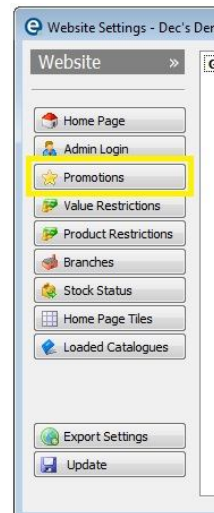
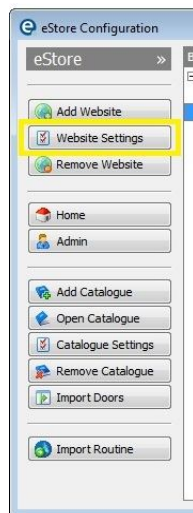


eStore – Promotion Codes

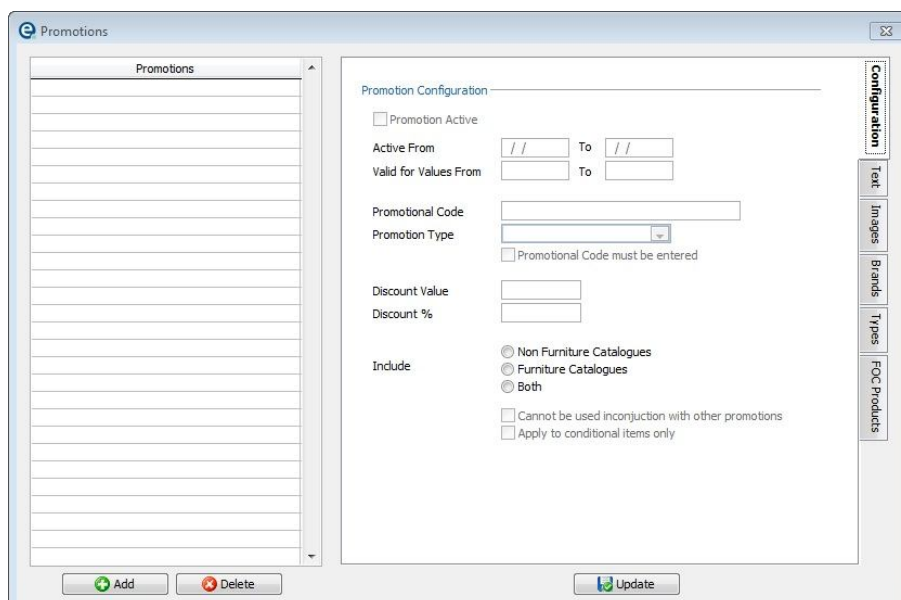
eStore has the ability to generate online promotions that will directly affect the on-line shopping basket when a code is entered. All promotional codes are generated from the eStore Module and exported to the site directly.

To access the Promotions Module in eStore:

1. In eStore highlight any catalogue and click on **Website Settings**.
2. Then select **Promotions** from the menu on the left.

