

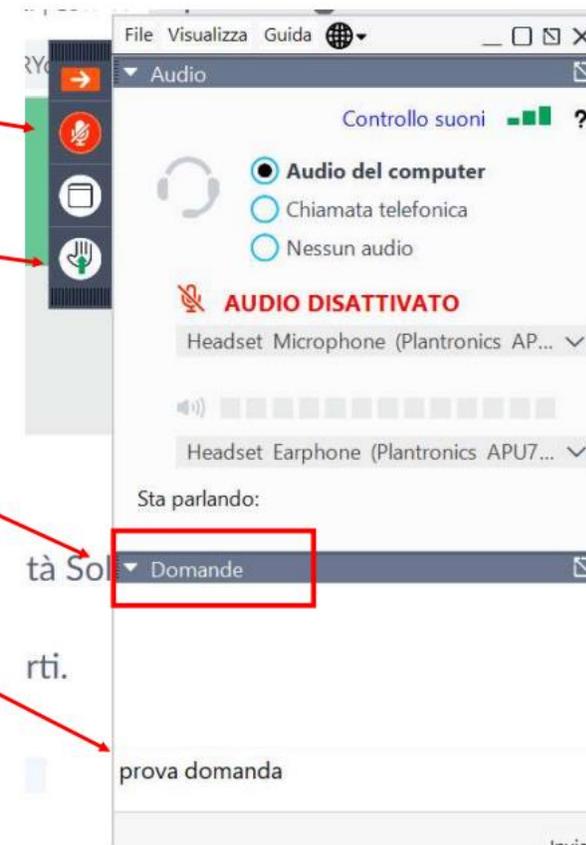
GESTIRE IN AUTONOMIA LE PROPRIE PROMOZIONI

All'avvio del webinar avrete il
microfono spento

Vi verrà chiesto di cliccare
sull'alzata di mano per segnalare la
corretta connessione audio e video

In caso di problematiche audio
potrete chiedere aiuto nella sezione
"domande" oppure contattare il
numero 345.3642522

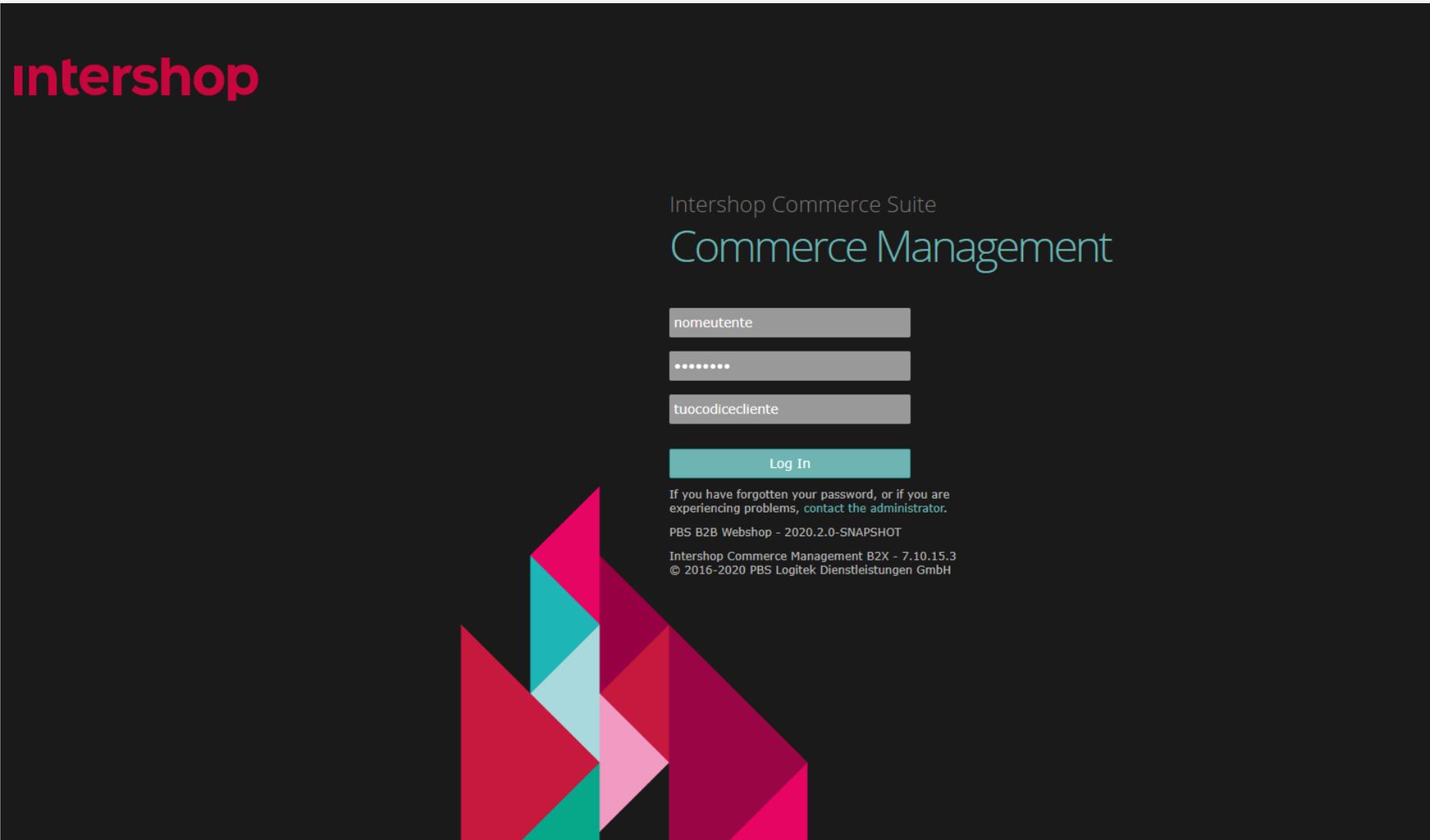
Potrete, in ogni momento, porre
domande sul contenuto del webinar
attraverso il menù dedicato



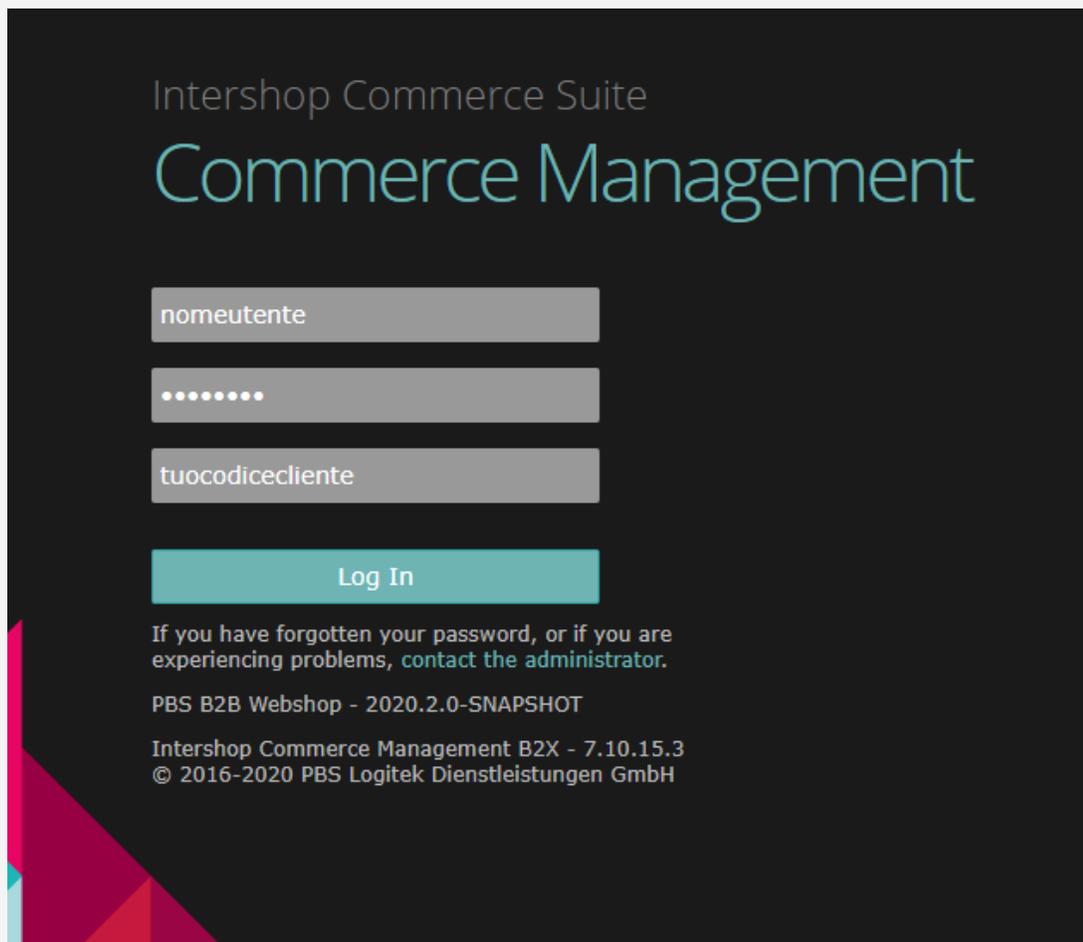
AGENDA

- Il pannello di controllo di Intershop
- Promozioni: sconti e omaggi
- Crea le promozioni
 - Sconto valore
 - Sconto percentuale

INTERSHOP – Il pannello di controllo



INTERSHOP – Come accedere



Intershop Commerce Suite
Commerce Management

nomeutente

.....

tuocodicecliente

Log In

If you have forgotten your password, or if you are experiencing problems, [contact the administrator](#).

