WALLMOB
by
extendaretail

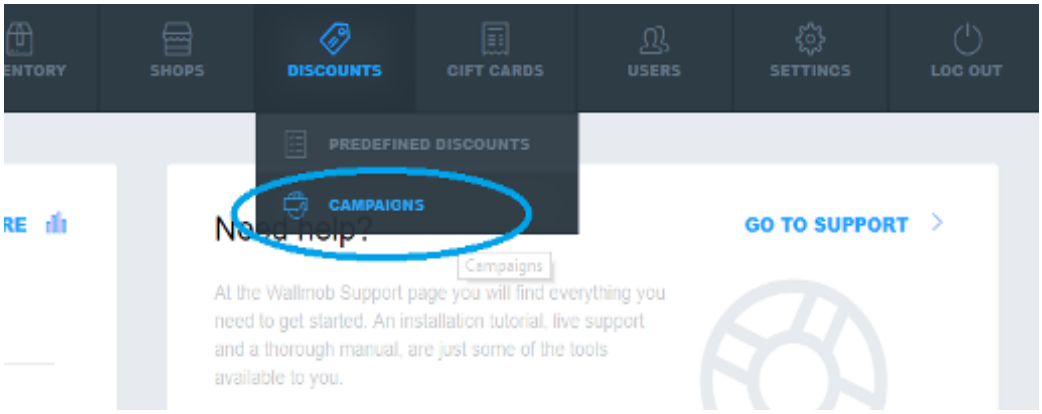
Campaigns tutorial

What are 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 voucher applied to.

Where to find the Campaigns?

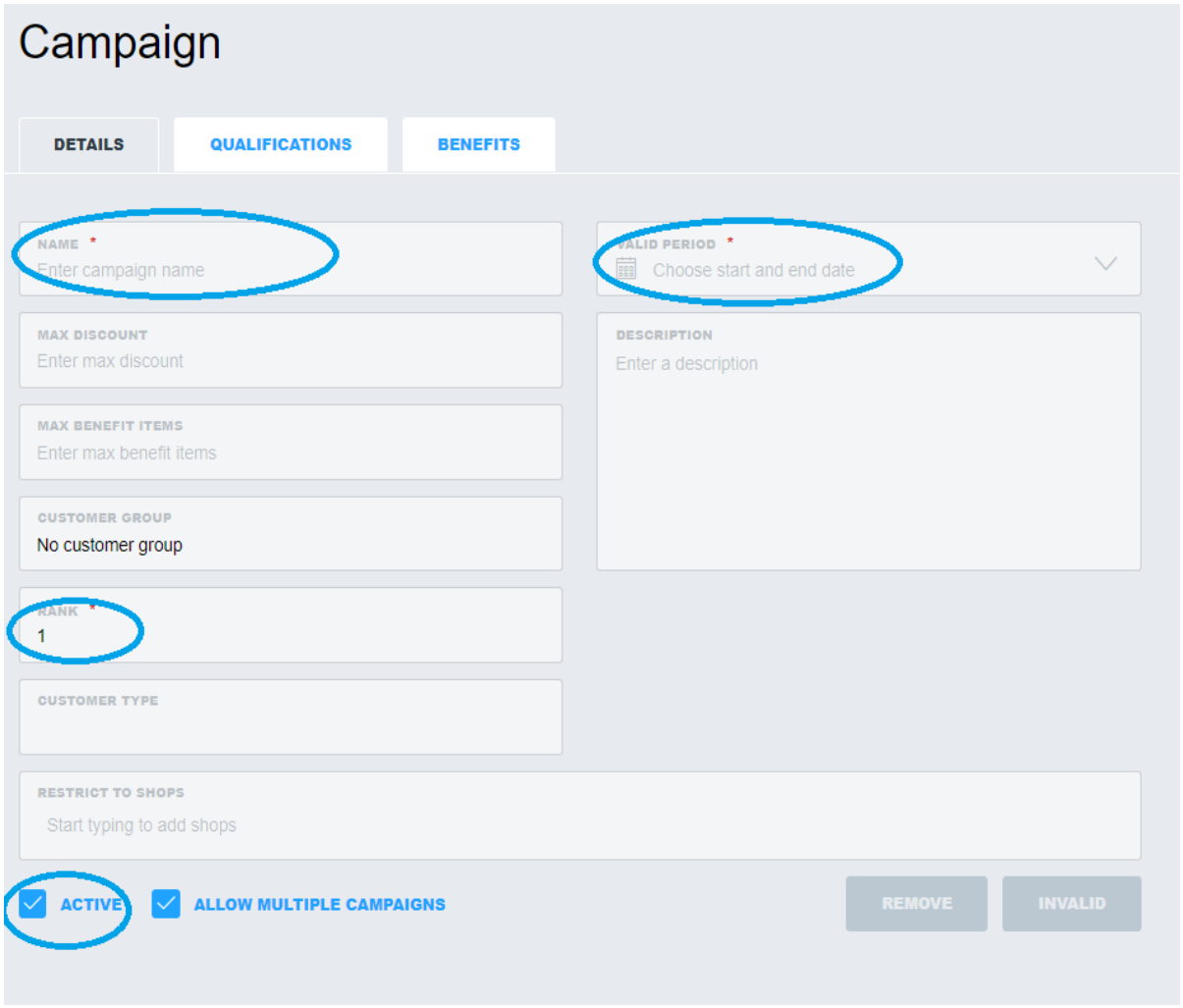
You can find Campaigns in your Backoffice menu under Discounts



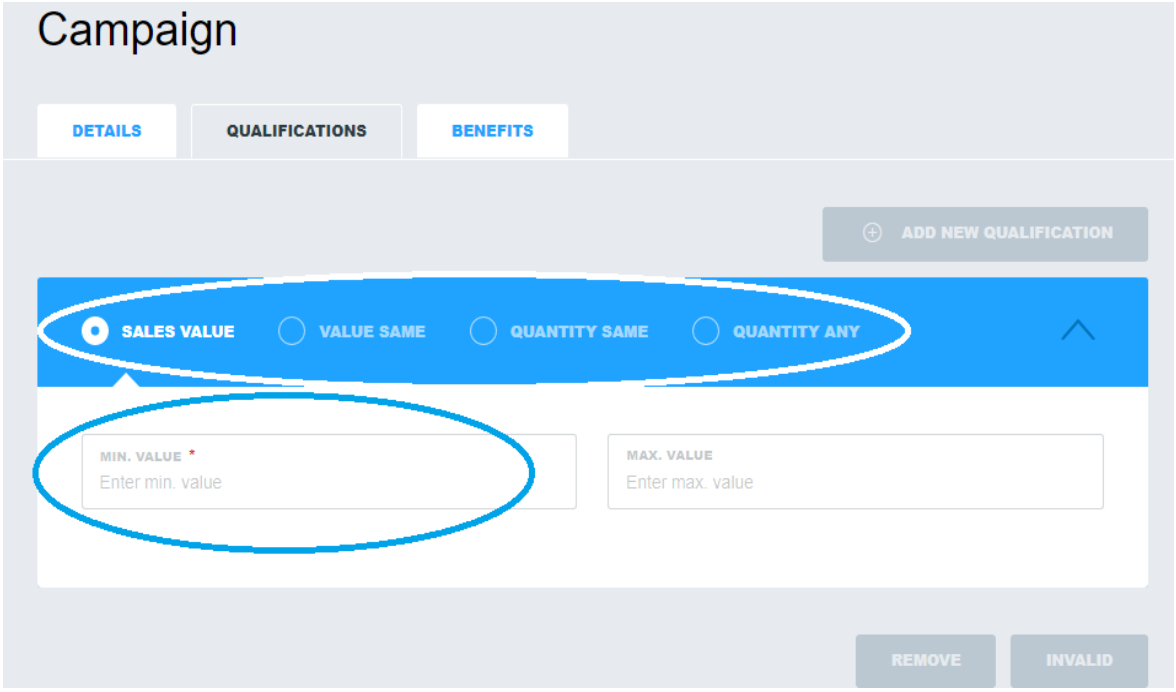
WALLMOB
by
extendaretail

What are the minimal requirements to create a campaign?

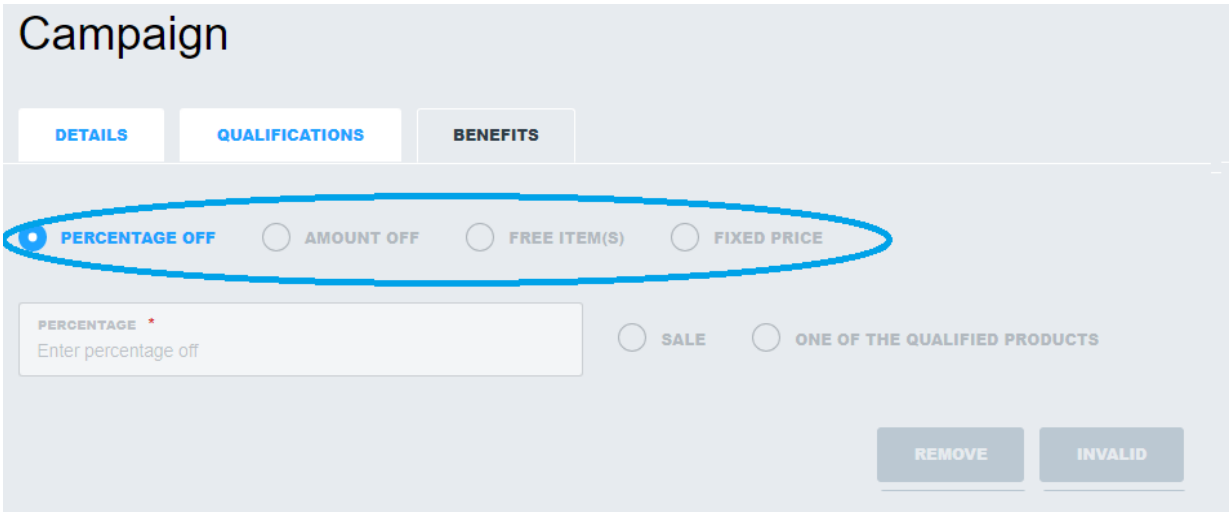
To create a campaign, you need to fill out the following fields. In **Details tab** you have to name your campaign, for example, "*Buy 2, get 1 for free*". Also you need to choose a *period* for which this campaign will be valid, A *rank* (which is set 1 by default) is used to decide the priority of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



In Qualifications tab you need to choose qualification type (qualification types will be discussed below OR which will be discussed below) and fill in the fields accordingly. Qualifications are set of criteria that determines campaign be applied.



In Benefits tab you are asked to choose a benefit that will be applied to the products in the bill after qualification's criteria is met.

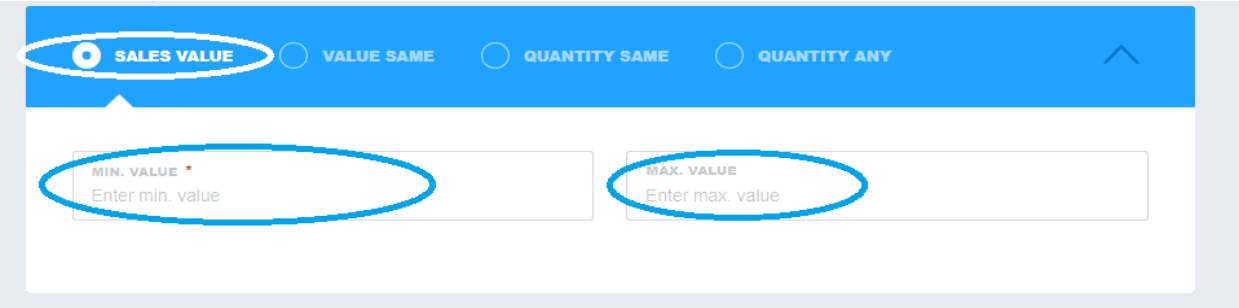


WALLMOB
by
extendaretail

What qualification types are and what are they used for?

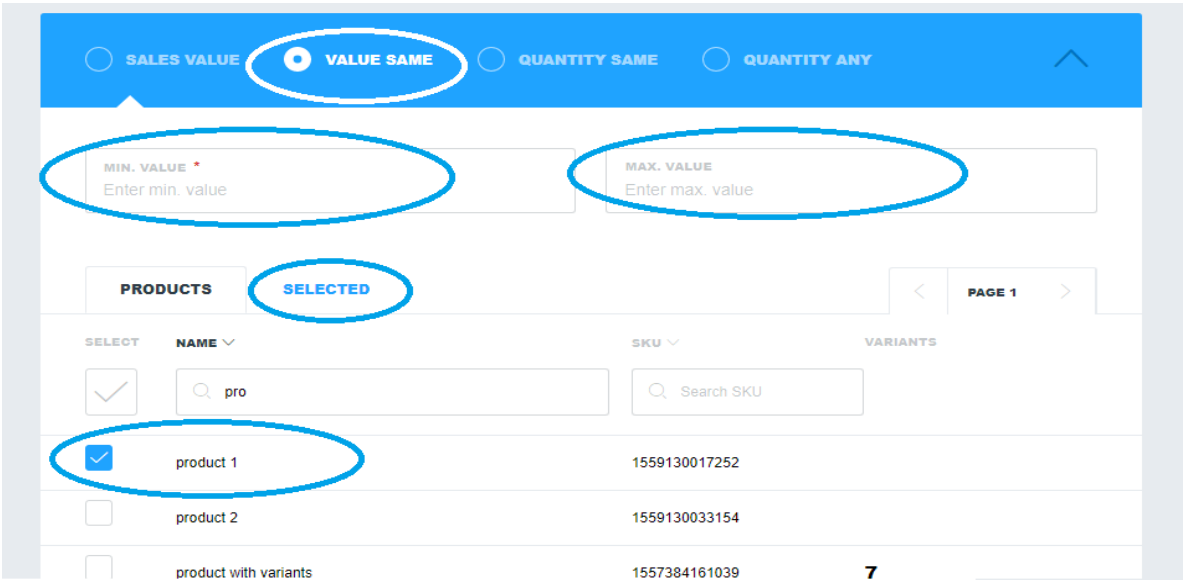
Sales value – this qualification type should be used to have campaign applied if the total of the bill is at least *min.value* you have entered. For example, campaign applies if customer purchases goods for at least 100 euros. You can define *max. value* – if it's exceeded then campaign is no longer applied.

For example, to have campaign applied for all purchases that have total worth at least 50 euros, min.value should be set as 50 and max.value should be left empty.



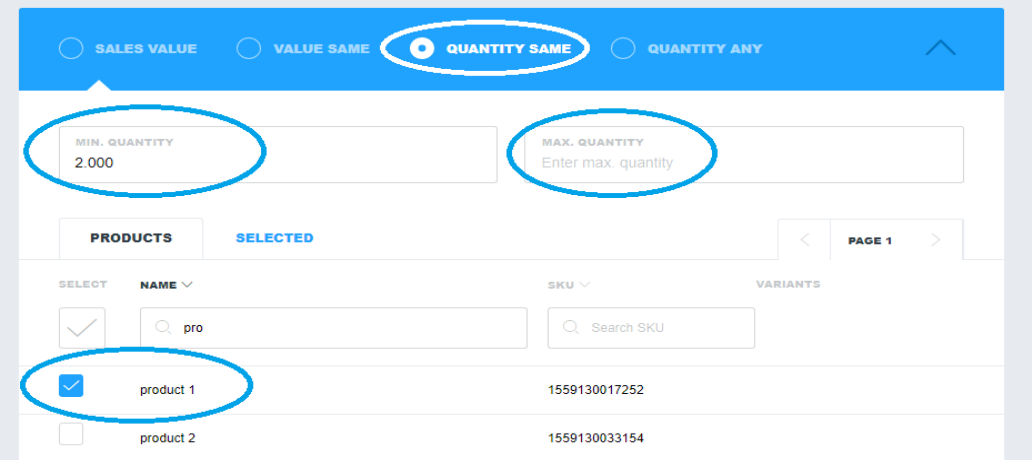
Value Same – this qualification type should be used to have campaign applied only when the purchase of *a specific item* is at least min.value you have entered. *Min. value* must be defined; however, specific items have to be selected in order to have campaign applied.

