

Purpose of the Article

To demonstrate how to create a ***Buy N Get One Complementary Discount*** offer using Microsoft Commerce server marketing manager.

Commerce server provides “*Buy N Get 1 More Free*” discount type, using which we can get one item free on any number of quantities purchased. But in some typical scenario where we have to go for a complementary item discount there we found “*Buy N Get One More Free*” discount is not helpful. Because in our case we have to make one item free for the customer even he purchases only item. For example if customer purchases only 1 then he will get it for free. If he purchases more than one item then one item will be free and the rest has to be paid. In other words customer has to pay for Quantity N-1 items.

Aim

To add a new discount to which allows us to apply a “***Buy N Get One Complementary Discount***” offer on any product? If the user buys only one item then he will get it for free. If he buys more than one then only one will be free and the rest will be charged.

Environment Used

- Microsoft Commerce Server 2009
- Microsoft SQL Server 2008
- Microsoft Windows Server 2003

Small background information

All the offers that are going to be applied on the shopping cart are the part of discount management in marketing system of the commerce server. The discounts get applied after the execution of Basket pipeline. The discounts can be applied on the shopping cart in line item level or in order level depending upon their settings.

Assumption

There is sufficient rights available with the windows logged in user to open the *Commerce Server Marketing Manager*.

Steps

Note : Commerce server is not providing any kind of discount type to apply “***Buy N Get One Complementary Discount***” offer. So what we need to do is, we have to first create a discount with ***Simple type*** and then modify the discount according to our need.

Open the Commerce Server *Marketing Manager* from Start > Microsoft Commerce Server 2009



In Marketing Manager, the discounts must appear under a campaign and the campaign must appear under a customer. The customer is the owner of the campaign. It might be an agency, advertiser or by the company itself. Even we can use the default customer and campaign to create a discount.

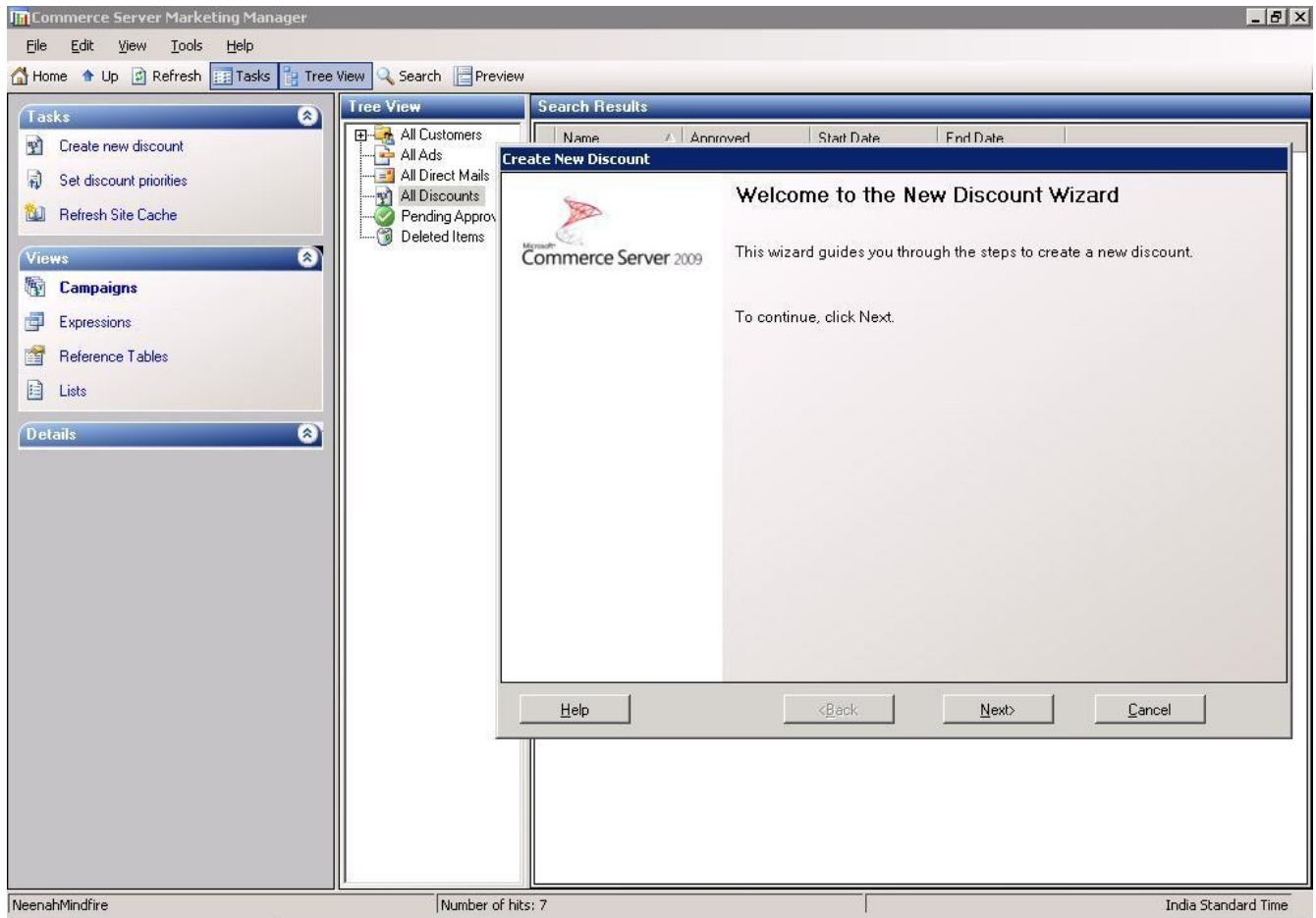
So before creating the discount we must ensure that the Customer and the campaign under which we are going to create the discount must be Active in status.

