SMARTDiscount™ User Manual

Table of Contents

SMARTDiscount™ Overview

What can it do?
- Allow users to set-up and apply discounts, including coupons, to change the price of items.
- Allow users to discount item(s) a percent off, a dollar amount off, or give an item a new price.
- Allow Buy Some Get Some (including BOGO).
- Show eligible discounts for the items on a ticket that have not already been discounted or part of a discount.
- Show eligible discounts based on redemption dates and "time zones"
- Option to prompt employee to make sure customer has the coupon.
- Work with discount meal deals.
- Has option to make additional toppings cost extra.
- Prevent users from applying the same discount on the same item more than once.
- Show bitmaps of coupons that are scanned or created by customer.
- Work with more than 98% of coupons of the hundreds of coupons tested.
- Allow users to enter detailed information about the coupon, e.g. fine print on coupon, special instructions, etc.
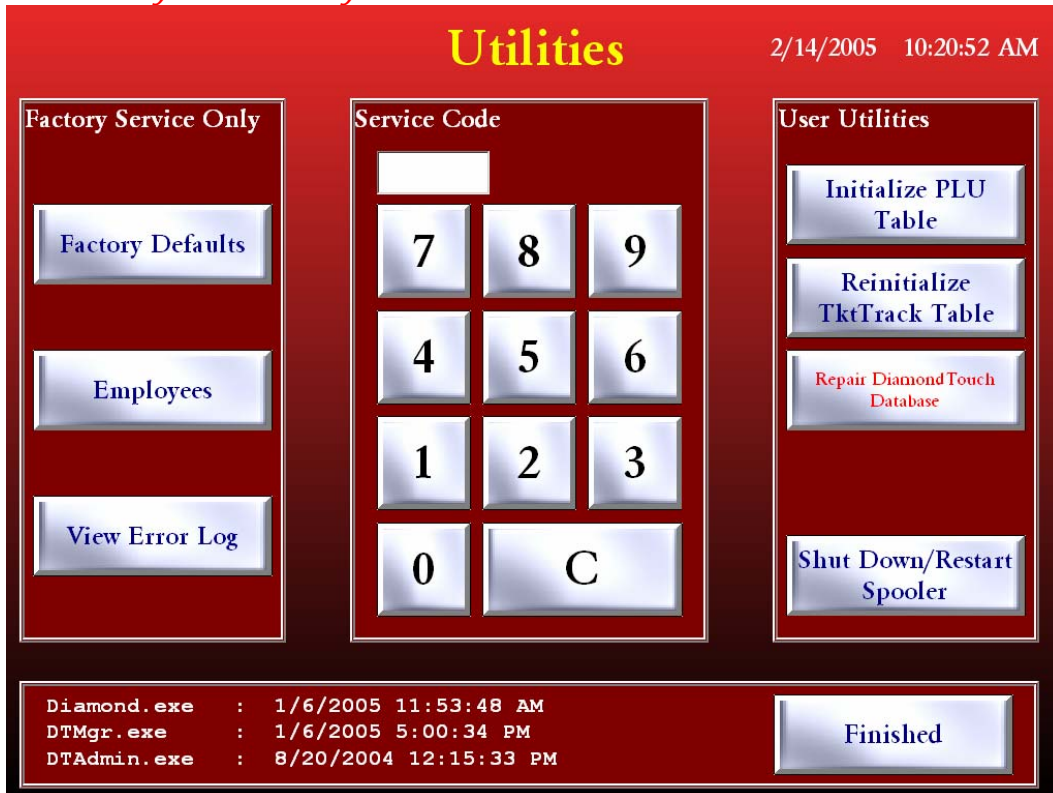- Show the amount discounted on a separate line on ticket.

What can it not do?

- Global, whole-ticket discounts –e.g. 10% employee discount. Continue to use advanced functions for pre-set ticket discounts.
- Automatically select the "best" discount from eligible discounts.

Please Read Before Setting up SMARTDiscount™

- In order for SMARTDiscount™ to work you will need to make sure your PLU numbers have been initialized and locked.

