

# Promotion module introduction

## / Getting started

In this article, you will learn about a promotion module, and what can you do by using that module.

Promotion module is a complex group of categories that together create a base for all the promotions on the website. By using the promotion module, you can create and configure your own promotions, or create a ready promotion pages and opensets for customers to select from.

Promotion module consists of many parts, described below:

The screenshot shows the 'Rules / list' interface in the Yves Rocher YRCZ PROD system. The sidebar on the left contains various navigation options, with 'Rules / list' highlighted by a red circle and the number '1'. The main content area displays a table of promotion rules. The table has columns for ID, Name, Start date, End date, Is active?, Sort order, and Actions. The table contains 10 rows of data, including test rules and real-world promotions like 'Wheel of fortune - lipstick F29392' and 'Wheel of fortune - discount 200'. The interface also includes a search bar, a 'Filters' section, and a 'Deactivate expired rules' button.

Visualization of the promotion module

- Promotion logic **(1)**, which is a main, and most important part of promotion module, which consists of conditions, actions, and rules that together create a promotion that is usable on the website **(2)**.
- Discount codes
- Promotion pages
- Opensets





- Excluded products tab
- Push messages
- FIDEN2 vouchers



← Pokračovat v nákupu


## Nákupní košík

Vložit produkt do košíku pomocí kódu výrobku:  1


Produkt	Cena za kus	Množství	Částka k zaplacení
 <b>SOS detox - doplněk stravy k výrobě nápoje</b> KÓD: 83586 Body za produkt: 599	599 Kč	1	599 Kč ×
 <b>Regenerační kondicionér na poškozené vlasy</b> KÓD: 61731 Body za produkt: 298 ● Zelený bod	149 Kč	2	298 Kč ×
 <b>Kondicionér pro barvené vlasy</b> KÓD: 62967 Body za produkt: 1 ● Zelený bod	149 Kč 1 Kč	1	149 Kč 1 Kč ×
 <b>Sprchový gel Magnólie &amp; bílý čaj</b> DÁREK	zdarma	1	zdarma ×

Celková hodnota 3 výrobky 898 Kč


### Doporučujeme přímo pro vás




**Projasňující peelingový olej Monoi de Tahiti**  
150 ml  
**249 Kč**



**Regenerační šampon na poškozené vlasy**  
300 ml  
**149 Kč**




**Šampon na barvené vlasy**  
300 ml  
**149 Kč**




**Vysoce vyživující tělové mléko**  
190 ml  
**649 Kč**


### Vyberte si dárek k objednávce nad 290Kč



**Sprchový gel Magnólie & bílý čaj**  
[Více informací](#)




**Krém na ruce Mango & Koriandr**  
[Více informací](#)



**Rostlinný tělový peeling**  
[Více informací](#)

**250 bodů**  
250 bodů  
[Více informací](#)



**Nemám zájem o dárek**  
[Více informací](#)

Slevový kód

 **Moje věrnostní karta**

Objevte věrnostní systém

Vyberte si vaši věrnostní slevu

2

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# / Promotion logic

Promotion logic allow creating custom promotions that will be applied according to the customer's cart value on the website. As an example of the promotion rules, we can distinguish:

- 20% catalog price discount on all products in the cart when customer's cart value is greater than 50 euro.
- Two for one promotion on selected products
- Buy 30 euro of selected products and get a gift product for free
- Select a product for free from a list when cart value is over 20 euro.
- When a discount code is applied in the cart, the most expensive and cheapest products are discounted by 50% of the promotional product value.

Promotion logic consist of three parts:

1. **A condition**
2. **An action**
3. **A rule**

**Condition** is a backbone of the promotion, as it dictates what conditions need to be fulfilled in order for the promotion to work. For example, in this section the "Order has to be greater than 50 euro" condition will be located.

An **action** applies the selected promotional action to the customer's cart, when the selected condition is met. In this section, the "discount 20% off catalog price of all the products in the cart"

action will be located.

