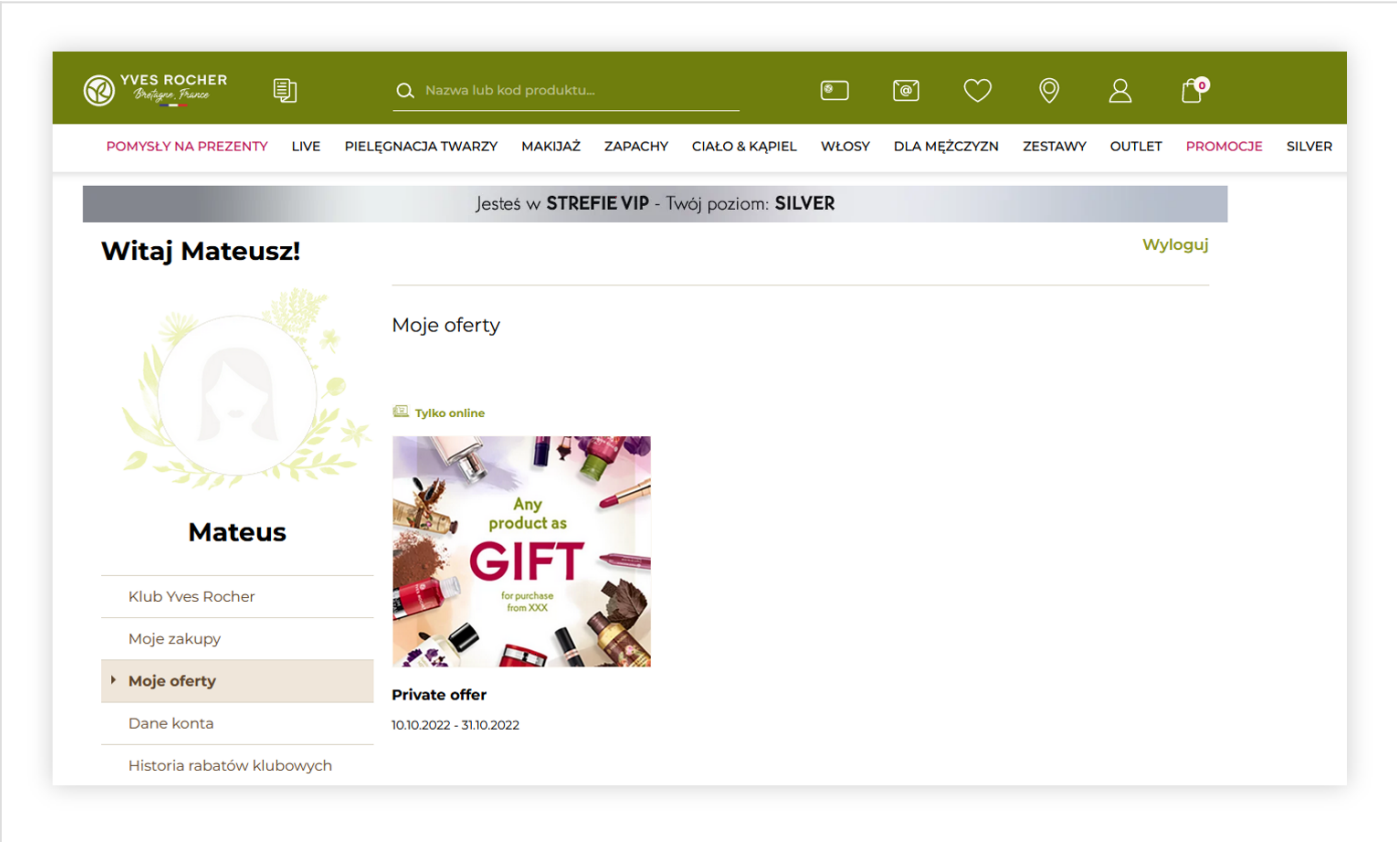


Customer private offers

/ Getting started

In this article, you can find information about customer private offers, which allow you to set up private offers that will be visible only to the selected customers. Private offers are promotional offers tailored to the selected group of customers, as they are not activated in the altshop but are set to the customers e-mail addresses.