PBS B2B Webshop - 2020.2.0-SNAPSHOT

Intershop Commerce Management B2X - 7.10.15.3
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CREDENZIALI:

- Nome utente
- Password
- Codice cliente

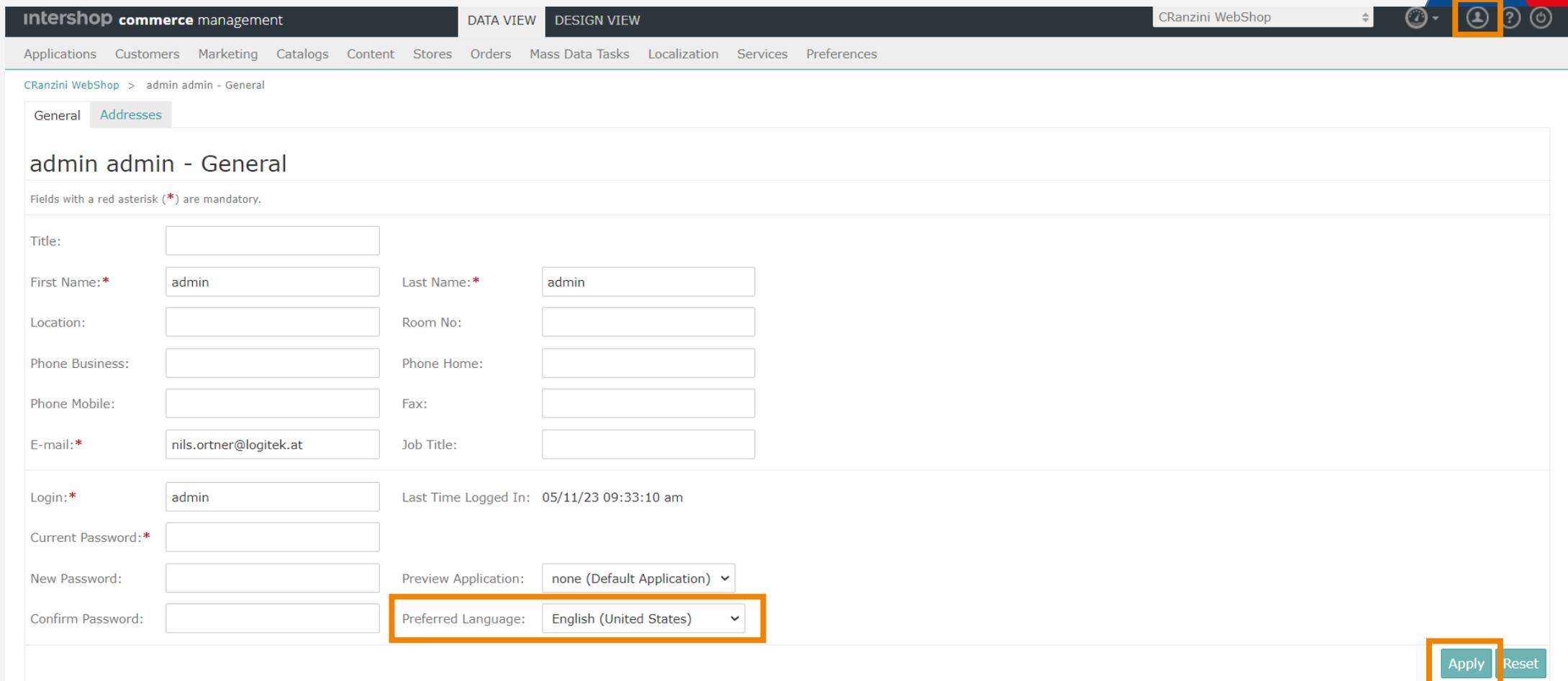
Se non ricordi le tue credenziali o hai problemi con l'accesso, scrivi a support@desktoo.com

INTERSHOP – Lingua

Per avere delle traduzioni puntuale sul tuo Intershop ti consigliamo di utilizzare il motore di ricerca **EDGE** (già installato su tutti i sistemi Microsoft).

Dopo aver effettuato l'accesso, clicca sull'icona dell'omino.

Nella sezione **PREFERRED LANGUAGE**, seleziona **ENGLISH** e poi **APPLY**.



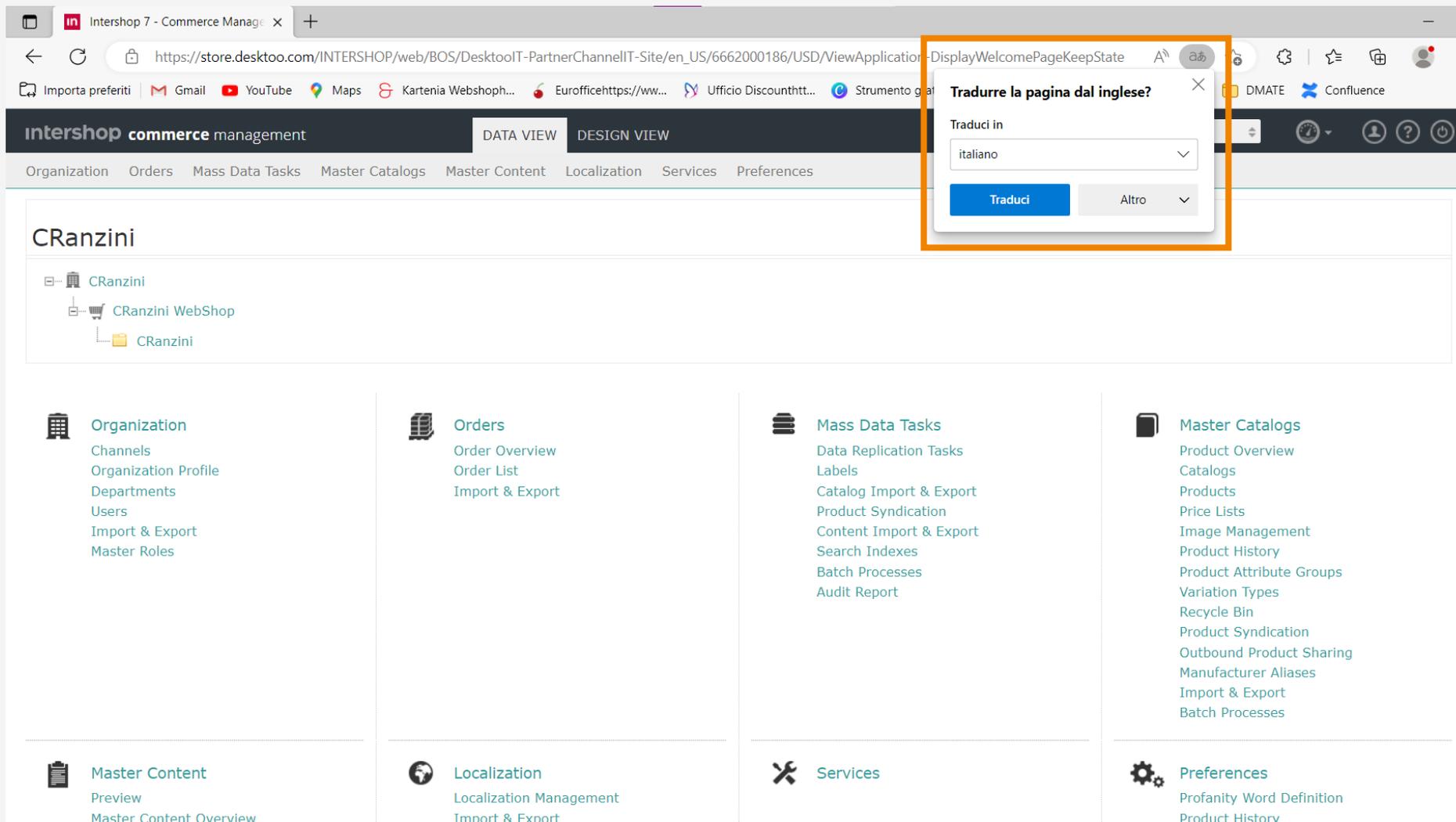
The screenshot shows the Intershop Commerce Management interface. The top navigation bar includes "intershop commerce management", "DATA VIEW", "DESIGN VIEW", and "CRanzini WebShop". The main menu contains "Applications", "Customers", "Marketing", "Catalogs", "Content", "Stores", "Orders", "Mass Data Tasks", "Localization", "Services", and "Preferences". The breadcrumb trail is "CRanzini WebShop > admin admin - General". The page title is "admin admin - General". A note states "Fields with a red asterisk (*) are mandatory." The form contains the following fields:

Title:	<input type="text"/>	Last Name:*	<input type="text" value="admin"/>
First Name:*	<input type="text" value="admin"/>	Room No:	<input type="text"/>
Location:	<input type="text"/>	Phone Home:	<input type="text"/>
Phone Business:	<input type="text"/>	Fax:	<input type="text"/>
Phone Mobile:	<input type="text"/>	Job Title:	<input type="text"/>
E-mail:*	<input type="text" value="nils.ortner@logitek.at"/>		
Login:*	<input type="text" value="admin"/>	Last Time Logged In:	05/11/23 09:33:10 am
Current Password:*	<input type="password"/>	Preview Application:	none (Default Application) ▾
New Password:	<input type="password"/>	Preferred Language:	English (United States) ▾
Confirm Password:	<input type="password"/>		

At the bottom right, there are two buttons: "Apply" and "Reset". The "Apply" button is highlighted with an orange box.

INTERSHOP – Lingua

Ora il sistema ti proporrà automaticamente questo pop-up.



The screenshot displays the Intershop Commerce Management web application. The browser address bar shows the URL: https://store.desktoo.com/INTERSHOP/web/BOS/DesktoolIT-PartnerChannelIT-Site/en_US/6662000186/USD/ViewApplication-DisplayWelcomePageKeepState. The application header includes the logo "intershop commerce management" and navigation tabs for "DATA VIEW" and "DESIGN VIEW". Below the header is a menu with items: Organization, Orders, Mass Data Tasks, Master Catalogs, Master Content, Localization, Services, and Preferences. The main content area is titled "CRanzini" and contains a tree view with "CRanzini", "CRanzini WebShop", and "CRanzini". A translation pop-up window is overlaid on the page, titled "Tradurre la pagina dal inglese?". It features a "Traduci in" dropdown menu with "italiano" selected, a "Traduci" button, and an "Altro" dropdown menu. The main content area is organized into a grid of menu items:

- Organization**
 - Channels
 - Organization Profile
 - Departments
 - Users
 - Import & Export
 - Master Roles
- Orders**
 - Order Overview
 - Order List
 - Import & Export
- Mass Data Tasks**
 - Data Replication Tasks
 - Labels
 - Catalog Import & Export
 - Product Syndication
 - Content Import & Export
 - Search Indexes
 - Batch Processes
 - Audit Report
- Master Catalogs**
 - Product Overview
 - Catalogs
 - Products
 - Price Lists
 - Image Management
 - Product History
 - Product Attribute Groups
 - Variation Types
 - Recycle Bin
 - Product Syndication
 - Outbound Product Sharing
 - Manufacturer Aliases
 - Import & Export
 - Batch Processes
- Master Content**
 - Preview
 - Master Content Overview
- Localization**
 - Localization Management
 - Import & Export
- Services**
- Preferences**
 - Profanity Word Definition
 - Product History

INTERSHOP – Lingua

Clicca sulla voce **ALTRO** e poi **TRADUCI SEMPRE INGLESE**

The screenshot shows the Intershop Commerce Management interface. The browser address bar displays the URL: https://store.desktoo.com/INTERSHOP/web/BOS/DesktoolIT-PartnerChannelIT-Site/en_US/6662000186/USD/ViewApplication-DisplayWelcomePageKeepState. The page title is "CRanzini". The navigation menu includes: Organization, Orders, Mass Data Tasks, Master Catalogs, Master Content, Localization, Services, and Preferences. The interface is currently in "DATA VIEW" mode. A translation popup menu is open, titled "Tradurre la pagina dal inglese?". The menu options are: Traduci (highlighted in blue), Altro (highlighted in orange), Non ora, Non tradurre mai in inglese, Traduci sempre inglese (highlighted in grey), and Non tradurre mai questo sito.

Intershop commerce management

DATA VIEW DESIGN VIEW

Organization Orders Mass Data Tasks Master Catalogs Master Content Localization Services Preferences

CRanzini

CRanzini

CRanzini WebShop

CRanzini

Tradurre la pagina dal inglese?