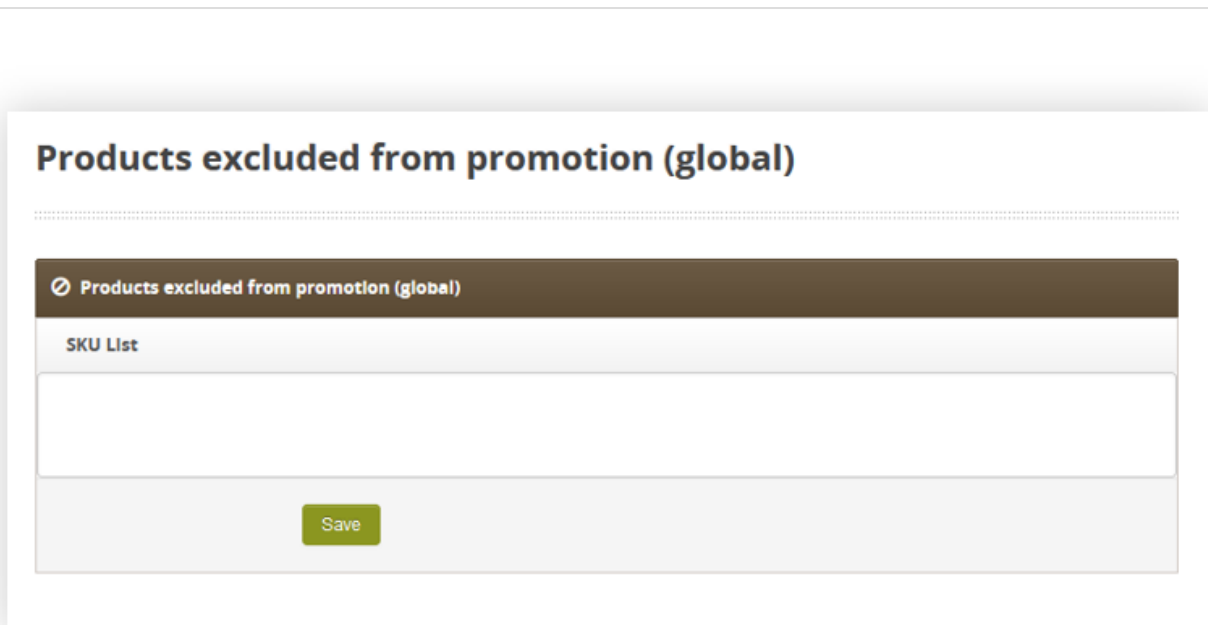
**Rules** are whole promotions that contain in themselves conditions and actions and make them work together in a selected altshops and date ranges.

You can find articles about these three parts in the following articles:

- [Conditions](#)
- [Actions](#)
- [Rules](#)

## Excluded products

Products excluded from promotion (global) is a tab where users are able to exclude the list of SKU's globally, so these products won't be affected by any created promotions until they are excluded in this list.



The screenshot shows a web interface for managing excluded products. At the top, the title "Products excluded from promotion (global)" is displayed. Below the title is a dark header bar with a circular icon and the text "Products excluded from promotion (global)". Underneath the header is a table with the heading "SKU List". The table is currently empty. At the bottom of the interface, there is a green "Save" button.

*Visualization of the products excluded from promotion (global) tab.*

# / Discount codes

Discount codes are codes that are used by the customers in the cart on the website in order to get benefits from the configured promotional rules. We distinguish two types of discount codes:

1. A main code
2. A personal code

**Main code** is a custom-made code created by the administrator with unlimited amount of uses (unless specified otherwise in the promotional rule).

**Personal code** is a code assigned inside the main code with one time use. When the main code has assigned at least one personal code, the main code itself doesn't work, and only the personal codes can be distributed among customers for it to work.

You can find more about discount codes in the [Discount codes](#) article

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# / Promotion pages

Promotion pages are easy to make and maintain pages with a list of products, where customers are able to select the desired products and add them separately to the cart on the website.

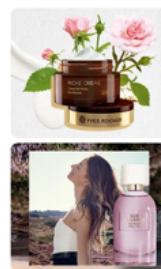
Promotion pages are usually created in order to hold categories of products that have discounts assigned in the [Products / list - browsing and managing products in altshop module](#).

Hlavní stránka » 2+1 zdarma na péči o vlasy



**2+1  
NA  
PÉČI O VLASY**

Na všechny produkty péče o vlasy



PÉČE PROTI VRÁSKÁM  
RICHE CREME 50 ML  
za **849 Kč**

SUR LA LANDE  
Parfémová voda  
100 ml  
za **1 190 Kč**

Pro využití nabídky je nutné vložit do košíku minimálně 3 produkty!

