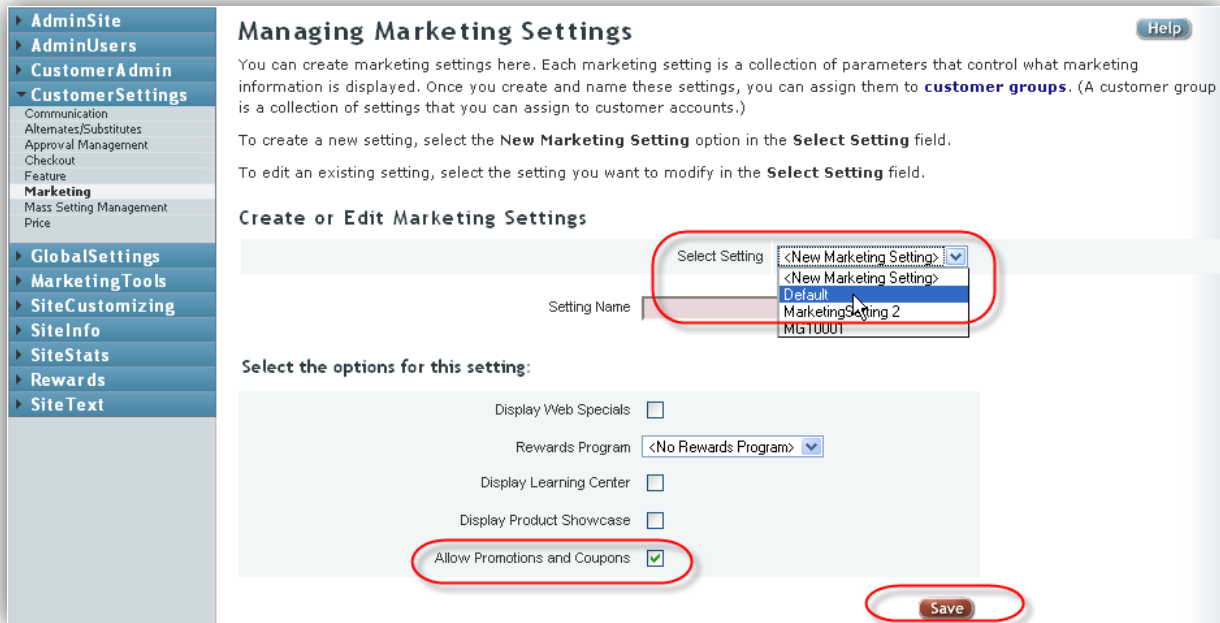


Using Promotions in ECinteractive/is.D-Force 2

Enable Promo Code Entry At Web Checkout and Approval

After setting up promotions on your back-end system, you'll need to enable it in your Web storefront. You can enable Promotions and Coupons in your customers' Marketing Settings in the ECinteractive® or is.D-Force 2® Admin Control Panel as follows:



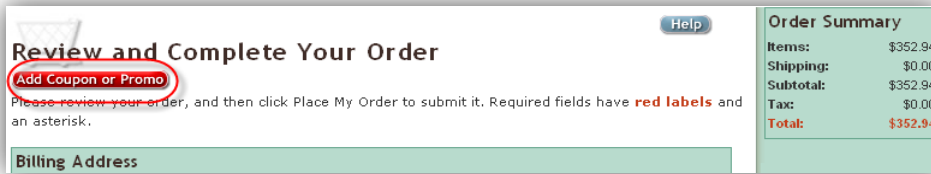
1. Log in to your ECinteractive or is.D-Force 2 Admin Control Panel.
2. Click **CustomerSettings**, and click **Marketing**.
3. In the **Select Setting** drop-down box, click the setting group you wish to enable access to the promo code feature.
4. Click the **Allow Promotions and Coupons** checkbox.
5. Click **Save** to save your changes.
6. Repeat steps 3-5 for any other setting groups you wish to allow access to promo codes.
7. Use **CustomerAdmin** to assign any new Marketing Settings to your Customer Groups. For details, see your online help.