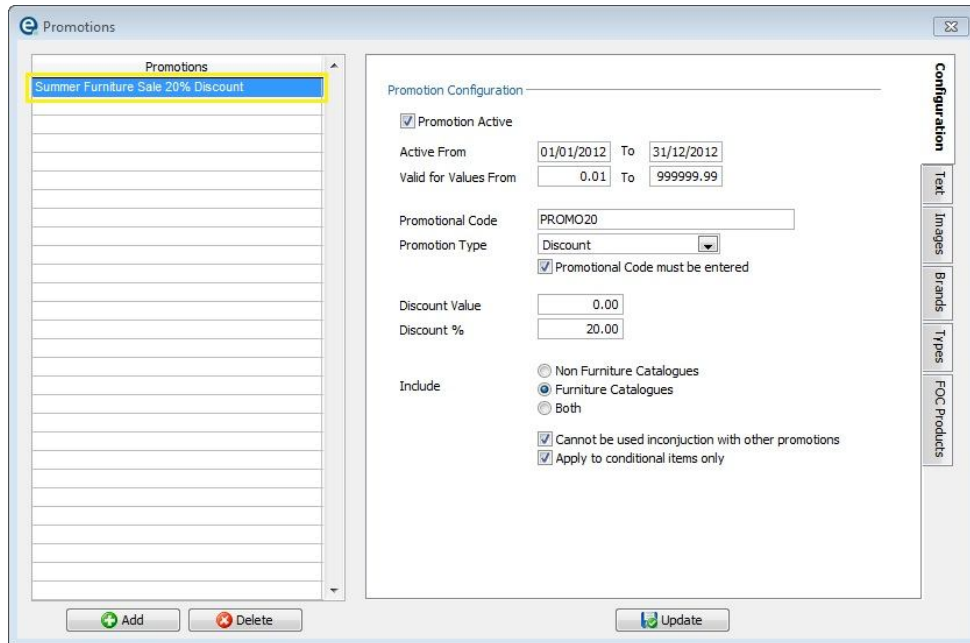


You will then be presented with the following screen: -



eStore – Promotion Codes (continued...)

3 - Click **Add** to create a new Promotion Code, and give it an easy reference name in the list on the left hand side. (indicated below)



4 – The **Configuration TAB** is where you apply the rules for the Promotion Code

Promotion Active | this activates or de-activates the Promo Code on line.

Active From | applies a date range that the promotion is valid

Valid for Values From | makes the promotion applicable to certain order values.

Promotional Code | allows you to specify the exact promotional code

Promotion Type | *Discount*: specifies a % or £'s discount

FOC Product: apply a free product to the order (see Page 5)

Free Delivery: offer a free delivery promotion

“Promotional Code must be entered”

Tick this box if you want to force the end user to enter in the code before it takes effect

Discount Value | this is the £'s discount you want the apply to the promo code

Discount % | this is the % discount you want to apply to the promo code

Include | Depending on the type of site you have will depend on the option selected here, unless you've been instructed otherwise then select "Both".

“Cannot be used in conjunction with other promotion”

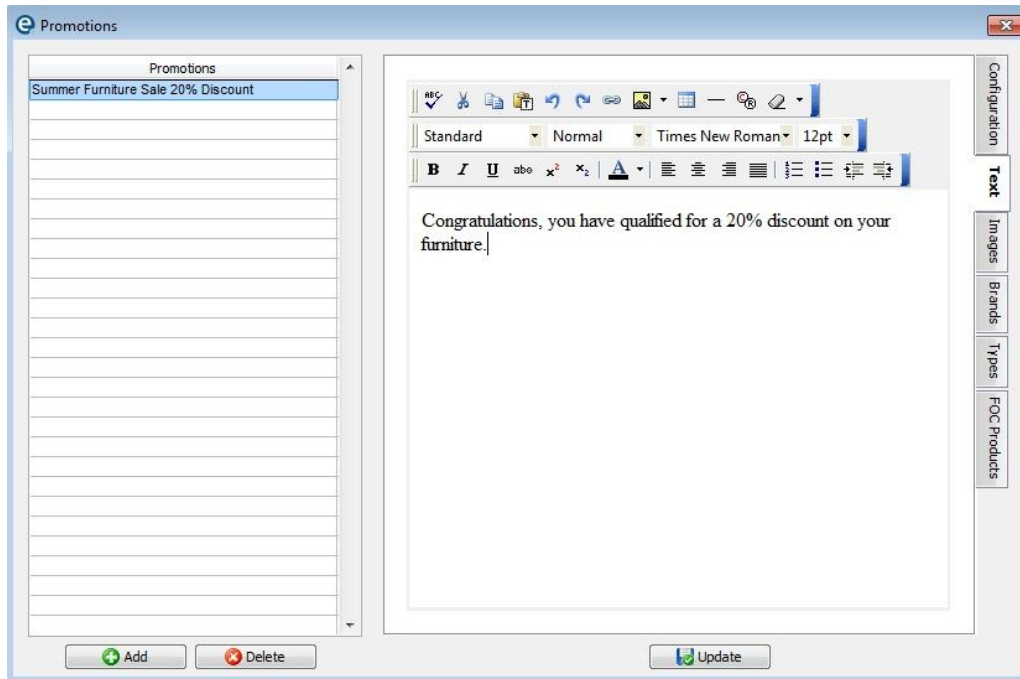
Tick this option to force the site to only use the promo code on it's own