In this article we are going to use the Default Customer and Campaign.

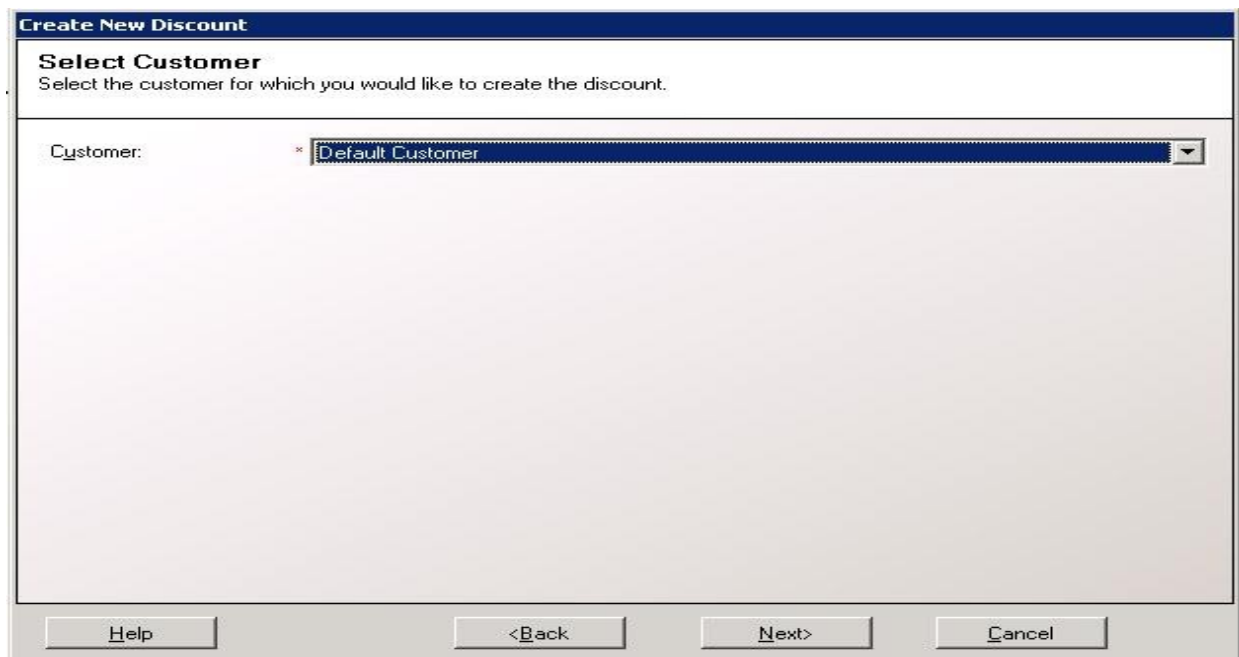
Click on the *All Discounts* from the tree view panel, we get this by clicking on the Campaigns link in the Views panel.

Now we can able to get the list of all discounts regardless of the campaign they belongs to. Right click on the *All Discounts* and choose *Create New Discount*.

Now we can be able to view the create new discount dialog in the screen.



