

Examples of popular promotions

/ Getting started

In this article, you will find an example of the promotions that are used most frequently on multiple Yves Rocher websites. This article will only show you possible combinations of conditions and actions without the details, of how to create such promotions. You can find articles about condition, action, and rule creation with all their possibilities in the following articles:

- [Promotion module introduction](#)
- [Conditions](#)
- [Actions](#)
- [Rules](#)

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/ Gift of choice after set cart value is exceeded

Gift of choice is a list of gifts that customers can choose from. In this example, the customer will be able to do that after his cart value is over 290Kc


To create such a promotion, you have to create an **Order Value** condition. In this example, we used the following JSON:

```
{"prices":"promotion","include_payed_gifts":"TRUE","use_default_excluded_list":"FALSE","consider
```

Additionally, you have to create a **Gift of choice** action with example JSON:

```
{"sku_list": ["F31623","F94615","F01989","250PT","NOGIFT"],"min_cart_value_for_description":"290
```

For a promotion to work, you have to assign the above condition and action to the rule.



Conditions (drag&drop + to change order) + Add next

VPI Dárek od XXX - pro 1 >= 290 2

Možnosti + Add next

K11 VPI Dárek 290,- Kč

Visualization of the rule configuration of the promotion.

For an **Order value** condition to activate above 290Kc, we have to set the logic operator to **>= (1)** and the value to **290 (2)**. The action doesn't require any operator, or value, as it doesn't use any parameters except the ones written in the JSON.

Below, you can see how a customer sees the **Gift of choice (3)** promotion, whenever he has more than 290Kc of products in his cart.



YVES ROCHER
Paris, France

Masky



O YVES ROCHER

PLEŤ

LÍČENÍ

VŮNĚ

TĚLO

VLASY

OUTLET

AKCE MĚSÍCE

DÁRKY

1

Košík

2

Doručení
zásilkou

3

Platba

4

Potvrzení

← Pokračovat v nákupu

Nákupní košík

Vložit produkt do košíku pomocí kódu výrobku:

1


Vložit

Produkt	Cena za kus	Množství	Částka k zaplacení
 <p>SOS detox - doplněk stravy k výrobě nápoje KÓD: 83586 Body za produkt: 599</p>	599 Kč	1	599 Kč ×
 <p>Krém na ruce Monoi de Tahiti DÁREK</p>	zdarma	1	zdarma ×

Celková hodnota 1 výrobek


599 Kč

Doporučujeme přímo pro vás




Detoxikační tělový peeling
150 ml
319 Kč

VYBRAT




Vysoce vyživující tělové mléko
190 ml
649 Kč

VYBRAT



Parfémová voda Comme une Evidence
100ml
1 890 Kč


VYBRAT




Parfémovaný sprej na tělo a vlasy Malina & máta
100 ml
349 Kč

VYBRAT


Vyberte si dárek k objednávce nad 290Kč



Krém na ruce Monoi de Tahiti
[Více informací](#)




Hydratační krém na ruce s bio arnikou
[Více informací](#)



Tělové mléko Oliva & Petit Grain
[Více informací](#)

250 bodů
250 bodů
[Více informací](#)



Nemám zájem o dárek
[Více informací](#)

Slevový kód

Kód

OK



Moje věrnostní karta

Objevte věrnostní systém

Vyberte si vaši věrnostní slevu

Sleva 150 Kč

Sleva 400 Kč

Sleva 700 Kč

3

/ Discount on 2 most expensive products when discount code is added to the cart

One of the most common promotion types uses discount codes as a condition with various actions. In this case, when the customer types the discount code to the cart, his two most expensive products will get discounted by -40%.

Such promotion uses the **Discount code in cart** condition. This condition doesn't use any parameters.

To discount the most expensive products in the cart, we have to create a **discount most expensive product** action. In this example, we will use the following JSON parameters:

```
{"type": "percentage", "prices": "catalog", "exclude_products": ["green_point_flag"], "quantity_limit":
```

For a promotion to work, you have to assign the above condition and action to the rule.

The screenshot displays a configuration interface for a promotion rule. It is divided into two main sections: 'Conditions' and 'Actions'.
1. **Conditions**: The first condition is '.Discount code in basket' (marked with a circled '1'). This is followed by an equals sign (=) and a dropdown menu. The second condition is 'MAILING11_22points' (marked with a circled '2'). A '+ Add next' button is located to the right of this section.
2. **Actions**: The first action is 'L10 2022 MLG11 (-40 % on 2 most exp. prod)' (marked with a circled '3'). This is followed by a text input field containing the number '40'. A '+ Add next' button is located to the right of this section.

