

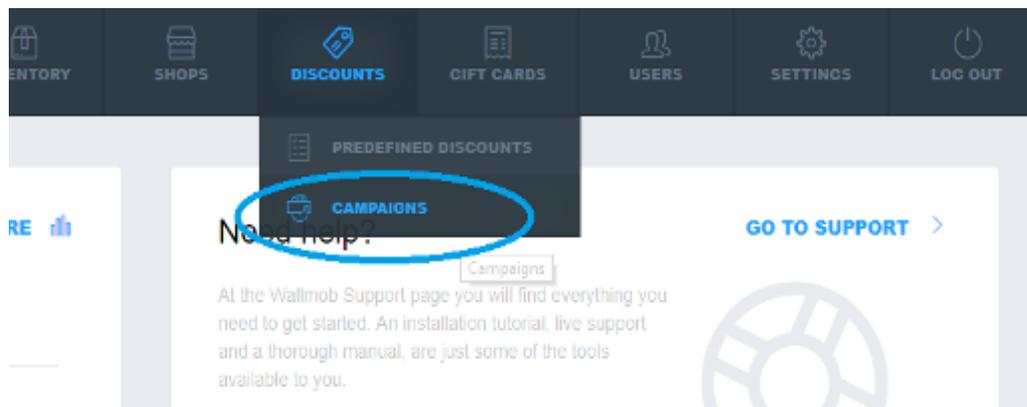
Campaigns tutorial

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



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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.

Campaign

DETAILS **QUALIFICATIONS** **BENEFITS**

NAME *
Enter campaign name

VALID PERIOD *
Choose start and end date

MAX DISCOUNT
Enter max discount

MAX BENEFIT ITEMS
Enter max benefit items

CUSTOMER GROUP
No customer group

RANK *
1

CUSTOMER TYPE

RESTRICT TO SHOPS
Start typing to add shops

ACTIVE **ALLOW MULTIPLE CAMPAIGNS**

REMOVE **INVALID**

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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.

Campaign

DETAILS | **QUALIFICATIONS** | **BENEFITS**

ADD NEW QUALIFICATION

SALES VALUE | VALUE SAME | QUANTITY SAME | QUANTITY ANY

MIN. VALUE *
Enter min. value

MAX. VALUE
Enter max. value

REMOVE | INVALID

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.

Campaign

DETAILS | **QUALIFICATIONS** | **BENEFITS**

PERCENTAGE OFF | AMOUNT OFF | FREE ITEM(S) | FIXED PRICE

PERCENTAGE *
Enter percentage off

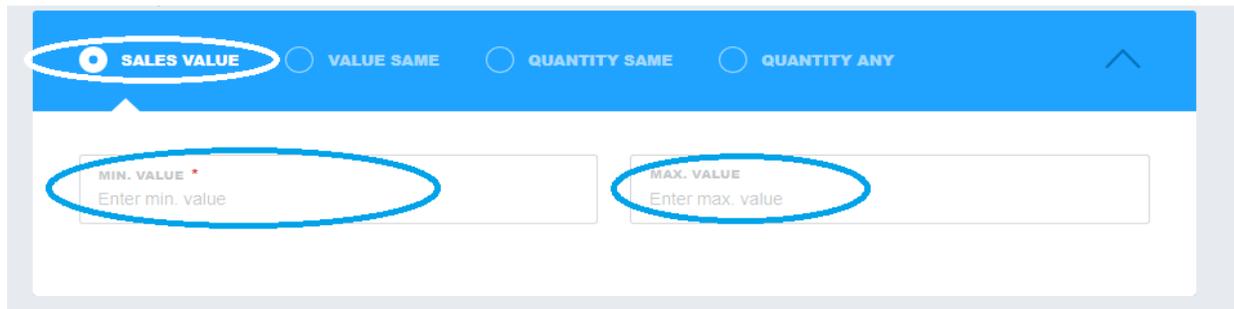
SALE | ONE OF THE QUALIFIED PRODUCTS

REMOVE | INVALID

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.

