Elastic Path Promotions Module

Capitalize on the Hub for unified commerce promotions.

Elastic Path's promotions capabilities empower business users to quickly set up and manage rule-based promotions across every Brand, Line of Business and Channel. Fine-tune promotions in real time to stay ahead of the competition. With ever-changing customer behavior and context, promotions dynamically adapt to customer's needs and preferences.

COMPONENTS

PROMOTIONS ENGINE
Create any promotion you can imagine with a collection of intelligent, flexible rules

BUSINESS USER TOOLS
Provides granular promotions control from activation dates to customer traits

CORTEX API LAYER
Ensures your promotions apply across touchpoints, even to point-of-sale terminals in brick-and-mortar stores, catalogs, ERPs, as the hub for unified commerce promotions

REPORTING
Visualize the amount of revenue earned, average order value, and the number of orders that use specific promotions

LIFECYCLE MANAGEMENT
Manage the promotion lifecycle: definition, design, testing, going live, testing again, monitoring and adjusting in real time, conclusion

THIRD-PARTY INTEGRATION
Align promotions with external affiliates and campaigns, allow third party trials and services, and ensure that all promotion data transfers correctly when customers are directed from third-party channels into your store

KEY CAPABILITIES

- **Robust promotions:** Discount individual items, subscriptions, entire orders, include or exclude whatever you want, include shipping services, and mix and match as desired. Promotions can occur during product discovery or after items are added to the cart

- **Deep personalization:** Reveal different promotions to different customers, based on who they are, their shopping behavior, and their purchasing history. Literally any piece of information about a person can be added to the rule set and used to create personalized promotions with little effort

- **Rich coupon capabilities:** Ensure coupons are used by the people you intend them for. Generate coupons that can be used by the public, by everyone who belongs to a specified segment, by single individuals, and only when specified criteria are met

- **Bundles:** Increase average order value by combining products and services into a single package that is cheaper than purchasing everything separately. Bundles can include services in addition to physical products

- **Experience-agnostic:** Make your promotions consistently available to every experience created by your marketing team, from traditional web stores to IoT devices and voice-control assistants

- **Promotion restriction:** Prevent loss by automatically throttling back promotions when specified thresholds are reached. You can also restrict the number of times coupon codes can be used in aggregate or per person

- **Geolocation targeting:** Include or restrict customers in specific locations. Data can also include additional information beyond location, such as which Internet Service Provider customers are using

BENEFITS

- Improve the customer experience by ensuring consistent promotions across Brands, Line of Business and Channels

- Optimize offers with cross-sells, upsells, and support for advanced bundling

- Easily craft any promotion - from a single discount to a complex bundle involving third-party services and products without the need to change other systems

- Boost revenue, expand market share, and increase publicity by focusing and targeting promotions where and when they're most effective

- Acquire new customers with promotions for first-time buyers

- Course-correct on the fly and fine-tune promotions in real-time to beat your competition across all channels

- Entice hesitant customers back to abandoned shopping carts

- Increase customer loyalty by providing promotions for returning customers

Defining the future of digital commerce, Elastic Path develops the world's most sophisticated API-first enterprise commerce platform. The company's flagship product, Elastic Path® Commerce, has helped the world's top brands generate over $60 billion in over 170 countries. Customers from industries as diverse as travel, telecoms, publishing, software, and retail enjoy the benefits of a flexible, open architecture that drives brand-defining customer experiences, facilitates business agility, and eliminates sales channel silos. Elastic Path is a private company based in Vancouver, Canada with sales offices in the UK and US.