For a **Discount code in cart** condition to activate, we have to set the logic operator to = **(1)** and value to desired promotion code **(2)** - in this case, we will use **MAILING11_22points** one. In the action field, we have to specify the percentage discount customers will receive on the two most expensive products, as the type parameter in the action is set to percentage. In this example, we set it to **40 (3)**.

Below you can see how the customer can see this discount in his cart **(4)**.

The screenshot shows the Yves Rocher shopping cart interface. At the top, there is a navigation bar with the Yves Rocher logo and various icons. Below it, a progress bar indicates the current step: 1. Košík (Cart), 2. Doručení zásilky (Delivery), 3. Platba (Payment), and 4. Potvrzení (Confirmation). The main section is titled 'Nákupní košík' (Shopping cart) and contains a table of items. A search bar at the top right allows adding products by code. The table lists several products, with the two most expensive items, 'Parfémová voda SEL D'AZUR, 100 ml' and 'Toaletní voda Naturelle', having a 40% discount applied. The discount code 'MAILING11_22points' is shown in a callout box next to these items. The total value of the cart is 3544 Kč.

Produkt	Cena za kus	Množství	Částka k zaplacení
SOS detox - doplněk stravy k výrobě nápoje KÓD: 83586 Body za produkt: 599	599 Kč	1	599 Kč
Voděodolná řasenka pro intenzivní pohled Metamorphose KÓD: 46960 Body za produkt: 539	539 Kč	1	539 Kč
Parfémová voda SEL D'AZUR, 100 ml KÓD: 78502 Body za produkt: 954	1590 Kč 954 Kč	1	1590 Kč 954 Kč
Toaletní voda Naturelle KÓD: 77108 Body za produkt: 774	1290 Kč 774 Kč	1	1290 Kč 774 Kč
Hydratační gel na den a noc Hydra Végétal KÓD: 42155 Body za produkt: 549	549 Kč	1	549 Kč
Sada zápisníku a laku na nehty 02. Rose Perle DÁREK	zdarma	1	zdarma
Vánoční sada DÁREK Body za produkt: 129	129 Kč	1	129 Kč
Celková hodnota 6 výrobků			3544 Kč

Visualization of the applied promotion

/ Free delivery over set cart value

One of the most common promotions in the e-commerce platforms is free delivery. In TauCeti panel, we can set it up in two different ways:

1. Changing the price range for set delivery methods in **Altshops > delivery costs / list**
2. Creating a promotion with a free delivery action

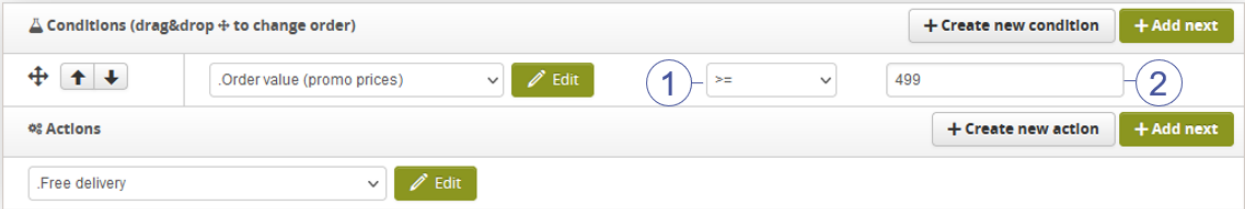
The first method can be read about in the [Delivery costs / list - browsing and managing delivery costs](#) article.

The second method requires creating a rule that contains a selected condition and a free delivery rule. In this example, we will use an **order value** condition with JSON parameters:

```
{"prices": "promotion", "consider_discounts": "TRUE", "exclude_products": ["green_point_flag"]}
```

For an action, we have to create a new action with a **Free delivery** type. This action type doesn't require any JSON parameters.