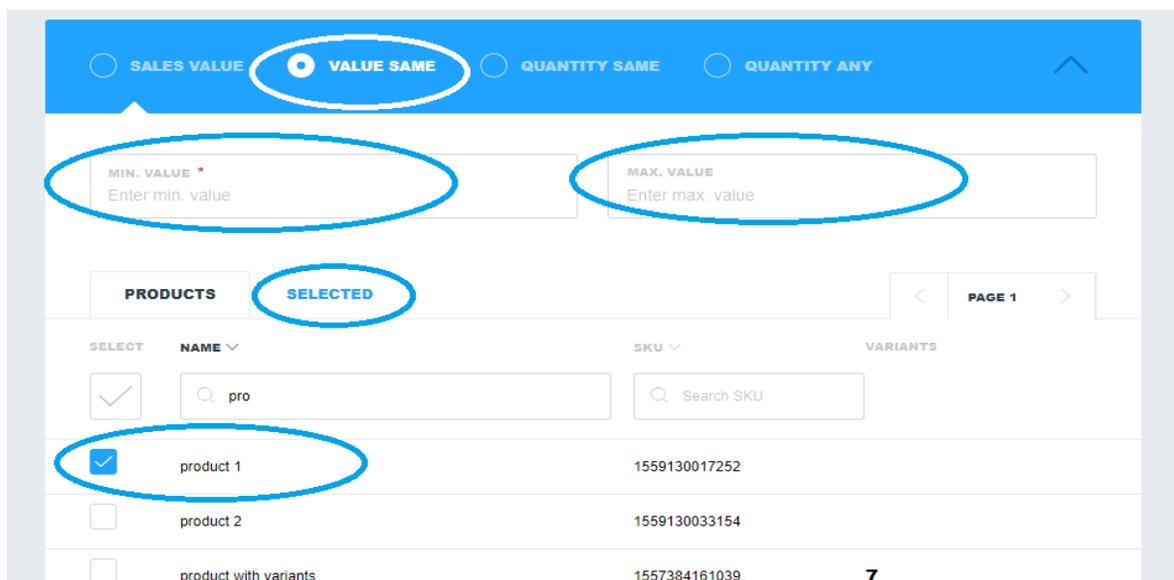
For example, to have campaign applied for all purchases that have total worth at least 50 euros, min.value should be set as 50 and max.value should be left empty.



The screenshot shows the configuration interface for the 'SALES VALUE' qualification type. The 'SALES VALUE' radio button is selected and circled in blue. Below it, there are two input fields: 'MIN. VALUE *' with the placeholder 'Enter min. value' and 'MAX. VALUE' with the placeholder 'Enter max. value'. Both input fields are also circled in blue.

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.



The screenshot shows the configuration interface for the 'VALUE SAME' qualification type. The 'VALUE SAME' radio button is selected and circled in blue. Below it, there are two input fields: 'MIN. VALUE *' with the placeholder 'Enter min. value' and 'MAX. VALUE' with the placeholder 'Enter max. value'. Both input fields are also circled in blue. Below the input fields, there are two tabs: 'PRODUCTS' and 'SELECTED'. The 'SELECTED' tab is active and circled in blue. Below the tabs, there is a table with columns: 'SELECT', 'NAME', 'SKU', and 'VARIANTS'. The table contains three rows of product data. The first row, 'product 1', has its 'SELECT' checkbox checked and is circled in blue. The second row is 'product 2' and the third is 'product with variants'. At the bottom right of the table, there is a page indicator '7'.

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	product 1	1559130017252	
<input type="checkbox"/>	product 2	1559130033154	
<input type="checkbox"/>	product with variants	1557384161039	

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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.

The screenshot shows the 'Quantity Same' configuration interface. At the top, there are four radio buttons: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME' (which is selected and circled in blue), and 'QUANTITY ANY'. Below this, there are two input fields: 'MIN. QUANTITY' with the value '2.000' (circled in blue) and 'MAX. QUANTITY' with the placeholder 'Enter max. quantity' (circled in blue). Underneath, there is a 'PRODUCTS' section with a 'SELECTED' indicator. A table lists products with columns for 'SELECT', 'NAME', 'SKU', and 'VARIANTS'. The 'product 1' row has its checkbox checked (circled in blue). The 'product 2' row has its checkbox unchecked. The table also shows a 'PAGE 1' indicator and a search bar.