For example, to have campaign triggered, customer would need to purchase „Product 1" for at least 100 euros. Eligible items can be checked in „Products" tab and selected items from the product's list can be checked in „Selected" tab. Min.Value should be set 100 and max.value should be left empty. *Max. value* can be defined as well – if it's exceeded then campaign is no longer applied.



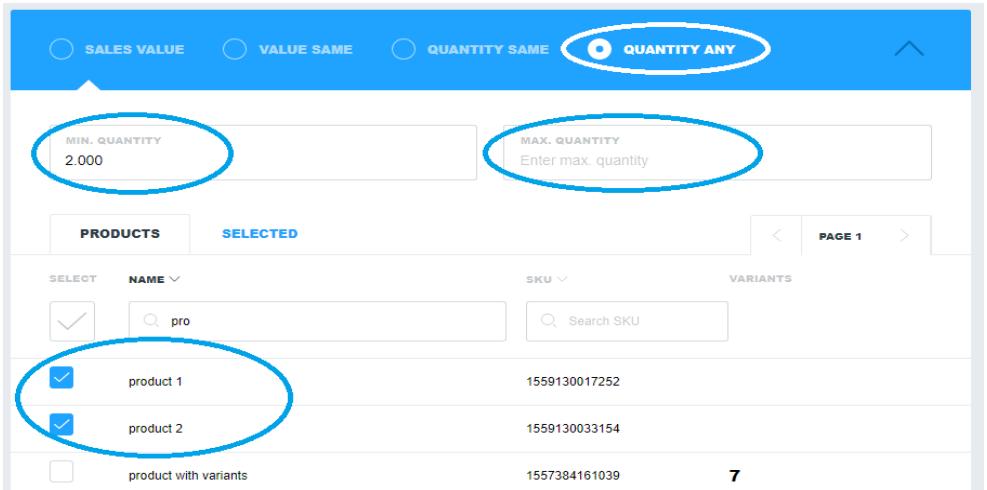
Quantity Same – this qualification type should be used to have campaign applied when a purchase contains a certain *quantity* of the *same eligible product*. *Eligible products* must be specified by checking the checkbox near product. *Min.quantity* must be specified in order to have campaign triggered. *Max.quantity* is not required, but if specified, campaign would no longer be applied after *max.quantity* is exceeded.

For example, to have campaign applied, if at least 2 products "product 1" are added to the bill, in *min. quantity* field, number 2 should be entered and "product 1" should be selected from the list.



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 campaign triggered. *Max.quantity* is not required, but if specified, campaign would no longer be applied after *max.quantity* is exceeded.

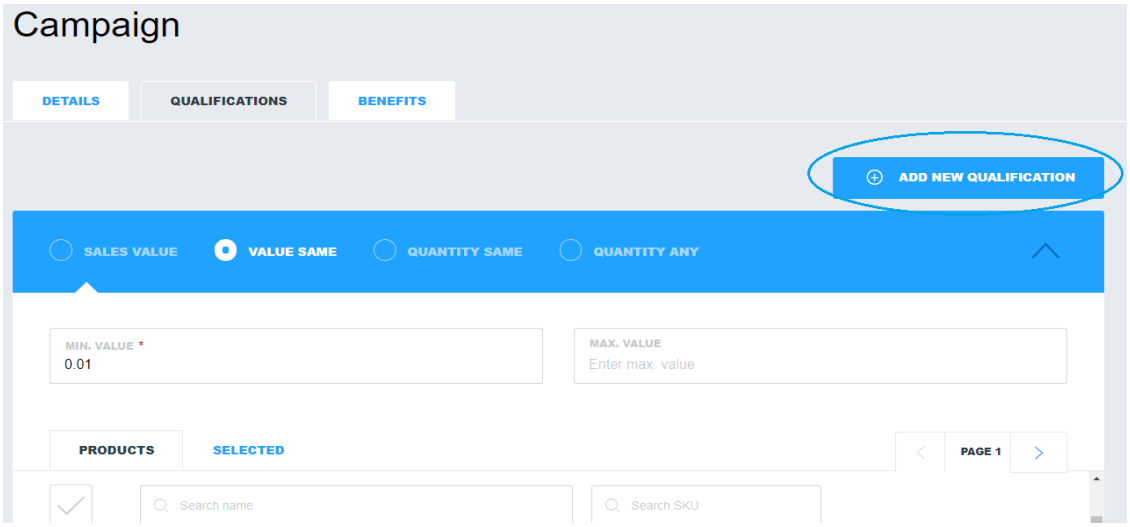
For example, to have campaign applied, customer needs to buy at least 2 of each from the following products: „product 1" or „product 2", or two of the same selected products. In *min. quantity* field, number 2 should be entered and products "product 1" and „product 2" should be selected from the list.



WALLMOB
by
extendaretail

What are qualification's sets used for?

For more advanced campaigns, you can add a *few* qualifications. For example, to have campaign applied only when a customer buys bananas worth of 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 "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.



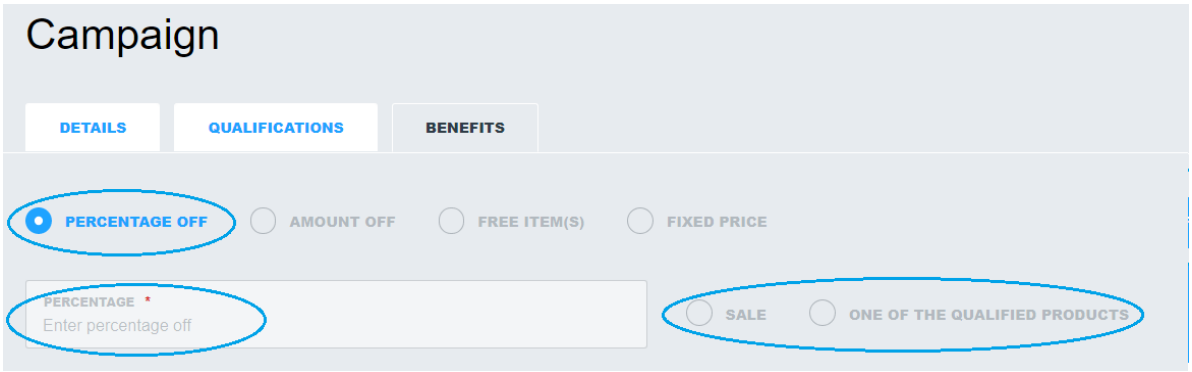
WALLMOB
by
extendaretail

What are the benefit types are 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. However, there is an option to choose whether percentage discount will be applied to the whole bill or just to one of the qualified products (available only for *quantity same qualification*) or qualified products (available only for *quantity any qualification*).

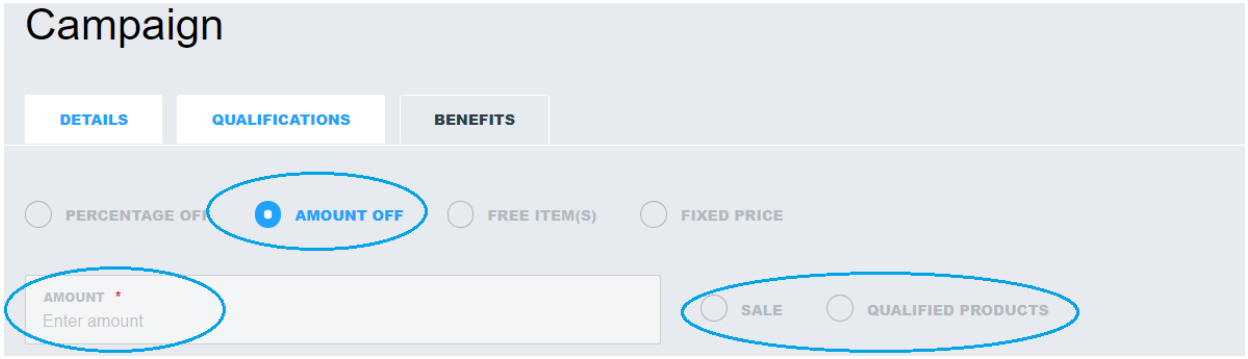
One of the qualified products benefit type applies campaign discount to only one of the qualified items selected in the Qualifications tab. For example, Quantity same qualification is set for the campaign with the *min. quantity* of 2.00 and banana selected as eligible product. Benefit is set as 10% off one of the qualified items. The price of one banana is 5.00 euros. When two bananas are bought, promotion is triggered, meaning one of the bananas would get 10% off (0.50 euros off), and total of the bill would be 9.50 euros. If four bananas are bought, then two of the bananas would get the discount (1.00 euro off) and total of the bill would be 19.00 euros and etc.

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 of 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 discount applied for more eligible products, user would have to add 3 extra eligible products (total quantity would be 6 and each product would get the discount).



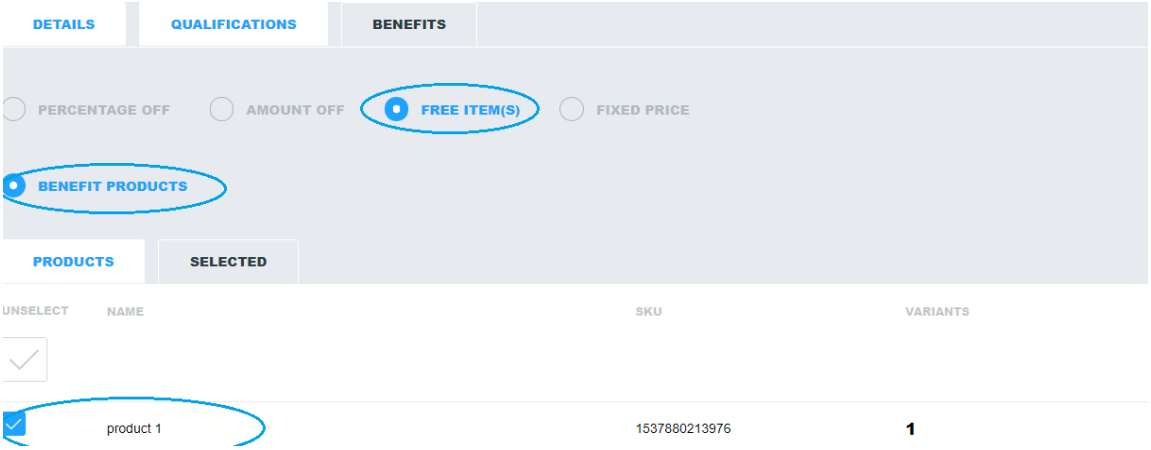
Amount off - this benefit type gives a certain *amount off* discount. The amount must be defined and can range between 0.01 and 100,000.00. Also you can choose if this amount discount is given to the whole bill or *qualified products* (available for *value same*, *quantity same* and *quantity any qualification*).

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 of 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).

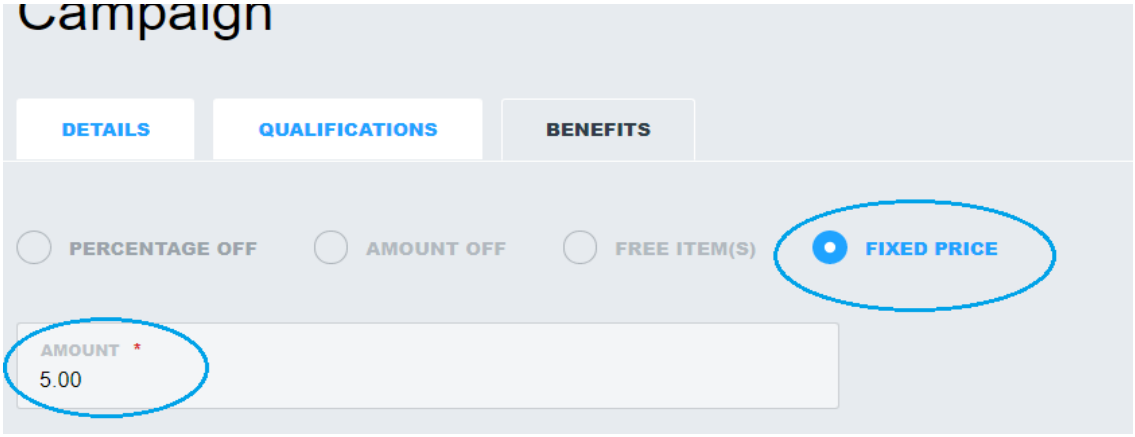


Free item(s) – this benefit type gives the customer a free item (benefit product) when this campaign is triggered. Often used in campaigns like "Buy 2, get 1 for free". The benefit products that should be free must be specified in Benefits tab. For *quantity same* and *quantity any* qualifications, free product is given to every *n* item (*n – min.quantity* set).

For example, in Qualifications tab, qualification is set as *quantity same* with *min. value* 2,00 and banana is set as qualified item. Pineapple is set as Free item in Benefits tab. Customer would have to buy at least 2 bananas to have campaign triggered, which would make 1 pineapple free. To have 2 pineapples for free, customer 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 *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 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 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 campaign 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.

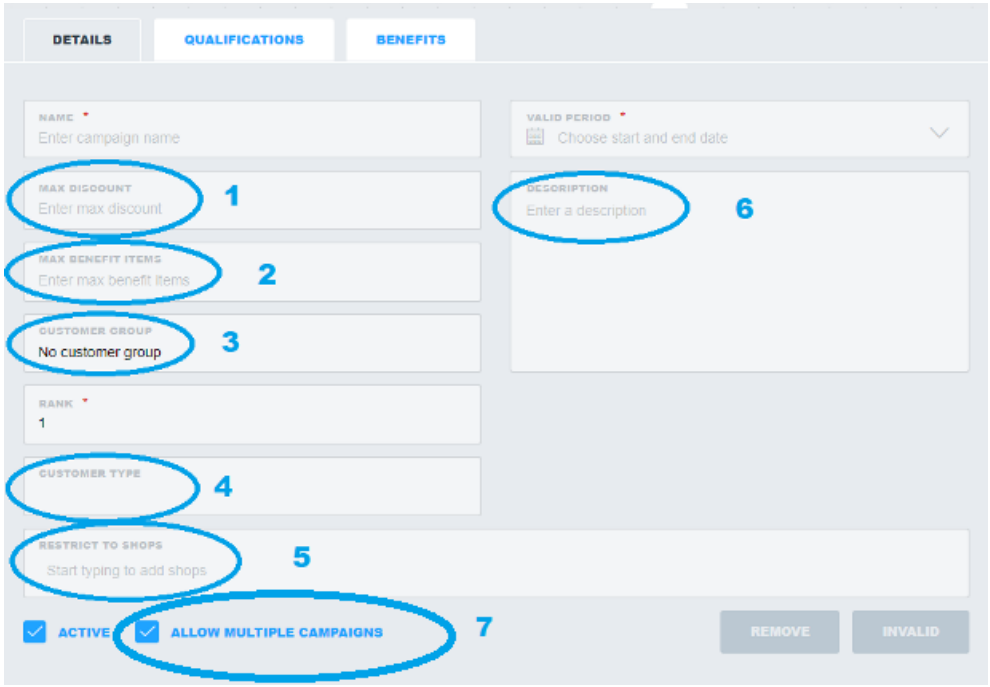
3 – customer group can be selected for the campaign. In this case campaign will only be applied if customer, that is added to the bill, belongs to the customer group selected for the campaign.