Traduci in

italiano

Traduci

Altro

Non ora

Non tradurre mai in inglese

Traduci sempre inglese

Non tradurre mai questo sito

INTERSHOP – Schermata iniziale

The screenshot displays the 'intershop commerce management' interface. At the top, there are tabs for 'DATA VIEW' and 'DESIGN VIEW'. Below these are navigation links: Organization, Orders, Mass Data Tasks, Master Catalogs, Master Content, Localization, Services, and Preferences. The main content area is titled 'User' and contains several menu sections:

- Organization:** Channels, Organization Profile, Departments, Users, Import & Export, Master Roles.
- Orders:** Order Overview, Order List, Import & Export.
- Mass Data Tasks:** Data Replication Tasks, Labels, Catalog Import & Export, Product Syndication, Content Import & Export, Search Indexes, Batch Processes, Audit Report.
- Master Content:** Preview, Master Content Overview, Master Pages, Master Page Variants, Master Page Templates, Master Component Templates, Master Components, Master Includes, Master View Contexts, Content Sharing, Content Upload, Import & Export, Batch Processes.
- Localization:** Localization Management, Import & Export.
- Services:** (Empty section)
- Master Catalogs:** Product Deletion, Product Editing, Design View, Content Object Locking.

In the top right corner, a dropdown menu is open, showing a list of users. The 'User WebShop' option is highlighted with an orange box. An orange arrow points from this box to a text box on the right side of the screen.

Per poter effettuare modifiche sul sito DMate devi selezionare Webshop nel menu a tendina

PROMOZIONI – Dove si creano?

The screenshot displays the Intershop Commerce Management interface. At the top, the navigation bar includes 'Applications', 'Customers', 'Marketing', 'Catalogs', 'Content', 'Stores', 'Orders', 'Mass Data Tasks', 'Localization', 'Services', and 'Preferences'. The 'Marketing' menu is open, showing options like 'Promotion Overview', 'Campaigns', 'Promotions', 'Promotion Attachment Upload', 'Promotion Codes', 'Affiliate Partners', 'Link Management', 'Recommendations - Data Feeds', 'Import & Export', 'Batch Processes', and 'Gift Cards & Certificates'. The 'Promotions' option is highlighted with an orange box, and an orange arrow points to it from a central text box. The main content area is divided into sections: 'Sales Channel', 'Applications', 'Marketing', 'Content', 'Orders', 'Localization', 'Preferences', 'Channel Catalogs', 'Stores', 'Mass Data Tasks', and 'Services'. The 'Marketing' section is expanded to show 'Promotions'. The bottom status bar shows the date and time '06/03/20 - 10:40:41 am', the time zone '(GMT +01:00) Europe/Vienna', and the version 'Intershop Commerce Management B2X - 7.10.15.3 © PBS Logitek Dienstleistungen GmbH, 2016-2020'.

Per creare promozioni è necessario andare nella sezione **Marketing → Promotions**

PROMOZIONI – Dove si creano?

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions

Promotions

The list shows all promotions of CRanzini WebShop. Click on a promotion to edit it.

Click "New" to create a new promotion.
Promotions that are enabled cannot be deleted.

Simple Promotion Search Switch to Advanced Search

Name:

New

- Free Shipping on Order Value
- Fix Discount on Order Value
- Automatic free gift
- Customized Promotion

	Priority	Status	Edited	Actions
Gift	200	Enabled	07/09/2021 11:53 am	
Net Price	1,000	Enabled	06/15/2021 2:22 pm	
prova		Enabled	01/18/2023 04:16 pm	

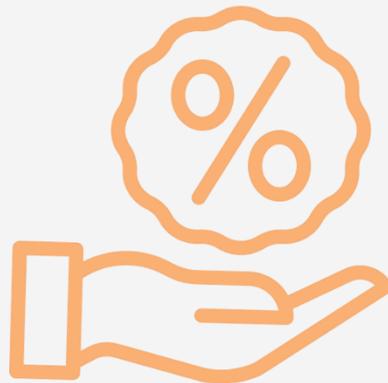
Showing 1 - 3 of 3 items. [15] 30 50 Show All

La schermata potrà essere vuota o contenere promozioni già create in passato. Per creare una promo devi cliccare su **New**, si aprirà un menù a tendina con le diverse opzioni di promozione da creare



METTITI ALLA PROVA!

SCONTI

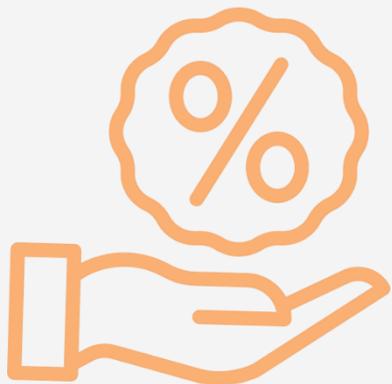


VALORE



PERCENTUALE

PROMOZIONI



SCONTO VALORE

A fronte di un
determinate minimo
d'ordine, viene scontata
una cifra fissa



SCONTO PERCENTUALE

A fronte di un
determinate minimo
d'ordine, viene scontata
una percentuale fissa

SCONTO VALORE

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions

Promotions

The list shows all promotions of CRanzini WebShop. Click on a promotion to edit it.

Click "New" to create a new promotion. Promotions that are enabled cannot be deleted. Click "Disable" to disable the selected promotions. Click "Delete" to delete the selected promotions.

Simple Promotion Search

[Switch to Advanced Search](#)

Name:

- New
 - Copy
 - Delete
 - Edit All
 - Edit Selected
- | | |
|------------------------------|-------------|
| Free Shipping on Order Value | Description |
| Fix Discount on Order Value | test |
| Automatic free gift | prova |
| Customized Promotion | |

Nel menu a tendina, per creare uno sconto valore selezionare **FIX DISCOUNT ON ORDER VALUE**

Types	Priority	Status	Edited	Actions
Automatic Gift	200	Enabled	07/09/2021 11:53 am	
Item Target Price	1,000	Enabled	06/15/2021 2:22 pm	
not defined	0	Enabled	01/18/2023 4:16 pm	

Showing 1 - 3 of 3 items.

[15] 30 50 [Show All](#)

SCONTO VALORE – step 2

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > New Promotion - Fix Discount on Order Value

New Promotion

Fix Discount on Order Value

Fields with a red asterisk (*) are mandatory.
Click "Apply" to save the details. Click "Cancel" to go back to the list of promotions.
With this template you can define a very common and simple promotion in one step:

Select language: Italian (Italy)

Name: *

ID: *

Application: * Application CRanzini

Currency:

Activation (Timezone: Central European Summer Time)

Date: Start Date: *
MM/DD/YYYY H:MM am|pm

End Date: *
MM/DD/YYYY H:MM am|pm

Fix Discount on Order Value

Minimum Order Value: *

Fix Discount on Order Value: *

SELECT LANGUAGE: Controllare che sia selezionato **Italian** dal menù a tendina

CURRENCY: Controllare che sia selezionato **Euro** dal menù a tendina

SCONTO VALORE – step 3

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > New Promotion - Fix Discount on Order Value

New Promotion

Fix Discount on Order Value

Fields with a red asterisk (*) are mandatory.
Click "Apply" to save the details. Click "Cancel" to go back to the list of promotions.
With this template you can define a very common and simple promotion in one step:

Select language: Italian (Italy)

Name:* WEBINAR1

ID:* CBKsFHIETnwAAAGIno9ADQAd

Application:* Application CRanzini

Currency: Euro

Activation (Timezone: Central European Summer Time)

Date: Start Date:* 05/10/2023 8:00 am
MM/DD/YYYY H:MM am/pm
End Date:* 06/09/2023 5:00 pm
MM/DD/YYYY H:MM am/pm

Fix Discount on Order Value

Minimum Order Value:* 99

Fix Discount on Order Value:* 10

NAME: è il nome del nostro sconto, è un'indicazione interna per cui possiamo scrivere quello che vogliamo

DATE: inserire qui le date di inizio e fine promozione

MINIMUM ORDER VALUE: minimo d'ordine per avere diritto allo sconto (es. € 99)

FIX DISCOUNT ON ORDER VALUE: è il valore di sconto che vogliamo fare (es. 10€)

SCONTO VALORE – step 4

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > New Promotion - Fix Discount on Order Value

New Promotion

Fix Discount on Order Value

Fields with a red asterisk (*) are mandatory.
Click "Apply" to save the details. Click "Cancel" to go back to the list of promotions.
With this template you can define a very common and simple promotion in one step:

Select language: Italian (Italy)

Name:* WEBINAR1

ID:* CBKsFHIetnwAAAGIno9ADQAd

Application:*
 Application
 CRanzini

Currency: Euro

Activation (Timezone: Central European Summer Time)

Date: Start Date:* 05/10/2023 8:00 am
MM/DD/YYYY H:MM am|pm
End Date:* 06/09/2023 5:00 pm
MM/DD/YYYY H:MM am|pm

Fix Discount on Order Value

Minimum Order Value:* 99

Fix Discount on Order Value:* 10

Clicca su **APPLY** per creare la promozione

SCONTO VALORE – step 5

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions

Promotions

The list shows all promotions of CRanzini WebShop. Click on a promotion to edit it.

Click "New" to create a new promotion.
Promotions that are enabled cannot be deleted. Click "Disable" to disable the selected promotions. Click "Delete" to delete the selected promotions.

Simple Promotion Search Switch to Advanced Search

Name:

Select All	Name	Description	Start Date	End Date	Types	Priority	Status	Edited	Actions
<input type="checkbox"/>	CBKsFHiEtnwAAAGIno9ADQAd (Name missing)		05/10/2023 08:00 am	06/09/2023 05:00 pm	Order Value Off	300	Enabled	05/09/2023 2:11 pm	
<input type="checkbox"/>	prova	prova	01/18/2023 04:16 pm	01/19/2023 04:16 pm	not defined	0	Enabled	01/18/2023 4:16 pm	
<input type="checkbox"/>	test	test	06/09/2021 12:14 pm	06/26/2021 12:14 pm	Item Target Price	1,000	Enabled	06/15/2021 2:22 pm	
<input type="checkbox"/>	test omaggio	test omaggio	07/09/2021 11:50 am	07/10/2023 11:50 am	Automatic Gift	200	Enabled	07/09/2021 11:53 am	

Showing 1 - 4 of 4 items. [15] 30 50 Show All

Dopo aver cliccato **APPLY** verrà creata la promozione e verrete indirizzati alla pagina principale. Qui troverete la vostra promozione identificata attraverso un codice alfanumerico. Ora lo andremo a modificare.

SCONTO VALORE – step 6

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions

Promotions

The list shows all promotions of CRanzini WebShop. Click on a promotion to edit it.

Click "New" to create a new promotion.
Promotions that are enabled cannot be deleted. Click "Disable" to disable the selected promotions. Click "Delete" to delete the selected promotions.

Simple Promotion Search

Switch to Advanced Search

Name:

Select All	Name	Description	Start Date	End Date	Types	Priority	Status	Edited	Actions
<input type="checkbox"/>	CBKsFHiEtnwAAAGIno9ADQAd (Name missing)		05/10/2023 08:00 am	06/09/2023 05:00 pm	Order Value Off	300	Enabled	05/09/2023 2:11 pm	
<input type="checkbox"/>	prova	prova	01/18/2023 04:16 pm	01/19/2023 04:16 pm	not defined	0	Enabled	01/18/2023 4:16 pm	
<input type="checkbox"/>	test	test	06/09/2021 12:14 pm	06/26/2021 12:14 pm	Item Target Price	1,000	Enabled	06/15/2021 2:22 pm	
<input type="checkbox"/>	test omaggio	test omaggio	07/09/2021 11:50 am	07/10/2023 11:50 am	Automatic Gift	200	Enabled	07/09/2021 11:53 am	

Showing 1 - 4 of 4 items. [15] 30 50 Show All

Per andare a modificare la promo bisogna cliccare sopra al nome della promozione stessa.