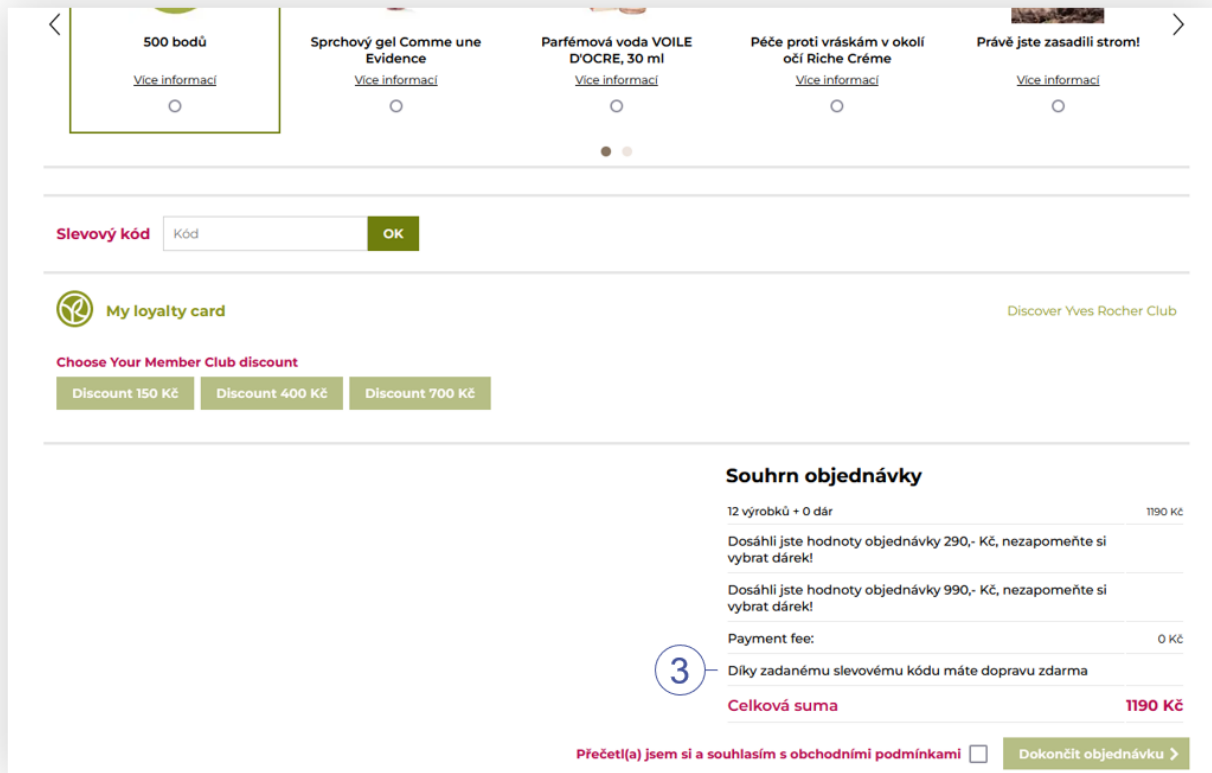
For a promotion to work, you have to assign the above condition and action to the rule.



Visualization of the rule configuration of the promotion.

For an **Order value** condition to activate above, for example, 499Kc, we have to set the logic operator to **>= (1)** and value to **499 (2)**. **Free delivery** action doesn't require any operator, or value, as it doesn't use any parameters except the ones written in the JSON.

Below, you can see how customers can see this discount in their cart **(3)**.



Visualization of the applied promotion

/ Two products for one when selected products are in the cart

One of the most often promotions used are two for one promotions. Such promotion can be easily configured using the **two products for one** action.

In this example, the promotion will work only when selected products are in the cart. For this, we need to create a condition with **check if SKU(s) exist** condition type. We are using the following JSON:

```
{"sku": ["55794", "55665", "55692", "55751", "55724", "81503"], "required_quantity": "2", "consider_quant
```

For an action, we have to create a **two products for one action** with the following JSON:

```
{"allowed_products": ["55794", "55665", "55692", "55751", "55724", "81503"]}
```

In order for a promotion to work, you have to assign the above condition and action to the rule.

Conditions (drag&drop + to change order) + Create new condition + Add next

Two for one Edit **1** = TRUE **2**

Actions + Create new action + Add next

Two for one Edit

Visualization of the rule configuration of the promotion.

For a **check if SKU(s) exist** condition, we have to set the logic operator to = **(1)** and value to **TRUE (2)**. **Two products for one** action doesn't require any operator, or value, as it doesn't use any parameters except the ones written in the JSON.

Below, you can see how customers can see this discount in their cart **(4)**.