4 – you can also select customer type for the campaign. Campaign will then only be applied when customer of the selected type will be added to the bill.

5 – campaign can be restricted to certain shops. This feature is handy if you'd like to have campaign active in one shop only.

6 – You can add a description of the campaign for your convenience.

7 – If checked, all qualifying items and benefiting items can be used as eligible items in other campaigns as well.



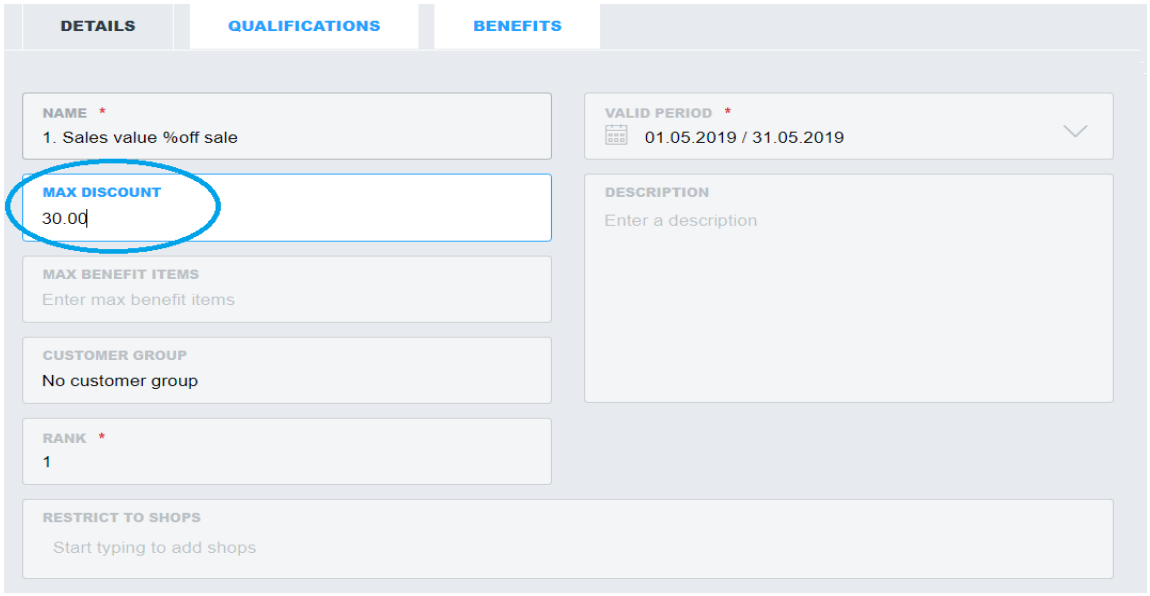
WALLMOB
by
extendaretail

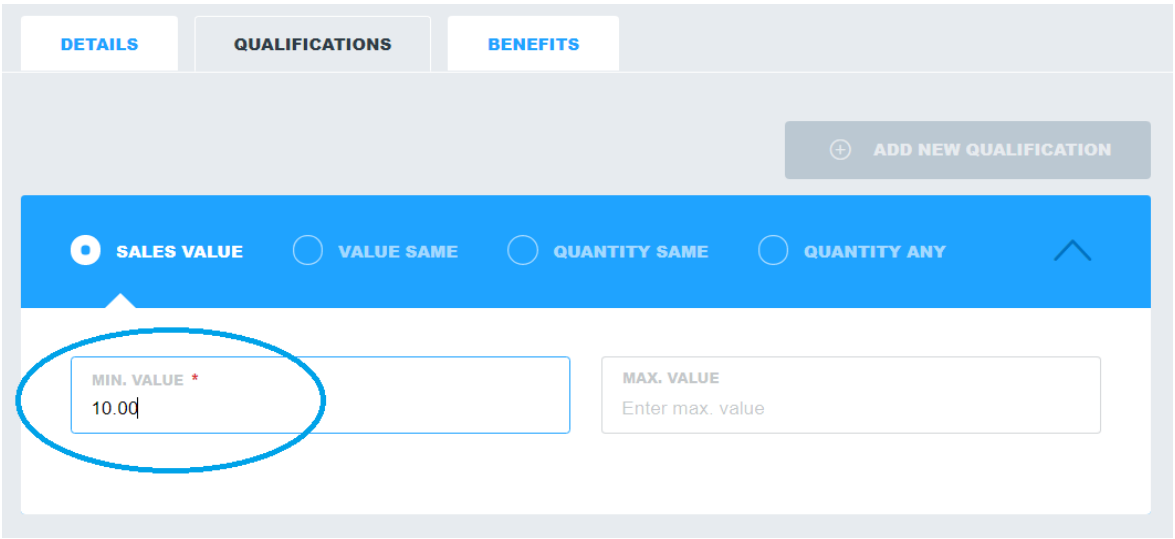
Examples of most common campaigns

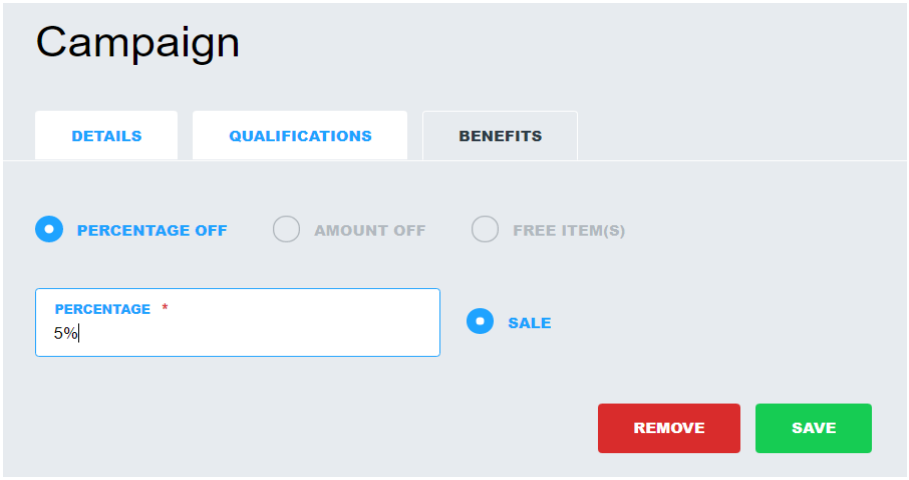
e.g. 1

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

Customer has 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 *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.



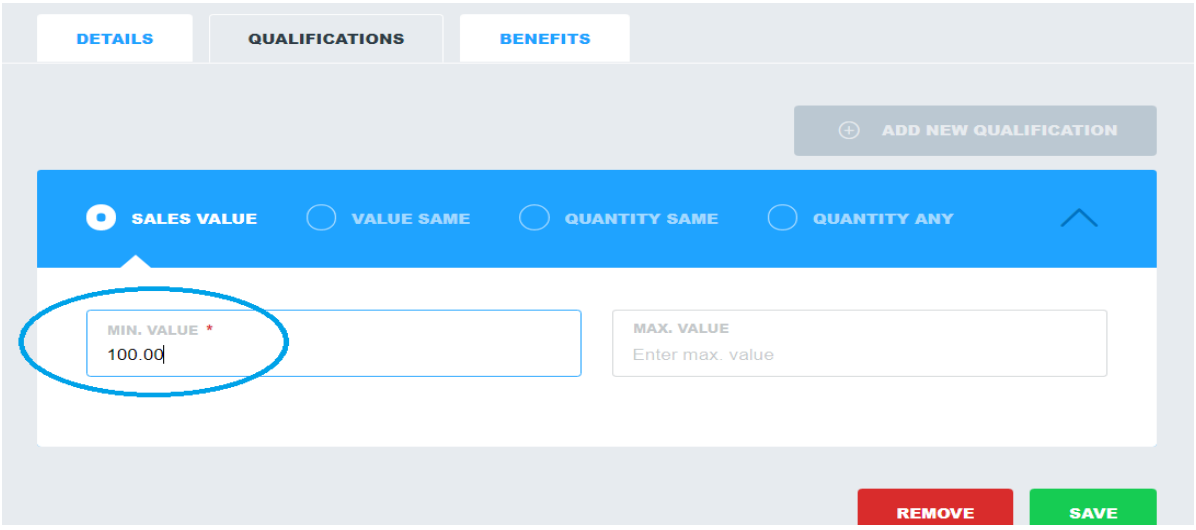


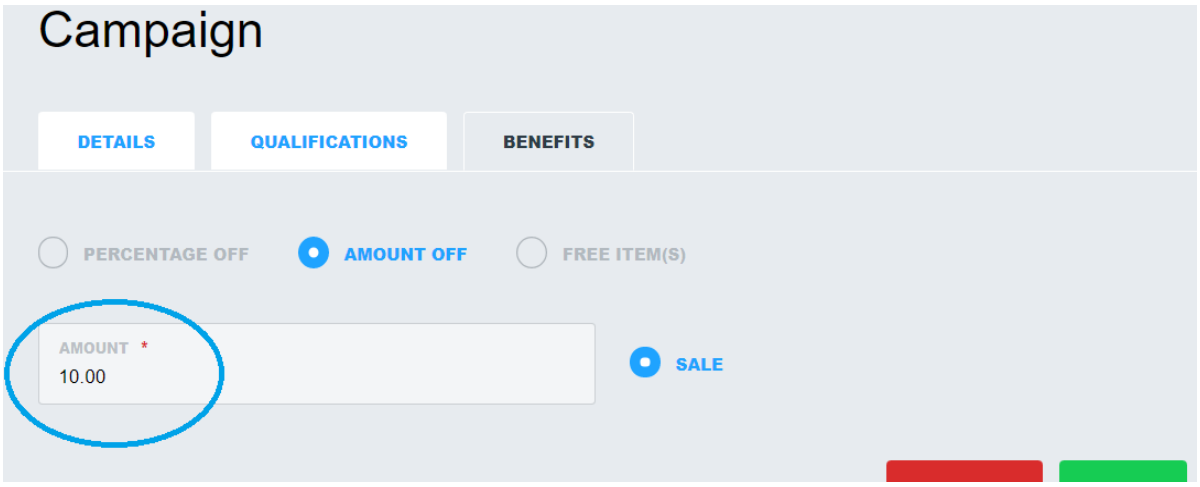


e.g. 2

Qualification – *sales value.* ***Benefit*** – *amount off sale.*

Customer has to buy goods worth at least 100,00 euros, to get 10,00 euros off the whole bill. We need to choose "Sales value" in *Qualifications Tab* and enter 100,00 in *min.value* field. In *Benefits Tab* we need to choose "Amount Off", enter 10,00 in the *amount* field and select "sale". Now every time a customer buys goods worth of 100,00 euros and more, he gets 10 euros off the sale. Please see the images below.

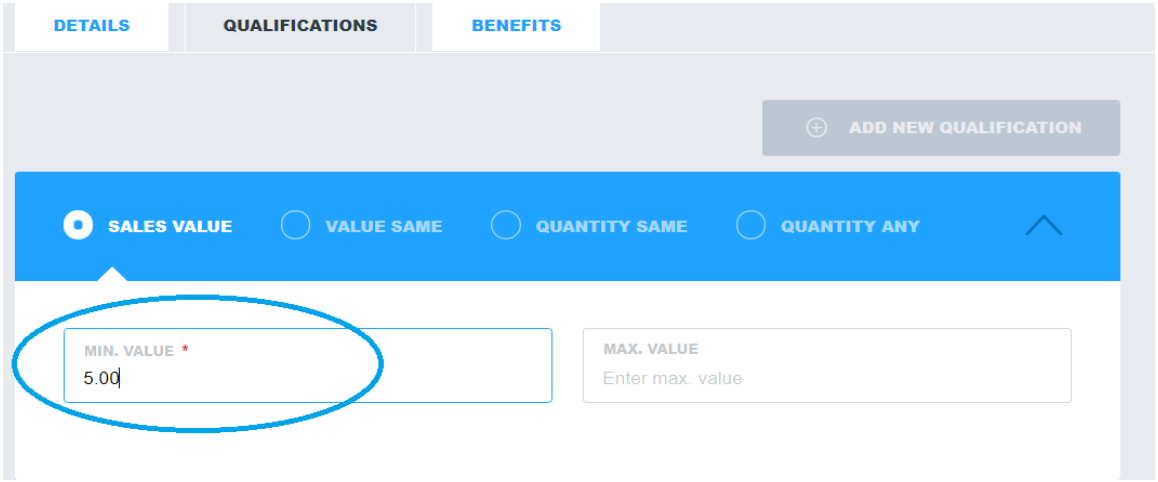


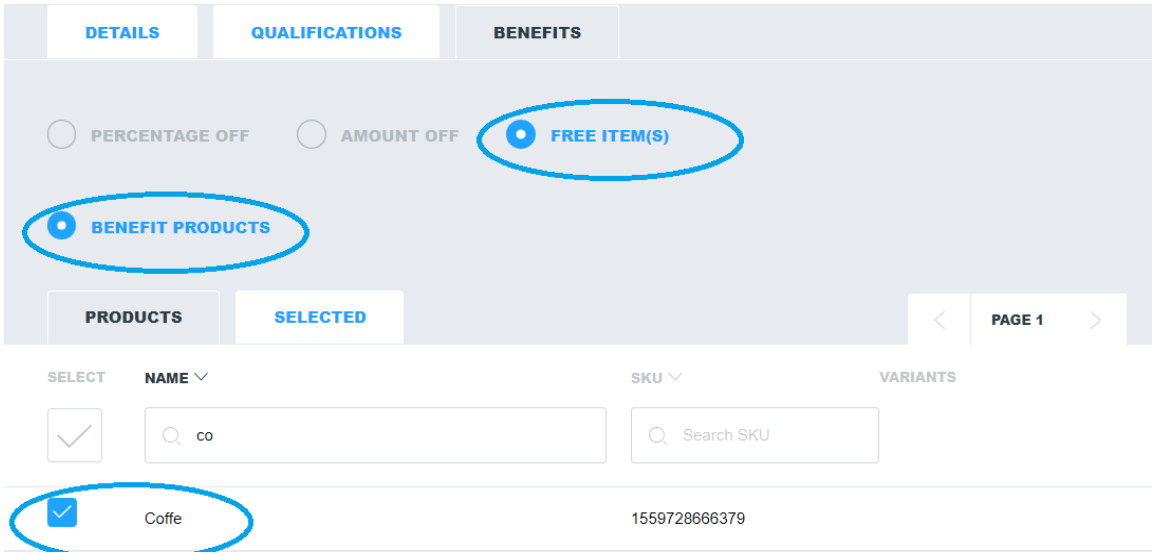


e.g. 3

Qualification – *sales value.* ***Benefit*** *- free item.*

Customer has to buy goods worth at least 5.00 euros, to get "*Coffe" 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 "*Benefit products*" select "*Coffe*" product. As a result, every time a customer buys for goods worth 5,00 euros and more, he gets free "*Coffe".* Please see the images below.