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	product 1	1559130017252	
<input type="checkbox"/>	product 2	1559130033154	

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.

The screenshot shows the 'Quantity Any' configuration interface. At the top, there are four radio buttons: 'SALES VALUE', 'VALUE SAME', 'QUANTITY SAME', and 'QUANTITY ANY' (which is selected and circled in blue). Below this, there are two input fields: 'MIN. QUANTITY' with the value '2.000' (circled in blue) and 'MAX. QUANTITY' with the placeholder 'Enter max. quantity' (circled in blue). Underneath, there is a 'PRODUCTS' section with a 'SELECTED' indicator. A table lists products with columns for 'SELECT', 'NAME', 'SKU', and 'VARIANTS'. The 'product 1' and 'product 2' rows have their checkboxes checked (circled in blue). The 'product with variants' row has its checkbox unchecked. The table also shows a 'PAGE 1' indicator and a search bar.

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	product 1	1559130017252	
<input checked="" type="checkbox"/>	product 2	1559130033154	
<input type="checkbox"/>	product with variants	1557384161039	7

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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.

A screenshot of the 'Campaign' management interface, specifically the 'QUALIFICATIONS' tab. The interface has a light grey header with the title 'Campaign' and three sub-tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. A blue button with a plus sign and the text 'ADD NEW QUALIFICATION' is circled in blue. Below this is a blue bar with four radio button options: 'SALES VALUE', 'VALUE SAME' (which is selected), 'QUANTITY SAME', and 'QUANTITY ANY'. Underneath are two input fields: 'MIN. VALUE *' with the value '0.01' and 'MAX. VALUE' with the placeholder 'Enter max. value'. At the bottom, there is a 'PRODUCTS' section with a 'SELECTED' sub-tab, a search bar for 'Search name', and another search bar for 'Search SKU'. A pagination control shows 'PAGE 1' with left and right arrows.

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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).

The screenshot shows the 'Campaign' configuration interface. At the top, there are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Below the tabs, there are four radio button options for benefit types: 'PERCENTAGE OFF' (selected), 'AMOUNT OFF', 'FREE ITEM(S)', and 'FIXED PRICE'. Below these options, there is a text input field for 'PERCENTAGE' with a red asterisk and the placeholder text 'Enter percentage off'. To the right of the input field, there are two more radio button options: 'SALE' and 'ONE OF THE QUALIFIED PRODUCTS'. Red circles highlight the 'PERCENTAGE OFF' radio button, the 'PERCENTAGE' input field, and the 'ONE OF THE QUALIFIED PRODUCTS' radio button.

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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).

The screenshot shows the 'Campaign' configuration interface. It has three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. Under the 'BENEFITS' tab, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)', and 'FIXED PRICE'. The 'AMOUNT OFF' option is selected and circled in blue. Below these options is a text input field labeled 'AMOUNT *' with the placeholder text 'Enter amount', also circled in blue. To the right of the input field are two more radio button options: 'SALE' and 'QUALIFIED PRODUCTS', both of which are circled in blue.

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.

The screenshot shows the 'Campaign' configuration interface with the 'BENEFITS' tab selected. The 'FREE ITEM(S)' radio button is selected and circled in blue. Below the radio buttons is a section titled 'BENEFIT PRODUCTS' with a blue circle and a plus sign, also circled in blue. Underneath, there are two sub-tabs: 'PRODUCTS' and 'SELECTED'. Below these is a table with columns: 'UNSELECT', 'NAME', 'SKU', and 'VARIANTS'. The first row in the table has a checked checkbox in the 'UNSELECT' column, the name 'product 1', the SKU '1537880213976', and the number '1' in the 'VARIANTS' column. The entire row is circled in blue.

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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.