SCONTO VALORE – step 7

Applications Customers Marketing Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > General

General Target Group Promotion Code Discount Rules Messaging Content Attachments Notes

Fields with a red asterisk (*) are mandatory.

Click "Apply" to save the details. Click "Reset" to revert to the last saved state. Click "Delete" to delete the promotion. Promotions that are enabled cannot be deleted.

Please specify a target group, except promotions which are used for A/B Testing.

Select language: English (United States) Apply

Name*: CBKsFHIETnwAAAGIno9ADQAd (Name missing) Enabled

ID*: CBKsFHIETnwAAAGIno9ADQAd

Description: CBKsFHIETnwAAAGIno9ADQAd (Name missing)

Currency: Euro

Priority*: Default Priority (300)

Application*: CRanzini

Calculation: Base Cart Price

Combination*: This Promotion is

- freely combinable
- not combinable
- combinable with the following promotion types:

Free Gift
Cashback Redemption
Hidden Gift
Item Percentage Off
Item Target Price
Item Value Off
Order Percentage Off
Order Value Off

This Promotion is freely combinable

Campaign: Add

Activation (Timezone: Central European Summer Time)

Date:

- Use campaign start and end date
- Activate promotion at the following time

Start Date*: 05/10/2023 8:00 am

End Date*: 06/04/2023 5:00 pm

Budget

Source: None Remaining Budget: N/A

Amount: Unlimited

Notification: Send a notification e-mail to

<< Back to List

Si aprirà questa finestra con già impostata la lingua inglese. Tenendo la lingua inglese, potete compilare tutti i campi, tra cui NAME e DESCRIPTION.

È importante che questi ultimi due campi siano parlanti in modo da identificare velocemente la promozione creata.

Applications Customers Marketing Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > General

General Target Group Promotion Code Discount Rules Messaging Content Attachments Notes

Fields with a red asterisk (*) are mandatory.

Click "Apply" to save the details. Click "Reset" to revert to the last saved state. Click "Delete" to delete the promotion. Promotions that are enabled cannot be deleted.

Please specify a target group, except promotions which are used for A/B Testing.

Select language: English (United States) Apply

Name*: Webinar1 Enabled

ID*: CBKsFHIETnwAAAGIno9ADQAd

Description: Sconto valore creato in occasione del Webinar dell'11-05

Currency: Euro

SCONTO VALORE – step 7

Applications Customers Marketing Catalogs Content Stores Orders Mass Data Tasks Localization Services Preference

Clanzini WebShop > Marketing > Promotions > General

General Target Group Promotion Code Discount Rules Messaging Content Attachments Notice

Fields with a red asterisk (*) are mandatory.
Click "Apply" to save the details. Click "Reset" to revert to the last saved state. Click "Delete" to delete the promotion. Promotions that are enabled cannot be deleted.
Please specify a target group, except promotions which are used for A/B Testing.

Select language: English (United States) Apply

Name: CBKxFlHtEtwAAAGIno9ADQAd (Name missing) Enabled

ID: CBKxFlHtEtwAAAGIno9ADQAd

Description: CBKxFlHtEtwAAAGIno9ADQAd (Name missing)

Currency: Euro

Priority: Default Priority (300)
Specify Priority: Show Default Priorities

Application: Application
CRanzini

Calculation: Base Cart Price

Combination: This Promotion is
 freely combinable
 not combinable
 combinable with the following promotion types:

- Free Gift
- Cashback Redemption
- Hidden Gift
- Item Percentage Off
- Item Target Price
- Item Value Off
- Order Percentage Off
- Order Value Off

This Promotion is freely combinable

Campaign: Add

Activation (Timezone: Central European Summer Time)

Date: Use campaign start and end date
Activate promotion at the following time

Start Date: 05/10/2023 8:00 am
End Date: 06/04/2023 5:00 pm

Budget

Source: None Remaining Budget: N/A

Amount: Unlimited
Budget Amount: EUR

Notification: Send a notification e-mail to
when budget amount is exceeded
when budget amount is lower than

<< Back to List Apply Reset

Tenendo la lingua inglese, potete scegliere se la promozione sarà combinabile o meno con altre in corso.

Combination: * This Promotion is
 freely combinable
 not combinable
 combinable with the following promotion types:

- Free Gift
- Cashback Redemption
- Hidden Gift
- Item Percentage Off
- Item Target Price
- Item Value Off
- Order Percentage Off
- Order Value Off
- Shipping Percentage Off

Add »
« Remove

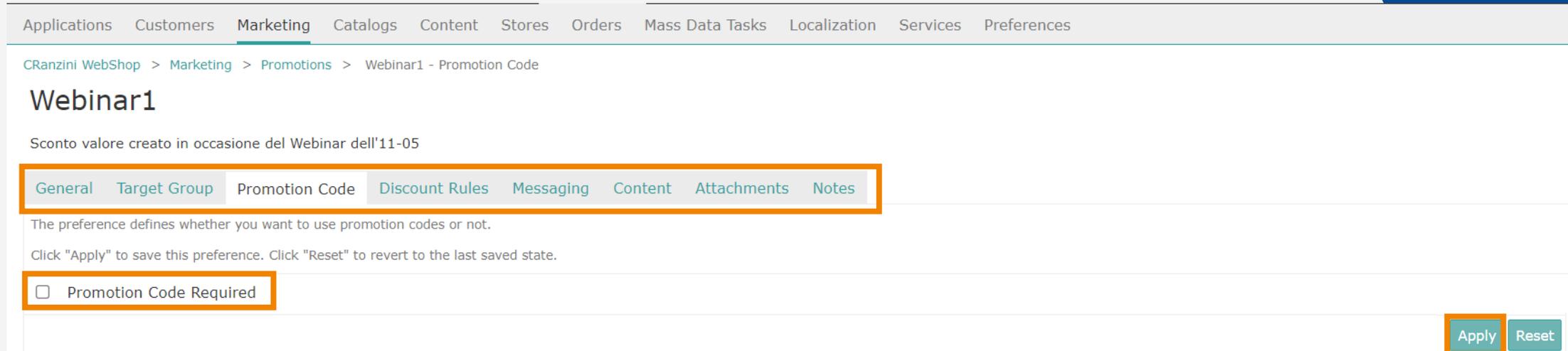
This Promotion is freely combinable

Una volta editati i campi, clicca su **APPLY**

SCONTO VALORE – step 8

Per impostare il coupon che regola la promozione, cliccare nel menù in alto su **PROMOTION CODE**.

Selezionare 'PROMOTION CODE REQUIRED' e poi **APPLY**



Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > Webinar1 - Promotion Code

Webinar1

Sconto valore creato in occasione del Webinar dell'11-05

General Target Group **Promotion Code** Discount Rules Messaging Content Attachments Notes

The preference defines whether you want to use promotion codes or not.
Click "Apply" to save this preference. Click "Reset" to revert to the last saved state.

Promotion Code Required

Apply Reset

È fortemente consigliato utilizzare sempre i coupon per l'attivazione di promozioni, altrimenti lo sconto risulterebbe pari ad un taglio prezzi senza la sufficiente evidenza.

SCONTO VALORE – step 9

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > Webinar1 - Promotion Code

Webinar1

Copy Delete

Sconto valore creato in occasione del Webinar dell'11-05

General Target Group **Promotion Code** Discount Rules Messaging Content Attachments Notes

The preference defines whether you want to use promotion codes or not.
Click "Apply" to save this preference. Click "Reset" to revert to the last saved state.

Promotion Code Required

Apply Reset

Promotion Code Configuration

Fields with a red asterisk (*) are mandatory.

If you want to define a single code, select "Use single Promotion Code" and insert the code. Click "Apply" to save it.
If you want to assign some promotion code groups to the promotion, select "Use Promotion Code Group(s)" and click "Apply". A list with assigned promotion code groups will appear. Click "Add" to assign more promotion code groups.

Use single Promotion Code

Code Reuse per Customer: Total Reuse per Code:

Unlimited Unlimited

one time specific number

Use Promotion Code Group(s)

Apply

Promotion Code Groups

This list shows all promotion code groups which have been assigned to the promotion.

There are currently no promotion code groups assigned to this promotion.
Click "Add" to assign promotion code groups.

Add

<< Back to List

SCONTO VALORE – step 9

Promotion Code Configuration

Fields with a red asterisk (*) are mandatory.

If you want to define a single code, select "Use single Promotion Code" and insert the code. Click "Apply" to save it.

If you want to assign some promotion code groups to the promotion, select "Use Promotion Code Group(s)" and click "Apply". A list with assigned promotion code groups will appear. Click "Add" to assign more promotion code groups.

Use single Promotion Code

Code Reuse per Customer:

Unlimited

one time

Total Reuse per Code:

Unlimited

specific number

Use Promotion Code Group(s)

Apply

USE SINGLE PROMOTION CODE: è il codice promo che devo creare ed inserire per permettere ai clienti di ottenere lo sconto

CODE REUSE PER CUSTOMER: indica quante volte ogni cliente può utilizzare questo codice sconto. Si può scegliere tra una sola volta e illimitate.

TOTAL REUSE PER CODE: indica l'utilizzo massimo del codice promozionale, solitamente per un codice sconto l'uso si imposta come illimitato.

SCONTO VALORE – step 9

Promotion Code Configuration

Fields with a red asterisk (*) are mandatory.

If you want to define a single code, select "Use single Promotion Code" and insert the code.
If you want to assign some promotion code groups to the promotion, select "Use Promotion Code Group(s)".

Use single Promotion Code

Code Reuse per Customer: Total Reuse per Code:

Unlimited Unlimited

one time specific number

Use Promotion Code Group(s)

In questo caso, ogni cliente può utilizzare il codice sconto una sola volta.

In questo caso, il codice può essere utilizzato solo dai **primi 100 clienti** che lo applicano nel **carrello**

Promotion Code Configuration

Fields with a red asterisk (*) are mandatory.

If you want to define a single code, select "Use single Promotion Code" and insert the code. Click **Apply**.
If you want to assign some promotion code groups to the promotion, select "Use Promotion Code Group(s)".

Use single Promotion Code

Code Reuse per Customer: Total Reuse per Code:

Unlimited Unlimited

one time specific number

Use Promotion Code Group(s)

In questo caso, il codice può essere utilizzato solo per i **primi 100 ordini**

Promotion Code Configuration

Fields with a red asterisk (*) are mandatory.

If you want to define a single code, select "Use single Promotion Code" and insert the code. Click **Apply**.
If you want to assign some promotion code groups to the promotion, select "Use Promotion Code Group(s)".

Use single Promotion Code

Code Reuse per Customer: Total Reuse per Code:

Unlimited Unlimited

one time specific number

Use Promotion Code Group(s)

Una volta definite le combinazioni, cliccare su **APPLY**



BRAVO

**HAI CREATO IL TUO
CODICE SCONTO VALORE 😊**



PROVIAMOCI INSIEME



METTITI ALLA PROVA!