- To initialize your PLU's go to **Setup**->**Terminal**->**Utilities** and click the **Initialize PLU Table** button. **WARNING:** *If you are using inventory (Optimum Control) then your PLU's have already been initialized do not run this or your inventory will not work.*

- To lock the PLU's go into **Setup**->**Menu**->**Categories**, then click on the **Show PLU** button. Check **Lock All PLU's**. Then click **Hide PLU** and move to the next category.   Repeat for all categories.
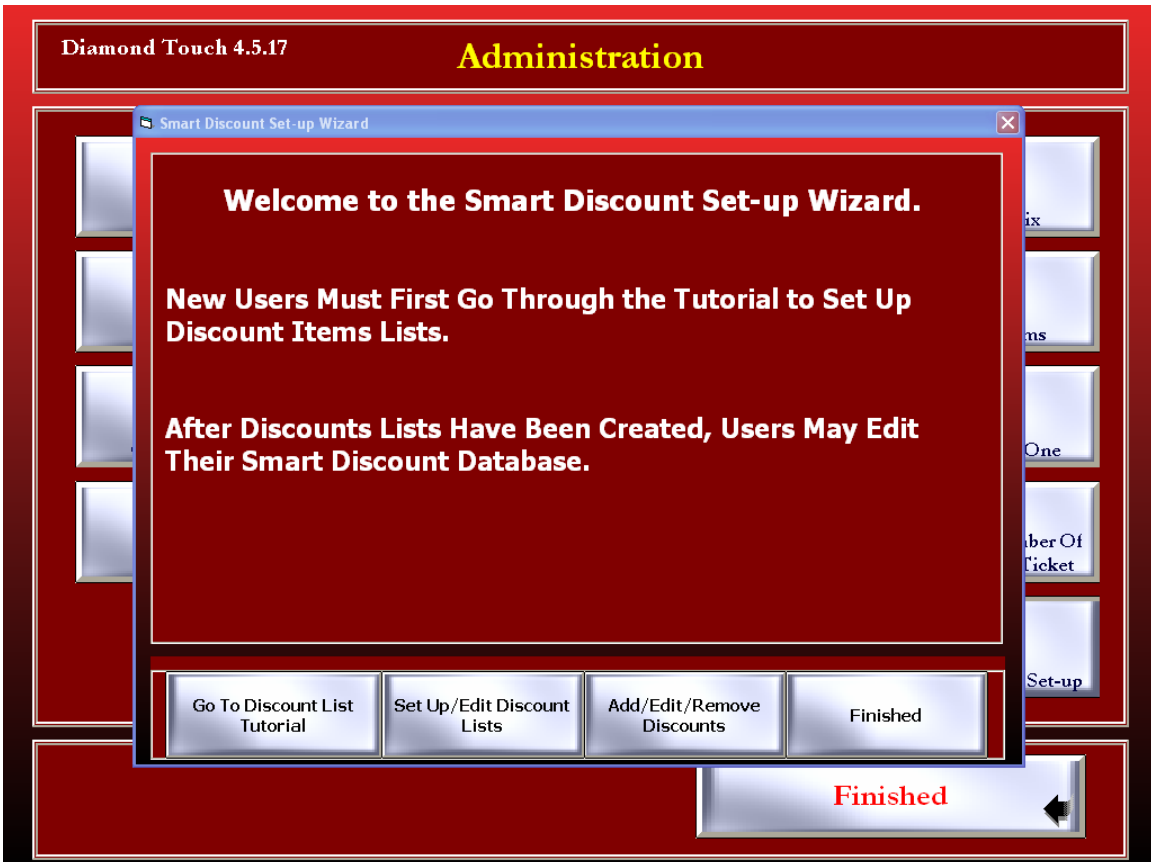

- After your PLU's have been initialized and locked you can begin the setup of SMARTDiscount™.

- Once SMARTDiscount™ is setup do not reinitialize the PLU table again, doing so will cause SMARTDiscount™ to work incorrectly.

How to Set Up Discounts.

From DT's main screen click **Set Up**->**Menu**->**SMARTDiscount™ Set-up.**

Administration

Smart Discount Set-up Wizard

Welcome to the Smart Discount Set-up Wizard.

New Users Must First Go Through the Tutorial to Set Up Discount Items Lists.

After Discounts Lists Have Been Created, Users May Edit Their Smart Discount Database.

Go To Discount List Tutorial	Set Up/Edit Discount Lists	Add/Edit/Remove Discounts	Finished

Finished

New Users select **Go to Discount List Tutorial** to learn about Discount Lists. Otherwise Select **Set-up/Edit Discount Lists** or **Add/Edit/Remove Discounts**.

