Infosys equinox

PROMOTION

Enhanced sales and customer experience with defined promotions

This is a rule-engine based service which plays a crucial role in improving user engagement, boosting sales, and providing personalized customer experience through targeted offers and recommendations.

Infosys Equinox Commerce Promotion enables businesses to create, manage and execute various promotional campaigns, discounts or targeted offers.

Promotion Groups help with different kinds of promotional needs for the specific duration and promotions with a distinct set of conditions, offer period, actions & priorities under each group.

Configurable promotion conditions with varying custom lists, promotional discounts, rules, offer types, frequency and priority.

Effective promotion management through coupon codes, cloning, stacking, targeted promotions and AI enabled translation. Most complex promotion workflows can be managed with a flexible rule-based approach.

- 86+ secure & scalable API end points
- API response time of less than 50ms
- Easy to create simple and complex promotions and discounts
- Caters to different kinds of promotional needs

Features

Item Price rule	The rule is to setup a price offer on an item based on the SKU ID, product ID, bundle ID, name, size, color, etc.. Promotions can be configured for all types of products such as normal products, bundle products, subscription products, SKU kits and collections. The rule can be applied to subtotal values as well.
Item Shipping rule	Shipping discounts based on the shipping method, shipping country, payment type etc. The rule can be applied to subtotal values as well.
Cart Offer	Price offer based on the cart price.
BOGO rule	Variety of BOGO (Buy One, Get One) rules: Buy X Get Y, Buy X and get offer on Y, Buy X And Y to avail offer, GWP (Gift with Purchase) etc where X and Y can be normal or bundle products
Promotion Types	Supports promotions based on product, SKU, cart, payment, user, and accounts. Key value pair allows to extend promotion types to include custom attributes for maximum flexibility. Allows frequency-based promotion to offer free gifts with the customer's first purchase.
Flexible Rule Evaluation	Defined rule patterns based on a range of expressions consisting of various logical operators and data models that represent product information, user data, shipment type, location, payment, or any custom-defined fields.
Discount types	All promotion rules support fixed offer type, amount offer type, percentage offer type and formula.
Promotion groups	Contains a set of promotions configured for a specific occasion with definite start and end time like Thanksgiving offers, Christmas offers, New year offers etc
Targeted promotions	Promotion for a set of targeted users where only the set of people get the discount. Target specific varied offers based on users, accounts, stores, fulfillment options, warehouses etc
Frequency promotions	Promotion for a required frequency such as onetime, weekly or monthly based on the business needs. Promotions for specific hours and weekdays as well – Happy Hours.
Dynamic Promotion Lists	Marketing managers can connect their promotions to external data (product and customer attributes such as SKU, bundle, user, payment, and B2B accounts) so that promotions can be triggered based on the most current available information.
Promotion Codes	Support different types of coupon codes such as single-user and single-use, multi-user and multi-use, or any permutation of the user, usage, and time. Support for bulk uploading the promo codes, sending promo codes to the configured email address, and exporting promo codes.

Features

Gift for loyalty users	Free gifts for loyalty users on their first purchase after loyalty signup.
Channel discounts	Discounts/free gifts to a particular channel like web/csr/wic.
Stacking Rules	Set the business logic behind promotion stacking rules and order by rule type and priority assignment. Use stackable parameters to prevent simple combination strategies, such as BOGO offers, gift with purchase offers, etc
Cloning Promotions	Save time by simply cloning existing promotions and reusing the most successful promotional offers.
Attribute promotions	Support to configure a promotion based on the SKU/Product attribute values.
Fulfillment type promotions	Promotions can be applied based on fulfillment type options like Ship to Store, Ship to Home and BOPIS while placing orders.
Store Locator promotions	Promotions can be applied based on Store Locator values like identifiers,postal code and name while placing orders.
Selectors	Admin lookup support for configuring the promotion conditions.
Project Comparison	Compare projects within a promotion based on the name and status.
Change Logs	Change logs are enabled for promotion service entities that help the user to keep track of all the edits done through the workflow.
Data Management	Dashboard with promotion reports in terms of widgets for promotion revenue, top/low performing promo codes, active / availed promo codes, unutilized promotions, promotion distribution, active/inactive promotions and upcoming promotions
AI Features	Support for multi-locale automatic translation through AI. The AI first platform also enables promotion proximity recommendations based on the items in the cart.

About
Infosys Equinox

Infosys Equinox is a future-ready digital commerce and marketing platform built using Microservices-based, API-first, Cloud-native, Headless and eXtensible (MACH-X) architecture that enables businesses to drive human-centric experiences for their customers across touch points.

For more information and a product demo, please reach out to us at: contactus@infosysequinox.com

For more information, contact askus@infosys.com

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