Click next to continue to select the customer under which we are going to create the discount. We are using Default customer here.



Click next to continue to select the campaign for the discount.

Create New Discount

Select Campaign
Select the campaign for which you would like to create the discount

Campaign: * Default Campaign

Buttons: Help, <Back, Next>, Cancel

Click Next to Specify the discount details.

Discount Name	Name of the discount
Start Date	The date and time from which discount started applying
End Date	The date and time till the discount valid
Basket Display	The text to display in the site. We can specify language specific text to be displayed.
Comments	Optional

Create New Discount

Discount Properties
Specify the following properties for the discount.

Discount Name: * BuyAnyGetFirstOneFree

Start Date: * 9/24/2010 12:00:00 AM

End Date: * 10/23/2010 11:59:59 PM

Basket Display: *

	Language	Basket Display
▶	English (United States)	BuyAnyGetFirstO...
*		

Comments: Valid for one month only

Buttons: Help, <Back, Next>, Cancel

Click Next to specify the discount type.

Discount Type	Type of discount to be applied
Display Type	The format in which it is going to be displayed in the site.

Create New Discount

Discount Type
Specify the type of discount you would like to create.

Discount Type: * Simple Discount Type

Description:
Buy a product at a reduced price.
Example: Buy two backpacks and get 25% off the price of each.

Display Type: * No Display

Buttons: Help, <Back, Next>, Cancel

Click next to continue to specify the discount product definitions.

Products	Specify the product detail on which discount going to be applied. May be any product, any catalog or any individual product.
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Create New Discount

Discount Products
Select the product or product category you want to apply the discount to.

Products: Any Products

Browse

Buttons: Help, <Back, Next>, Cancel

Click Next to set the discount value.

Value Method	To specify the discount whether in Percentage Off or Amount off basis
Amount	To specify the discount value. Here 100 means 100% off.

The screenshot shows a dialog box titled "Create New Discount" with a sub-header "Discount Value". Below the sub-header is the instruction: "Select the value of the discount you would like to create." There are two input fields: "Value Method:" with a dropdown menu set to "Percentage off", and "Amount:" with a text box containing "100". At the bottom of the dialog are four buttons: "Help", "<Back", "Next>", and "Cancel".

Click Next to set the order limits to apply the discount on.

Basket Limit	To specify the number times discount applied on the basket. We have to set the basket limit as 1 here because it has to be applied on the first item once in a basket.
Award Limit	To specify the number of products awarded. Here we are specifying 1 to have get one product on each one item purchase.

