

# Coupons and Promos

You will need myLab and Lab 50 to set up a promo.

## Step 1: Tag Products (this is done in myLab: [mylab.photofinale.com](http://mylab.photofinale.com))

Product tags are a great way to set up a promo. In myLab, go to Store Mgmt > Product Tags and set up or view a tag...add/remove products as needed. You can then base your promo off of this tag.

Product Tags can be used in the Conditions or Awards requirements. More here: <https://wiki.photofinale.com/x/VoBfBg>

## Step 2: Create the Coupon Code (if you want your promo to use one) (This is done in the Lab 50 order management software)

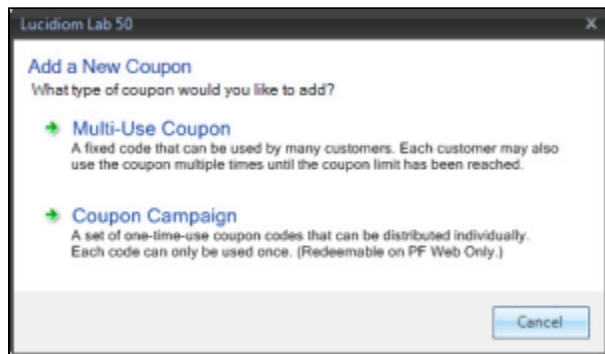
Not all promos need to require a code. If you don't need one, skip this step.

Open Lab 50 to Store Mgmt > Coupons and add a new one.

**Multi-Use Coupon** is used to create a single coupon code that may be used multiple times by multiple customers. You can specify the maximum number of times a coupon may be used, or you can specify that the coupon should expire at a given point in time.

**Coupon Campaign** allows you to generate multiple single-use coupon codes.

Adding/Editing a New/Existing coupon:



Create a new coupon

General

☒ Enabled

Coupon Code

COUPONCODE

Description:

Limit:

0   ☒ Unlimited

Create a new coupon

General

☒ Enabled

New Coupon Campaign Name  
10 Free 4x6 Prints - Week of July 5th

Description:  
One week to enter code for 10 free 4x6 prints

Coupon codes

There are 10 active codes for this coupon.

[Generate codes](#)  
[Import codes from a file](#)

Coupon Code Generator

Generate Coupon Codes

Generates a set of random coupon codes and exports them to a text file.

Coupon Code Settings

Prefix: LS Length: 2 Suffix: 0601

Example:  
LSXX0601

Maximum codes: 102

Count:  
10

Generate

Status:

Close

1. To create or edit an existing coupon, access **Store Management > Coupons**.
2. Click on the *Create a new coupon* option on the left panel or select to edit an existing coupon by double-clicking on it.
3. Select the type of coupon you would like to create. Your options are *Multi-Use Coupon* or *Coupon Campaign*.

#### For Multi-Use Coupons:

1. Fill in the fields with the necessary information. These include the following:
  - **Enabled:** Mark the coupon as Active.
  - **Code:** Enter the code you will require the customer to enter to receive the discount. It may use all letters, all numbers, or a combination of both up to 10 characters.
  - **Description:** Description of the coupon, viewable only in Lab 50.
  - **Limit:** Specify the number of times a coupon can be used, or select unlimited.
  - **Unlimited:** Check the box if you want to allow unlimited use by the customer.

**\*\*Note:** If you would like for this coupon to be accessible on the kiosk, the EQ Connections options must be setup to synchronize the setup, and the coupon code must use *numbers* only.

2. When complete, click on **Save** on the left.

#### For Coupon Campaigns:

1. Fill in the fields with the necessary information. These include the following:
  - **Enabled:** Mark the coupon as Active.
  - **New Coupon Campaign Name:** Name for the new coupon campaign, viewable only in Lab 50.
  - **Description:** Description of the coupon, viewable only in Lab 50.

2. In the box labeled *Coupon Codes*, you have two options for generating single-use coupon codes.

- **Generate Codes:** This option will open a dialogue box to walk you through specifying the number of coupon codes, number of characters in the coupon code, coupon prefix, and coupon suffix to use for code generation.
- **Import codes from a file :** This option will allow you to import a text file listing coupon codes. The text file must list each code as a separate line within the file, and line breaks should be used to differentiate between codes rather than commas or semicolons.

Example: The text below would generate two individual coupon codes.

12345

67890

#### To generate coupon codes using Lab 50:

1. Select the *Generate Codes* option from within the *Create a new coupon* window for *Coupon Campaign* setup.
2. Complete the required fields to generate your codes. The fields include the following:
  - **Prefix:** The prefix to use for the coupon code. This field is alpha-numeric and limited to four characters.
  - **Length:** The number of digits to use between the prefix and suffix. This value does NOT include the prefix and suffix in the character count. The maximum value is 10.
  - **Suffix:** The suffix to use for the coupon code. This field is alpha-numeric and limited to four characters.
  - **Count:** The number of coupon codes to create.