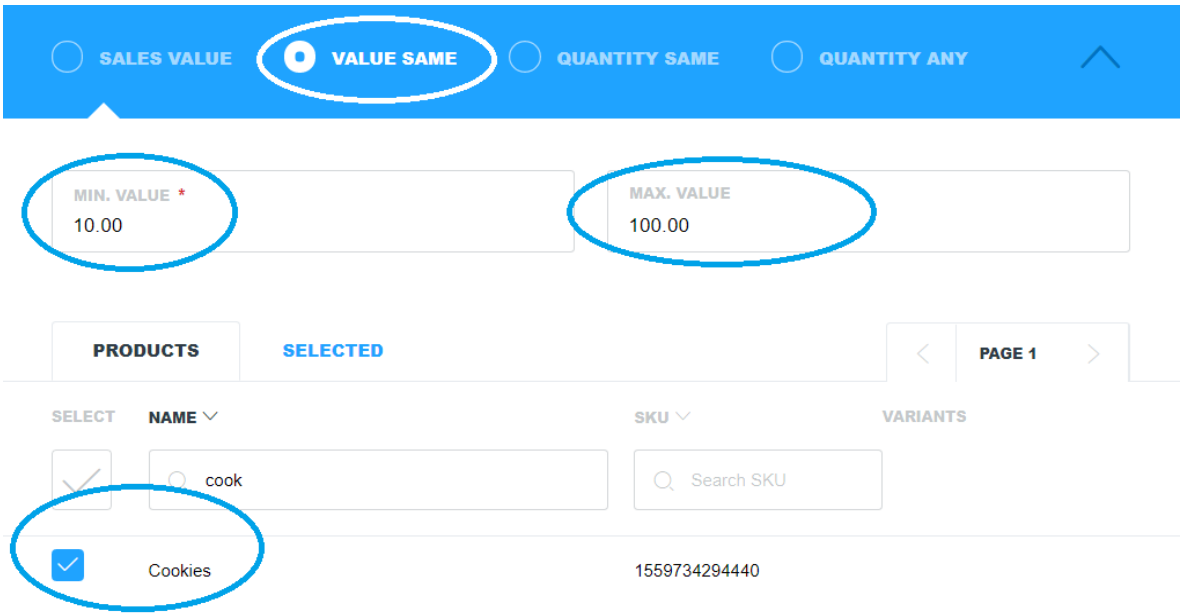


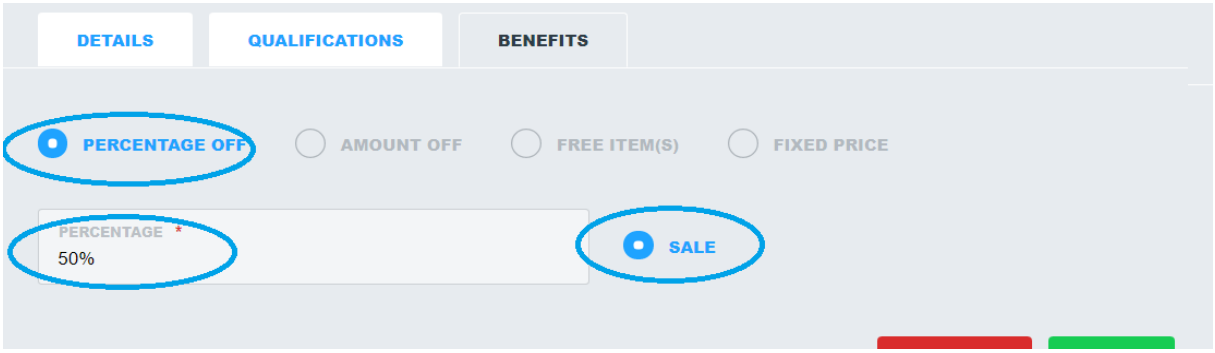


e.g. 4

Qualification – *value same.* ***Benefit*** *- precentage off sale.* ***Extra*** – *max.value.*

Customer has to buy "*Cookies*" for at least for 10 euros, to get *50% off sale*. But if he buys for more than 100 euros, 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 *Benefits Tab* we need to choose "*Percentage off*", enter 50 in "*Percentage*" field and select "*Sale*". So now everytime customer buys "*Cookies*" for 10 to 100 euros, he gets 50% off the whole bill. Please see images below.

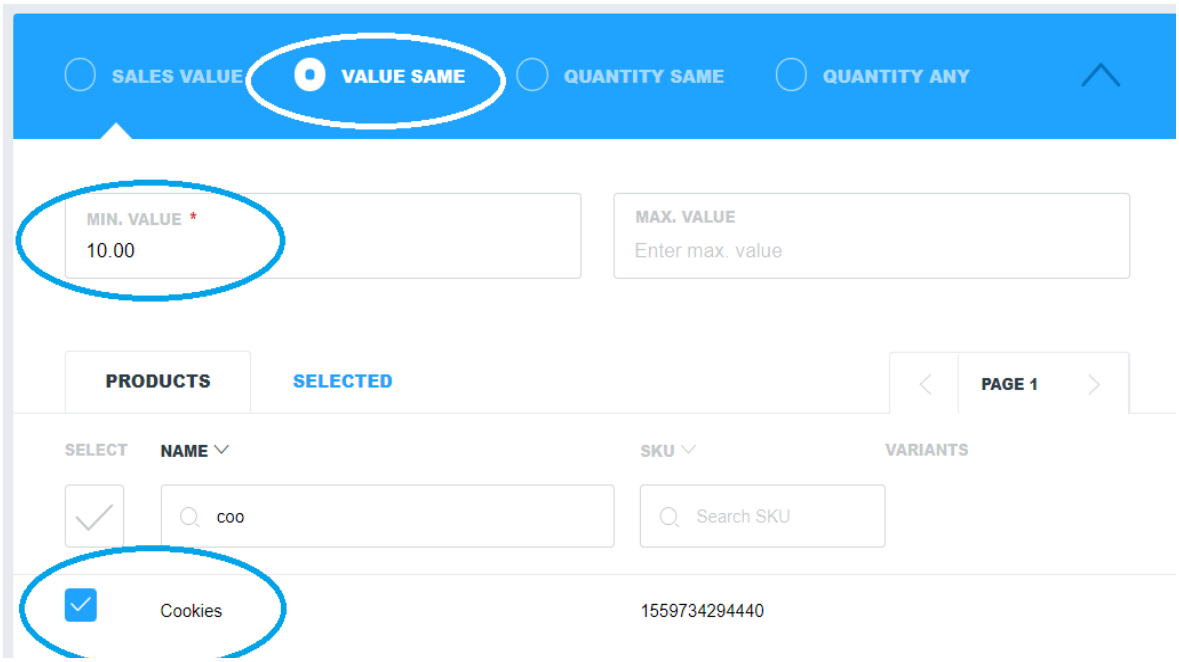


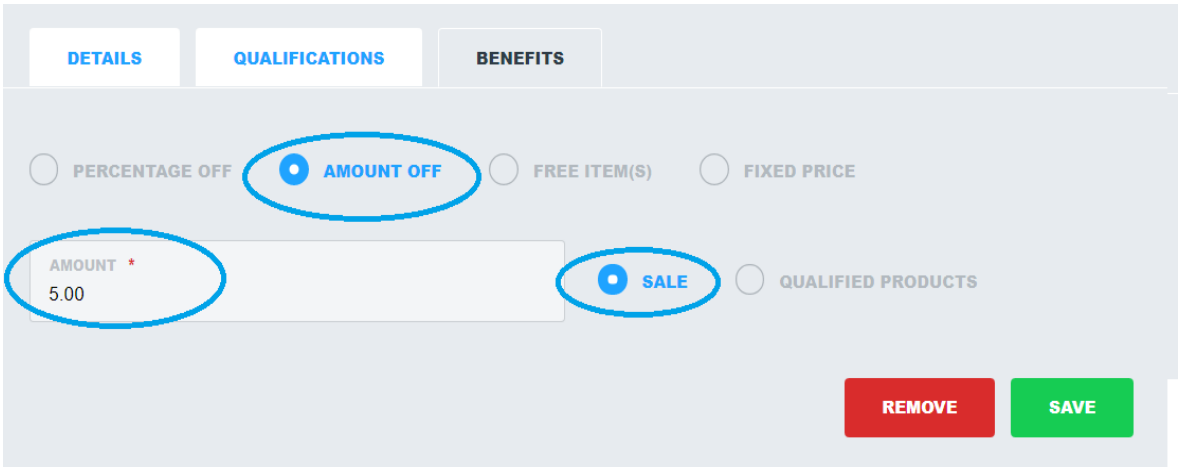


e.g. 5

Qualification – *value same.* ***Benefit*** *- amount off sale.*

Customer has to spend at least 10.00 euros on "*Cookies*", to get 5.00 euros *off sale*. We need to choose "*Value same" in Qualifications Tab* and enter 10.00 in *min.value* field. In *Benefits Tab* we need to choose "*Amount off*", enter 5.00 in "*Amount*" field and select "*Sale*". As a result, every time a customer spends at least 10.00 euros on "*Cookies*", he gets 5.00 euros off the whole bill. Please see the images below.

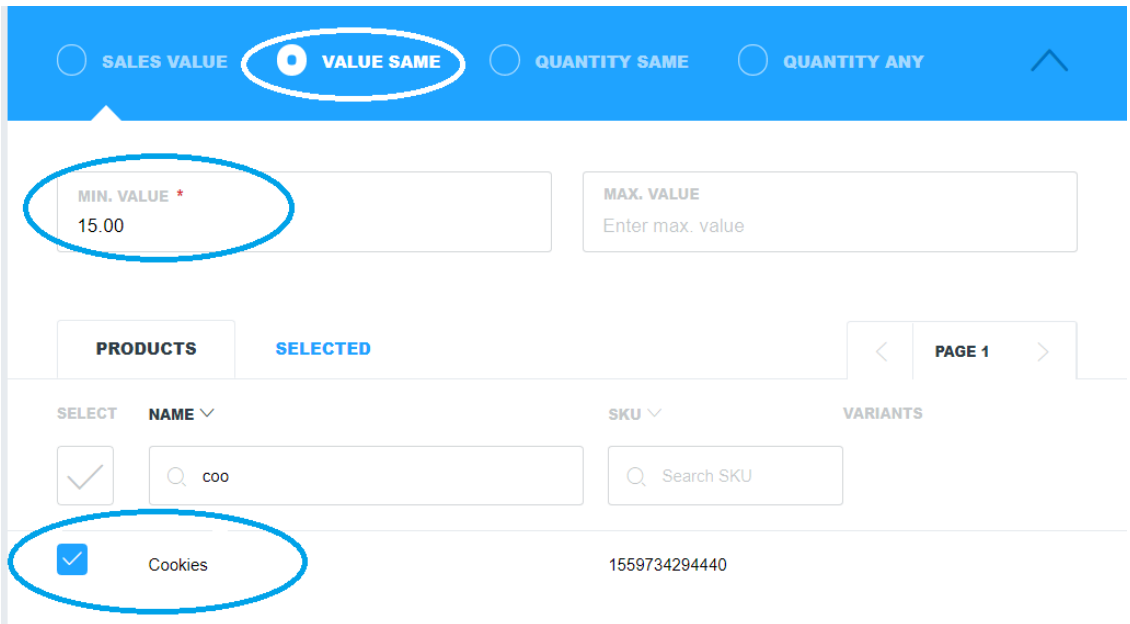


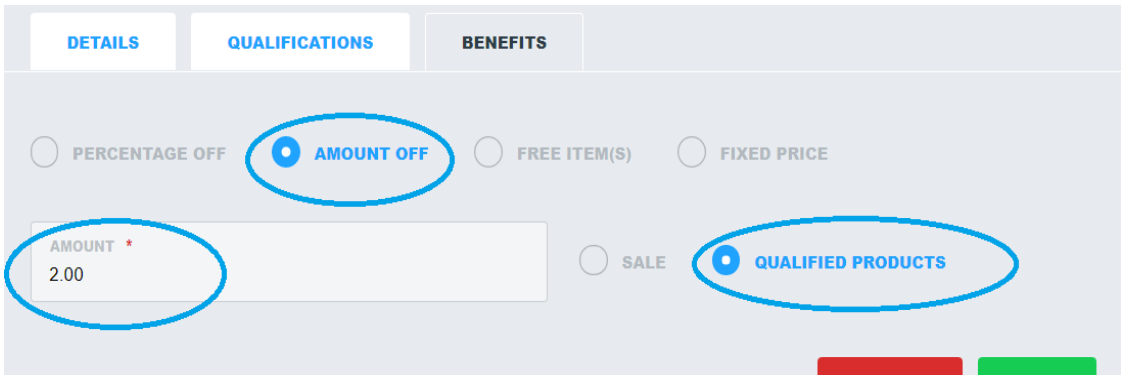


e.g. 6

Qualification *– value same.* ***Benefit*** *- amount off qualified items.*

Customer has to spend at least 15.00 euros on "*Cookies*", to get 2.00 euros *each qualified products*. We need to choose "*Value same" in Qualifications Tab* and enter 15.00 in *min.value* field. In *Benefits Tab* we need to choose "*Amount off*", enter 2.00 in "*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.

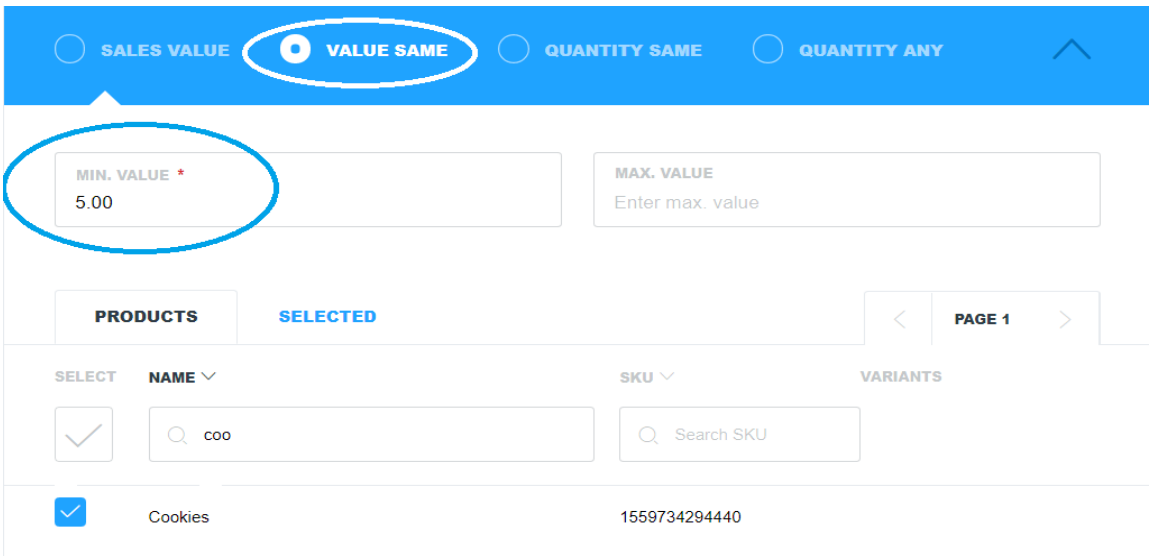


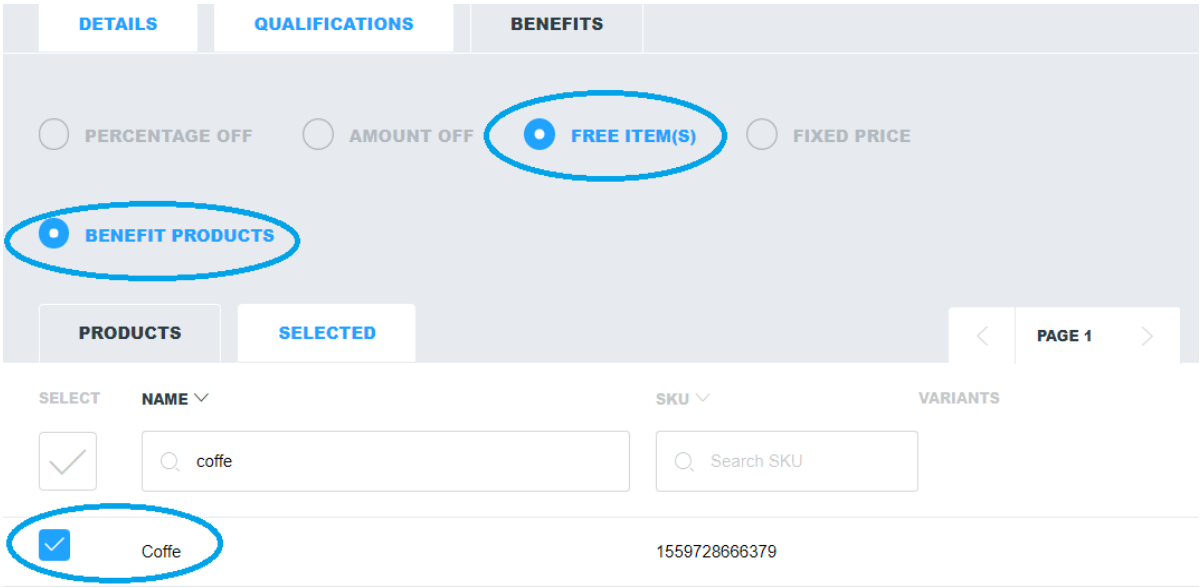


e.g. 7

Qualification – *value same.* ***Benefit*** *- free item.*

Customer has to spend at least 15.00 euros on "*Cookies*", to get free "*Coffe*". We need to choose "*Value same*" in *Qualifications Tab* and enter 5.00 in *min.value* field. In *Benefits Tab* we need to choose "*Free item*", select "*Benefit products*" and select "*Coffe*" as a benefit product. As a result, every time a customer spends at least 5.00 euros on "*Cookies*", he gets free "*Coffe*". Please see the images below.

