

Promotions Engine

A single source of promotions unifies your customer journey



The Omnichannel Promotions Dilemma

Legacy systems and disparate processes often force retailers to run promotions that are inconsistent across buyer journeys, resulting in costly and ineffective marketing campaigns. In today's unified world, the lack of centralized promotions strategy and the engine to drive it weakens a retailer's brand by confusing customers with offers that don't support interactions across their customer journey.

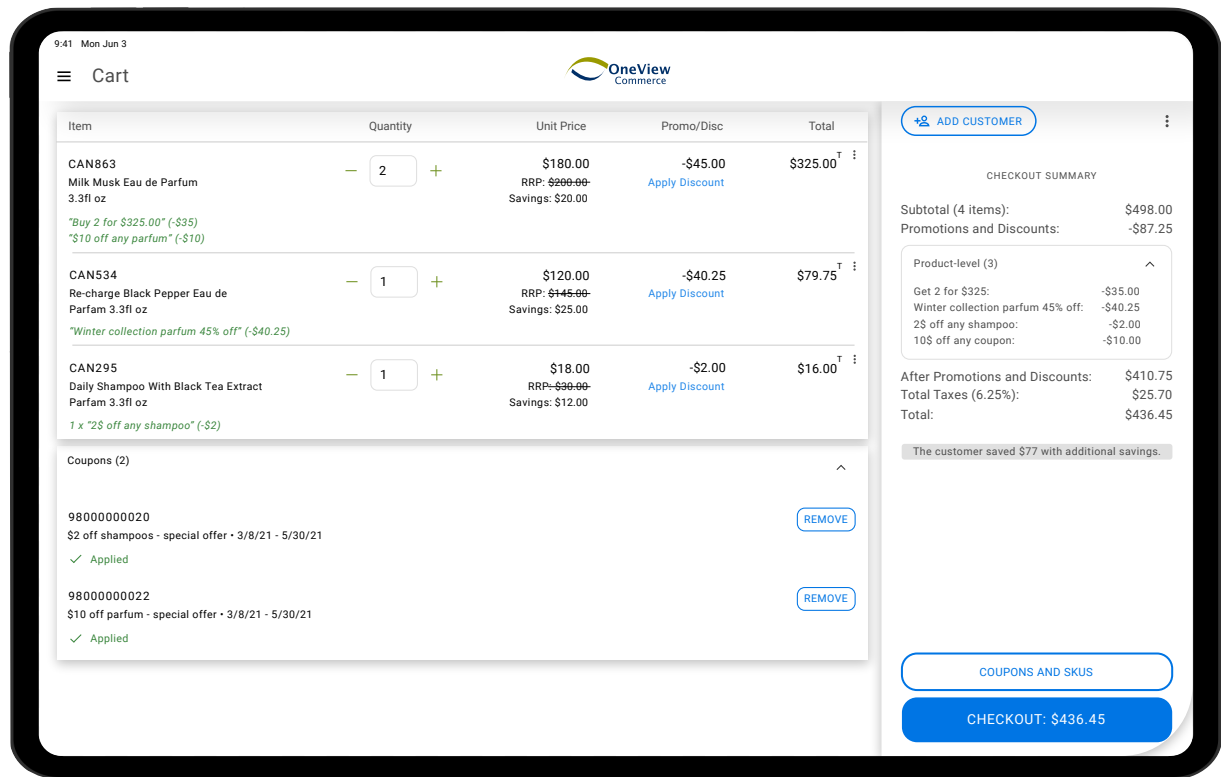
Transform Customer Experience

OneView's Enterprise Promotions Management is powered by a centralized cloud and microservices engine that creates and delivers relevant promotions across any sales channel based on rules defined by the retailer. By eliminating channel silos across store, online, voice, merchandising, and marketing, OneView ensures that the customer is presented with the most impactful discount, offer or reward in response to every interaction with the brand.

Leverage High-Value Data to Increase Relevance

To maximize customer engagement, retailers must have the right information to deliver the most effective type of reward based on their marketing objectives. To present the right offer at the right time to the right customer, OneView's Promotions Management engine leverages high-value data on buyer behavior, conversion statistics, and products to enable retailers to expand engagement and enhance customer experiences.





Elevate customer service, optimize associate efficiency, drive customer engagement, and capture actionable data for all retail channels.

Tailor promotions to drive marketing objectives

- Discounts including fixed price, bundles, mix-and-match, tiered discounts, and reduced price
- Immediate discount to encourage increased basket sizes and drive sale and trial of new products
- Next purchase discount to increase traffic, avoid churn and facilitate cross channel purchases and more
- Promotions based on customer type or loyalty

Triggers and parameters for tailoring and relevance

- Product or merchandise groups
- Product attributes
- Support for product exclusions
- Coupon to trigger retailer defined promotions rules
- Defined time periods, blackouts and happy hour days and times
- Geography and location hierarchy levels

Customer Handoff

- Most expensive, least expensive
- Total basket with configurable triggers and rewards
- Coupon triggers
- Thresholds, tiers, and definition across basket
- Reduced price
- Flexible reward configuration including the exclusion of items or brands, offer of any brand, specific rebates and ability to create custom bundles
- Buy a product get another with defined triggers, custom mix-and-match and ability to identify reward

Scaling Exceptional Pickup Experiences at Kroger

The power of OneView's cloud-based Promotions Management is the ability to align with analytics and marketing applications to ensure transformative customer engagement. The solution can be deployed as part of OneView's SaaS Unified Commerce suite or as a standalone module integrated to legacy or other applications.

OneView transforms retail technology with retailer-proven solutions built on a Unified Commerce Transaction Engine that empowers shopper engagement from "click-to-brick." Increase your speed of innovation with our cloud-native, API-first architecture and headless experience UI powering next-generation SaaS store solutions. Modernize your tech stack and maintain complete control of transactions and data to protect brand loyalty. Get in touch today to learn about our free trial and fast-start programs.