“Apply to conditional items only”

Tick this option if this promotion code is to be used on specific products (as detailed below in the Brands & Types TABs)

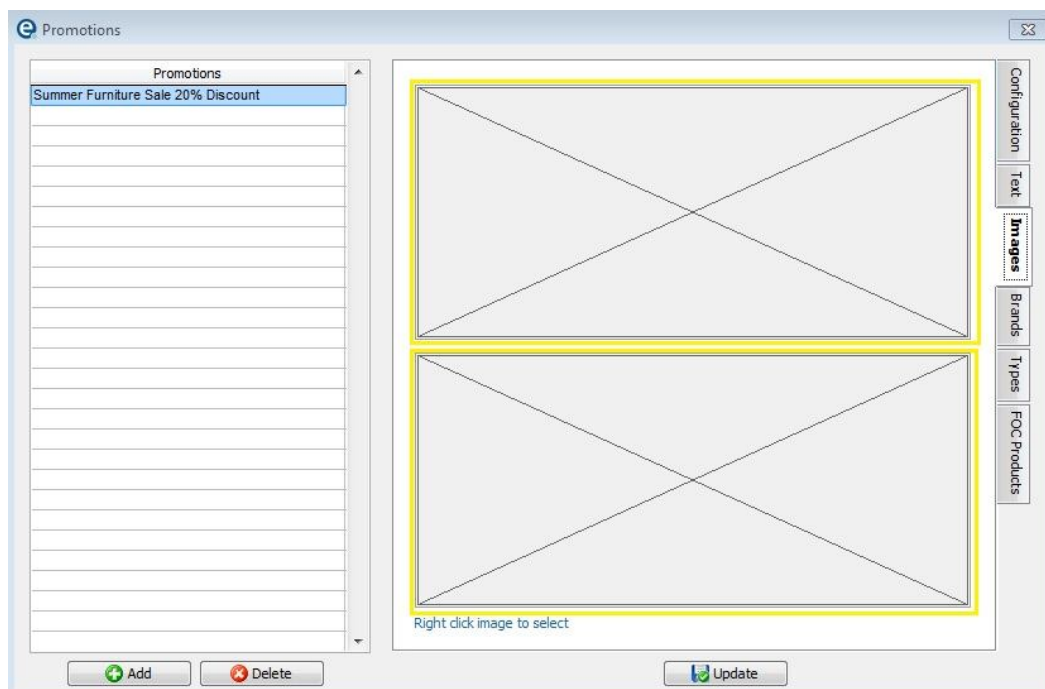
eStore – Promotion Codes (continued...)

5 – The **Text TAB** is where you enter in the on-line pop-up text that the end user will see when entering the Promo Code into their basket. **Every Promotion Requires This Text**



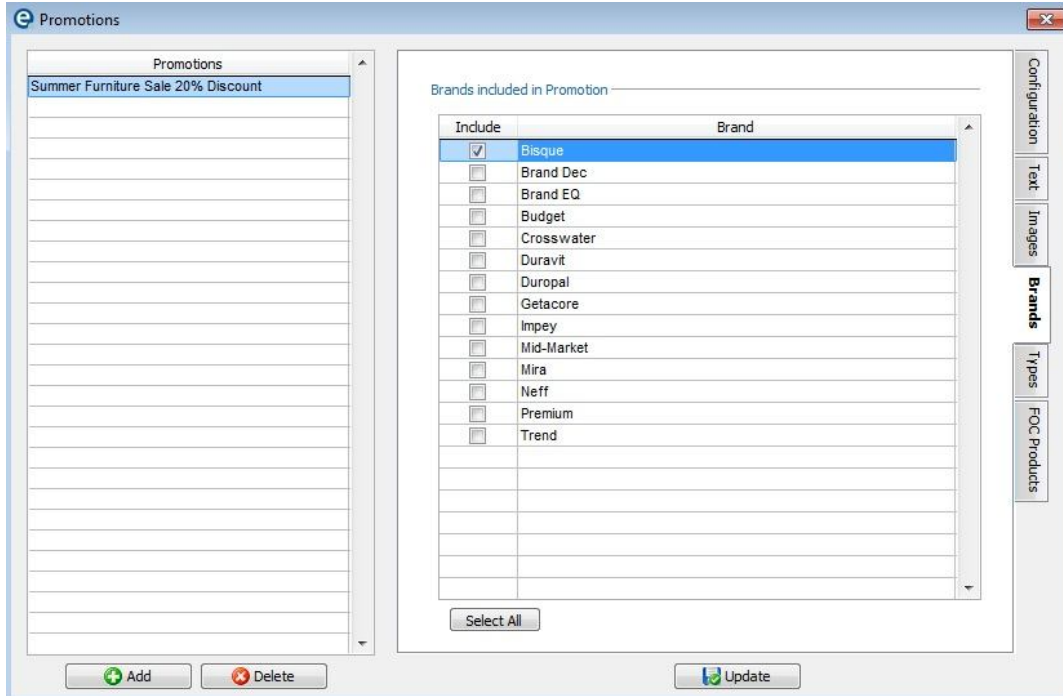
6 – The **Images TAB** is where you can apply an image to the promotion that will show in the order on-line when it is applied. (Optional as images are rarely used for a promo code)

