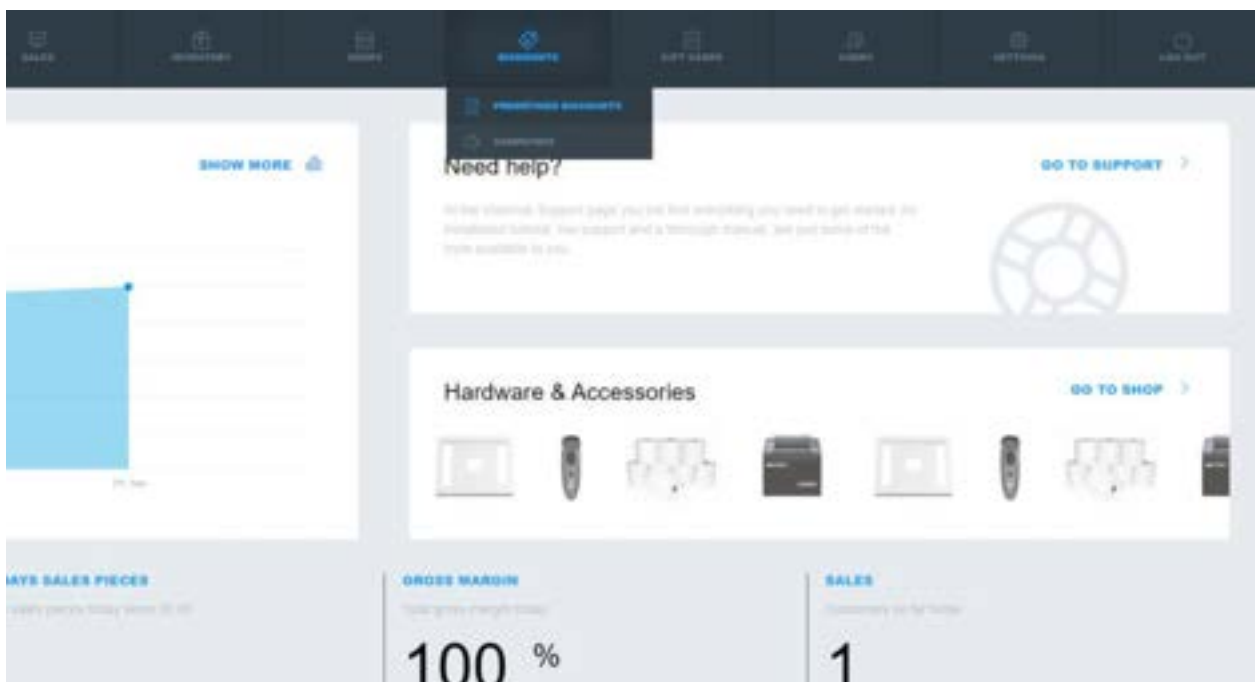
Go to **USERS - CUSTOMER GROUPS**.