A screenshot of a web interface for configuring a campaign. The title is 'Campaign'. There are three tabs: 'DETAILS', 'QUALIFICATIONS', and 'BENEFITS'. The 'BENEFITS' tab is active. Below the tabs, there are four radio button options: 'PERCENTAGE OFF', 'AMOUNT OFF', 'FREE ITEM(S)', and 'FIXED PRICE'. The 'FIXED PRICE' option is selected and circled in blue. Below these options is a text input field labeled 'AMOUNT *' with the value '5.00' entered, also circled in blue.

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.

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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.

The screenshot shows the 'DETAILS' tab of a campaign configuration form. The form is divided into several sections:

- NAME:** A text input field with the placeholder 'Enter campaign name'.
- VALID PERIOD:** A date range selector with the placeholder 'Choose start and end date'.
- MAX DISCOUNT:** A text input field with the placeholder 'Enter max discount', circled in blue and labeled with a blue '1'.
- MAX BENEFIT ITEMS:** A text input field with the placeholder 'Enter max benefit items', circled in blue and labeled with a blue '2'.
- CUSTOMER GROUP:** A dropdown menu with the selected option 'No customer group', circled in blue and labeled with a blue '3'.
- RANK:** A dropdown menu with the selected option '1'.
- CUSTOMER TYPE:** A text input field with the placeholder 'Enter customer type', circled in blue and labeled with a blue '4'.
- RESTRICT TO SHOPS:** A text input field with the placeholder 'Start typing to add shops', circled in blue and labeled with a blue '5'.
- ACTIVE:** A checked checkbox.
- ALLOW MULTIPLE CAMPAIGNS:** A checked checkbox, circled in blue and labeled with a blue '7'.
- DESCRIPTION:** A large text area with the placeholder 'Enter a description', circled in blue and labeled with a blue '6'.

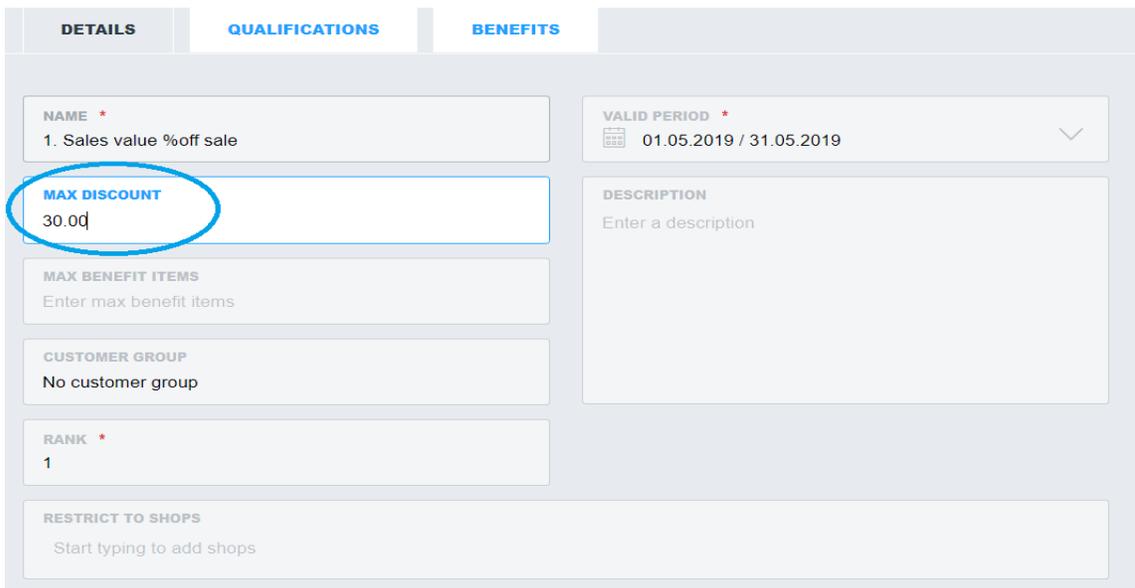
At the bottom right, there are two buttons: 'REMOVE' and 'INVALID'.