Set-up/ Edit Discount Lists

A "Discount List" is a group of related item(s) that are part of a discount.

Examples:
1.) A user wants to set up a discount for $2.00 off a large pizza. He will create a discount list with all large pizzas that are eligible for that discount.

2.) To create a discount for a medium pizza and drink for $9.99, make a discount list with eligible medium pizzas and create another discount list containing drinks eligible for this discount.

3.) To create a discount for a large pizza, drink, and bread sticks for $13.99, use the discount group that we already created for large pizzas (example 1) and the discount group for drinks (example 2) and create another discount group for bread sticks.

Create discount lists for the items that you want to be part of discounts. New users may want to create lists of similar menu items: make lists of large, medium, and small pizzas, lists for appetizers, fountain drinks, 2-liter drinks, etc. Toppings and modifiers are not important when creating discount lists. Discount lists can be changed, added, or deleted. Refer to the Discount List Tutorial for more information on creating discount lists.

Add/Edit/Remove Discounts

	Coupons			Buy One Get One			Discount Group Lists			

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TEST!ONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
56	1$ off Salads				Yes	-$1.00	$0.00	0	1	0	0	0
57	Buy a Drink at Reg Price and get 50% 2nd	SOTHIRSTY	1/4/2005		Yes	$0.00	$0.00	50	5	5	0	0
59	Pizza Drink and Salad for 6$!				No	$6.00	$0.00	0	1	3	5	0
60	2 larges for 10.00			1/19/2006	No	$10.00	$0.00	0	4	4	0	0

Add Discount	Change Discount	Delete Discount	Copy Discount	Finish

To Add a Discount select the **Add Discount** button. To make changes to an existing discount highlight the discount you want to change and then the **Change Discount** button. To delete a discount highlight the discount you want to delete and then the **Delete Discount** button. To copy an existing discount select the discount you want to copy and then the **Copy Discount** button.

Selecting **Add Discount** starts a wizard which gives step-by-step instructions on how to create a new discount. The following section gives instructions on how to set-up a:
- Dollar Amount Off
- New Price
- Percent Off
- BOGO Buy One Get One

How to create a Dollar Amount Off Discount.

	Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
	52	Smart Discount Sample Discount	TEST!ONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
	62	Buy a Large, Get a Medium Pizza Free D				Yes	$0.00	$0.00	0	4	6	0	0
▶	64	C Drive				No	$0.00	$0.00	0	1	0	0	0

Smart Discount Setup Step Number 1

(Required)
Enter a Name for this Discount/Coupon.
The name should describe the discount.
Example: 'Large Pizza and Drink for $9.99'

$1 off Any Large Pizza

Cancel	<< Back	Next >>	Finished

Add Discount	Change Discount	Delete Discount	Copy Discount	Finish

Step 1. Always give the Discount a meaningful, understandable name that describes the discount/coupon.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free D				Yes	$0.00	$0.00	0	4	6	0	0
64	C Drive				No	$0.00	$0.00	0	1	0	0	0

Smart Discount Setup Step Number 2

(Required)
Select Discount Dollar Amount or Discount Percent.
To Discount Dollar Amount: set a new price by entering a positive value (e.g. 10.95)
, or discount an amount by entering a negative value (e.g. -2.00)
To Discount a Percent Off: Enter the Percent to be Discounted (e.g. 7)

● Discount Dollar Amount
● Discount Percent

-1

| Cancel | << Back | Next >> | Finished |

| Add Discount | Change Discount | Delete Discount | Copy Discount | Finish |

Step 2. Select **Discount Dollar Amount** because we are discounting a dollar amount and not a percentage. Enter -1 to take a dollar off the price.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free D				Yes	$0.00	$0.00	0	4	6	0	0
64	C Drive				No	$0.00	$0.00	0	1	0	0	0

Coupons | **Buy One Get One** | **Discount Group Lists**

Smart Discount Setup Step Number 3

(Required)
Discount List Group 'A'
- Select the first Discount Group List to include in this Discount. You may select from one to four Discount Lists for one to four items for this discount. Example: A Large Pizza, drink, and salad for 15.99. Discount List Group 'A' will have the large pizza discount group, Group 'B' will contain the drink Discount List, and Group 'C' will contain a salad discount list.