SCONTO PERCENTUALE

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions

Promotions

The list shows all promotions of CRanzini WebShop. Click on a promotion to edit it.

Click "New" to create a new promotion.
Promotions that are enabled cannot be deleted. Click "Disable" to disable the selected promotions. Click "Delete" to delete the selected promotions.

Simple Promotion Search [Switch to Advanced Search](#)

Name:

	Description	Start Date	End Date	Types	Priority	Status	Edited	Actions
<input type="checkbox"/>	Free Shipping on Order Value							
<input type="checkbox"/>	Fix Discount on Order Value		23 05:00 pm	Order Value Off	300	Enabled	05/09/2023 4:36 pm	
<input type="checkbox"/>	Automatic free gift		23 04:16 pm	not defined	0	Enabled	01/18/2023 4:16 pm	
<input type="checkbox"/>	Customized Promotion		21 12:14 pm	Item Target Price	1,000	Enabled	06/15/2021 2:22 pm	
<input type="checkbox"/>	test omaggio		23 11:50 am	Automatic Gift	200	Enabled	07/09/2021 11:53 am	

Showing 1 - 4 of 4 items. [\[15\]](#) [30](#) [50](#) [Show All](#)

Nel menu a tendina, per creare uno sconto percentuale selezionare **CUSTOMIZED PROMOTION**

SCONTO PERCENTUALE – step 2

Applications Customers Marketing Catalogs Content Stores Orders Mass Data Tasks Localisation Services Preferences

Clienti WebGroup > Marketing > Promotions > New Promotion - General

New Promotion

General Target Group Promotion Code Discount Rules Messaging Content Attachments Notes

Fields with a red asterisk (*) are mandatory.
Note that discounts on an order value are only possible for promotions with a specified currency.
Click "Apply" to save the details. Click "Cancel" to go back to the list of promotions.
Please specify a target group, except promotions which are used for A/B Testing.

Select language: English (United States) Apply

Name: * Enabled

ID: *

Description:

Currency: US Dollar

Priority: * Default Priority Specify Priority Show Default Priorities

Application: * Application Clienti

Calculation: Base Cart Price

Combination: * This Promotion is freely combinable not combinable combinable with the following promotion types:

- Free Gift
- Cashback Redemption
- Hidden Gift
- Item Percentage Off
- Item Target Price
- Item Value Off
- Order Percentage Off
- Order Value Off

This Promotion is freely combinable

Campaign: Add

Activation (Timezone: Central European Summer Time)

Date: Use campaign start and end date Activate promotion at the following time

Start Date: * HH:MM am/pm

End Date: * HH:MM am/pm

Budget

Source: None Remaining Budget: N/A

Amount: Unlimited Budget Amount USD

Take promotion offline when exceeded

Notification: Send a notification e-mail to

when budget amount is exceeded when budget amount is lower than

SELECT LANGUAGE: Controllare che sia selezionato **Italian** dal menù a tendina

CURRENCY: Controllare che sia selezionato **Euro** dal menù a tendina

New Promotion

General Target Group Promotion Code Discount Rules Messaging Content Attachments Notes

Fields with a red asterisk (*) are mandatory.
Note that discounts on an order value are only possible for promotions with a specified currency.
Click "Apply" to save the details. Click "Cancel" to go back to the list of promotions.
Please specify a target group, except promotions which are used for A/B Testing.

Select language: Italian (Italy) Apply

Name: * Enabled

ID: *

Description:

Currency: Euro

Priority: * Default Priority

SCONTO PERCENTUALE – step 3

CRanzini WebShop > Marketing > Promotions > New Promotion - General

New Promotion

General Target Group Promotion Code Discount Rules Messaging Content Attachments Notes

Fields with a red asterisk (*) are mandatory.
Note that discounts on an order value are only possible for promotions with a specified currency.
Click "Apply" to save the details. Click "Cancel" to go back to the list of promotions.
Please specify a target group, except promotions which are used for A/B Testing.

Select language: Italian (Italy)

Name: * Webinar2 Enabled
ID: * plusFHIG4dIAAAGIsgQJRQD3
Description: Sconto percentuale creato in occasione del Webinar dell'11-05

Currency: Euro

Combination: * This Promotion is
 freely combinable
 not combinable
 combinable with the following promotion types:

Free Gift
Cashback Redemption
Hidden Gift
Item Percentage Off
Item Target Price
Item Value Off
Order Percentage Off
Order Value Off

This Promotion is freely combinable

Campaign:

Activation (Timezone: Central European Summer Time)

Date: Use campaign start and end date
 Activate promotion at the following time

Start Date: * 05/10/2023 8:00 pm
MM/DD/YYYY H:MM am|pm

End Date: * 06/09/2023 5:00 pm
MM/DD/YYYY H:MM am|pm

NAME: è il nome del nostro sconto, è un'indicazione interna per cui possiamo scrivere quello che vogliamo

DESCRIPTION: è utile per indicare informazioni riguardanti alla promo al fine di risalire velocemente allo sconto in essere.

COMBINATION: serve per definire se la promozione è combinabile o meno con altre in corso

DATE: inserire qui le date di inizio e fine promozione

Cliccare su **APPLY** per creare la promozione

SCONTO PERCENTUALE – step 4

Dopo aver cliccato **APPLY**, comparirà un messaggio di **ALERT** che ci avvisa di associare un target di clientela alla promozione:

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > Webinar2 - General

Webinar2

General **Target Group** Promotion Code Discount Rules Messaging Content Attachments Notes

! Attention! No Target Group is set. Please go to Target Group tab to assign a Target Group.

Fields with a red asterisk (*) are mandatory.

Click "Apply" to save the details. Click "Reset" to revert to the last saved state. Click "Delete" to delete the promotion. Promotions that are enabled cannot be deleted.

Please specify a target group, except promotions which are used for A/B Testing.

Select language: Italian (Italy)

Name:* Enabled

SCONTO PERCENTUALE – step 4

Per associare alla promozione il target di clientela, mi sposto nella sezione **TARGET GROUP** del menù:

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > null - Target Group

Copy Delete

General **Target Group** Promotion Code Discount Rules Messaging Content Attachments Notes

⚠ Attention! No Target Group is set. Please go to Target Group tab to assign a Target Group.

Customers

This list shows all customers assigned to the promotion.

There are currently no customers assigned to this promotion. Click "Assign" to assign a customer.

Assign

Customer Segments

This list shows all customer segments assigned to the promotion.

There are currently no customer segments assigned to this promotion. Click "Assign" to assign a customer segment.

Assign

Affiliates

This list shows all affiliate partners and programs assigned to the promotion.

There are currently no affiliate partners or programs assigned to this promotion. Click "Assign" to add a affiliate.

Assign

SCONTO PERCENTUALE – step 4

Sotto alla voce **CUSTOMER SEGMENTS**, clicco su **ASSIGN**:

Customer Segments

This list shows all customer segments assigned to the promotion.

There are currently no customer segments assigned to this promotion.
Click "Assign" to assign a customer segment.

[Assign](#)

Seleziono il **TARGET** desiderato e clicco su **ASSIGN**:

Assign Customer Segments

The list shows all customer segments. Customer segments which are already assigned to the promotion have a gray, disabled checkbox.

<input type="checkbox"/>	Name	ID	Description
<input type="checkbox"/>	Artigianato/industria	PBS_Industry_Handwerk_Gewerbe	clienti di questo gruppo sono assegnati al settore commerciale/industriale
<input type="checkbox"/>	Clienti privati	IG_PrivateCustomers	Tutti i clienti privati. I clienti vengono assegnati automaticamente a questo segmento di clienti in base al tipo di cliente
<input type="checkbox"/>	Clienti registrati	IG_RegisteredUsers	Tutti i clienti registrati e riconosciuti dal sistema come clienti registrati
<input type="checkbox"/>	Commercio/servizi del settore	PBS_Industry_Handel_Dienstleistungen	clienti di questo gruppo sono assegnati al settore vendita al dettaglio/servizi
<input type="checkbox"/>	Clienti non registrati	IG_UnregisteredUsers	Tutti i clienti che non sono registrati o non sono stati riconosciuti dal sistema come clienti registrati.
<input type="checkbox"/>	Clienti_Bonifico	CG_1000	clienti che devono pagare col bonifico
<input type="checkbox"/>	Nome_segmento	CG_1001	Nome_segmento
<input type="checkbox"/>	nuovi clienti	IG_NewUsers	Tutti i clienti registrati prima di effettuare il secondo ordine. Dopo la registrazione, i clienti vengono automaticamente assegnati al gruppo "Nuovi clienti". Se i clienti registrati hanno effettuato un primo ordine e quindi hanno effettuato nuovamente l'accesso al sistema in una sessione successiva (ovvero sono stati riconosciuti dal sistema come clienti registrati), verranno rimossi da questo gruppo di clienti e assegnati invece a "clienti regolari"
<input type="checkbox"/>	Gastronomia di settore	PBS_Industry_Gastronomie	I clienti di questo gruppo sono assegnati al settore della ristorazione
<input checked="" type="checkbox"/>	Tutti	Everyone	Tutti i clienti.
<input type="checkbox"/>		CG_10011	
<input type="checkbox"/>	Escludi da promozioni di marketing	PBS_ExcludeFromPromotions	I clienti in questo gruppo sono in genere esclusi dalle campagne di marketing
<input type="checkbox"/>	Clienti abituali	IG_RecurringUsers	Tutti i clienti registrati dopo aver effettuato il primo ordine e aver effettuato nuovamente l'accesso al sistema in una sessione successiva (ossia sono stati riconosciuti dal sistema come clienti registrati)
<input type="checkbox"/>	filiali	PBS_Industry_Bueros	I clienti di questo gruppo sono assegnati alla filiale Uffici
<input type="checkbox"/>	Clienti aziendali	IG_SMBCustomers	Tutti i clienti delle piccole e medie imprese. I clienti vengono assegnati automaticamente a questo segmento di clienti in base al tipo di cliente

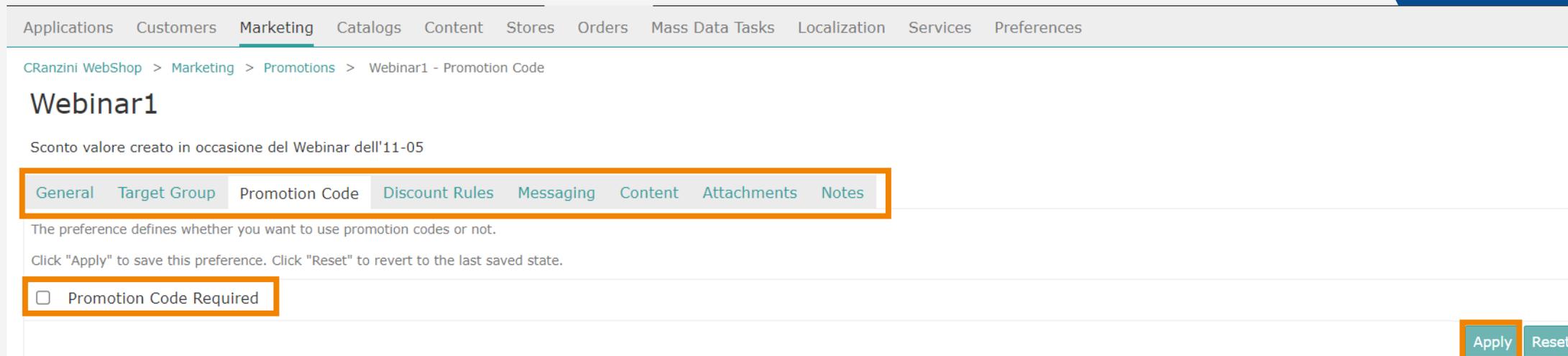
1 - 15 of 15 items per page

[Assign](#) [Cancel](#)

SCONTO PERCENTUALE – step 5

Per impostare il coupon che regola la promozione, cliccare nel menu in alto su **PROMOTION CODE**.