Examples of most common campaigns

e.g. 1

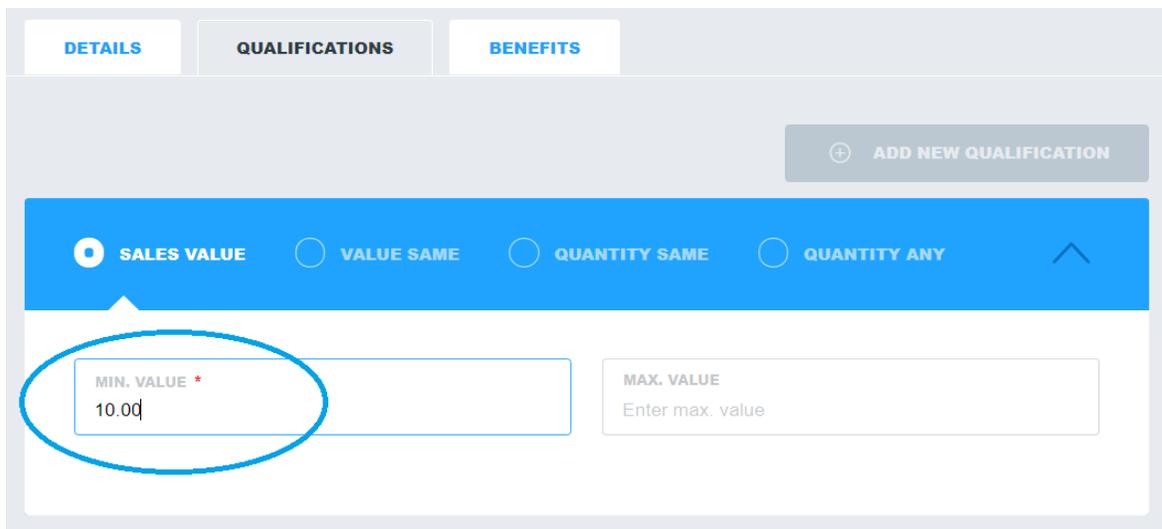
Qualification – sales value, min. value 10.00. **Benefit** – 5 %, percentage off sale. **Extra** – max discount 30.00.

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.



The screenshot shows the 'DETAILS' tab of a campaign configuration form. The form includes the following fields:

- NAME ***: 1. Sales value %off sale
- VALID PERIOD ***: 01.05.2019 / 31.05.2019
- MAX DISCOUNT**: 30.00 (highlighted with a blue circle)
- MAX BENEFIT ITEMS**: Enter max benefit items
- CUSTOMER GROUP**: No customer group
- RANK ***: 1
- RESTRICT TO SHOPS**: Start typing to add shops
- DESCRIPTION**: Enter a description



The screenshot shows the 'QUALIFICATIONS' tab of a campaign configuration form. The form includes the following elements:

- QUALIFICATION TYPE**: SALES VALUE (selected), VALUE SAME, QUANTITY SAME, QUANTITY ANY
- MIN. VALUE ***: 10.00 (highlighted with a blue circle)
- MAX. VALUE**: Enter max. value
- ADD NEW QUALIFICATION**: + button

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Campaign

DETAILS **QUALIFICATIONS** **BENEFITS**

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S)

5%

SALE

REMOVE **SAVE**

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.

DETAILS **QUALIFICATIONS** **BENEFITS**

⊕ ADD NEW QUALIFICATION

SALES VALUE VALUE SAME QUANTITY SAME QUANTITY ANY

100.00

Enter max. value

REMOVE **SAVE**

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Campaign

DETAILS | **QUALIFICATIONS** | **BENEFITS**

PERCENTAGE OFF **AMOUNT OFF** FREE ITEM(S)

AMOUNT *
10.00

SALE

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.