To add an image *Right-Click* on the image place holder (indicated below), and select an image from the pop-up dialogue box that appears.

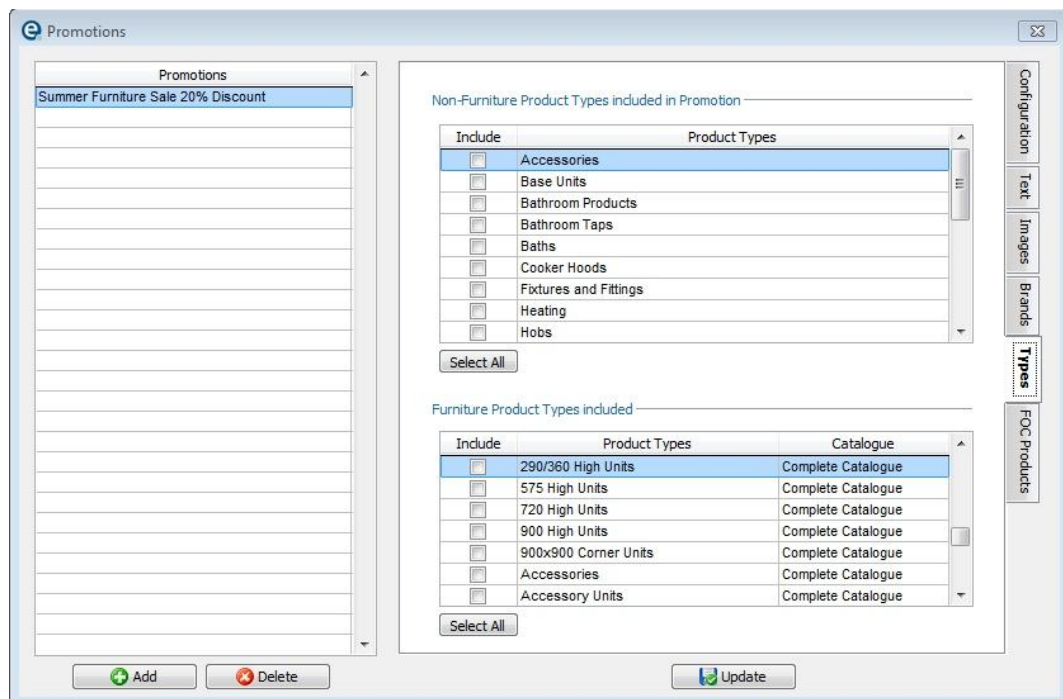


eStore – Promotion Codes (continued...)

7 – The **Brands TAB** is where you can specify Brands that a Promotion is relevant to, simply by ticking the boxes next to those required.