The screenshot displays the Yves Rocher customer panel on a desktop. At the top, there is a green navigation bar with the Yves Rocher logo, a search bar, and various utility icons. Below this is a horizontal menu with categories like 'POMYSŁY NA PREZENTY', 'LIVE', 'PIELĘGNACJA TWARZY', 'MAKIAŻ', 'ZAPACHY', 'CIAŁO & KĄPIEL', 'WŁOSY', 'DLA MĘŻCZYŹN', 'ZESTAWY', 'OUTLET', 'PROMOCJE', and 'SILVER'. A grey banner indicates the user is in the 'STREFIE VIP' with a 'SILVER' status. The main content area is titled 'Witaj Mateusz!' and includes a 'Wyloguj' link. A left sidebar lists user options: 'Klub Yves Rocher', 'Moje zakupy', 'Moje oferty' (highlighted), 'Dane konta', and 'Historia rabatów klubowych'. The main area shows 'Moje oferty' with a 'Tylko online' tag and a promotional image for a 'GIFT' offer: 'Any product as GIFT for purchase from XXX'. Below the image, it specifies 'Private offer' and the dates '10.10.2022 - 31.10.2022'.


Visualization of the customer private offer in the customer panel (desktop)


YVES ROCHER
Bretagne, France

Jesteś w STREFIE VIP - Twój poziom: SILVER



Witaj Mateusz!

Moje oferty

 Tylko online



Private offer
10.10.2022 - 31.10.2022

 Prezenty do zamówień  Darmowa dostawa od 159zł

Visualization of the customer private offer in the customer panel (mobile)

To open the *customer private offers* view, in the administration panel, navigate to:
Customers > Customer private offers

The screenshot displays the 'Customer Private Offers' section in the Yves Rocher admin panel. The top header shows the user 'Mateusz Salasiński' and a session ending in 29 minutes. The sidebar on the left lists various system modules, with 'Customers' highlighted. The main content area features a filter for 'Is public?' and a table listing 9 private offers. Each offer row includes columns for ID, System name, Name, Date start, Date end, and Is public?, along with action buttons for Edit, Import emails, Delete emails, and Delete.

ID	System name	Name	Date start	Date end	Is public?	Actions
1	TestOffer	Test offer online	2021-12-01 00:00:00	2021-12-31 00:00:00	×	Edit, Import emails, Delete emails, Delete
2	TestOffer2	Test Offer Retail	2022-04-01 00:00:00	2023-04-01 00:00:00	×	Edit, Import emails, Delete emails, Delete
3	TestOfferBoth	Test offer retail & online	2022-04-01 00:00:00	2024-04-23 00:00:00	×	Edit, Import emails, Delete emails, Delete
4	test	test	2022-05-18 00:00:00	2022-05-24 00:00:00	×	Edit, Import emails, Delete emails, Delete
5	Test offer	Test offer name	2022-05-25 00:00:00	2023-08-31 00:00:00	×	Edit, Import emails, Delete emails, Delete
6	test_lj	test_lj	2025-01-01 00:00:00	2025-01-31 00:00:00	×	Edit, Import emails, Delete emails, Delete
7	Test public	Test public	2023-06-01 00:00:00	2027-06-30 00:00:00	✓	Edit, Import emails, Delete emails, Delete
8	test123	test123	2023-06-01 00:00:00	2023-06-28 00:00:00	✓	Edit, Import emails, Delete emails, Delete
9	test321 private	test321 private	2023-06-01 00:00:00	2023-06-30 23:00:00	×	Edit, Import emails, Delete emails, Delete

Visualization of the customer private offer tab in the admin panel

1. [Customer private offer tab](#)
2. [Creating a customer private offer](#)
3. [Importing customers to the selected customer private offer](#)

/ Customer private offer tab

In the customer private offer tab, you can find all available private offers and their basic data.