31 výrobků

ŘADIT DLE NOVINEK

<p><b>2+1 ZDARMA</b></p> <p>Kondicionér pro větší objem vlasů 200 ml ★★★★★ (75) <b>149 Kč</b></p> <p>Vložit do košíku</p>	<p><b>BESTSELLER</b></p> <p><b>2+1 ZDARMA</b></p> <p>Regenerační kondicionér na poškozené vlasy 200 ml ★★★★★ (115) <b>149 Kč</b></p> <p>Vložit do košíku</p>	<p><b>2+1 ZDARMA</b></p> <p>Kondicionér pro barvené vlasy 200 ml ★★★★★ (66) <b>149 Kč</b></p> <p>Vložit do košíku</p>	<p><b>2+1 ZDARMA</b></p> <p>Ochranný kondicionér 200 ml ★★★★★ (15) <b>189 Kč</b></p> <p>Vložit do košíku</p>	<p><b>2+1 ZDARMA</b></p> <p>Šampon na barvené vlasy 300 ml ★★★★★ (95) <b>149 Kč</b></p> <p>Vložit do košíku</p>
<p><b>BESTSELLER</b></p> <p><b>2+1 ZDARMA</b></p> <p>Svěží šampon na mastné vlasy 300 ml ★★★★★ (158) <b>149 Kč</b></p> <p>Vložit do košíku</p>	<p><b>BESTSELLER</b></p> <p><b>2+1 ZDARMA</b></p> <p>Regenerační šampon na poškozené vlasy 300 ml ★★★★★ (158) <b>149 Kč</b></p> <p>Vložit do košíku</p>	<p><b>2+1 ZDARMA</b></p> <p>Šampon pro lesklé vlasy 300 ml ★★★★★ (66) <b>149 Kč</b></p> <p>Vložit do košíku</p>	<p><b>BESTSELLER</b></p> <p><b>2+1 ZDARMA</b></p> <p>Šampon proti lupům 300 ml ★★★★★ (153) <b>189 Kč</b></p> <p>Vložit do košíku</p>	<p><b>2+1 ZDARMA</b></p> <p>Detoxikační micelární šampon 300 ml ★★★★★ (67) <b>189 Kč</b></p> <p>Vložit do košíku</p>

Visualization of the promotion page

You can learn more about promotion pages in the [Promotion pages](#) article.

# / Opensets

Opensets are a set of products that are bundled into a single package.

We distinguish three types of opensets:














1. Normal openset
2. DIY openset
3. DIY catalog price openset

Normal openset is a webpage where all the products are visible and selectable. The customer is able to select a configured amount of products and then bundle them together into an openset and added to the cart.

YVES ROCHER  
*Paris, France*
Krémy na ruce

O YVES ROCHER PLEŤ LIČENÍ VŮNĚ TĚLO VLASY OUTLET AKCE MĚSÍCE DÁRKY

### Letní šeková knížka 2+1 šampony

 <b>2+1</b> DARMA	 <b>2+1</b> DARMA	<b>BESTSELLER</b>  <b>2+1</b> DARMA	 <b>2+1</b> DARMA	 <b>2+1</b> DARMA
<b>Kondicionér pro lesklé vlasy</b> 200 ml ★★★★★ (20) <b>149 Kč</b> 100ml: 74 Kč Vybrat výrobek <input type="checkbox"/>	<b>Kondicionér pro větší objem vlasů</b> 200 ml ★★★★★ (75) <b>149 Kč</b> 100ml: 74 Kč Vybrat výrobek <input type="checkbox"/>	<b>Regenerační kondicionér na poškozené vlasy</b> 200 ml ★★★★★ (115) <b>149 Kč</b> 100ml: 74 Kč Vybrat výrobek <input type="checkbox"/>	<b>Kondicionér pro barvené vlasy</b> 200 ml ★★★★★ (66) <b>149 Kč</b> 100ml: 74 Kč Vybrat výrobek <input type="checkbox"/>	<b>Šampon na barvené vlasy</b> 300 ml ★★★★★ (95) <b>149 Kč</b> 100ml: 50 Kč Vybrat výrobek <input type="checkbox"/>
<b>BESTSELLER</b>  <b>2+1</b> DARMA	<b>BESTSELLER</b>  <b>2+1</b> DARMA	 <b>2+1</b> DARMA	 <b>2+1</b> DARMA	 <b>2+1</b> DARMA
<b>Svěží šampon na mastné vlasy</b> 300 ml ★★★★★ (158) <b>149 Kč</b> 100ml: 50 Kč Vybrat výrobek <input type="checkbox"/>	<b>Regenerační šampon na poškozené vlasy</b> 300 ml ★★★★★ (158) <b>149 Kč</b> 100ml: 50 Kč Vybrat výrobek <input type="checkbox"/>	<b>Šampon pro lesklé vlasy</b> 300 ml ★★★★★ (66) <b>149 Kč</b> 100ml: 50 Kč Vybrat výrobek <input type="checkbox"/>	<b>Ochranný kondicionér</b> 200 ml ★★★★★ (15) <b>189 Kč</b> 100ml: 94 Kč Vybrat výrobek <input type="checkbox"/>	<b>Kondicionér podporující růst vlasů</b> 200 ml ★★★★★ (94) <b>189 Kč</b> 100ml: 94 Kč Vybrat výrobek <input type="checkbox"/>
<b>BESTSELLER</b>  <b>2+1</b> DARMA	 <b>2+1</b> DARMA	 <b>2+1</b> DARMA		
<b>Šampon proti lupům</b> 300 ml ★★★★★ (153) <b>189 Kč</b> 100ml: 63 Kč Vybrat výrobek <input type="checkbox"/>	<b>Nepěňivý šampon pro každodenní použití</b> 200 ml ★★★★★ (31) <b>189 Kč</b> 100ml: 94 Kč Vybrat výrobek <input type="checkbox"/>	<b>Detoxikační micelární šampon</b> 300 ml ★★★★★ (68) <b>189 Kč</b> 100ml: 63 Kč Vybrat výrobek <input type="checkbox"/>		