DETAILS | **QUALIFICATIONS** | **BENEFITS**

+ ADD NEW QUALIFICATION

SALES VALUE VALUE SAME QUANTITY SAME QUANTITY ANY

MIN. VALUE *
5.00

MAX. VALUE
Enter max. value

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DETAILS | **QUALIFICATIONS** | **BENEFITS**

PERCENTAGE OFF AMOUNT OFF **FREE ITEM(S)**

BENEFIT PRODUCTS

PRODUCTS | **SELECTED** | < PAGE 1 >

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	Coffe	1559728666379	

e.g. 4

Qualification – value same. **Benefit** – percentage 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.

SALES VALUE **VALUE SAME** QUANTITY SAME QUANTITY ANY

MIN. VALUE *
10.00

MAX. VALUE
100.00

PRODUCTS | **SELECTED** | < PAGE 1 >

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	Cookies	1559734294440	

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DETAILS QUALIFICATIONS BENEFITS

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S) FIXED PRICE

PERCENTAGE *
50%

SALE

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.

SALES VALUE VALUE SAME QUANTITY SAME QUANTITY ANY

MIN. VALUE *
10.00

MAX. VALUE
Enter max. value

PRODUCTS SELECTED

SELECT NAME

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	Cookies	1559734294440	

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DETAILS | **QUALIFICATIONS** | **BENEFITS**

PERCENTAGE OFF **AMOUNT OFF** FREE ITEM(S) FIXED PRICE

AMOUNT * **SALE** QUALIFIED PRODUCTS

5.00

REMOVE **SAVE**

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.

SALES VALUE **VALUE SAME** QUANTITY SAME QUANTITY ANY

MIN. VALUE * 15.00 **MAX. VALUE** Enter max. value

PRODUCTS | **SELECTED** | < PAGE 1 >

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	coo	<input type="text"/> Search SKU	
<input checked="" type="checkbox"/>	Cookies	1559734294440	

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DETAILS | **QUALIFICATIONS** | **BENEFITS**

PERCENTAGE OFF **AMOUNT OFF** FREE ITEM(S) FIXED PRICE

SALE **QUALIFIED PRODUCTS**

AMOUNT *
2.00

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.

SALES VALUE **VALUE SAME** QUANTITY SAME QUANTITY ANY

MIN. VALUE *
5.00

MAX. VALUE
Enter max. value

PRODUCTS | **SELECTED** | < PAGE 1 >

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	coo	Search SKU	
<input checked="" type="checkbox"/>	Cookies	1559734294440	

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DETAILS | **QUALIFICATIONS** | **BENEFITS**

PERCENTAGE OFF AMOUNT OFF **FREE ITEM(S)** FIXED PRICE

BENEFIT PRODUCTS

PRODUCTS | **SELECTED** | < PAGE 1 >

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	coffe		
<input checked="" type="checkbox"/>	Coffe	1559728666379	

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.

SALES VALUE **VALUE SAME** QUANTITY SAME QUANTITY ANY

MIN. VALUE *
15.00

MAX. VALUE
Enter max. value

PRODUCTS | **SELECTED** | < PAGE 1 >

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	cof		
<input checked="" type="checkbox"/>	Coffe	1559728666379	

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DETAILS | **QUALIFICATIONS** | **BENEFITS**

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S) **FIXED PRICE**

AMOUNT *
10.00

e.g. 9

Qualification – quantity same. **Benefit** - percentage 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.

SALES VALUE VALUE SAME **QUANTITY SAME** QUANTITY ANY

MIN. QUANTITY
2.000

MAX. QUANTITY
Enter max. quantity

PRODUCTS **SELECTED** < **PAGE 1** >

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	cod	Search SKU	
<input checked="" type="checkbox"/>	Cookies	1559734294440	

WALLMOB

by



DETAILS | **QUALIFICATIONS** | **BENEFITS**

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S) FIXED PRICE

PERCENTAGE *
10%

SALE ONE OF THE QUALIFIED PRODUCTS

e.g. 10

Qualification – quantity same. **Benefit** - percentage 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.

SALES VALUE VALUE SAME **QUANTITY SAME** QUANTITY ANY

MIN. QUANTITY
3.000

MAX. QUANTITY
Enter max. quantity

PRODUCTS **SELECTED** < **PAGE 1** >

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	coo	Search SKU	
<input checked="" type="checkbox"/>	Cookies	1559734294440	

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DETAILS | **QUALIFICATIONS** | **BENEFITS**

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S) FIXED PRICE

PERCENTAGE *
50%

SALE **ONE OF THE QUALIFIED PRODUCTS**

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 an 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.