Below you will find a description of possible actions.

The screenshot shows a web interface for managing private customer offers. At the top, there is a 'Filters' section with a dropdown menu for 'Is public?' (callout 1) and buttons for 'Apply filters' and 'Clear filters'. Below this is a header for 'List of private customer offers' with a '+ Add customer private offer' button (callout 4). The main area contains a table with columns: ID, System name, Name, Date start, Date end, Is public?, and Actions. A 'Show 10 entries' dropdown (callout 2) and a search bar (callout 5) are located above the table. The table lists 9 offers with various details and action buttons (Edit, Import emails, Delete emails, Delete). At the bottom, there is a pagination control showing 'Showing 1 to 9 of 9 entries' and 'Previous 1 Next' buttons (callout 6).

ID	System name	Name	Date start	Date end	Is public?	Actions
1	TestOffer	Test offer online	2021-12-01 00:00:00	2021-12-31 00:00:00	×	Edit Import emails Delete emails Delete
2	TestOffer2	Test Offer Retail	2022-04-01 00:00:00	2023-04-01 00:00:00	×	Edit Import emails Delete emails Delete
3	TestOfferBoth	Test offer retail & online	2022-04-01 00:00:00	2024-04-23 00:00:00	×	Edit Import emails Delete emails Delete
4	test	test	2022-05-18 00:00:00	2022-05-24 00:00:00	×	Edit Import emails Delete emails Delete
5	Test offer	Test offer name	2022-05-25 00:00:00	2023-08-31 00:00:00	×	Edit Import emails Delete emails Delete
6	test_lj	test_lj	2025-01-01 00:00:00	2025-01-31 00:00:00	×	Edit Import emails Delete emails Delete
7	Test public	Test public	2023-06-01 00:00:00	2027-06-30 00:00:00	✓	Edit Import emails Delete emails Delete
8	test123	test123	2023-06-01 00:00:00	2023-06-28 00:00:00	✓	Edit Import emails Delete emails Delete
9	test321 private	test321 private	2023-06-01 00:00:00	2023-06-30 23:00:00	×	Edit Import emails Delete emails Delete

Visualization of the list of private customer offers tab

- Filter private offers by their **is public?** (1) status. Available options are "yes" and "no".
- Select the **Show X entries** (2) field to set the number of private offers, displayed on one page (min 10 / max 100).
- The names of the columns (3) that contain information about a given private offer. Each column is susceptible to sorting. To sort the records, click on the title of the column.
 - **ID** - Internal identification number of a private offer.
 - **System Name** - The system name of the private offer. This field is not visible to the customers, but is used in the customer import. You can learn more about customer import in the [Importing customers to the selected customer private offer](#) chapter
 - **Name** - A public name of the offer. This field is visible to the customers.
 - **Start date** - the date from which the private offer is visible to the store customers.
 - **End date** - the date from which the private offer is hidden for store customers.
 - **Is public?** - The **is public?** status of a selected private offer.
 - **Actions** - Buttons that allow to perform various actions. Available actions are:
 - **Edit** - Edits selected private offer. Editing is exactly the same as creating a new one, so you can read more about it in the [Creating a customer private offer](#) chapter
 - **Import emails** - Import and assign customer email addresses to the selected private offer. More about importing emails can be found in the [Importing](#)

[customers to the selected customer private offer](#) chapter.

- **Delete emails** - Removes all assigned customer emails from the selected private offer.
 - **Delete** - Removes the selected private offer without the ability to restore it.
 - Select the **Add customer private offer (4)** button to go to the adding a new customer private offer. You can learn more about adding a new private offer in the [Creating a customer private offer](#) chapter
 - **Search box(5)** where you can search for desired private offer by their system name and name.
 - **Page buttons(6)**, which allows user to change the page of currently viewed private offers.
-

/ Creating a customer private offer

A private offer can be created using the **Add customer private offer** button. Below you will find all the fields that can be edited in the private offer creation