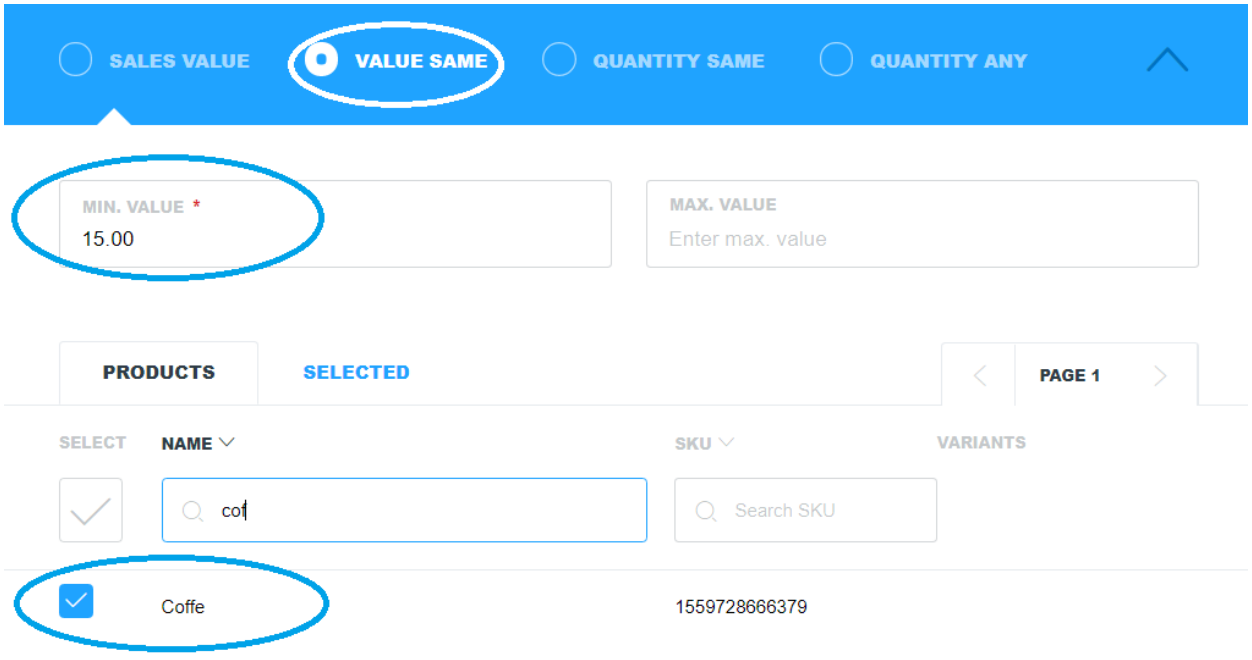


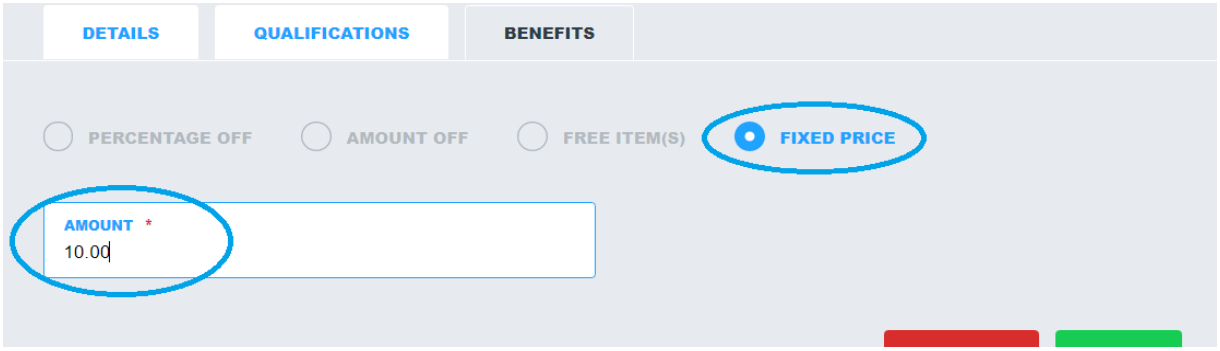


e.g. 8

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

Customer has to spend 15.00 euros on "*Coffe*" (not more or less) and then "*Coffe*" will cost 10,00 euros after 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 *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 "*Coffe*", it will cost him 10.00 euros instead. Please see the images below.

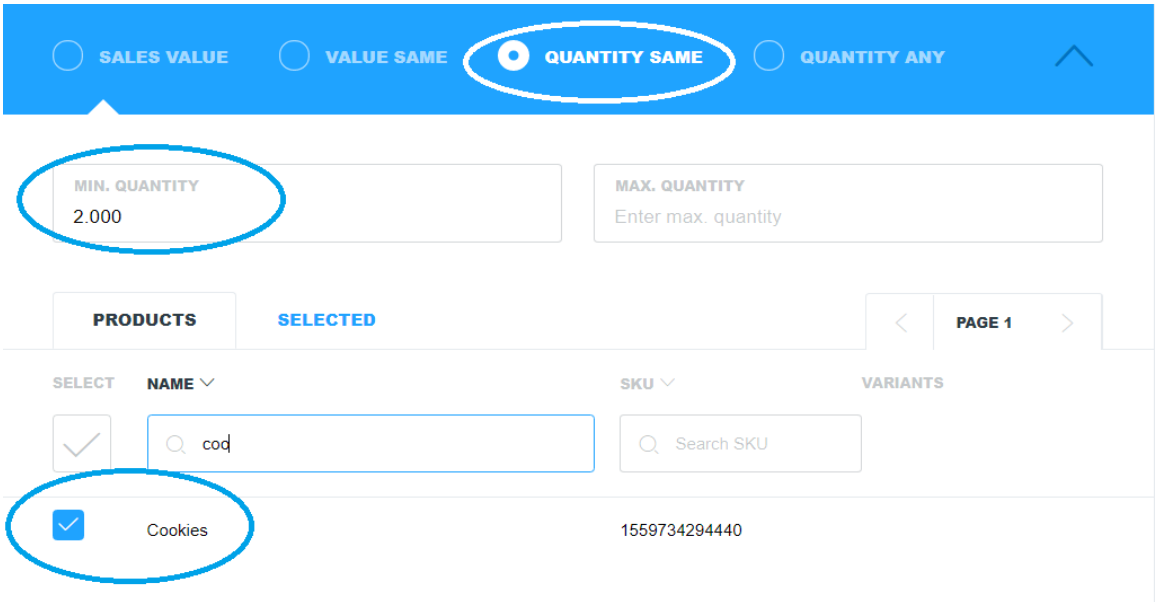


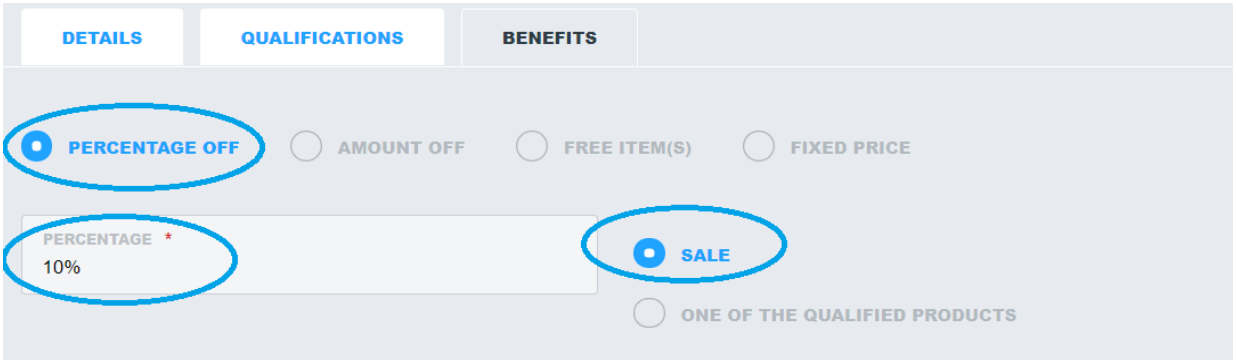


e.g. 9

Qualification *– quantity same.* ***Benefit*** *- precentage off sale.*

Customer has 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 *min.quantity* field and select "*Cookies*" as eligible product. In *Benefits Tab* we need to choose "*Percentage off*", enter 10.00 in "*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.

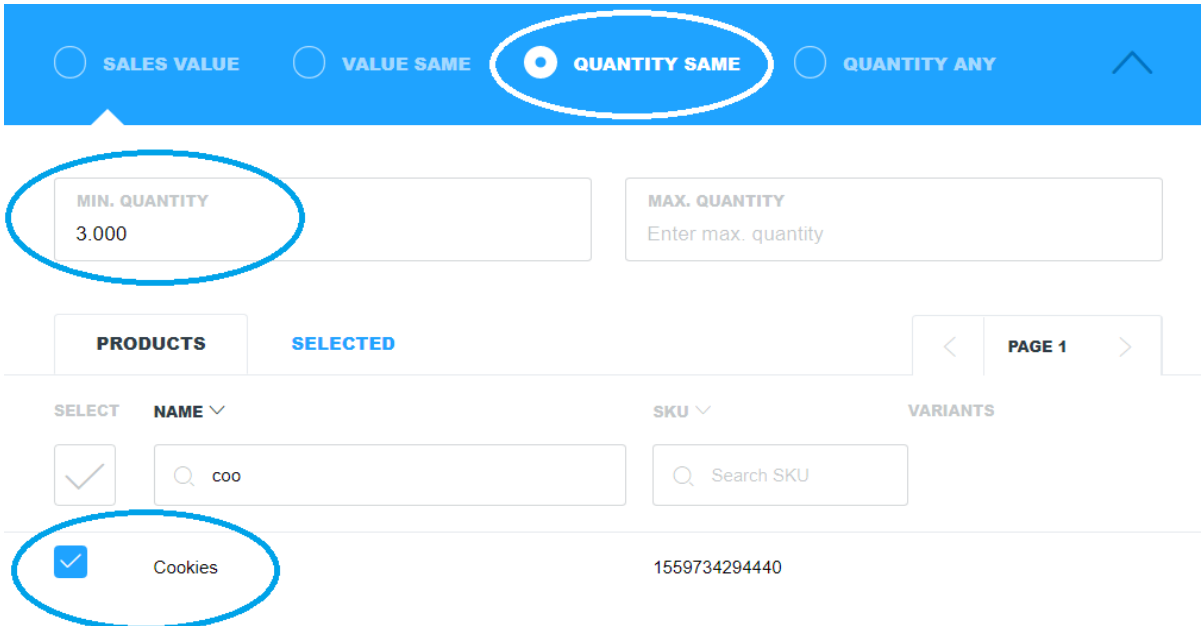


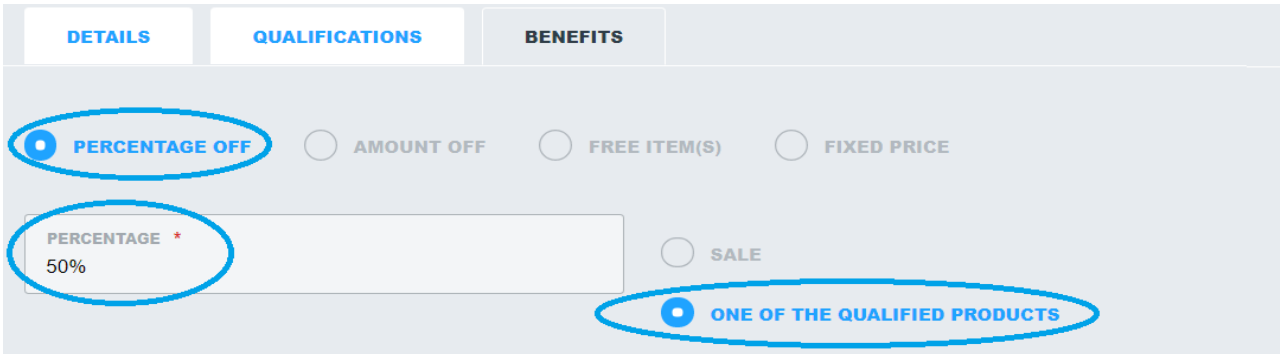


e.g. 10

Qualification *– quantity same.* ***Benefit*** *- precentage off one of the qualified products.*

Customer has 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 *min.quantity* field and select "*Cookies*" as eligible product. In *Benefits Tab* we need to choose "*Percentage off*", enter 50.00 in "*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 50% off discount. Please see the images below.