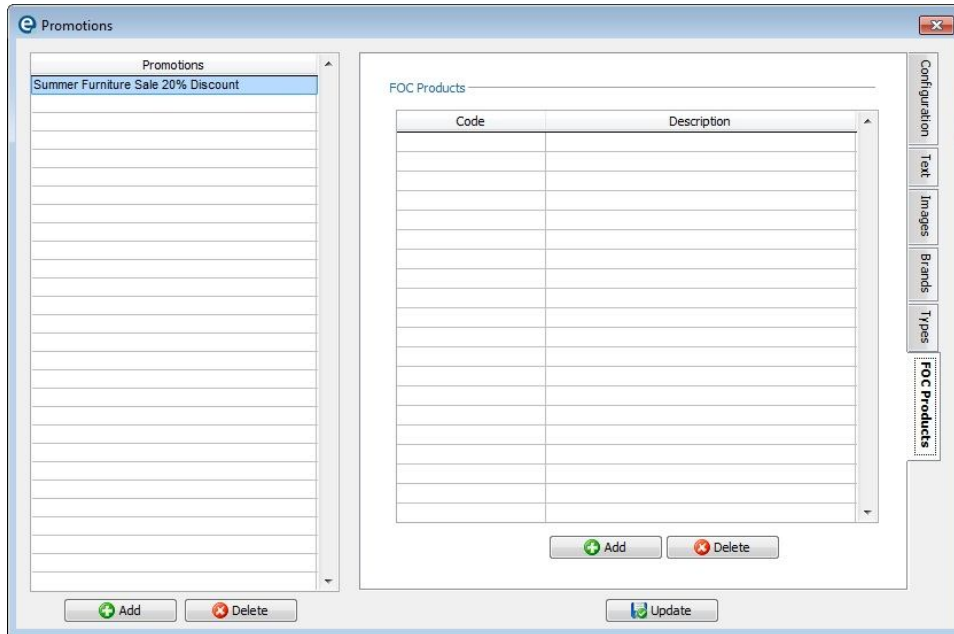


8 – The **Types TAB** is where you can be more specific to certain products Types, simply by ticking the relevant boxes that you want to apply the promotion to. The screen is split into 2 sections, Non-furniture (e.g. Appliances) and Furniture Products (e.g. Base Units).

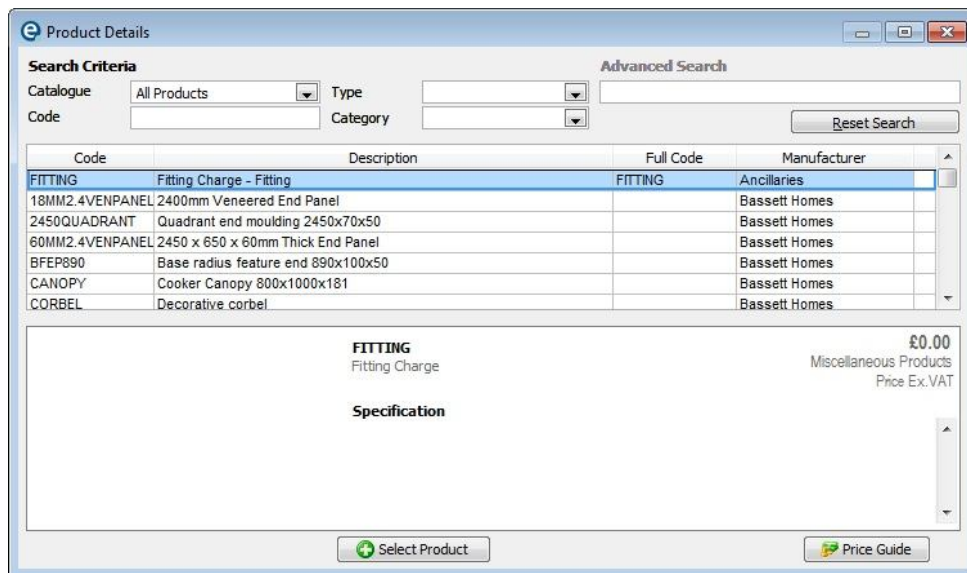


eStore – Promotion Codes (continued...)

9 – The **FOC Product TAB** is used with the *Promotion Type > FOC Product* from Page 2.



To add the FOC Product to the promotion code, click **Add** on the bottom of the right hand screen, locate the product then click **Select Product**



10 – After setting up your Promotion Code, select **Update** to save. To apply the Promotion Codes on-line select **Export Settings**.