Selezionare 'PROMOTION CODE REQUIRED' e poi **APPLY**



Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > Webinar1 - Promotion Code

Webinar1

Sconto valore creato in occasione del Webinar dell'11-05

General Target Group **Promotion Code** Discount Rules Messaging Content Attachments Notes

The preference defines whether you want to use promotion codes or not.
Click "Apply" to save this preference. Click "Reset" to revert to the last saved state.

Promotion Code Required

Apply Reset

È fortemente consigliato utilizzare sempre i coupon per l'attivazione di promozioni, altrimenti lo sconto risulterebbe pari ad un taglio prezzi senza la sufficiente evidenza.

SCONTO PERCENTUALE – step 6

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > Webinar1 - Promotion Code

Webinar1

Scunto valore creato in occasione del Webinar dell'11-05

Copy Delete

General Target Group **Promotion Code** Discount Rules Messaging Content Attachments Notes

The preference defines whether you want to use promotion codes or not.
Click "Apply" to save this preference. Click "Reset" to revert to the last saved state.

Promotion Code Required

Apply Reset

Promotion Code Configuration

Fields with a red asterisk (*) are mandatory.

If you want to define a single code, select "Use single Promotion Code" and insert the code. Click "Apply" to save it.
If you want to assign some promotion code groups to the promotion, select "Use Promotion Code Group(s)" and click "Apply". A list with assigned promotion code groups will appear. Click "Add" to assign more promotion code groups.

Use single Promotion Code

Code Reuse per Customer: Total Reuse per Code:

Unlimited Unlimited

one time specific number

Use Promotion Code Group(s)

Apply

Promotion Code Groups

This list shows all promotion code groups which have been assigned to the promotion.

There are currently no promotion code groups assigned to this promotion.
Click "Add" to assign promotion code groups.

Add

<< Back to List

SCONTO PERCENTUALE – step 6

Promotion Code Configuration

Fields with a red asterisk (*) are mandatory.

If you want to define a single code, select "Use single Promotion Code" and insert the code. Click "Apply" to save it.

If you want to assign some promotion code groups to the promotion, select "Use Promotion Code Group(s)" and click "Apply". A list with assigned promotion code groups will appear. Click "Add" to assign more promotion code groups.

Use single Promotion Code

Code Reuse per Customer:

Unlimited

one time

Total Reuse per Code:

Unlimited

specific number

Use Promotion Code Group(s)

Apply

USE SINGLE PROMOTION CODE: è il codice promo che vogliamo far utilizzare ai clienti per applicare lo sconto.

CODE REUSE PER CUSTOMER: indica quante volte un cliente può utilizzare questo codice sconto nel carrello. Si può scegliere tra una sola volta e illimitate.

TOTAL REUSE PER CODE: indica l'utilizzo massimo del codice promozionale, solitamente per un codice sconto l'uso si imposta come illimitato.

SCONTO PERCENTUALE – step 6

Promotion Code Configuration

Fields with a red asterisk (*) are mandatory.

If you want to define a single code, select "Use single Promotion Code" and insert the code.
If you want to assign some promotion code groups to the promotion, select "Use Promotion Code Group(s)".

Use single Promotion Code

Code Reuse per Customer: Total Reuse per Code:

Unlimited Unlimited

one time specific number

Use Promotion Code Group(s)

In questo caso, ogni cliente può utilizzare il codice sconto una sola volta

Promotion Code Configuration

Fields with a red asterisk (*) are mandatory.

If you want to define a single code, select "Use single Promotion Code" and insert the code.
If you want to assign some promotion code groups to the promotion, select "Use Promotion Code Group(s)".

Use single Promotion Code

Code Reuse per Customer: Total Reuse per Code:

Unlimited Unlimited

one time specific number

Use Promotion Code Group(s)

In questo caso, il codice può essere utilizzato solo per i primi 100 ordini

Promotion Code Configuration

Fields with a red asterisk (*) are mandatory.

If you want to define a single code, select "Use single Promotion Code" and insert the code.
If you want to assign some promotion code groups to the promotion, select "Use Promotion Code Group(s)".

Use single Promotion Code

Code Reuse per Customer: Total Reuse per Code:

Unlimited Unlimited

one time specific number

Use Promotion Code Group(s)

Una volta definite le combinazioni, cliccare su **APPLY**

SCONTO PERCENTUALE – step 7

Mi sposto nella sezione **DISCOUNT RULES** per impostare le condizioni necessarie all'applicazione dello sconto.

Imposto la lingua **ITALIANO** dal menù a tendina.

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions > null - Discount Rules

Copy Delete

General Target Group Promotion Code **Discount Rules** Messaging Content Attachments Notes

Create conditions in order to define, what discount is granted to users of the specified target group.
If there is no condition defined a discount is granted all the time.

Select language: English (United States)

Rule 1

Promotion Condition Override Application Level Exclusions

Customer Profile

User is not in user group PBS_ExcludeFromPromotions

Group Ungroup Move Up Move Down New Apply Delete

Chart: C

Promotion Discount Override Application Level Exclusions

Currently there is no discount defined.

Apply New

SCONTO PERCENTUALE – step 7

Inizio impostando i requisiti che deve rispettare il carrello. Nel nostro caso, impostiamo un **MINIMO D'ORDINE**.

Clicco su **NEW**:

Webinar2 Copy Delete

[General](#) [Target Group](#) [Promotion Code](#) [Discount Rules](#) [Messaging](#) [Content](#) [Attachments](#) [Notes](#)

Create conditions in order to define, what discount is granted to users of the specified target group.
If there is no condition defined a discount is granted all the time.

Select language: Italian (Italy) Apply

Rule 1

Promotion Condition Override Application Level Exclusions

Customer Profile

User is not in user group PBS_ExcludeFromPromotions

Group Ungroup Move Up Move Down New Apply Delete

SCONTO PERCENTUALE – step 7

Dal menù a tendina selezioniamo ORDER e APPLY:

Promotion Condition Override Application Level Exclusions

Customer Profile

User is not in user group PBS_ExcludeFromPromotions

New Condition

Type:

- Activation Time
- Customer Profile
- Item
- Order**

Selezioniamo MINIMUM ORDER VALUE e APPLY:

Rule 1

Promotion Condition Override Application Level Exclusions

Customer Profile

User is not in user group PBS_ExcludeFromPromotions

New Order Condition

Condition:

- Minimum Number of Items
- Minimum Order Value**
- Payment Method
- Shipping Method
- Shipping Region

SCONTO PERCENTUALE – step 7

Ora impostiamo il minimo d'ordine necessario all'applicazione dello sconto.
Una volta indicato il valore, clicchiamo su OK:

Promotion Condition Override Application Level Exclusions

Customer Profile

User is not in user group PBS_ExcludeFromPromotions

AND

Edit Order Condition

Condition: Minimum Order Value

Value(€):*

SCONTO PERCENTUALE – step 8

Ora ci spostiamo nella sezione PROMOTION DISCOUNT per impostare la condizione di SCONTO.

Clicco su NEW:

Select language: Italian (Italy)

Rule 1

Promotion Condition Override Application Level Exclusions

Customer Profile
User is not in user group PBS_ExcludeFromPromotions

AND Order
Minimum Order Value IS € 99.00

Chart: AND

Promotion Discount Override Application Level Exclusions

Currently there is no discount defined.

Message

Here you can define a message which may be shown on the shopping cart page for any condition. It can be triggered by the order value, or a number of items the order must have.

However, a variable part can be defined only for the two order level conditions: "Minimum Order Value" and "Minimum Number of Items". The table shows all defined conditions of these types and the related placeholders. Copy the placeholder string "\${...}" and insert it into your text. This real value is calculated before showing the shopping cart.

Currently there is no message defined. Click "New" to create a new message for this promotion.

SCONTO PERCENTUALE – step 8

Dal menù a tendina selezioniamo ORDER e APPLY:

Promotion Discount Override Application Level Exclusions

New Discount

Type: Order

- Order
- Item
- Shipping
- Free Gift

Selezioniamo ORDER PERCENTAGE OFF e APPLY:

Promotion Discount Override Application Level Exclusions

New Order Discount

Trigger: Order Percentage Off

- Order Percentage Off
- Order Value Off

Indico numericamente la % di sconto che voglio applicare e clicco su OK:

Promotion Discount Override Application Level Exclusions

New Order Discount

Trigger: Order Percentage Off

Amount (%):*

Limit to max (€):

Max discounts per order to grant:

SCONTO PERCENTUALE – step 8

Ora che abbiamo creato la promozione possiamo cliccare su **BACK TO LIST**:

Webinar2

General Target Group Promotion Code Discount Rules Messaging Content Attachments Notes

Create conditions in order to define, what discount is granted to users of the specified target group.
If there is no condition defined a discount is granted all the time.

Select language: Italian (Italy) Apply

Rule 1

Promotion Condition

Customer Profile
User is not in user group PBS ExcludeFromPromotions

AND Order
Minimum Order Value IS € 99.00

Chart: AND
C C

Promotion Discount

Order Discount
Order Percentage Off IS 10.0% and the discount applies at most 1 time(s) per order

Message

Here you can define a message which may be shown on the shopping cart page for any condition.
It can be triggered by the order value, or a number of items the order must have.
However, a variable part can be defined only for the two order level conditions: "Minimum Order Value" and "Minimum Number of Items".
The table shows all defined conditions of these types and the related placeholders. Copy the placeholder string "{\$(...)}" and insert it into your text.
This real value is calculated before showing the shopping cart.

Currently there is no message defined. Click "New" to create a new message for this promotion.

<< Back to List

SCONTO PERCENTUALE – step 9

Qui troverete la vostra promozione identificata attraverso un codice alfanumerico. Ora lo andremo a modificare per renderlo intellegibile. **Clicco sul nome della promo:**

Applications Customers **Marketing** Catalogs Content Stores Orders Mass Data Tasks Localization Services Preferences

CRanzini WebShop > Marketing > Promotions

Promotions

The list shows all promotions of CRanzini WebShop. Click on a promotion to edit it.

Click "New" to create a new promotion.
Promotions that are enabled cannot be deleted. Click "Disable" to disable the selected promotions. Click "Delete" to delete the selected promotions.