4 - Large Pizzas

Cancel | << Back | Next >> | Finished

Add Discount | Change Discount | Delete Discount | Copy Discount | Finish

Step 3. Select your Large Pizza discount list that is eligible for this discount. Then hit the **Finished** button to save this discount or the **Next** button to configure more options.

Other SMARTDiscount™ configurable options include:
- Set a Maximum Amount that can be discounted (for max toppings)
- Enter a Coupon Label to help employee match coupon with SMARTDiscount™ discount.
- Enter starting and ending redemption dates.
- Enter details about a coupon, e.g. fine print or instructions to cashier.
- Enter a picture for viewing of applicable discounts for a ticket.
- Prompt employee that a coupon is required for this discount.
- Select Time zone when discount is active.

How to create a New Price Discount.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
▶ 52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free D				Yes	$0.00	$0.00	0	4	6	0	0
64	$1 off Any Large Pizza				No	-$1.00	$0.00	0	4	0	0	0

Smart Discount Setup Step Number 1

(Required)
Enter a Name for this Discount/Coupon.
The name should describe the discount.
Example: 'Large Pizza and Drink for $9.99'

One Medium for $5

Cancel	<< Back	Next >>	Finished

Add Discount	Change Discount	Delete Discount	Copy Discount	Finish

Step 1. As in the previous example give the discount a name.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free D				Yes	$0.00	$0.00	0	4	6	0	0
64	$1 off Any Large Pizza				No	-$1.00	$0.00	0	4	0	0	0

Smart Discount Setup Step Number 2

(Required)
Select Discount Dollar Amount or Discount Percent.
To Discount Dollar Amount: set a new price by entering a positive value (e.g. 10.95)
, or discount an amount by entering a negative value (e.g. -2.00)
To Discount a Percent Off: Enter the Percent to be Discounted (e.g. 7)

● Discount Dollar Amount
● Discount Percent

5

Cancel	<< Back	Next >>	Finished

Add Discount	Change Discount	Delete Discount	Copy Discount	Finish

Step 2. This time select **Discount Dollar Amount**, but instead of entering a negative number to subtract from the regular price, enter a positive number to re-price this item. This discounted medium pizza will now cost $5.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free D				Yes	$0.00	$0.00	0	4	6	0	0
64	$1 off Any Large Pizza				No	-$1.00	$0.00	0	4	0	0	0

Smart Discount Setup Step Number 3

(Required)
Discount List Group 'A'
- Select the first Discount Group List to include in this Discount. You may select from one to four Discount Lists for one to four items for this discount. Example: A Large Pizza, drink, and salad for 15.99. Discount List Group 'A' will have the large pizza discount group, Group 'B' will contain the drink Discount List, and Group 'C' will contain a salad discount list.

6 - Medium Pizzas

Cancel   << Back   Next >>   Finished

Add Discount   Change Discount   Delete Discount   Copy Discount   Finish

Step 3. Select the Medium Pizzas discount group. Select **Finished** or **Next** to configure more settings.

How to create a Percent Off Discount.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free D				Yes	$0.00	$0.00	0	4	6	0	0
64	$1 off Any Large Pizza				No	-$1.00	$0.00	0	4	0	0	0
65	One Medium for $5				No	$5.00	$0.00	0	6	0	0	0

Smart Discount Setup Step Number 1

(Required)
Enter a Name for this Discount/Coupon.
The name should describe the discount.
Example: 'Large Pizza and Drink for $9.99'

10% Off All Salads

| Cancel | << Back | Next >> | Finished |

| Add Discount | Change Discount | Delete Discount | Copy Discount | Finish |

Step 1. Name the discount.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free D				Yes	$0.00	$0.00	0	4	6	0	0
64	$1 off Any Large Pizza				No	-$1.00	$0.00	0	4	0	0	0
65	One Medium for $5				No	$5.00	$0.00	0	6	0	0	0

Smart Discount Setup Step Number 2

(Required)
Select Discount Dollar Amount or Discount Percent.
To Discount Dollar Amount: set a new price by entering a positive value (e.g. 10.95)
, or discount an amount by entering a negative value (e.g. -2.00)
To Discount a Percent Off: Enter the Percent to be Discounted (e.g. 7)