*Visualization of the normal openset*

**DIY** (Do it yourself) **openset** and **DIY catalog price openset** are webpages that use the JSON of products and categories and shows them this way on the openset page. Customer is able to select a product from a category and is being moved automatically to another one. Once customer select at least one product in all available categories, the products will get bundled into an openset and added to the cart.

Vánoční sada - Plaisirs Nature sprchový gel + tělové mléko + krém na ruce



ADVENTNÍ  
KALENDÁŘ

za **1390 Kč** ▶



MY VANILLA  
GARDEN

od **169 Kč** ▶

Sestavte si vlastní dárkovou sadu

Sada péče o vlasy

Sada péče o tělo a vlasy

Sada péče o tělo, ruce a rty

**Sada péče o tělo a ruce**

Sada koncentrovaných produktů

Sprchový gel

BESTSELLER



Sprchový gel Oliva & petit grain

400 ml  
★★★★★ (78)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek

BESTSELLER



Sprchový gel Mango & koriandr

400 ml  
★★★★★ (146)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek



Sprchový gel Malina & máta

400 ml  
★★★★★ (105)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek



Sprchový gel Levandule & ostružina

400 ml  
★★★★★ (111)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek



Sprchový gel Lotosový květ & šalvěj

400 ml  
★★★★★ (47)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek

BESTSELLER



Sprchový gel Magnólie & bílý čaj

400 ml  
★★★★★ (110)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek

BESTSELLER



Sprchový gel Květ mímózy & bavlna

400 ml  
★★★★★ (71)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek

BESTSELLER



Sprchový gel Granátové jablko & růžový pepř

400 ml  
★★★★★ (107)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek



Sprchový gel Zrnka kávy

400 ml  
★★★★★ (106)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek

BESTSELLER



Sprchový gel Kokos

400 ml  
★★★★★ (105)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek



Sprchový gel Vanilka

400 ml  
★★★★★ (81)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek



Sprchový gel Broskev & anjz

400 ml  
★★★★★ (68)  
**133 Kč** -11%  
109 Kč 100ml: 37 Kč

Vybrat výrobek

Vánoční sada Rostlinná péče o vlasy - šampon + kondicionér

Zbývá vybrat 2 z 2

1

+

2

You can find more about opensets in the [Opensets](#) article.

## / FIDEN2 vouchers

FIDEN2 vouchers are vouchers that use FIDEN2 points and assign a configured discount to the selected product and remove the configured amount of points from the customer's account.

Customer is able to earn FIDEN2 points by buying products on the website, creating reviews or inviting its friends to create an account on the website and creating a new order on it.

**Vaše sleva** ✕

**Vaše sleva**  
**400 Kč na vybraný produkt**

Zrušit slevu ✕

Vybrat výrobek. Sleva je vypočítána z katalogových cen (cena před slevou). Sleva nelze kumulovat se slevovými kódy a speciálními promo akcemi.

	<b>Parfémová voda Comme une Évidence</b> 1390 Kč	<b>Vybrat</b>
	<b>Parfémová voda Comme Une Evidence</b> 1790 Kč	<b>Vybrat</b>
	<b>Eau Fraiche Zelený čaj</b> 990 Kč	<b>Vybrat</b>

You can learn more about FIDEN2 in the [FIDEN2](#) article.

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# / Push messages

Push messages functionality allows creating and send push messages to the customers. This functionality is no longer used and maintained as for YR5 version of the web application

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Revision #2

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