3. Once you have completed the required fields, the *Example:* box will generate a preview as well as update the count for *Maximum codes:* that can be generated using the options you have selected. Once you have verified the settings, press the **Generate** button, and the *Status:* window will update dynamically. Please note the longer the code and/or the more codes you need generated will affect the amount of time it takes for the codes to be ready.

4. Once the codes are generated, a dialogue window will prompt you to save the codes as a text file. The file name will default to **promo-PrefixvalueCharcountSuffixvalue**. In the screenshot example on the right, the default file name was promo-LS20601.txt .

**\*\*Note:** We recommend saving this file for your records. Codes cannot be reviewed in Lab 50.

## Step 3: Create the Promo (Lab 50)

In Lab 50: **Store Management > Product Discounts and Promotions.**

Click on *Create a new discount* option (or find an existing promo and copy). Go through each tab and fill out. Then save. Details below on each tab...

**General:** (the details)

General	Conditions	Award
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Name:

☒ Enabled  
☐ Deleted

Description:

Start date (EST/EDT):

Thursday , October 14, 2021 08:31 AM

End date (EST/EDT):

Thursday , October 14, 2021 08:31 AM

Number of times this discount can be applied to a single order:

1

☐ Do not limit the number of times this discount can qualify on an order

Number of times this discount can be used by a customer:

1

☒ Do not limit the number of times this discount can qualify for a customer

- Name character limit is 30 characters.
- Dates are east coast time zone...for other time zones, you will need to convert.
- Number of times applied per order - if you have 25% off mugs...should this apply off every mug (leave unchecked) in the cart or only one (check and set limit)?
- Number of times per customer - system uses email on the order to determine usage

**Conditions:** (what user has to do in order to get the discount)

General
Conditions
Award

☐ Enter a coupon  
garytester703

☐ Buy  

Quantity:
0
Amount (\$):
0.00
of
☒ Anything
☐ Product  
Select a Product
☐ Product Tag

☐ Registered members only

☐ Limit the days this discount is active  

☐ Sunday  
☐ Monday  
☐ Tuesday  
☐ Wednesday  
☐ Thursday  
☐ Friday  
☐ Saturday

Available for  
All Orders

- If a code needs to be entered to get the promo, tick Enter Coupon and find your code (you would need to create this already, see step 2 above)
- If the code takes a % off or gives a price, or if you just have a straight sale on a product without a code, there's no "Buy" condition needed. The time a Buy condition would be needed is if it's a "Buy One, Get One" or "Buy 50 and get whatever" scenario.
- If the Buy condition is off a Product, it's only off of ONE product ID. Click Select a Product...it takes a while to open, then find your product.

**Award:** (what the user gets once prereqs are met)

General
Conditions
Award

☐ Free standard shipping

☐ Tax Exempt

☒ Order subtotal discount

Take 0 Percent (%) Off the entire order

☐ Product discount

Offer 1 ☐ Allow an unlimited number of awards

☒ Product

Select a Product

☐ Product Tag

at 0 Percent (%) Off each item

(Product discounts less than 100% will be web-only, and unusable on the APM.)

☐ Exclude the awarded products from standard shipping costs

Condition and award refer to the same product. When applied, the award should:

☒ EXCLUDE the product used to qualify for the award (e.g. "Buy 5 4x6, get the rest for 50% off")

☐ INCLUDE the product used to qualify for the award (e.g. "Buy 5 4x6, get all for 50% off.")

- To have "free shipping" be the award, you have to have shipping set up, and it will take your standard shipping off.
- Order subtotals set to 100% off are still used to calculate your revenue share commission. If you need to use a 100% coupon to test, let us know the order number and we can remove the order from the rev share calc.
- Order subtotal and product discount will be stacked, since they are two discount types. If you want to have them not stacked, so only the better applies, create an "all products" tag and set up a promo that gives a product discount on items tagged "all products"...that way only one product discount will apply.
- If your tag is not showing in the list, pick a different one for now, then close/open Lab 50 and return to select the tag you need.
- Same as with the Buy, if you are doing it by Product ID, that window takes a while to open. You can tag just one product too...it's a quicker, more flexible way to set it up.
- Include/exclude may not seem right...switch off and on this tab so it can load the settings to enable that option based on what you have entered.

## Multiple Coupons

You can have the following discounts on a single order:

- 1 order-level discount
- 1 free-shipping discount
- 1 tax-exemption discount
- 1 product-level discount \*per product\*

If a customer ordered a 4x6, 5x7, and 8x10 for home delivery, theoretically they could have 6 separate discount active (3 higher-level discounts & 3 product discounts).