Use Marketing Tools to Communicate Promos to Your Customers

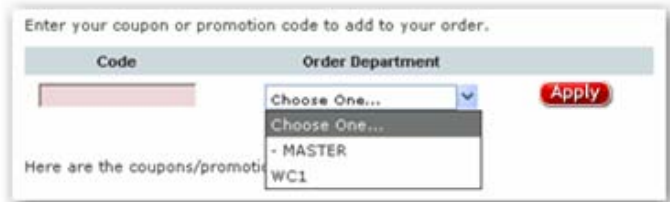
Once you have set up promotions and enabled them in MarketingSettings, there are many ways to communicate your promos to your customers. You might use Site Text, Custom HTML confirmation messages, and/or other marketing tools and campaigns. For details on these procedures, see your online help.

What Your Web Shoppers See When Using Promo/Coupon Codes

On the Checkout and Approval pages in ECinteractive and is.D-Force 2, shoppers and approvers see a button, **Add Coupon or Promo**.

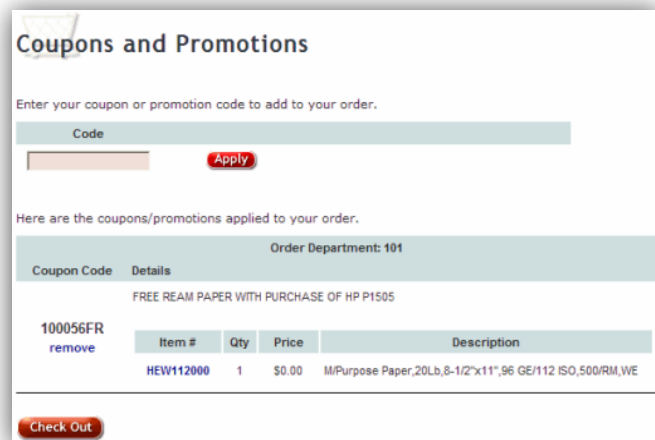


If the shopper is set up for multi department ordering, the page will display a direct entry/drop down combo box that includes all departments they are allowed to order for, based on their account/dept settings. The promotion will be used on the order for that specified department. If none is selected, then the site will use the consumer's default department.



When the shopper clicks **Apply**, the system will check the code's validity.

- If code is invalid, the page returns an error message, either the default or any custom message the dealer has specified in their DDMS O/E parameters.
- If code is correct, the page displays the promotion details.
- If Qualifying Type is to **Buy Items**, a list of minimum required items is displayed along with the minimum number.
- If Qualifying Type is to **Spend Over a Certain Amount**, the page displays the minimum order amount.
- If Benefit Type is **Additional Items**, the page displays a list of items the shopper may select to receive, along with the maximum number to select, the discount type (F=Free, D=Dollar, P=Percentage, and N=Net), the total discount % or \$ amount, and the discounted price. If adding items to order, the site checks if the current order already contains items the user selected and prompt the consumer if they want to add duplicate items; If the shopper answers yes, then the duplicate item will be added; If the shopper answers No, the original item(s) that were already on the order are adjusted to reflect the promotion.



- If Benefit Type is the **Matching Item's Discount**, the maximum quantity allowed is shown.
- If Benefit Type is **Discount Off Current Order**, the maximum discount amount is shown.
- If Benefit Type is **Discount off of first web order**, the system checks order history for this user. If there is at least one order submitted, then this will not be a valid discount for this user. If there are no previous orders, the page displays the maximum discount amount.
- If Benefit Type is **Discount off of next order**, the maximum discount amount is shown.
- If Benefit Type is **Discount off of highest item**, the maximum quantity allowed is shown.

The **Proceed to Checkout** button will take the shopper to the updated Checkout Page.

- In case any changes are made on the checkout page, the system will validate all coupons entered by the consumer to the current orders the consumer has ready to be submitted.
 - This will be done due to the fact that coupon codes can be assigned to saved orders, orders requiring approval, and orders users place.
 - If there are invalid promotions, the promotion page will display all promotions and error codes if applicable. Consumer will need to remove invalid promotions before being able to go to checkout page
 - If there are no errors, the consumer will complete checkout as usual.
- The Checkout page lists coupons as separate line items under Your Items, as shown below.