Customer Private Offer

General

Name *

Visible name *

Description *

Validity text *

Link

Picture *

Type *

Alt shops *

Available		Selected
<input type="text"/>		<input type="text"/>
2for1	<input type="button" value="»"/>	<input type="text"/>
B2B	<input type="button" value="»"/>	
CuE od 99zł (testowy)	<input type="button" value="»"/>	
Debug	<input type="button" value="»"/>	
Default	<input type="button" value="»"/>	
Default (copy)	<input type="button" value="»"/>	
default_bagchat	<input type="button" value="»"/>	
default_bapfron	<input type="button" value="»"/>	

Use shift and control keys to select multiple items

Start date *

End date *

Sort order *

Is active? ON OFF

Is public? ON OFF
If checked, the offer will be visible to all users. Value can be set only on private offer creation

Mobile App

Link type *

Object ID *
Provide SKU if link type is set to "Product"/"Openset page" or ID if is set to Category or Promotion page

Small image *
Recommended image size: 200x400

Medium image *
Recommended image size: 400x600

Large image *
Recommended image size: 800x1000

- **Name** - the system name of the private offer. This field is not visible to the customers.
- **Visible name (1)** - A public name of the offer. This field is visible to the customers.
- **Description (2)** - Description of a private offer. This field is visible to the customers.
- **Validity text (3)** - A field that accepts a string. Usually in this field, there is a range of dates when the selected offer will be active. This field is visible to the customers
- **Link (4)** - An URL where the picture of the private offer will redirect to when clicked in the customer panel.
- **Picture (5)** - A picture of a private offer visible to the customer in the customer panel
- **Type (6)** - A type of private offer. A type doesn't change anything in how the offer works, but it displays in the customer panel what type the offer is. Available types are:
 - **Use online & in retail**
 - **Only online**
 - **Only in retail**
- **Altshops** - A list of altshops where selected private offer will be visible
- **Start date** - the date from which the private offer is visible to the store customers.
- **End date** - the date from which the private offer is hidden for store customers.
- **Sort order** - Sort order of the private offer. Sort offer sets the order in which offers are visible in the customer panel.
- **Is active?** - Activity switch, which turns the private offer on or off.
- **Is public?** - Switch, which decides if the private offer is public or not. This switch can only be changed when creating a new private offer. Public private offers are available for all logged-in customers and uploading e-mail addresses to them described in [Importing customers to the selected customer private offer](#) is not possible.

While creating a new private offer it is also mandatory to fill out the mobile app fields:

- **Link type** - A type of a link. Available types are:
 - **Product**
 - **Category (tag)**
 - **Promotion page**
 - **Openset page**
 - **Custom view**
- **Object ID** - An internal ID of a selected object. The ID is dependent on the selected **Link type**.
- **Small, Medium and Big images** - Three images selected from the gallery.

Remember

You can find more about the mobile app content configuration in the [Mobile app](#) article.

YVES ROCHER
Boutique, France

Nazwa lub kod produktu...

POMYSŁY NA PREZENTY LIVE PIELĘGNACJA TWARZY MAKIJAŻ ZAPACHY CIAŁO & KĄPIEL WŁOSY DLA MĘŻCZYŹN ZESTAWY OUTLET PROMOCJE SILVER

Jesteś w **STREFIE VIP** - Twój poziom: **SILVER**

Wyloguj

Witaj Mateusz!

Mateus

Klub Yves Rocher

Moje zakupy

Moje oferty

Dane konta

Historia rabatów klubowych

Moje oferty

Tylko online 6

Any product as **GIFT** 5
for purchase from XXX

Private offer 1
10.10.2022 - 31.10.2022 3

Visualization of the private offer tab in the customer panel

YVES ROCHER
Boutique, France

Nazwa lub kod produktu...

POMYSŁY NA PREZENTY LIVE PIELĘGNACJA TWARZY MAKIJAŻ ZAPACHY CIAŁO & KĄPIEL WŁOSY DLA MĘŻCZYŹN ZESTAWY OUTLET PROMOCJE SILVER

Jesteś w **STREFIE VIP** - Twój poziom: **SILVER**

Wyloguj

Witaj Mateusz!