SALES VALUE VALUE SAME **QUANTITY SAME** QUANTITY ANY

MIN. QUANTITY
2.000

MAX. QUANTITY
Enter max. quantity

PRODUCTS **SELECTED** < **PAGE 1** >

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	coo	Search SKU	
<input checked="" type="checkbox"/>	Cookies	1559734294440	

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DETAILS **QUALIFICATIONS** **BENEFITS**

PERCENTAGE OFF **AMOUNT OFF** FREE ITEM(S) FIXED PRICE

AMOUNT *
5.00

SALE **QUALIFIED PRODUCTS**

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 an 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.

NAME *
12. Quantity same amount of qualified products

VALID PERIOD *
01.06.2019 / 30.06.2019

MAX DISCOUNT
Enter max discount

DESCRIPTION
Enter a description

MAX BENEFIT ITEMS
5.000

CUSTOMER GROUP
No customer group

RANK *
1

RESTRICT TO SHOPS
Start typing to add shops

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SALES VALUE VALUE SAME QUANTITY SAME QUANTITY ANY ^

MIN. QUANTITY
3.000

MAX. QUANTITY
Enter max. quantity

PRODUCTS **SELECTED** < PAGE 1 >

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	coq	<input type="text" value="Search SKU"/>	
<input checked="" type="checkbox"/>	Cookies	1559734294440	

DETAILS **QUALIFICATIONS** **BENEFITS**

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S) FIXED PRICE

AMOUNT *
2.00

SALE QUALIFIED PRODUCTS

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.

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SALES VALUE VALUE SAME **QUANTITY SAME** QUANTITY ANY

MIN. QUANTITY
2.000

MAX. QUANTITY
Enter max. quantity

PRODUCTS **SELECTED** < **PAGE 1** >

SELECT	NAME	SKU	VARIANTS
<input type="checkbox"/>	<input type="text" value="coo"/>	<input type="text" value="Search SKU"/>	

Cookies

1559734294440

DETAILS **QUALIFICATIONS** **BENEFITS**

PERCENTAGE OFF AMOUNT OFF **FREE ITEM(S)** FIXED PRICE

BENEFIT PRODUCTS

PRODUCTS **SELECTED** < **PAGE 1** >

SELECT	NAME	SKU	VARIANTS
<input type="checkbox"/>	<input type="text" value="cof"/>	<input type="text" value="Search SKU"/>	

Coffe

1559728666379

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by



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.

SALES VALUE VALUE SAME **QUANTITY SAME** QUANTITY ANY

MIN. QUANTITY 3.000 MAX. QUANTITY Enter max. quantity

PRODUCTS **SELECTED** PAGE 1

SELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	cookies	1559734294440	

Campaign

DETAILS **QUALIFICATIONS** BENEFITS

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S) **FIXED PRICE**

AMOUNT * 6.00

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e.g. 15

Qualification – quantity any. **Benefit** – percentage 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.

UNSELECT	NAME	SKU	VARIANTS
<input type="checkbox"/>			
<input checked="" type="checkbox"/>	Cookies	1559734294440	
<input checked="" type="checkbox"/>	Cupcakes	1559742758808	

Campaign

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S) FIXED PRICE

PERCENTAGE *
10%

SALE QUALIFIED PRODUCTS

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by



e.g. 16

Qualification – quantity any. **Benefit** - percentage 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.

The screenshot displays the WALLMOB campaign configuration interface, divided into two main sections: Qualifications and Benefits.

Qualifications Section:

- At the top, there are four radio button options: SALES VALUE, VALUE SAME, QUANTITY SAME, and **QUANTITY ANY** (which is selected and circled in blue).
- Below these options, there are two input fields: "MIN. QUANTITY" with the value "3.000" (circled in blue) and "MAX. QUANTITY" with the placeholder text "Enter max. quantity".
- A table below shows the selected products. The table has columns for "UNSELECT NAME", "SKU", and "VARIANTS". The "SELECTED" tab is active. Two products are listed: "Cookies" (SKU: 1559734294440) and "Cupcakes" (SKU: 1559742758808). Both product rows are circled in blue.