Simple Promotion Search [Switch to Advanced Search](#)

Name:

Select All	Name	Description	Start Date	End Date	Types	Priority	Status	Edited	Actions
<input type="checkbox"/>	plusFHiG4dIAAAGIsgQJRQD3 (Name missing)		05/10/2023 08:00 pm	06/09/2023 05:00 pm	Order Percentage Off	400	Disabled	05/09/2023 5:35 pm	
<input type="checkbox"/>	Webinar1	Sconto valore creato in occasione del Webinar dell'11-05	05/10/2023 08:00 am	06/09/2023 05:00 pm	Order Value Off	300	Enabled	05/09/2023 4:36 pm	
<input type="checkbox"/>	prova	prova	01/18/2023 04:16 pm	01/19/2023 04:16 pm	not defined	0	Enabled	01/18/2023 4:16 pm	
<input type="checkbox"/>	test	test	06/09/2021 12:14 pm	06/26/2021 12:14 pm	Item Target Price	1,000	Enabled	06/15/2021 2:22 pm	
<input type="checkbox"/>	test omaggio	test omaggio	07/09/2021 11:50 am	07/10/2023 11:50 am	Automatic Gift	200	Enabled	07/09/2021 11:53 am	

Showing 1 - 5 of 5 items. [\[15\]](#) [30](#) [50](#) [Show All](#)

SCONTO PERCENTUALE – step 9

General Target Group Promotion Code Discount Rules Messaging Content Attachments Notes

Fields with a red asterisk (*) are mandatory.
Click "Apply" to save the details. Click "Reset" to revert to the last saved state. Click "Delete" to delete the promotion. Promotions that are enabled cannot be deleted.
Please specify a target group, except promotions which are used for A/B Testing.

Select language: English (United States) Apply

Name:* plusFHiG4dIAAAGIsgQJRQD3 (Name missing) Enabled

ID:* plusFHiG4dIAAAGIsgQJRQD3

Description: plusFHiG4dIAAAGIsgQJRQD3 (Name missing)

Currency: Euro

Priority:* Default Priority (400)
 Specify Priority Show Default Priorities

Application:* Application
 Campaign

Calculation: Base Cart Price

Combination:* This Promotion is
 freely combinable
 not combinable
 combinable with the following promotion types:
Free Gift
Cashback Redemption
Hidden Gift
Item Percentage Off
Item Target Price
Item Value Off
Order Percentage Off
Order Value Off

This Promotion is not combinable

Campaign: Add

Activation (Timezone: Central European Summer Time)

Date: Use campaign start and end date
 Activate promotion at the following time

Start Date:* 05/10/2023 8:00 pm
HH:GG/YYYY HHMMam/pm

End Date:* 06/09/2023 5:00 pm
HH:GG/YYYY HHMMam/pm

Budget

Source: None Remaining Budget: n.a.

Amount: Unlimited
 Budget Amount EUR
 Take promotion offline when exceeded

Notification: Send a notification e-mail to
 when budget amount is exceeded
 when budget amount is lower than

Si aprirà questa finestra con già impostata la lingua inglese. Tenendo la lingua inglese, potete compilare tutti i campi, tra cui NAME e DESCRIPTION.

Importante flaggare la voce 'ENABLED' per attivare la promozione

Infine, APPLY.

General Target Group Promotion Code Discount Rules Messaging Content Attachments Notes

Fields with a red asterisk (*) are mandatory.
Click "Apply" to save the details. Click "Reset" to revert to the last saved state. Click "Delete" to delete the promotion. Promotions that are enabled cannot be deleted.
Please specify a target group, except promotions which are used for A/B Testing.

Select language: English (United States) Apply

Name:* Webinar2 Enabled

ID:* plusFHiG4dIAAAGIsgQJRQD3

Description: Sconto percentuale creato in occasione del Webinar dell'11-05

Currency: Euro

Priority:* Default Priority (400)
 Specify Priority Show Default Priorities



BRAVO

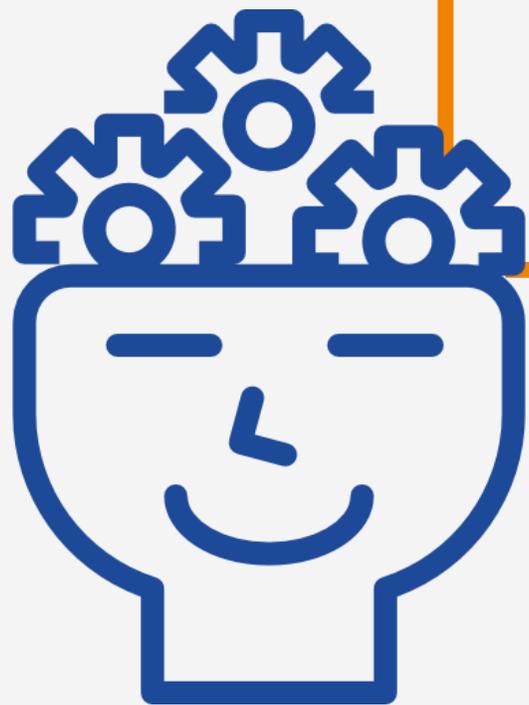
**HAI CREATO IL TUO CODICE
SCONTO PERCENTUALE 😊**



PROVIAMOCI INSIEME



METTITI ALLA PROVA!



RICORDA



RICORDA



UNA VOLTA EFFETTUATO L'ACCESSO, DAL MENÙ A TENDINA SCEGLI LA VOCE **WEBSHOP**



IMPOSTA SUBITO LINGUA ITALIANA E VALUTA EURO, IN CASO CONTRARIO LA PROMOZIONE NON FUNZIONERÀ



SCRIVI NOMI E DESCRIZIONI PARLANTI, TI AIUTERÀ A RISALIRE VELOCEMENTE ALLA TIPOLOGIA E CONDIZIONI DELLA PROMOZIONE



LA PROMOZIONE È VALIDA SOLO NEL PERIODO COMPRESO TRA DATA DI INIZIO E FINE, IMPOSTATO IN FASE INIZIALE



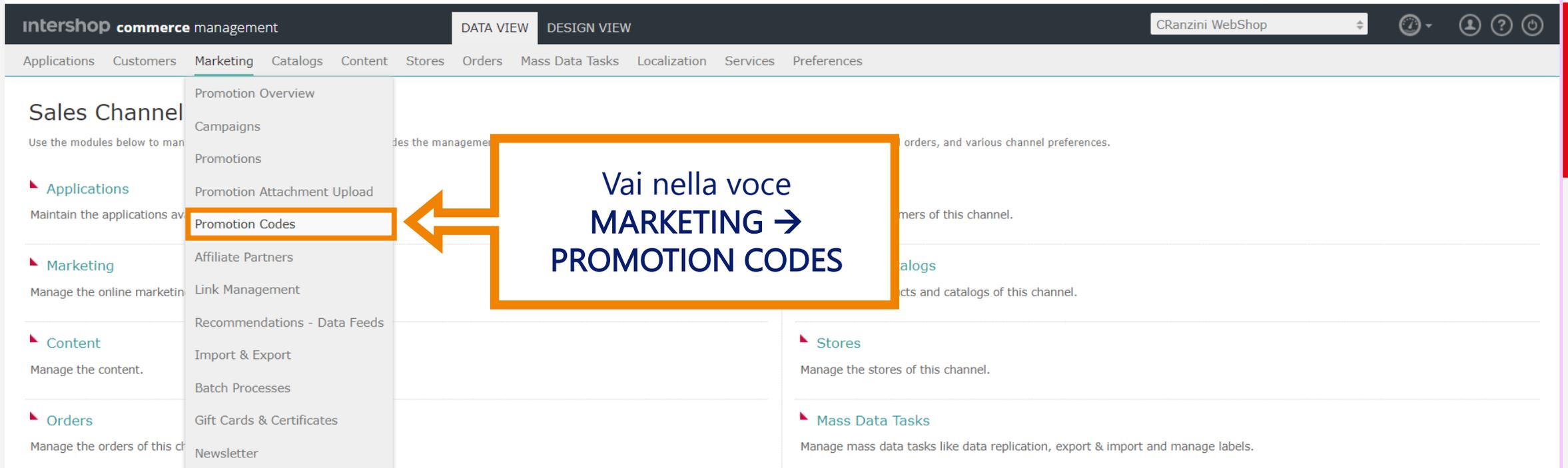
IMPOSTA SEMPRE DEI COUPON/CODICI SCONTO, TI AIUTERANNO A DARE VALORE ALLA PROMOZIONE E A TENERE TRACCIA DELL' ANDAMENTO

QUICK TIPS



QUICK
TIPS

COME SAPERE QUANTE VOLTE È STATO UTILIZZATO UN COUPON?



The screenshot shows the 'intershop commerce management' interface. The top navigation bar includes 'DATA VIEW' and 'DESIGN VIEW' tabs, and a search bar containing 'CRanzini WebShop'. The main navigation menu is open, showing categories like Applications, Customers, Marketing, Catalogs, Content, Stores, Orders, Mass Data Tasks, Localization, Services, and Preferences. The 'Marketing' menu is expanded, listing options such as Promotion Overview, Campaigns, Promotions, Promotion Attachment Upload, Promotion Codes (highlighted with an orange box), Affiliate Partners, Link Management, Recommendations - Data Feeds, Import & Export, Batch Processes, Gift Cards & Certificates, and Newsletter. A callout box with an orange border and arrow points to the 'Promotion Codes' option, containing the text: 'Vai nella voce MARKETING → PROMOTION CODES'.

QUICK
TIPS

COME SAPERE QUANTE VOLTE È STATO UTILIZZATO UN COUPON?

Digita il coupon che hai creato nella promozione e clicca su FIND.

Promotion Codes

Search [Promotion Code Groups](#) [Deactivate Promotion Codes](#)

Promotion Codes

Enter an e-mail address, login or customer ID to check the applicability of the promotion code for the corresponding customer. Alternatively use the "..." button to select a customer via customer search.

Simple Search

Promotion Code*:

E-mail, Login or Customer ID:

...

Find

Promotion Code	Redemption Status	Validity Status
SCONTO10WEBINAR2	Not Redeemed (0/unlimited)	○

Numero di volte che il coupon è stato utilizzato

Il bollino è verde quando il coupon è valido o rosso quando il coupon non è più valido



COME VEDERE LE MODIFICHE FATTE IN TEMPO REALE?

Devi PULIRE LA CACHE!

The screenshot shows the Intershop Commerce Management interface. The top navigation bar includes 'intershop commerce management', 'DATA VIEW', 'DESIGN VIEW', and a search bar for 'CRanzini WebShop'. Below the navigation bar, there are tabs for 'Applications', 'Customers', 'Marketing', 'Catalogs', 'Content', 'Stores', 'Orders', 'Mass Data Tasks', 'Localization', 'Services', and 'Preferences'. The main content area is titled 'Preferences' and contains a list of preference modules:

- Approval Preferences**: Approval Preferences to configure approval link lifetime.
- Contact Us Preferences**: Define preferences for the contact us form in this channel.
- Content Object Locking**: Define content object locking preference.
- Design View**: Activate and configure storefront editing.
- Gift Certificates**: Define preferences for gift certificates in this channel.
- Order Notification**: Define preferences for order notification in this channel.
- CAPTCHAs**: Enable or disable CAPTCHAs for various parts of the storefront.
- Systemmails ändern**: Hier können die Systemmails geändert werden.
- Contract Settings**: Define preferences for contracts in this channel.
- E-mail Marketing**: Define the e-mail marketing preferences of this channel.
- Image Settings**: Define preferences for images in this channel.
- Page Caching**: Define page cache preferences and clear the page cache for the channel storefront.