1 Košík 2 Doručení zásilky 3 Platba 4 Potvrzení

Pokračovat v nákupu

Nákupní košík Vložit produkt do košíku pomocí kódu výrobku: 1 Vložit

Produkt	Cena za kus	Množství	Částka k zaplacení
Denní ochranná péče s OF 50+ KÓD: 55751 Points for product: 1398	949 Kč 699 Kč	2	1898 Kč 1398 Kč
250 bodů DÁREK	zdarma	1	zdarma
500 bodů DÁREK	zdarma	1	zdarma
Denní ochranná péče s OF 50+ DÁREK Points for product: 1	949 Kč 1 Kč	1	949 Kč 1 Kč
Celková hodnota 3 výrobky			1399 Kč

Visualization of the applied promotion

/ Third product from the list for free when selected discount code is used

This promotion allows customers to select three products from the list and one of them (usually the cheapest one) will be for free. In order to activate such promotion customers will be required to apply a discount code in the cart.

For conditions, we need a simple **Discount code in cart** condition. This condition doesn't use any parameters.

In order for promotion to apply 3rd product for free to a certain list of products we need a **Set of products** action. Set of products can be used in various different ways according to their parameters. In the case of this promotion, we need the action with the following JSON parameters:

```
{"allow_same_sku": "TRUE", "allowed_products": ["55794", "55665", "55692", "55751", "55724", "81503"], "s
```

In order for a promotion to work, you have to assign the above condition and action to the rule.








Visualization of the rule configuration of the promotion.

For a **Discount code in cart** condition to activate, we have to set the logic operator to = **(1)** and value to desired promotion code **(2)** - in this case, we will use **Discountcode** one. In the action field, we only have to specify a newly created action, as it doesn't require additional values.

← Pokračovat v nákupu

Nákupní košík Vložit produkt do košíku pomocí kódu výrobku: 1

Produkt		Cena za kus	Množství	Částka k zaplacení
 <p>Regenerační sérum na noc s efektem melatoninu KÓD: 81503 Points for product: 1390 ?</p>	% third for free	1390 Kč	1	1390 Kč ✕
 <p>Denní regenerační péče KÓD: 55692 Points for product: 1190 ?</p>	% third for free	1190 Kč	1	1190 Kč ✕
 <p>Denní ochranná péče s OF 50+ KÓD: 55751 Points for product: 1 ?</p>	% third for free	699 Kč 1 Kč	1	699 Kč 1 Kč ✕
 <p>250 bodů DÁREK</p>		zdarma	1	zdarma
 <p>500 bodů DÁREK</p>		zdarma	1	zdarma
Celková hodnota 5 výrobků				2581 Kč

Visualization of the applied promotion

/ Additional FIDEN2 loyalty points when customer exceeds set cart value

Sometimes it is a good idea to reward customers with more FIDEN2 points whenever they spend more money on their order. In this case, it is possible to use a promotion module to automatically apply such promotion.

For this type of promotion, we require a condition that will activate an action whenever the cart value exceeds the set price point. For this, we can use **Order value** condition with the following

JSON parameters:

```
{"prices": "promotion", "consider_discounts": "TRUE", "exclude_products": ["green_point_flag"]}
```

In the above case promotion price of products and other promotional discounts will be counted.

For an Action, we have to use **Add or multiply loyalty points** action. This action requires to set if we want to add or multiply by percentage the loyalty points, so we can do that like in the example below:

```
{"type": "amount"}
```

In this case, we will add a set amount of additional FIDEN2 points to the customer.

For a promotion to work, you have to assign the above condition and action to the rule.



The screenshot shows a rule configuration interface. At the top, there is a header "Conditions (drag&drop + to change order)" with buttons for "+ Create new condition" and "+ Add next". Below this, there is a condition configuration row. It starts with a plus icon and up/down arrows. The condition is ".Order value (promo prices)" with an "Edit" button. To the right of the condition is a logic operator ">=" (labeled with a circled "1") and a value "499" (labeled with a circled "2"). Below the condition row, there is an "Actions" section with a plus icon and up/down arrows. The action is "Adventní kalendář - AMBRE1" with an "Edit" button. To the right of the action is a value "500". Below the action row, there are buttons for "+ Create new action" and "+ Add next".

Visualization of the rule configuration of the promotion.

For an **Order value** condition to activate above, for example 499Kc, we have to set the logic operator to **>= (1)** and value to **499 (2)**. **Add or multiply loyalty points** action requires to specify the amount of points we want to add to the order. In our case as the action is set to the amount of points if we type for example **500** points, the customer will receive additional 500 FIDEN2 points with their order.

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