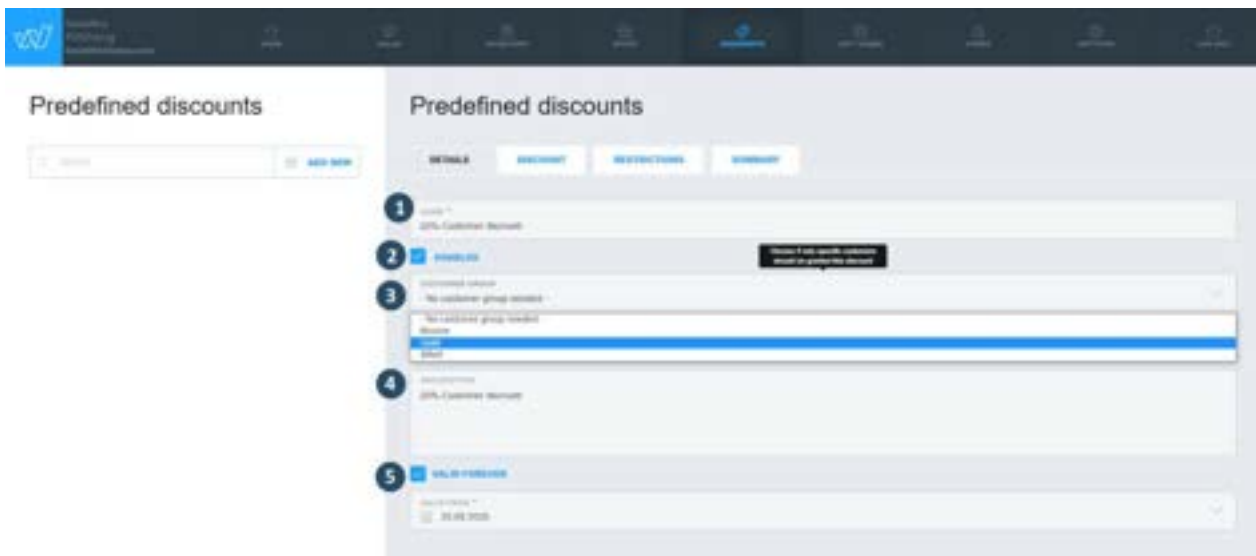
2. Create new customer group/ groups



3. Go to **DISCOUNTS - PREDEFINED DISCOUNTS** i Backoffice.



4. Go to **DETAILS** Tab and fill in information about the predefined discount.
 1. Set name for predefined discount. (required)
 2. Enable/ disable discount.
 3. Choose if only specific customer groups should be granted this discount.
Leave blank if you want to give a predefined discount to the customer or not.
e.g. to give a discount to an employee.
 4. Fill in description.
 5. Specify when the discount should be available from.

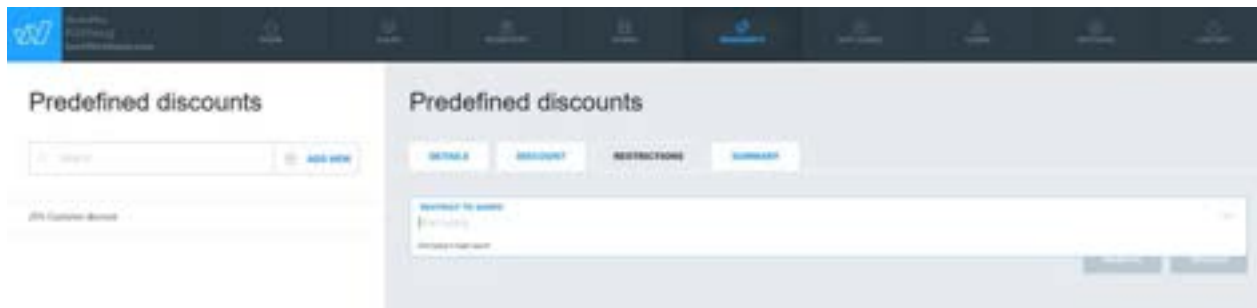


5. Go to the **DISCOUNT** Tab and choose the type of discount.



- **% Off product:** Percentages off specific product(s), or entire product category.
- **% Off sale:** Set percent off total sales.
- **Free item:** Products that should be free of charge with this discount.
- **Fixed price:** A fixed price on selected products.

6. Go to the **RESTRICTIONS** tab to restrict predefined discounts to selected stores



7. Go to the **SUMMARY** tab to see details for your predefined discount.



Add customers to customer groups.

This can be done in two ways, from POS/ register or in Backoffice.

1. Add customers from POS/ register.

Press the **“MORE”** button in the right hand corner in the receipt window.

Select **“ADD CUSTOMER”**



Add customer information and select the customer group.

When finished, Press the green **“ADD CUSTOMER”** button.



2. Add customers from Backoffice.

In Backoffice, go to
USERS - CUSTOMERS, in
the top menu.

Fill in detail for customers.

In the bottom, set which
customer groups
the customer belongs to.
See the images below.



Use of predefined discount in POS/ register

After products had been added, press the **“DISCOUNT”** button.



Add a discount in the right part of the screen.



Select customer/ search for customer.

If the customer does not show up, hit the SEARCH ONLINE.



Select customer, and hit the green "Select customer" button.



Now you have given the customer the predefined discount.