PULIRE LA CACHE

Nel menù, seleziona la voce **PREFERENCES**

The screenshot shows the Intershop Commerce Management interface. At the top, there is a navigation bar with the text "intershop commerce management" and tabs for "DATA VIEW" and "DESIGN VIEW". A search bar on the right contains "CRanzini WebShop". Below the navigation bar is a menu with items: Applications, Customers, Marketing, Catalogs, Content, Stores, Orders, Mass Data Tasks, Localization, Services, and Preferences. The "Preferences" item is highlighted. Below the menu, the breadcrumb "CRanzini WebShop > Preferences" is visible. The main content area is titled "Preferences" and contains a sub-header: "Business administrators use the following modules to define various preferences." The content is organized into two columns of preference modules, each with a red triangle icon and a description:

- Approval Preferences**: Approval Preferences to configure approval link lifetime.
- Contact Us Preferences**: Define preferences for the contact us form in this channel.
- Content Object Locking**: Define content object locking preference.
- Design View**: Activate and configure storefront editing.
- Gift Certificates**: Define preferences for gift certificates in this channel.
- Order Notification**: Define preferences for order notification in this channel.
- CAPTCHAs**: Enable or disable CAPTCHAs for various parts of the storefront.
- Systemmails ändern**: Hier können die Systemmails geändert werden.
- Contract Settings**: Define preferences for contracts in this channel.
- E-mail Marketing**: Define the e-mail marketing preferences of this channel.
- Image Settings**: Define preferences for images in this channel.
- Page Caching**: Define page cache preferences and clear the page cache for the channel storefront.



PULIRE LA CACHE

Cliccare su **PAGE CACHING**

The screenshot shows the Intershop Commerce Management interface. At the top, there is a navigation bar with 'intershop commerce management' on the left, 'DATA VIEW' and 'DESIGN VIEW' in the center, and 'CRanzini WebShop' on the right. Below the navigation bar is a menu with 'Applications', 'Customers', 'Marketing', 'Catalogs', 'Content', 'Stores', 'Orders', 'Mass Data Tasks', 'Localization', 'Services', and 'Preferences'. The 'Preferences' menu item is selected. The main content area is titled 'Preferences' and contains a list of preference categories. The 'Page Caching' category is highlighted with an orange box.

CRanzini WebShop > Preferences

Preferences

Business administrators use the following modules to define various preferences.

- Approval Preferences**
Approval Preferences to configure approval link lifetime.
- Contact Us Preferences**
Define preferences for the contact us form in this channel.
- Content Object Locking**
Define content object locking preference.
- Design View**
Activate and configure storefront editing.
- Gift Certificates**
Define preferences for gift certificates in this channel.
- Order Notification**
Define preferences for order notification in this channel.
- CAPTCHAs**
Enable or disable CAPTCHAs for various parts of the storefront.
- Systemmails ändern**
Hier können die Systemmails geändert werden.
- Contract Settings**
Define preferences for contracts in this channel.
- E-mail Marketing**
Define the e-mail marketing preferences of this channel.
- Image Settings**
Define preferences for images in this channel.
- Page Caching**
Define page cache preferences and clear the page cache for the channel storefront.



PULIRE LA CACHE

Cliccare su **INVALIDATE**

Page Cache Settings

Maximum age of static content defines the time span (in seconds), static content is cached by the web adapter until it is requested again from the application server. Set it to 0, to disable the caching of static files (graphics etc.).

Enabled page caching allows the web adapter to cache certain pre-compiled storefront pages. This option improves storefront performance.

Enable page cache keyword processing to mark certain storefront pages as cacheable by the web-adapter with different keywords. These pages can later be selectively removed from the cache by entering the keywords and clicking 'Invalidate'.

Enable page cache full text indexing to allow full text indexing of all pages. These pages can later be selectively removed from the cache by entering the searchwords and clicking 'Invalidate'.

Maximum age of static content: Seconds

Page caching:

Page cache keyword processing:

Page cache full text indexing:

[Apply](#) [Reset](#)

Page Cache Invalidation

Click "Invalidate" to fully empty the cache. Enter a set of keywords and click "Invalidate" to selectively delete storefront pages cached by these keywords from the page cache.

Page cache invalidation
keywords/full text:

Multiple keywords are separated by |

[Invalidate](#)



IL PIANO DIGITAL MARKETING



IL PIANO DIGITAL MARKETING 2023

Nome promo	WK18	WK20	WK22	WK24	WK26	WK28	WK30	WK34	WK36	WK38	WK40	WK42	WK44	WK46	WK48	WK50
	Maggio		Giugno		Luglio		Agosto		Settembre		Ottobre		Novembre		Dicembre	
Promo HighTop	Acco: buste a perforazione e pouches plastificazione	3M: gamma post it	Durable: gamma duraframe	Tombow: correttori	Fellowes: top item ergonomia	Rotafificio Pugliese: carta in rotoli	NWL: top item scrittura		Sei Nota: buste in plastica e raccoglitori Steivio/Steivio T	Pentel: NSB/60 + Superb	Eurocart: registratori Q-Connect + falconi	Favorit: registratori Unico + buste a perforazione	Acco: top item archiviazione (storage)	Pilot: gamma friction	Eurocart: top item archivio	3M: gamma post it
Q Connect/Donau/Office Products	Scrittura		Cancelleria		Macchine		Comunicazione		Archivio		NOVITA'		Spedizione		Blocchi e quaderni	
Back To School									21 agosto - 28 settembre (prodotti scrittura/didattica)							
Back To Office									4 - 29 settembre (top sellers)							
Best Archivio											16 ottobre - 24 novembre					
Black Friday													20-24 nov.			
Natale															13 nov. 22 dic.	

Promo Settimanali	Energizer - Alto rotanti + riciclabili	TRUST	UHU	Energizer - promo attiva	Fellowes - Ergonomia	Avery	Casio - calc. Scientifiche	Pentel - 4 linee prod.	Pentel - 4 linee prod.	3m - vita+respirazione	3m - vita+respirazione		Pentel - Energel	Pentel - Energel
	Trust	Uhu	Trust	3m - udito	3m - udito	Energizer - Testa la performance	Energizer - Testa la performance	Energizer - Back to work	Energizer - Back to work	Trust	Trust		Energizer - Peak season	Energizer - Peak season
	Uhu	Energizer - Alto rotanti + riciclabili	Energizer - Alto rotanti + riciclabili	Tesa	Tesa	Casio - calc. Scientifiche	Avery	Tesa	Tesa				Tesa	Tesa
	Borbone	EcoCanny	Uhu	Uhu	Uhu	Staedtler	Staedtler	Durable	Durable				Durable	Durable
	Pigna - blocchi	Pigna - blocchi	Pigna - blocchi	G. Verme	G. Verme									
	Fellowes - Ergonomia	Fellowes - Ergonomia	Fellowes - Ergonomia	Fellowes - Ergonomia	Fellowes - Ergonomia									
	Fellowes - distruggi	Fellowes - distruggi	Fellowes - distruggi											

PROMO GADGET		SELEZIONE AUTUNNO INVERNO	SELEZIONE NATALE 2023
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IL PIANO DIGITAL MARKETING – Q2

MAGGIO	GIUGNO
<p>HIGH-TOP <i>week 18-19</i> Acco: buste a perforazione e pouches plastificazione</p> <p><i>week 20-21</i> 3M: gamma Post-it</p> <p>Q-CONNECT Scrittura</p> <p>SETTIMANALI Trust Energizer Pigna Aggiornamento Igiene</p>	<p>HIGH-TOP <i>week 22-23</i> Durable: gamma Duraframe</p> <p><i>week 24-25</i> Tombow: gamma correttori</p> <p>Q-CONNECT Macchine</p> <p>SETTIMANALI Fellowes - ergonomia Tesa 3M - protezione individuale</p>

IL PIANO DIGITAL MARKETING – Q3

LUGLIO	AGOSTO	SETTEMBRE
<p>HIGH-TOP <i>week 26-27</i> Fellowes: prodotti top di ergonomia</p> <p><i>week 28-29</i> Rotolificio Pugliese: carta in rotoli</p> <p>Q-CONNECT Spedizione</p> <p>SETTIMANALI Trust Energizer Pigna Aggiornamento Igiene</p>	<p>HIGH-TOP <i>week 30-31 -32</i> NWL: top di scrittura</p> <p><i>week 33-34-35</i> Dymo: nastri D1 e rotoli LabelWriter</p> <p>Q-CONNECT Comunicazione</p> <p>STAGIONALI Back to school (21 Agosto - 28 Settembre)</p> <p>SETTIMANALI Fellowes - ergonomia Tesa 3M - protezione individuale</p>	<p>HIGH-TOP <i>week 36-37</i> Durable: gamma Duraframe</p> <p><i>week 24-25</i> Tombow: gamma correttori</p> <p>Q-CONNECT Archivio</p> <p>SETTIMANALI Fellowes - ergonomia Tesa 3M - protezione individuale</p>

IL PIANO DIGITAL MARKETING – Q3

OTTOBRE	NOVEMBRE	DICEMBRE
<p>HIGH-TOP <i>week 40-41</i> Q-Connect: registratori e faldoni</p> <p><i>week 42-43</i> Favorit: unico e buste a perforazione</p> <p>Q-CONNECT Novità</p> <p>STAGIONALI Best Archivio (16 Ottobre - 24 Novembre)</p> <p>SETTIMANALI 3M – Respirazione Trust</p>	<p>HIGH-TOP <i>week 44-45</i> Acco: top sellers storage</p> <p><i>week 46-47</i> Pilot: gamma Frixon</p> <p>Q-CONNECT Spedizione</p> <p>STAGIONALI Best Archivio (16 ottobre-24 novembre)</p> <p>Black Friday (20 - 24 novembre)</p> <p>Natale (13 novembre - 22 dicembre)</p>	<p>HIGH-TOP <i>week 48-49</i> Eurocart: top item archivio</p> <p><i>week 50-51</i> Post-it</p> <p>Q-CONNECT Blocchi e quaderni</p> <p>STAGIONALI Natale (13 Novembre - 22 Dicembre)</p>

COMUNICARE LE PROMOZIONI

Fare promozioni è importante, comunicarlo ancora di più!!

Nei canali web è indispensabile:

- dare evidenza ai prodotti in promozione, sempre e comunque dalla homepage
- evidenziare i prodotti relativi nei risultati della ricerca, ma anche tra gli altri prodotti simili
- creare coupon, per una miglior gestione dell'attività, e poi comunicarli
- gestire una comunicazione puntuale verso il cliente, nel modo tramite newsletter o email marketing



UN WEBINAR DEDICATO ALLA COMUNICAZIONE
DELLE PROMOZIONI

I PROSSIMI APPUNTAMENTI



Crea e gestisci i listini dei tuoi clienti

18 maggio, ore 14.30-15.30



Gestire in autonomia le proprie promozioni (seconda parte)

25 maggio, ore 14.30-16



Crea promozioni con omaggio ed aggiorna i prodotti in home

31 maggio, ore 14.30-16



Comunica le promozioni al tuo target

9 giugno, ore 14.30-15.30

GRAZIE PER L'ATTENZIONE

Su WIKI.DESKTOO.COM trovate tutto il materiale presentato