Mateus

Klub Yves Rocher

Moje zakupy

Moje oferty

Dane konta

Historia rabatów klubowych

Historia moich punktów

Książka adresowa

Moje oferty

Tylko online 6

Any product as **GIFT** 5
for purchase from XXX

Private offer 1
10.10.2022 - 31.10.2022 3

Sprawdź szczegóły 4

Description of a private offer 2

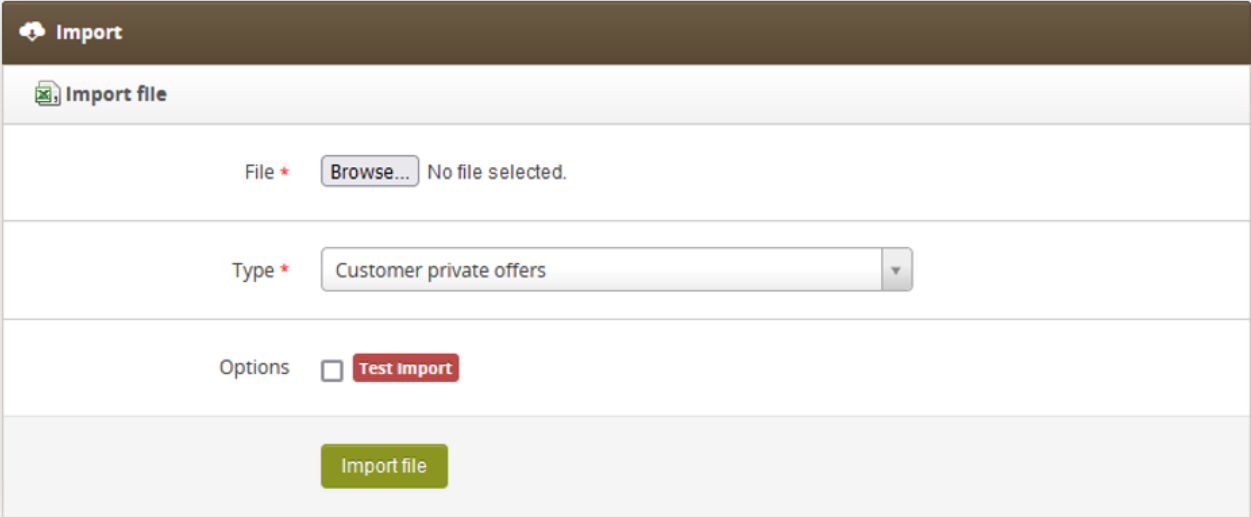
Powrót

Visualization of the customer private offer in the customer panel

With all mandatory fields filled, you can save created private offer using the **save** button, or cancel its creation using the **cancel** button.

/ Importing customers to the selected customer private offer

In order for a private offer to be visible to the customers, their e-mail address must be assigned to the selected offer. In order to do that, you have to navigate to **import / export > import**



The screenshot shows a web interface for importing data. At the top, there's a dark header with a cloud icon and the word 'Import'. Below that, a section titled 'Import file' contains three main areas: 1) A 'File' field with a red asterisk, a 'Browse...' button, and the text 'No file selected.' 2) A 'Type' dropdown menu with a red asterisk, currently showing 'Customer private offers'. 3) An 'Options' section with a checkbox and a red 'Test Import' button. At the bottom of the form is a large green 'Import file' button.

Visualization of the import tab in the import/export section

In the import export you have to select **Customer private offer** type and attach previously created customer private offer .csv file.

A	B
email	Offer ID
Example@example.com	Offer1
Example2@example.com	Offer2
Example3@example.com	Offer2

Visualization of the example CSV file of a private offer import

Customer private offer .csv file must contain two fields:

- **Email** - Customer's email address.
- **Offer ID** - System name of the private offer.

With prepared file and selected **Customer private offer** type, you can import the file in into the TauCeti platform, and the selected e-mail addresses will get automatically assigned to the selected offer IDs.

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