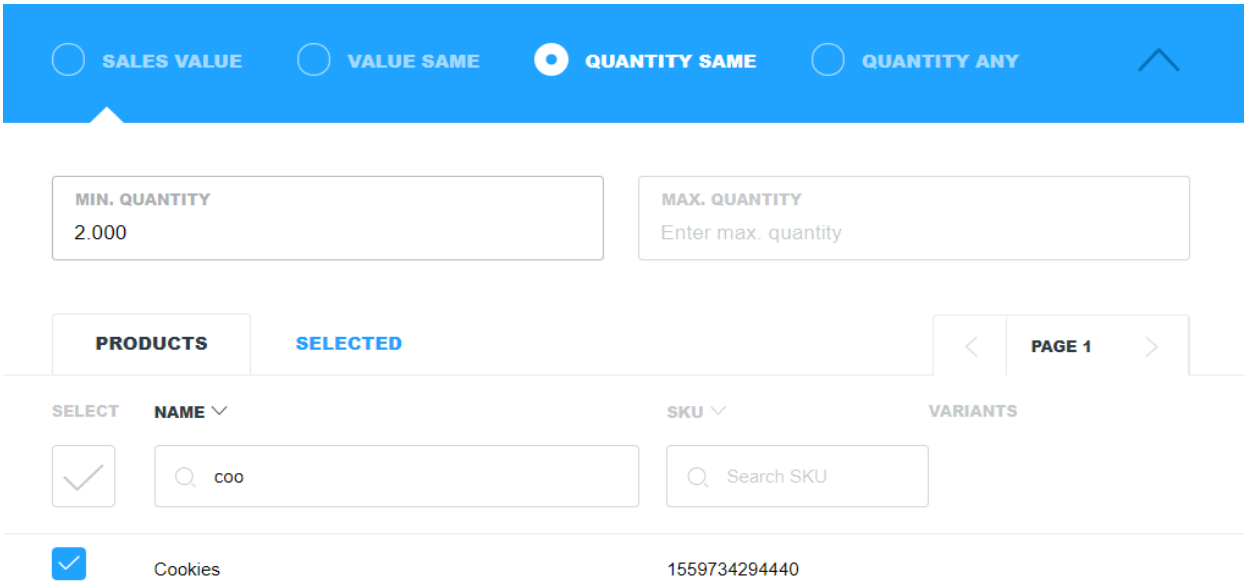


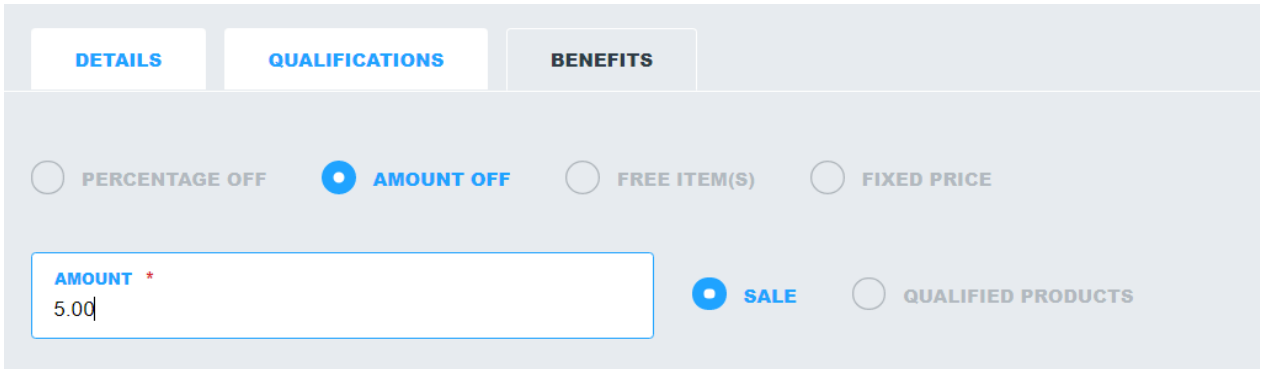


e.g. 11

Qualification – *quantity same.* ***Benefit*** *- amount off sale.*

Customer has 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 *min.quantity* field and select "*Cookies*" as en eligible product. In *Benefits Tab* we need to choose "*Amount off*", enter 5.00 in "*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.

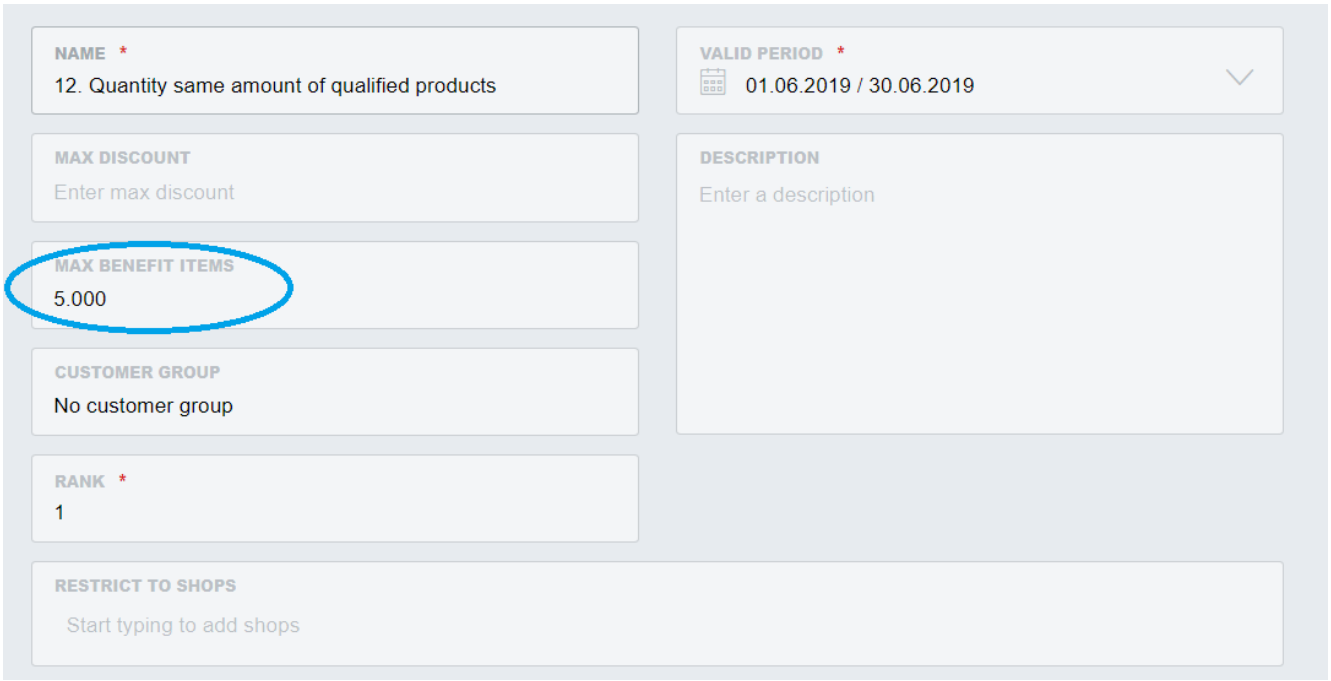


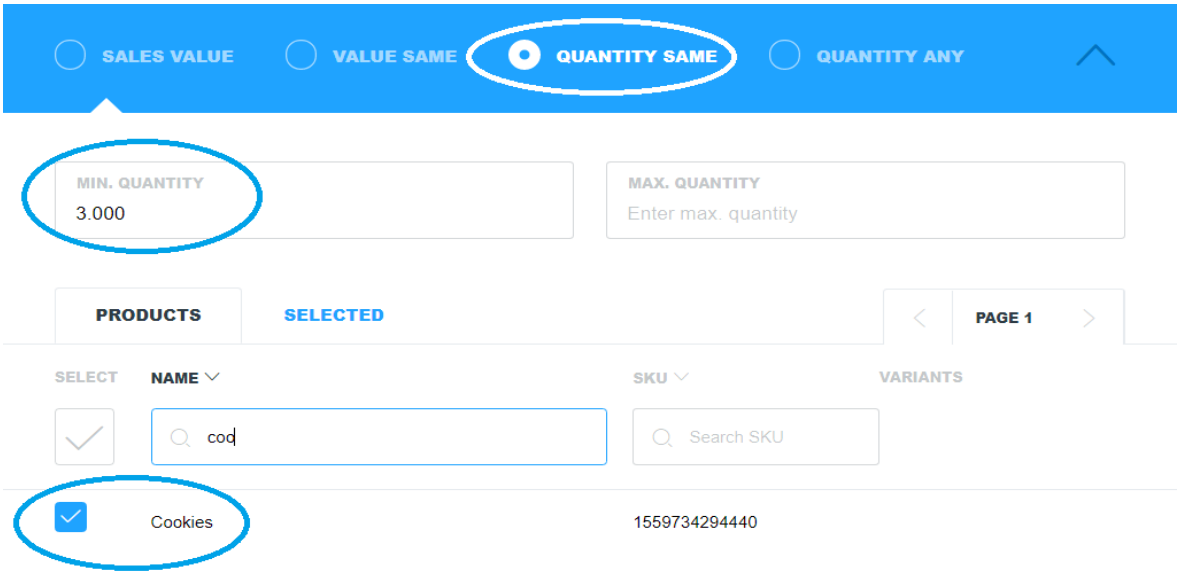


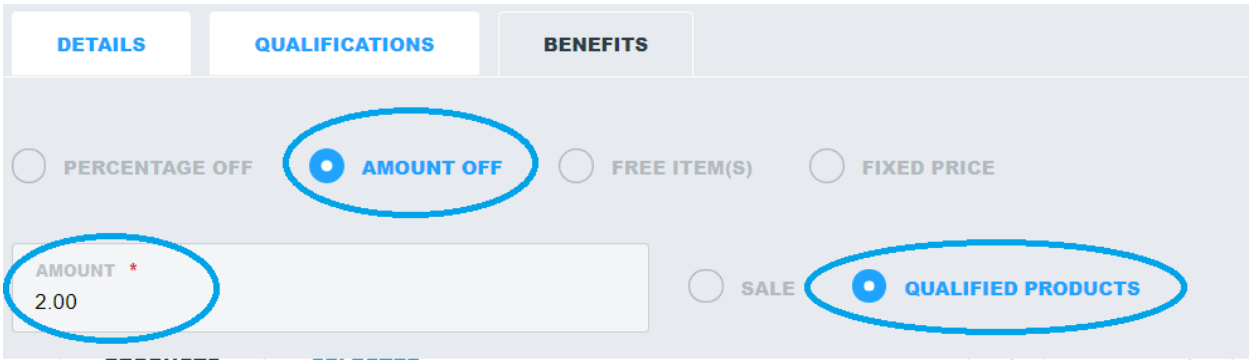
e.g. 12

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

Customer has 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 *min.quantity* field and select "*Cookies*" as en eligible product. In *Benefits Tab* we need to choose "*Amount off*", enter 2.00 in "*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.





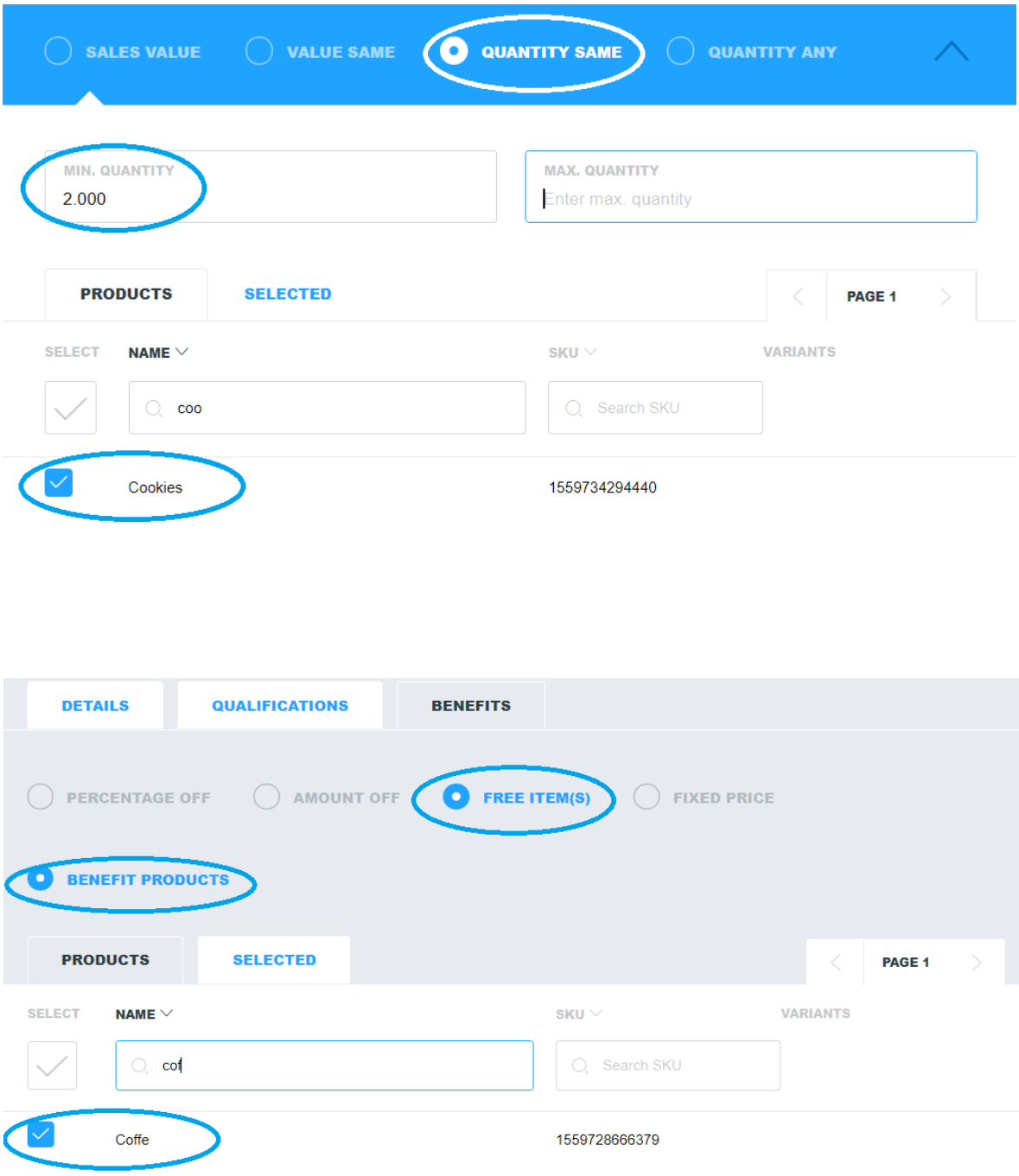


e.g. 13

Qualification *– quantity same.* ***Benefit*** *- free item.*

Customer has to buy at least 2 "*Cookies*" in order to get "*Coffe*" for free. It is an iterative campaign, meaning, after every second "*Cookies*" is added to the bill "*Coffe*" will be free. We need to choose "Quantity same" in *Qualifications Tab*, enter 2.00 in *min.quantity* field and select "*Cookies*" in *Products*. In *Benefits Tab* we need to choose "*Free item*", select "*Benefit products*" and select "*Coffe*" as eligible product. As a result, every second "*Cookies*" customer buys he will get free "*Coffe*". Please see the images below.