For each of those "discountable entities", the engine will pick the best available discount.

### Examples:

1. If a customer enters a coupon code that activates a "20% off prints" discount, and the dealer also has an automatic "25% off 4x6 on Mondays" discount, then the 25% discount will apply to the 4x6 and the 20% will apply to the 5x7 and 8x10.
2. If there is a promo for 10% off banners and another promo for 10% off the whole order, first the 10% would be taken off of the banner, then order totaled and 10% taken from that subtotal.
3. If there is a promo for \$5 off a mug and 20% off the order, first the \$5 would be taken off the mug price, then 20% would be taken off the order total.
4. If there is a promo for 10% off the order and 25% off the order, only the 25% off would apply, as the system will choose the best offer.
5. If there is a promo for \$2 off 8x10 print and \$3 off 8x10 print, only the \$3 off coupon would be applied.
6. If there is a promo for \$2 off a 11x8.5 book with a price of \$20 and another promo for 50% off that same book, the book would be \$10 as only the 50% coupon would be applied as just 1 product-level discount is applied.

**Option to restrict to one code per order:** Dealers who want to limit customers to being able to enter only one coupon code per order can contact support to enable that option. (Once the user enters one code, the button to enter more is removed...so if you have a code for mugs and a code for canvas and the customer orders both products, they can only enter one of those promotions.) However, even with the single-coupon setting, there could still be multiple discounts applied to an order depending upon a dealer's configuration since a) not all discounts require a coupon, and b) a single coupon code can activate multiple discounts. Also, please note that the Pocket Pics iPhone app only allows one code to be entered, regardless of this setting.

## Helpful Tips

For more details, click into the child pages listed below.

1. **Where to set up:** Coupons and Promos can **only be set up in Lab 50**.
2. **In a nutshell:** Your sale can require user to enter a code OR, it can be based on what they purchase, with no need to enter a code. Most dealers require a code...to set this up, go to Store Mgmt > Coupons and define your code. Then go to Store Mgmt > Product discounts and promos and set your requirements (the conditions that need to be met, and the award once those conditions are met) for the promo.
3. **Multi-use coupons vs campaign:** When creating your coupon code, most of the time you will create a **Multi-use** coupon. A Campaign would be for something like a Groupon, where the user essentially buys a unique code.
4. **Unlimited coupons:** After you choose your type of coupon, you have the option to limit its use—this means limit the total number of times that code can be used overall...not per user. Most of the promos dealers use are set to **Unlimited**. Limiting the coupon would come into play for a promo where you are offering it to the first X people. "Free mug to the first 100 people to place orders" (limit=100). Or, if you want to test or give a "10 free whatever's" to someone... limiting use to an exact number will ensure the code can't be misused. There are other ways in the Promo section to limit coupon use (such as by date, by members-only, by day, and of course by what the coupon is valid for).
5. **Set valid dates:** You will need to set a start and end date for the discount...this means you can set up your promos in advance! Or, you can easily resurrect a coupon from the past by adjusting dates.
6. **Product tags:** When you set up the Conditions and Award, Product Tags are super helpful. We have set up a number of them (which you should check before using) but you can set up your own! To set these up, go into myLab and Store Mgmt > Product Tags. You create your own tag, then add the products that you want to be part of that group. Then, you can base your discount on that tag. **Once you have added products to the product tag, ensure that the product cache is flushed by making a data change to any product. The change can be to any product, it does not need to be one of the products you've added to the new product tag. The simplest thing to do is just go into any product and add a space to the end of the description and then save it.** If, when you return to Lab 50 and the tag you set up in myLab is not showing for selection in Lab 50, close Lab 50 and delete your Temp folder (located here... C:\Program Files (x86)\Lucidiom Lab 50\ then restart Lab 50.
7. **Include vs exclude:** In the Awards tab, when you have the same product as the requirement (condition) and the award, you get this choice... Exclude is ticked by default, and SOMETIMES the Include is greyed out. If it's grey and you want to choose it, save your promo, then reopen and it will be available.

Condition and award refer to the same product. When applied, the award should:

☐ EXCLUDE the product used to qualify for the award (e.g. "Buy 5 4x6, get the rest for 50% off")

☒ INCLUDE the product used to qualify for the award (e.g. "Buy 5 4x6, get all for 50% off.")

## Promote!

Include the coupon code in the link to the product group. Read here for how to do it: <https://www.photofinale.com/linked-coupon-codes/>

## FAQ

1. **Can I set up "buy 3 gifts for the price of 2?"** No. Not unless you want your most expensive gift to be the free one. The system works off the logic that the better promo takes precedence.
2. **Can you do it for me?** Yes. But please send ALL the details.
3. **How does commission work with promos?** With the exception of 100% off promos, we calculate our rev share % AFTER discount is applied.