○ Discount Dollar Amount
◉ Discount Percent

10

[Cancel] [<< Back] [Next >>] [Finished]

[Add Discount] [Change Discount] [Delete Discount] [Copy Discount] [Finish]

Step 2. This time select **Discount Percent** because we are discounting a percent off of the price of the item. Enter 10 to discount 10 percent.
You do not need to enter the % sign, only the percent amount as shown.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free D				Yes	$0.00	$0.00	0	4	6	0	0
64	$1 off Any Large Pizza				No	-$1.00	$0.00	0	4	0	0	0
65	One Medium for $5				No	$5.00	$0.00	0	6	0	0	0
66	10% Off All Salads				No	$0.00	$0.00	10	1	0	0	0

Smart Discount Setup Step Number 3

(Required)
Discount List Group 'A'
- Select the first Discount Group List to include in this Discount. You may select from one to four Discount Lists for one to four items for this discount. Example: A Large Pizza, drink, and salad for 15.99. Discount List Group 'A' will have the large pizza discount group, Group 'B' will contain the drink Discount List, and Group 'C' will contain a salad discount list.

1 - Salads ▾

| Cancel | << Back | Next >> | Finished |

| Add Discount | Change Discount | Delete Discount | Copy Discount | Finish |

Step 3. Select your Salads discount group list and hit **Finished** to save or **Next** to continue with more settings.

How to create a BOGO (Buy One Get One) Discount.

What BOGO really means:
If a coupon says buy a Large Pizza for $10.00 and get a medium for free, that really isn't a BOGO discount, because the customer pays 10.00 for a Large Pizza and Medium Pizza. A more accurate description is "get a large and medium pizza for $10.00."

Key: If the total price of all items is mentioned, then it's not a BOGO discount.

On the other hand, if the deal is "Buy a large and get a medium for free" it's a BOGO discount, because the discount does not mention a price for all the items.

How to set up- Buy a large and get a medium free:
Steps without diagrams are done in the same manner as non-BOGO items. You should already have the correct discount-list groups created for the item(s) that are bought, free, or discounted.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0

Coupons | Buy One Get One | Discount Group Lists

Smart Discount Setup Step Number 2

(Required)
Select Discount Dollar Amount or Discount Percent.
To Discount Dollar Amount: set a new price by entering a positive value (e.g. 10.95)
, or discount an amount by entering a negative value (e.g. -2.00)
To Discount a Percent Off: Enter the Percent to be Discounted (e.g. 7)

● Discount Dollar Amount
● Discount Percent

0

Cancel | << Back | Next >> | Finished

Add Discount | Change Discount | Delete Discount | Copy Discount | Finish

Step 2. Since the price of the discounted item is free, set the **Discount dollar amount** to 0.

	Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
▶	52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0

Coupons   Buy One Get One   Discount Group Lists

Smart Discount Setup Step Number 3

(Required)
Discount List Group 'A'
- Select the first Discount Group List to include in this Discount. You may select from one to four Discount Lists for one to four items for this discount. Example: A Large Pizza, drink, and salad for 15.99. Discount List Group 'A' will have the large pizza discount group, Group 'B' will contain the drink Discount List, and Group 'C' will contain a salad discount list.

4 - Large Pizzas ▾

Cancel   << Back   Next >>   Finished

Add Discount   Change Discount   Delete Discount   Copy Discount   Finish

Step 3. Set the first group as Large Pizzas.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free				No	$0.00	$0.00	0	4	3	0	0

Smart Discount Setup Step Number 4

Discount List Group 'B'
(Optional)- Select the second Discount Group List to include in this Discount
or enter the group's number.

6 – Medium Pizzas

| Cancel | << Back | Next >> | Finished |

| Add Discount | Change Discount | Delete Discount | Copy Discount | Finish |

Step 4. Select Medium Pizzas as the second discount group.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free				No	$0.00	$0.00	0	4	3	0	0

Smart Discount Setup Step Number 5

Discount List Group 'C'
(Optional)- Select the third Discount Group List to include in this Discount or enter the group's number.

-none-

Cancel   << Back   Next >>   Finished

Add Discount   Change Discount   Delete Discount   Copy Discount   Finish

Steps 5 & 6. No more groups needed, so set group 'C' and 'D' to 'none'.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free				No	$0.00	$0.00	0	4	3	0	0

Smart Discount Setup Step Number 15

(Optional) Is this a 'Buy One Get One' (or 'Buy Some Get Some') item?