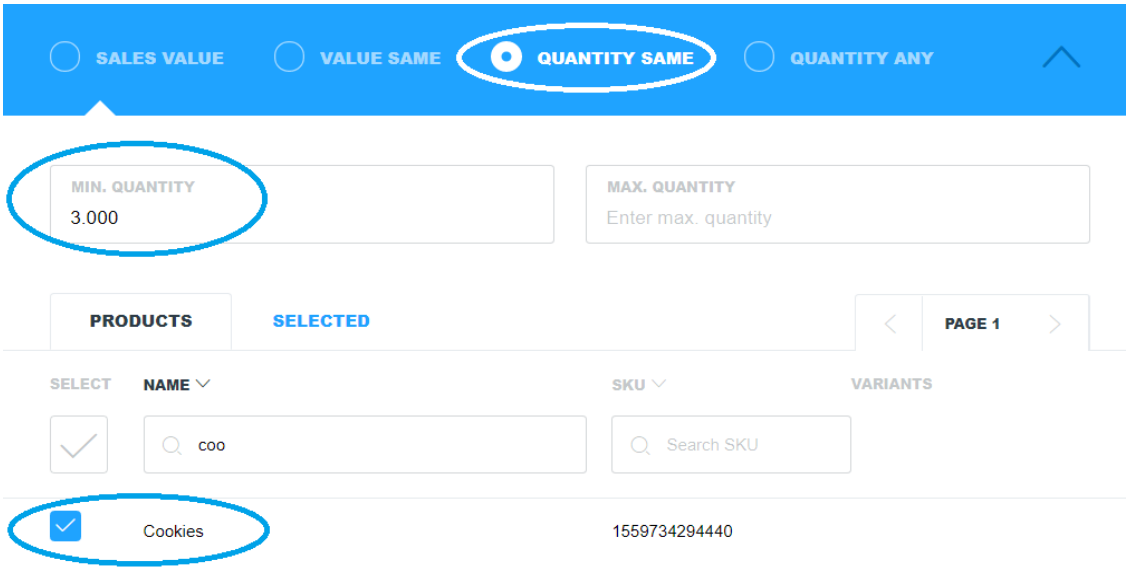
WALLMOB
by
extendaretail

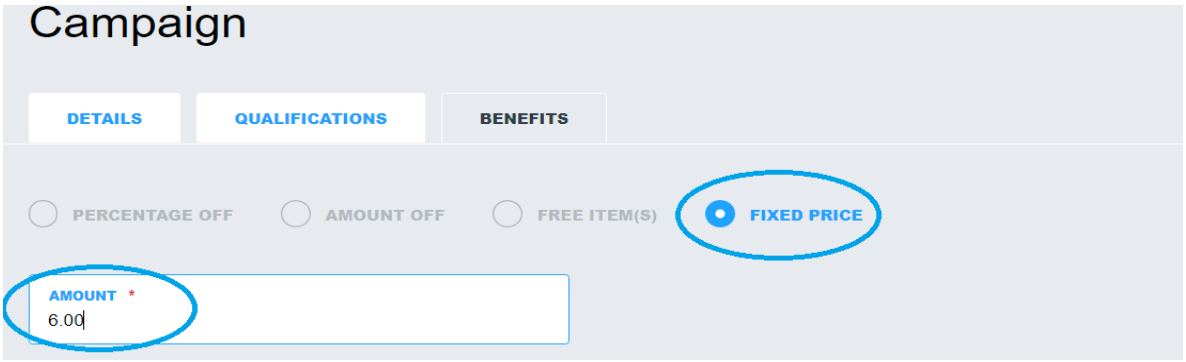


e.g. 14

Qualification *– quantity same.* ***Benefit*** *- fixed price.*

Customer has 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 *min.quantity* field and select "*Cookies*" as eligible product. In *Benefits Tab* we need to choose "*Fixed price*", and enter 6.00 in "*Amount*" field. Please see the images below.

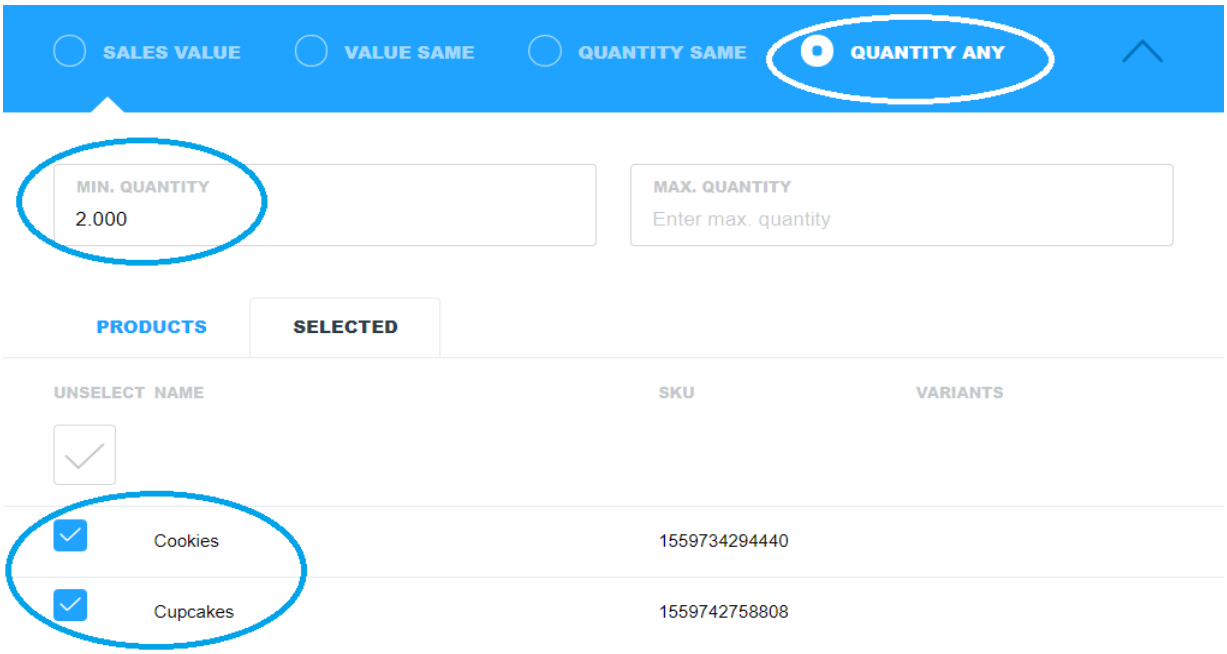


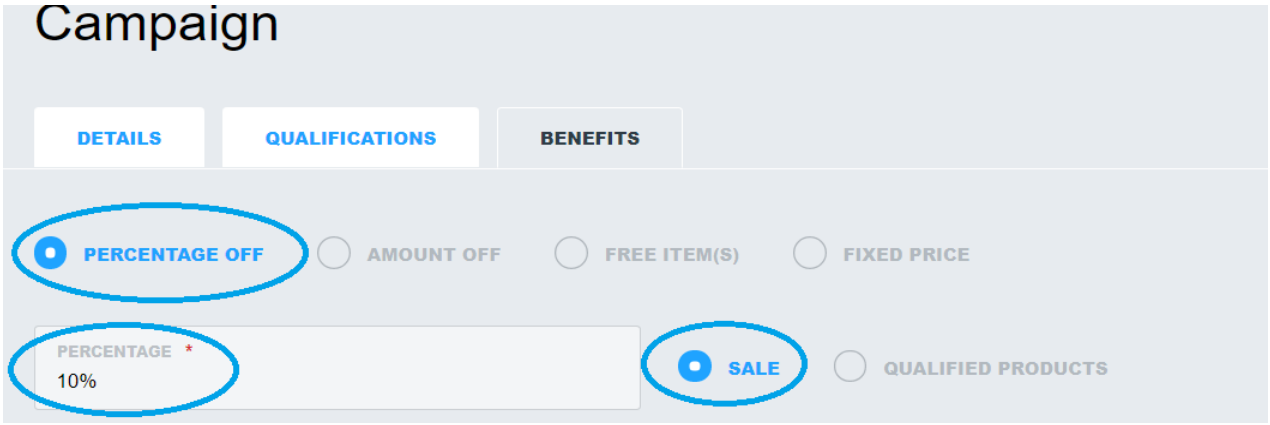


e.g. 15

Qualification – *quantity any.* ***Benefit*** *- precentage off sale.*

Customer has 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 *min.quantity* field and select "*Cookies*", "*Cupcakes*" as eligible products. In *Benefits Tab* we need to choose "*Percentage off*", enter 10.00 in "*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.

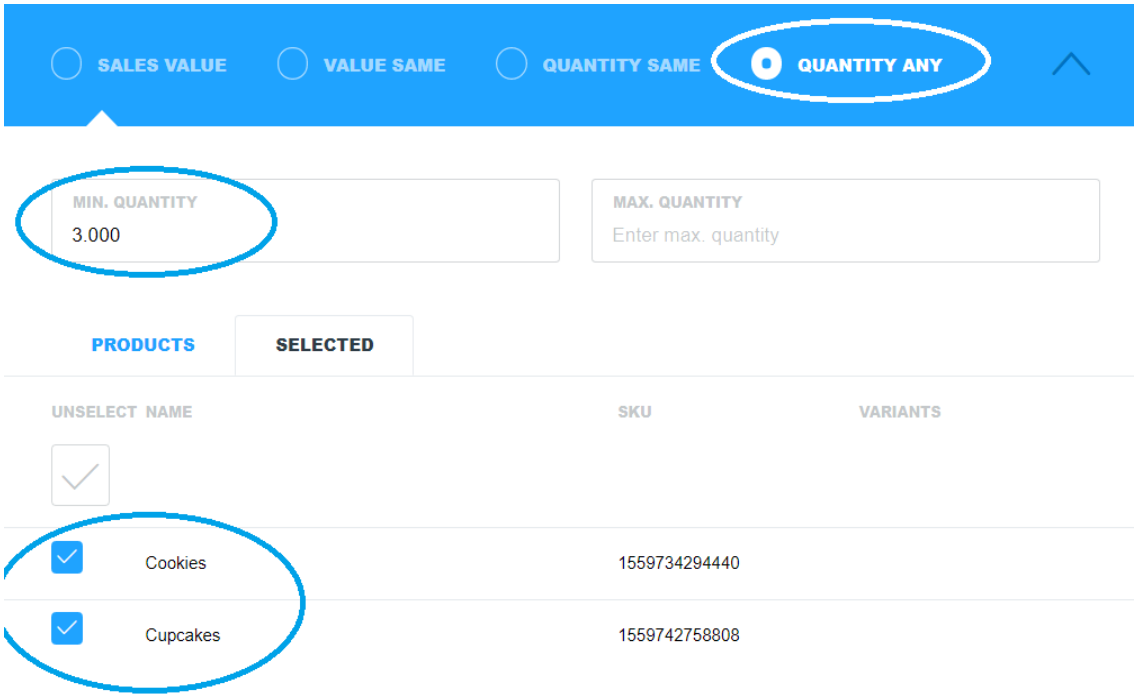


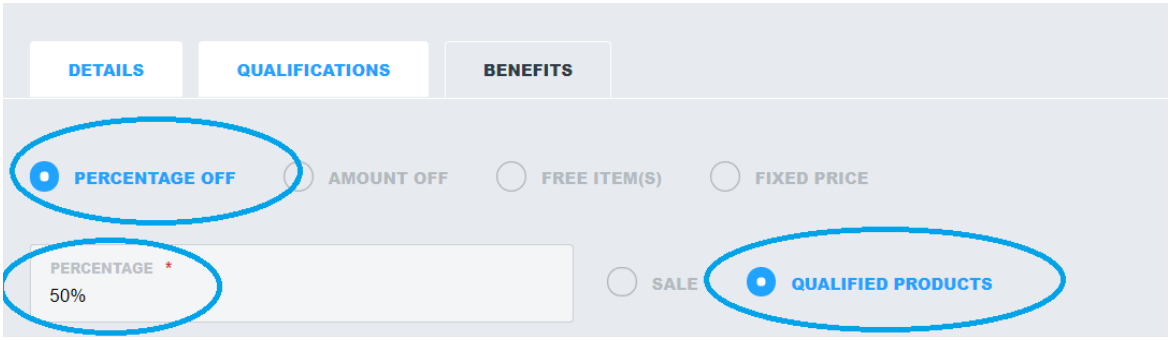


e.g. 16

Qualification *– quantity any.* ***Benefit*** *- precentage off the qualified products.*

Customer has 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 *min.quantity* field and select "*Cookies*" in *Products*. In *Benefits Tab* we need to choose "*Percentage off*", enter 50.00 in "*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.

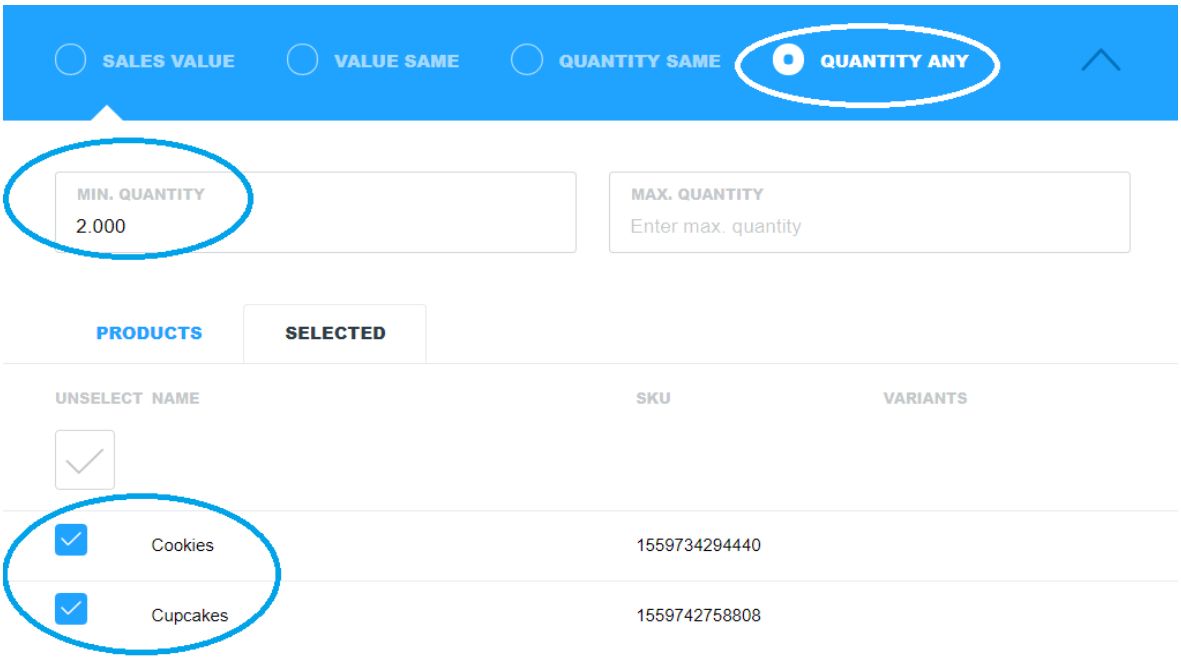


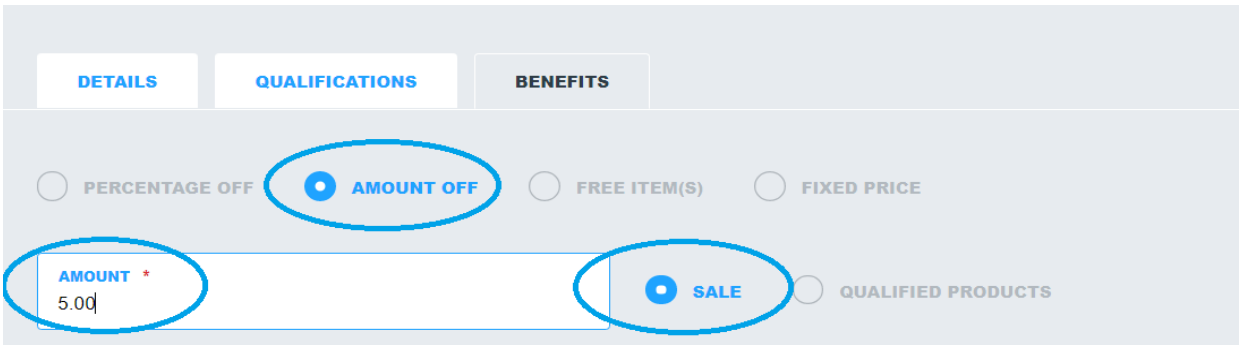


e.g. 17

Qualification *– quantity any.* ***Benefit*** *- amount off sale.*

Customer has 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 *min.quantity* field and select "*Cookies*" and "*Cupcakes*" in *Products*. In *Benefits Tab* we need to choose "*Amount off*", enter 5.00 in "*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.