Your Items				
Department: 101 SHIPPING & RECEIVING DEPT			Shipping: \$0.00	
Item #	Your Price	Packaging	Quantity	Ext. Price
HEWCB412A	\$256.00 /Each	1 Each	1	\$256.00
Laserjet Printer,24PPM,600dpi,14-9/10"x9-3/5"x8-9/10",CCL				
Comments:				
HEW112000	FREE /Ream	500/Ream	1	FREE
M/Purpose Paper,20Lb,8-1/2"x11",96 GE/112 ISO,500/RM,WE				
Comments:				
Coupon Code	Description			
100056FR	FREE REAM PAPER WITH PURCHASE OF HP P1505			
12321DNO	SPEND OVER \$250 AND GET \$10 OFF YOUR NEXT ONLINE O			

- Just Below this section, the Order Summary reflect the use of coupons as well.

Order Summary	
Items:	\$256.00
Coupons/Promos:	\$10.00
Shipping:	\$0.00
Subtotal:	\$246.00
Tax:	\$36.29
Total:	\$282.29

- Checkout will display promotions under each department as a line item.

- Coupons can affect **Budgets** too. Let's say an end consumer who has a Budget places an order that gives him 50% off an item. Item X after the discount will be subtracted from the budget.
- Order level discounts are calculated prior to **additional volume discounts**. So a volume discount order amount may already be reduced by an order-level and line-item discounts.
- If an **order with a soon-to-expire coupon** requires Approval, the Approvers will be notified on the Approval Order page if any coupon/promotion assigned to an order awaiting approval has an invalid code (example could expire). They must remove the expired coupon and all items associated with the order prior to submitting it. As usual, the system will also notify the originator of the order of the changes made during the Approval process
- For **any** order requiring Approval, the **Approvers can add coupon or promo codes** as well. The Edit page uses the same logic as the Checkout page, and the Approver will see the same **Add Coupon or Promo** button

An end consumer who is required approval for orders places an order the assigned amount that gives him 50% off item X. Item X after the discount should be included in the total that is used to determine if the order required approval

Viewing an Order's Coupon and Promo Code Detail in Admin Control Panel

In the ECinteractive or is.D-Force 2 Admin Control Panel, you can see when orders include Promotions or Coupons in Order Management, as shown below.

1. Log in to your Admin Control Panel.
2. Using the left-hand navigation menu, click **CustomerAdmin**, and click **Order Management**. Or from the training menu at the top, click **Site Info** and then click **Order Management**.
3. (Optional) Specify the orders you want to view by date, order number, or account as needed.
4. Click the **Retrieve Orders** button.
5. (Optional) Filter the list as needed by name, email address, order number, status, account, department or status date.
6. To view Order Details, Promotions/Coupons, and Order Log, click the + button corresponding with the desired order.

Order Management Help

We group orders by status. You can limit to a particular status by using the Order Status dropdown box. You can also limit orders by using the dropdown box beneath each heading. To sort orders, click the appropriate heading.

Note: If you want to limit to a range of numbers, you must include a space between the two numbers. For example, to limit to account numbers 1005 through 1099, type **1005 1099** in the dropdown box under the Account heading, press **↕**, and select **Between**.

To transfer orders, set the Order Status dropdown to **Open Order** or **Saved by Customer**, select an order you want to transfer, and a customer to whom you want order to be transferred, and press **Transfer**. Upon successful order transfer, a notification email will be sent to the new order owner if a saved email is available.

To resubmit failed orders, set the Order Status dropdown to **Error Occurred** or **Processing Failure**, select an order you want to resubmit, and press **Reset**.

Orders with a status date of 6/19/2009 have been retrieved

[Back to Specifying Orders](#)

Order Status

First Name	Last Name	Email	Order Number	Status	Acct	Dept	Status Date
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
TINA	SANCHEZ		1279-0	Submitted	SANCHEZ		6/19/2009 2:16 PM

Order Details

Line SKU	Description	UM	Qty	Price	Item Status	Submit Status
100	Trail Mix, Yogurt Drops/Sunflower Kernels/Almonds, 16/BX	BX	1	\$15.50	Successfully Processed	
105	Wheat Thins® Crackers, 1.75 Ounce, 18 Per Box	BX	1	\$17.95	Successfully Processed	
110	SNACK,PRETZLE,SNCKATTCK	BX	1	\$18.50	Successfully Processed	

Promotions/Coupons

Coupon Code	Description
PROMO800	PROMO 800 TEST DESCRIPTION

Order Log

Date	Action	Reason
6/19/2009 2:16 PM	Submitted	
6/19/2009 2:16 PM	Submitted	
6/19/2009 2:16 PM	Shopping Cart	