

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 Yves Rocher YRCZ PROD system interface. The top navigation bar includes the Yves Rocher logo, 'YRCZ PROD', 'Production environment', 'Messages 71', 'Session ends in 29min 47s', 'GAC', and a user profile 'Welcome Mateusz Salasinski'. The sidebar on the left contains various navigation options, with 'Promotions' highlighted. The main content area displays the 'Rules / list' page, which includes a search bar, a table of rules, and pagination controls. A circled '1' highlights the 'Rules / list' link in the sidebar.

ID	Name	Start date	End date	Is active?	Sort order	Actions
510	TEST 500 PT	2019-11-28 10:50:41	2049-11-12 00:00:00	✓	50	Edit Duplicate View Delete
511	TEST 1000 PT	2019-11-28 10:51:11	2049-11-12 00:00:00	✓	50	Edit Duplicate View Delete
509	TEST 250 PT	2019-11-28 10:38:42	2049-11-12 00:00:00	✓	50	Edit Duplicate View Delete
1311	TEST 800 PT	2019-11-28 10:38:42	2049-11-12 00:00:00	✓	50	Edit Duplicate View Delete
457	FID	2019-10-15 00:00:00	2049-10-15 00:00:00	✓	0	Edit Duplicate View Delete
512	TEST LOYALTY POINTS	2019-11-28 11:38:30	2048-11-28 00:00:00	✓	50	Edit Duplicate View Delete
120	Wheel of fortune - lipstick F29392	2017-07-01 00:00:00	2047-07-11 00:00:00	✓	50	Edit Duplicate View Delete
123	Wheel of fortune - wsurpr	2017-07-01 00:00:00	2047-07-11 00:00:00	✓	50	Edit Duplicate View Delete
122	Wheel of fortune - discount 200	2017-07-01 00:00:00	2047-07-11 00:00:00	✓	50	Edit Duplicate View Delete
18	SLV199	2016-11-01 00:00:00	2046-12-31 23:59:59	✓	48	Edit Duplicate View Delete

Showing 1 to 10 of 1,216 entries

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

Table of contents:

1. Promotion logic
 1. Excluded products
 2. Discount codes
 3. Promotion pages
 4. Opensets
 5. FIDEN2 vouchers
 6. Push messages
-

/ 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.

Products excluded from promotion (global)

 Products excluded from promotion (global)

SKU List

Save

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

/ 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](#).

Vanilka

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

Hlavní stránka » 2+1 zdarma na péči 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 NOVINĚK

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

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.

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

ADVENTNÍ
KALENDÁŘza
1390 Kč ▶MY VANILLA
GARDENod
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%
159 Kč
100 ml: 37 KčVybrat výrobek ☐

BESTSELLER

Sprchový gel Mango &
koriandr

400 ml

★★★★★ (146)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat výrobek ☐

Sprchový gel Malina & máta

400 ml

★★★★★ (105)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat výrobek ☐Sprchový gel Levandule &
ostružina

400 ml

★★★★★ (111)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat výrobek ☐Sprchový gel Lotosový květ &
šalvěj

400 ml

★★★★★ (47)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat výrobek ☐

BESTSELLER

Sprchový gel Magnólie & bílý
čaj

400 ml

★★★★★ (110)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat výrobek ☐

BESTSELLER

Sprchový gel Květ mímózy &
bavlna

400 ml

★★★★★ (71)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat výrobek ☐

BESTSELLER

Sprchový gel Granátové jablko
& růžový pepř

400 ml

★★★★★ (107)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat výrobek ☐

Sprchový gel Zrnka kávy

400 ml

★★★★★ (129)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat výrobek ☐

BESTSELLER



Sprchový gel Kokos

400 ml

★★★★★ (105)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat výrobek ☐

Sprchový gel Vanilka

400 ml

★★★★★ (81)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat výrobek ☐

Sprchový gel Broskev & anýz

400 ml

★★★★★ (58)

133 Kč -11%
159 Kč
100 ml: 37 KčVybrat 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.

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

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

/ 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

Revision #2

Created 27 November 2024 21:06:22 by Tau Ceti

Updated 27 November 2024 21:28:41 by Tau Ceti