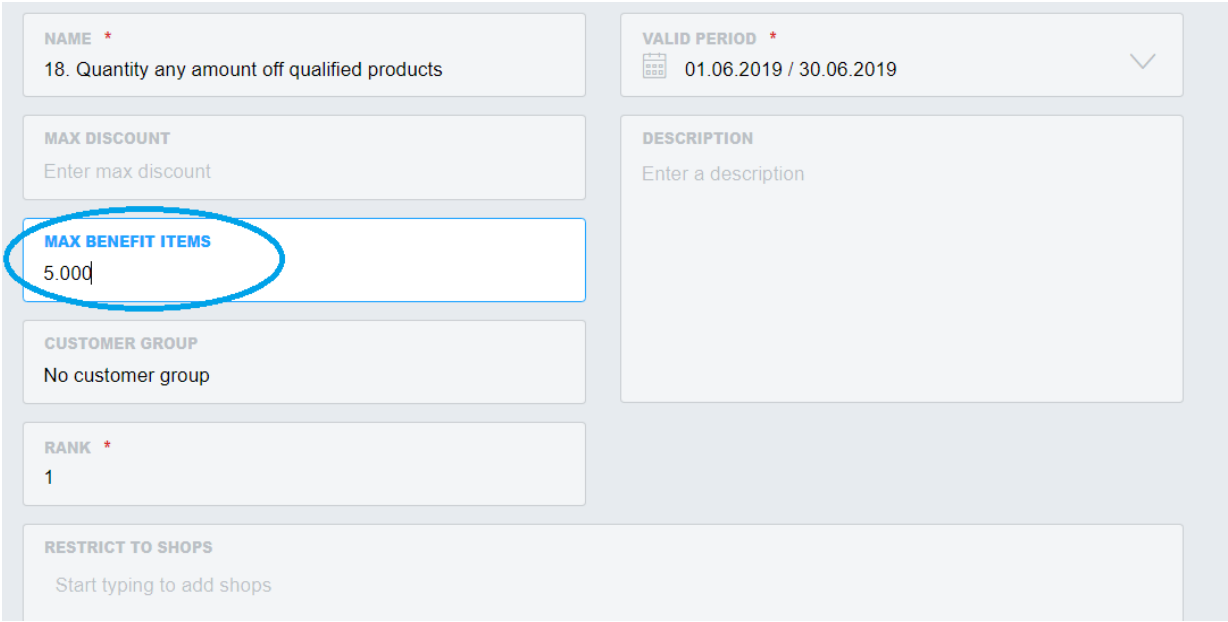




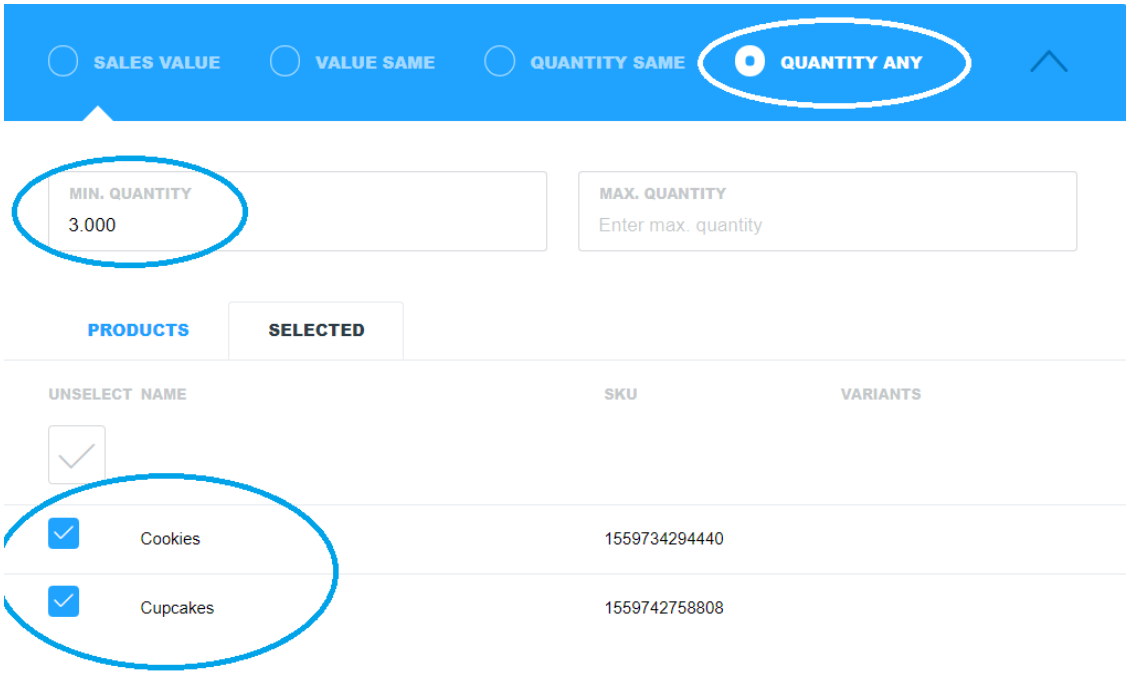
e.g. 18

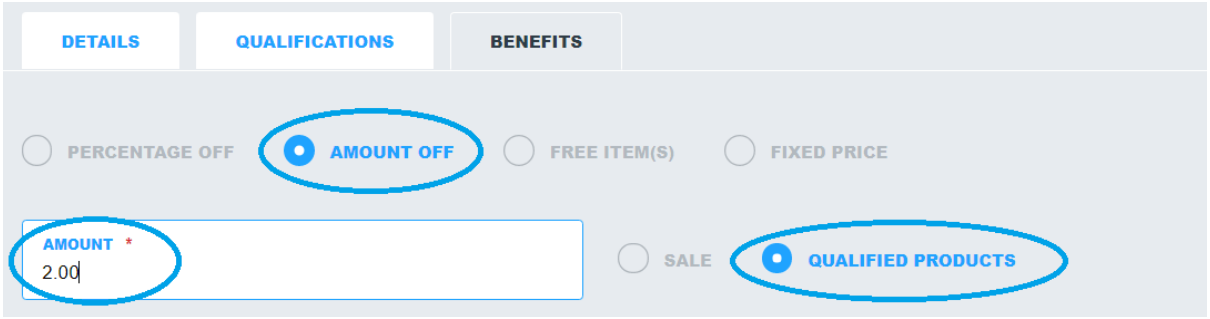
Qualification *– quantity any.* ***Benefit*** *- amount off qualified products.* ***Extra*** *– max.benefit items.*

Customer has 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 *min.quantity* field and select "*Cookies*" and "*Cupcakes*" in *Products*. In *Benefits Tab* we need to choose "*Amount off*", enter 2.00 in "*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 customer adds 3 more eligible items, the discount will only be applied to 5 products. Please see the images below.



WALLMOB
by
extendaretail

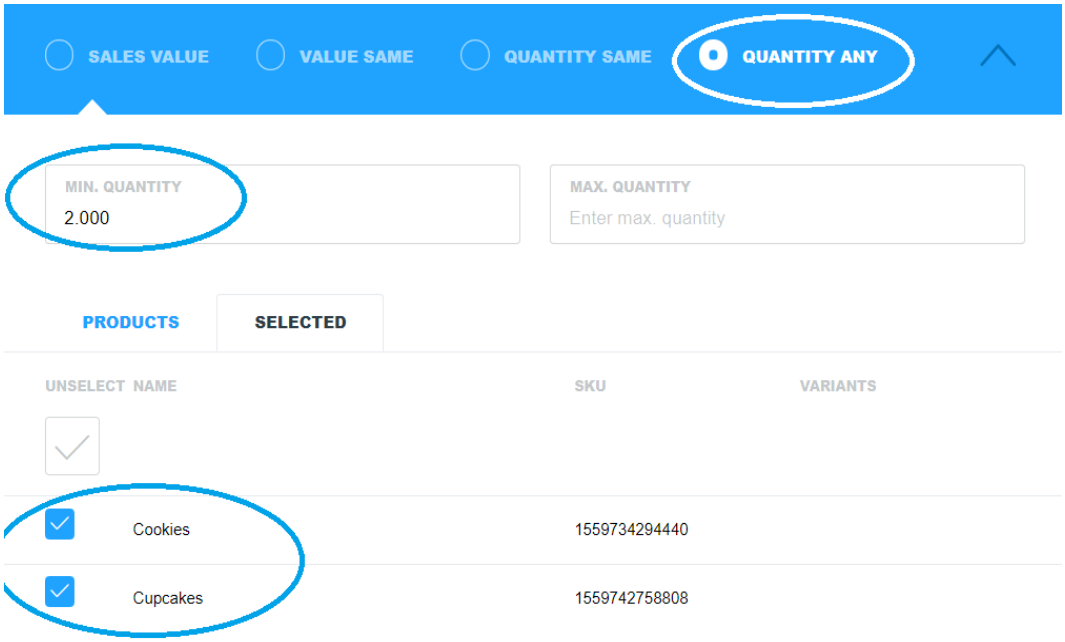


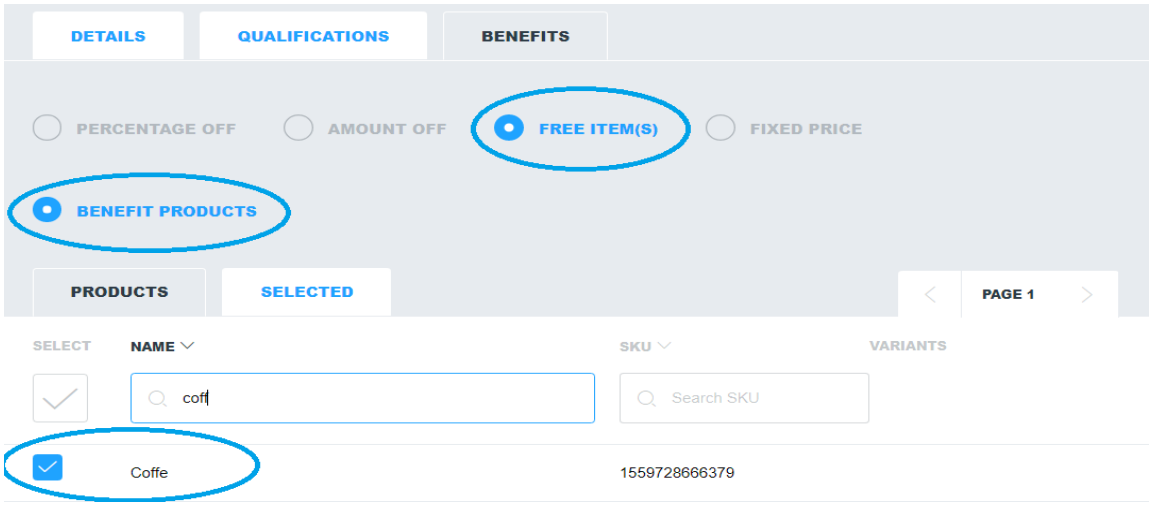


e.g. 19

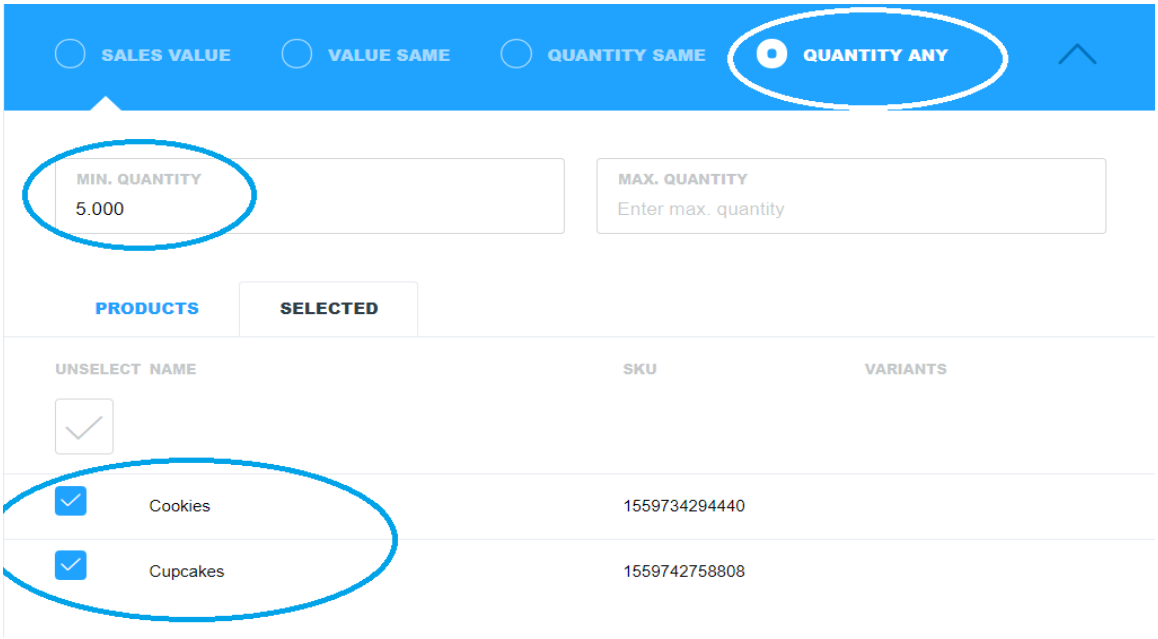
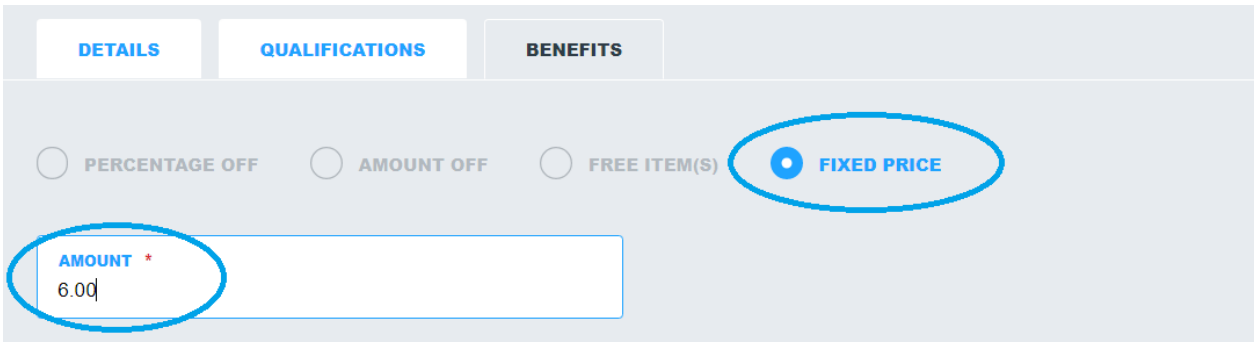
Qualification *– quantity same.* ***Benefit*** *- free item.*

Customer has to buy 2 "*Cookies*"/"*Cupcakes*"/*mix of these* eligible products and in order to get "*Coffe*" for free. It is an iterative campaign, meaning, every second "Cookies"/"*Cupcakes*"/*mix of these products* is added to the bill, "*Coffe*" will be free. We need to choose "Quantity any" in *Qualifications Tab*, enter 2.00 in *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 "*Coffe*" as an eligible product. So now every second "*Cookies*"/"*Cupcakes*"/*mix of those eligible products* customer buys he will get "*Coffe"* for free. Please see the images below.





e.g. 20

Qualification *– quantity any.* ***Benefit*** *- fixed price.*

Customer has to buy 5 "*Cookies*"/"*Cupcakes*"/*mix of these products* in order to have a fixed price of 6.00 euros total. It is 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 *Qualifications Tab*, enter 5.00 in *min.quantity* field and select "*Cookies*" and "*Cupcakes"* as an eligible products. In *Benefits Tab* we need to choose "*Fixed price*", and enter 6.00 in "*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.