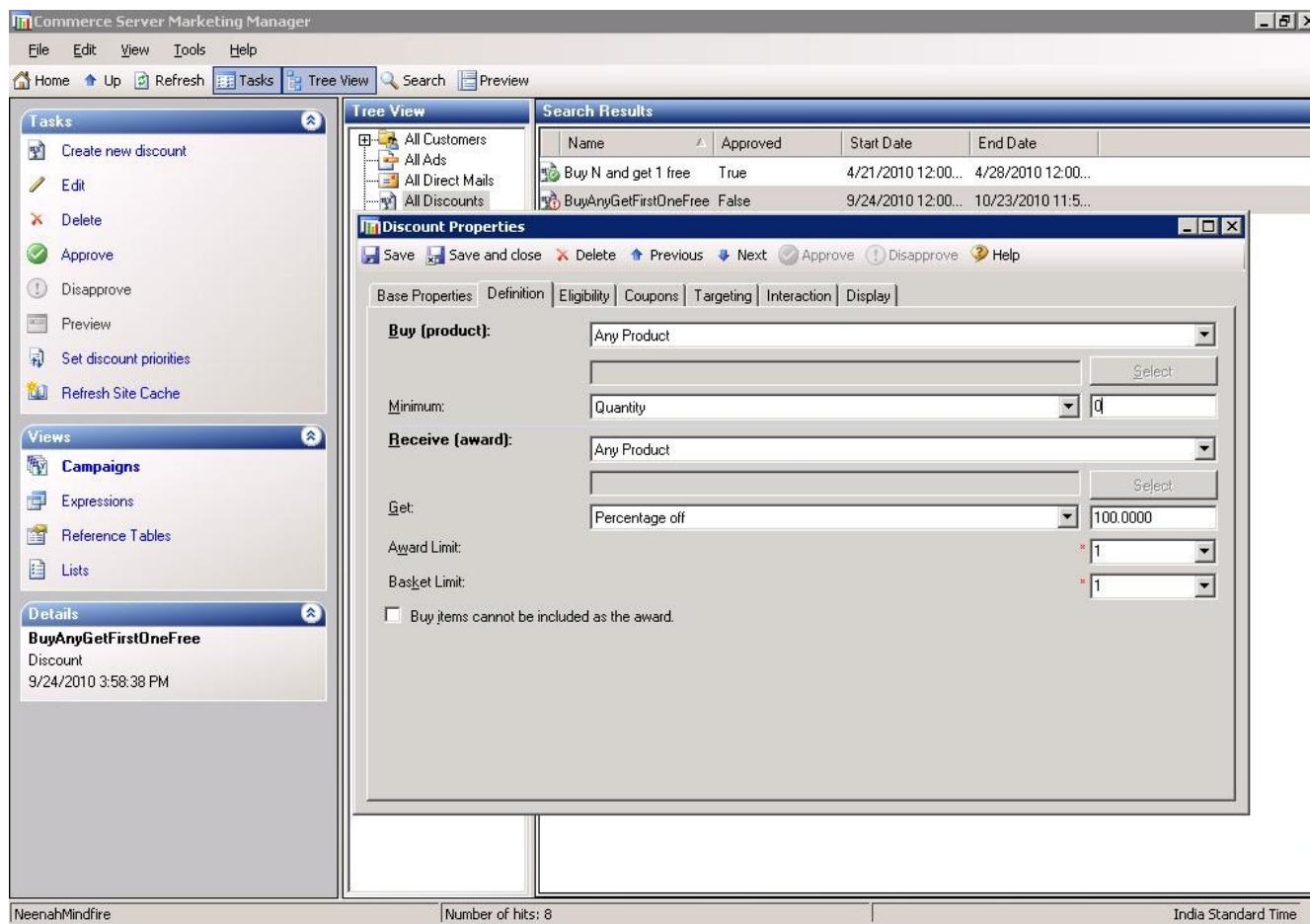
The screenshot shows a dialog box titled "Create New Discount" with a sub-header "Order Limit". Below the sub-header is the instruction: "Specify the number of times this discount can be applied to the basket." There are two input fields: "Basket Limit:" with a dropdown menu set to "1", and "Award Limit:" with a dropdown menu set to "1". At the bottom of the dialog are four buttons: "Help", "<Back", "Next>", and "Cancel".

Click next to set the Eligibility Criteria , if any. Here we need not to set any criteria for our example. So we can skip the step by pressing next again and move to the exposer limit screen. The default selection in 1 in the the exposer limit drop down.

Exposer limit specifies the number of times the discount has to be shown to the User in a session. It get displayed to the user maximum 10 number of times is in a session. He we do not need this as we have already specified not display this in the site. So we can skip this step with the default value by clicking Next.

Now we can be able to get the Summary screen. Click on Create and Finish button to create the discount. The newly created discount can be visible in the *All Discount* list.

Double click on the discount to view and/or edit the setting that has been set to the discount.