Benefits Section:

- At the top, there are three tabs: DETAILS, **QUALIFICATIONS**, and BENEFITS.
- Below the tabs, there are four radio button options: **PERCENTAGE OFF** (selected and circled in blue), AMOUNT OFF, FREE ITEM(S), and FIXED PRICE.
- Below these options, there are two input fields: "PERCENTAGE" with the value "50%" (circled in blue) and "SALE" with the radio button option **QUALIFIED PRODUCTS** (selected and circled in blue).

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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.

SALES VALUE VALUE SAME QUANTITY SAME QUANTITY ANY

MIN. QUANTITY: 2.000 MAX. QUANTITY: Enter max. quantity

PRODUCTS	SELECTED	UNSELECT NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cookies	1559734294440	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cupcakes	1559742758808	

DETAILS **QUALIFICATIONS** **BENEFITS**

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S) FIXED PRICE

AMOUNT * : 5.00 SALE QUALIFIED PRODUCTS

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by



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.

A screenshot of a web-based form for configuring a campaign. The form is organized into several sections. The top-left section is titled 'NAME *' and contains the text '18. Quantity any amount off qualified products'. The top-right section is titled 'VALID PERIOD *' and shows a date range '01.06.2019 / 30.06.2019' with a calendar icon and a dropdown arrow. Below these are two large text input areas: 'MAX DISCOUNT' with the placeholder 'Enter max discount' and 'DESCRIPTION' with the placeholder 'Enter a description'. The 'MAX BENEFIT ITEMS' field is highlighted with a blue oval and contains the value '5.000'. Below this is the 'CUSTOMER GROUP' section with the value 'No customer group'. The 'RANK *' section contains the value '1'. The bottom section is titled 'RESTRICT TO SHOPS' and has the placeholder text 'Start typing to add shops'.

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SALES VALUE VALUE SAME QUANTITY SAME QUANTITY ANY

MIN. QUANTITY
3.000

MAX. QUANTITY
Enter max. quantity

PRODUCTS	SELECTED		
UNSELECT NAME		SKU	VARIANTS
<input type="checkbox"/>			
<input checked="" type="checkbox"/>	Cookies	1559734294440	
<input checked="" type="checkbox"/>	Cupcakes	1559742758808	

DETAILS **QUALIFICATIONS** **BENEFITS**

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S) FIXED PRICE

SALE QUALIFIED PRODUCTS

AMOUNT *
2.00

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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.

SALES VALUE VALUE SAME QUANTITY SAME QUANTITY ANY

MIN. QUANTITY: 2.000 MAX. QUANTITY: Enter max. quantity

PRODUCTS	SELECTED	
UNSELECT NAME	SKU	VARIANTS
<input type="checkbox"/>		
<input checked="" type="checkbox"/>	Cookies	1559734294440
<input checked="" type="checkbox"/>	Cupcakes	1559742758808

DETAILS **QUALIFICATIONS** **BENEFITS**

PERCENTAGE OFF AMOUNT OFF FREE ITEM(S) FIXED PRICE

BENEFIT PRODUCTS

PRODUCTS **SELECTED** PAGE 1

SELECT	NAME	SKU	VARIANTS
<input type="checkbox"/>	coff	Search SKU	
<input checked="" type="checkbox"/>	Coffe	1559728666379	

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by



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.

UNSELECT	NAME	SKU	VARIANTS
<input checked="" type="checkbox"/>	Cookies	1559734294440	
<input checked="" type="checkbox"/>	Cupcakes	1559742758808	

DETAILS	QUALIFICATIONS	BENEFITS
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PERCENTAGE OFF	AMOUNT OFF	FREE ITEM(S)
<input checked="" type="radio"/>		
AMOUNT *		
6.00		