

Promotions

Increase loyalty and attract new customers by offering endless possibilities of discounts, coupons, and promotions.

The VTEX Promotions engine helps merchants boost conversions and average order value through flexible and easy to use promotion management tools.



Key Capabilities

Progressive discount

The progressive discount promotion is used when the store wants to offer a percentage discount for a certain quantity of products inserted in the cart.

Buy together and 'more for less'

Grant a discount for two or more products when placed together in the cart, or when the customer adds several units of the same product to the cart.

Targeted promotions

Send discounts to groups or individuals by creating campaigns to target audiences, or grant discounts to specific products and categories.

Personalized rules

Apply promotion rules to single products or entire collections, to the cart value, to shipping rules, customer lists, zip codes, and many others.

Coupons and gifts

Easily create discount coupons or send a freebie with the order.

Shipping promotions

Deduct a gross amount, a discount percentage set a maximum value, or offer free shipping to your customers.

Restricting promotional products in the cart

Determines how many items in the cart will be affected by a promotion. Items by cart, Items by product, Items by SKU.

Buy one, get one free

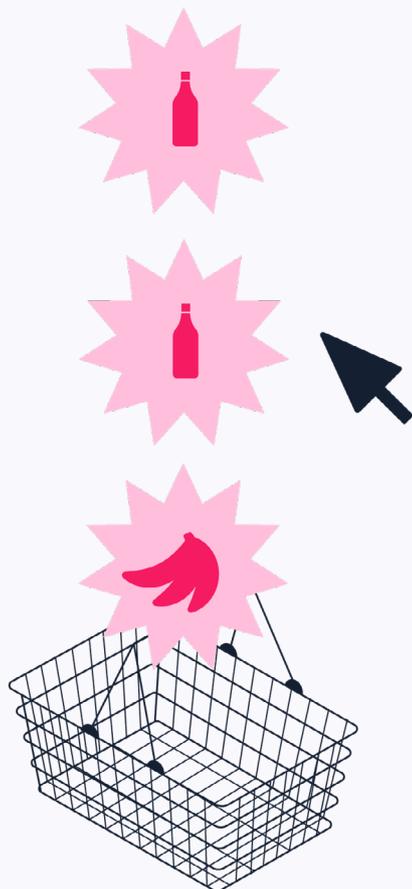
Offer free shipping or a freebie when a certain product is purchased. For example, “buy a television and get free shipping” or “buy a video game and get a game free”.

Rewards

Apply a reward credit when the order status changes to Invoiced or Payment Approved, thanking your most loyal customers with discounts just for them.

Nominal and percentage discounts

Apply a fixed amount off or a percentage discount, such as \$10 or 10% of the total value of the cart, and define the validity period.



Benefits

Capture more sales

Deliver promotions at precisely the right moment in the buying journey to motivate shoppers.

Increase average order value

Inspire shoppers to buy more and add complementary products to their purchase with discounts and promotions.

Create loyalty and brand affinity

Stand out from your competition by offering promotions that make your customers feel good about buying from you.

Simplify promotion management

Give your digital marketers and merchandisers easy to use tools to create, manage, and schedule promotions and to track promotion performance.

VTEX provides the world's first and only fully integrated marketplace-commerce-oms solution.

To learn more, visit: vtex.com



Accelerate
Commerce
Transformation