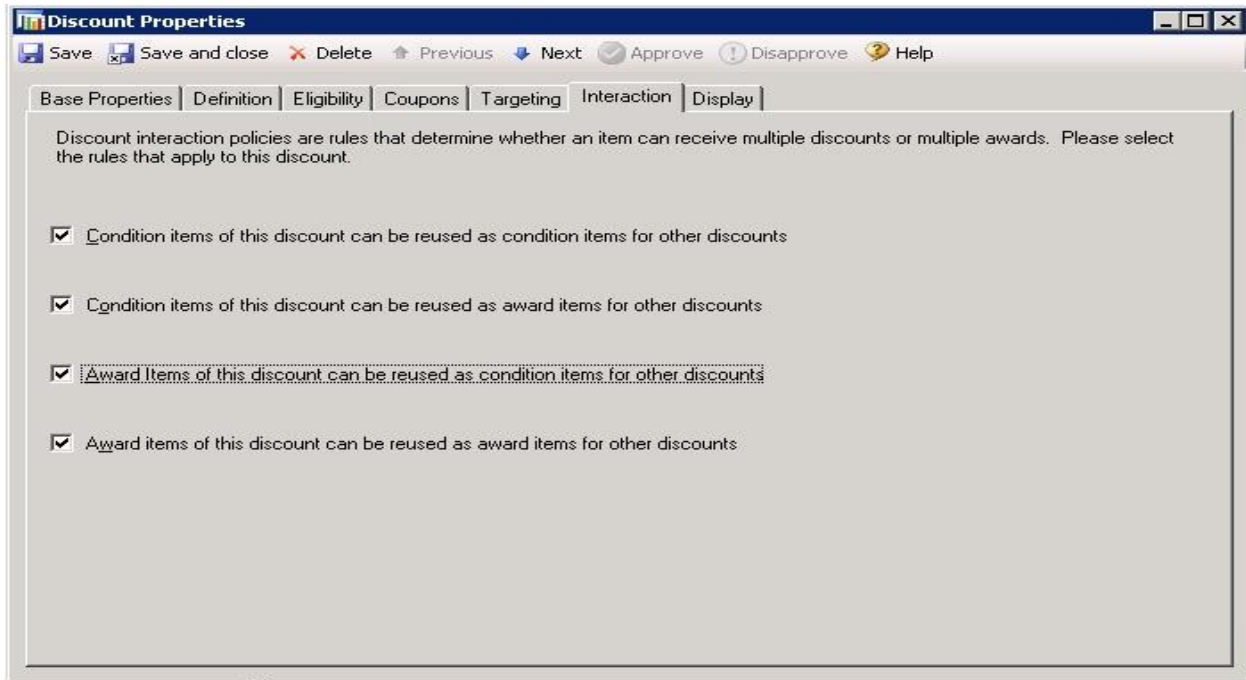


Change the **Minimum** quantity to 0 in Buy (Product) section because we have to set the first item free. If the user buys only one item then he will get it for free. If he buys more than one then only one will be free and the rest will be charged

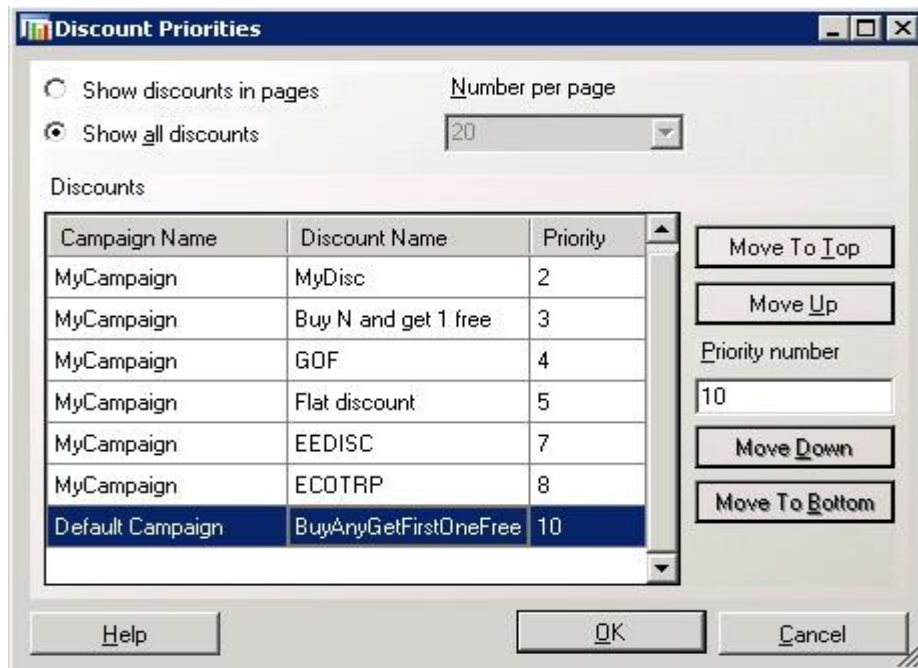
In the receive (award) drop down we can specify the items on which we are going to get the discount like on Order Subtotal or shipping total etc. Get drop down also make the discount on Percentage Off or amount off basis on the purchase order.

Click on **Approve** button to make the discount active for being applied.

We can also able to set priorities of discounts being applied. If we have same kind of discounts to be applied on a single order then we can be able to set the priorities of discount application on the product. We may have to pay attention on the **Interaction** tab of the discount and make the necessary conditional check boxes tick. Before interacting with the check boxes in the interaction tab we have to disapprove the discount and then approve again after the successful save of the changes made.



To set the priorities right click on **All Discounts** node. Click on the **Set Discount Priorities** to get the priority setting screen. Set the priority as required and click OK to apply the changes.



Conclusion

To make this setting work for us in the order processing phase we may need to reset the IIS. We can also apply discounts with using other discount types. This article is just an illustration of practical experience while working with the client's requirement to apply this discount in marketing manager.