● Yes
○ No

Cancel	<< Back	Next >>	Finished

Add Discount	Change Discount	Delete Discount	Copy Discount	Finish

Step 8. Select "Yes" because it's a BOGO discount.

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free				No	$0.00	$0.00	0	4	3	0	0

Smart Discount Setup Step Number 16

(Required) Discount List Group 'A'
If the item in this group will be discounted, select 'discounted', if the item will be free, select 'free', if the item is not free or discounted, select 'required'.
Example: Buy One Large Pizza, Get a Medium for Free. Select Large Pizza List for List Group A and Make it 'Required', Select Medium Pizza List for List Group B and Make it 'Free'.

Discount List # 4   MustBuy ▼

| Cancel | << Back | Next >> | Finished |

| Add Discount | Change Discount | Delete Discount | Copy Discount | Finish |

Step 16. Discount group 'A' is the Large Pizza (Discount List 4) Group. Since they must buy a large pizza in order to get a medium for free, set this large pizza group to "MustBuy".

Coupons		Buy One Get One			Discount Group Lists						

Discount ID Number	Discount Name	Discount Label	Redeemable Start Date	Redeemable End Date	Is Coupon Required?	Discount Value	Max Discount	Discount Percent%	List A	List B	List C	L
52	Smart Discount Sample Discount	TESTIONLY!	1/1/2001	1/1/2002	Yes	$10.00	$0.00	0	99	0	0	0
62	Buy a Large, Get a Medium Pizza Free				No	$0.00	$0.00	0	4	3	0	0

Smart Discount Setup Step Number 17

(Optional) Discount List Group 'B' - Select if the customer must buy this item, if it is discounted, or free.

Discount List # 6   Free ▼

Cancel   << Back   Next >>   Finished

Add Discount   Change Discount   Delete Discount   Copy Discount   Finish

Step 17. Discount group 'B' is the Medium Pizza (Discount List 6) group. Since the medium is free, set this medium pizza group to "Free".

That's the process to set-up that discount, now hit **Finished**.

If the medium pizza was discounted to $5.00 then step 2 would have set Discount Dollar Amount to $5.00 and step 17 would have been set to "Discount" since the item in this group is discounted.

Using SMARTDiscount™

| Cancel Order | COUPON | Advanced Functions |

Smart Check

Table 0	Server Alfredo Gambes	New	Guests 0
1	XLRG THIN		11.99
	JAL PEPPER		1.50
1	MED THIN		8.49
	Subtotal		21.98
	Tax		1.81
	TOTAL		23.79

PEPPERONI SAUSAGE BACON HAM SALAMI

ONIONS GRN PEPPER MUSHROOM BLK OLIVES GRN OLIVES

SWEET PEP HOT BANA P TOMATOES GRN BEEF PINEAPPLE

JAL PEPPER CHICKEN

CHEESE

Menu Modifiers Whole Page 2 Finished

Take an order.

Select the **Coupon** button. A list of eligible discounts that can be applied to the items on the ticket appear in the box.

Select the discount from the list and the price(s) will change. The discounted items are marked with *n* (n is the number of discounts that have been applied to the ticket).

SMARTDiscount™ Reporting

Go to **Reports**->**Sales**->**Smart Discount Report.**

Smart Discount Report

Select a Discount Report Type

Discount Summary Report ▼

Refine Your Search (Optional)

■ Search by Date: **From:** 1/1/2001   **To:** 1/31/2005

■ Search by Discount: ▼

■ Search by Zip Code:

Show Report   Finished

Here you can choose the type of report: Discount Summary Report, Zip Code Report, or Date Report. You may also filter results according to date, discount, and zip code.

Trouble-Shooting Check List

If you are having problems using SMARTDiscount™ check these things:
- Are the PLU's correct for discount list groups? Did you edit or re-initialize your PLU's after you set-up SMARTDiscount™?
- Are you using the correct time zone?
- Are the redeemable and end dates correct?
- Are the correct items on the ticket and not already part of a discount?
- Is it really a BOGO discount? If the coupon has a price listed for the items, then it's not a BOGO discount.