Promotions Engine

oneviewcommerce.com

A single source of promotions to align the omnichannel customer journey

Innovate Everything

The Omnichannel Promotions Dilemma

Disparate systems and processes force retailers to run promotions that are inconsistent across channels, resulting in costly and ineffective marketing campaigns. In today's omnichannel world, the lack of centralized promotions strategy and the engine to drive it weakens the retailer's brand by confusing customers with offers that don't support their interactions across the customer journey.

Transform Customer Experience

OneView's Promotions Engine is a centralized cloud and microservices engine that creates and delivers relevant promotions across any sales channel based on rules defined by the retailer. By eliminating channel silos across store, online, voice, merchandising, and marketing, the Promotions Engine assures that the customer is presented with the most impactful discount, offer or reward in response to their interaction in each channel.

Leverage High-Value Data To Increase Relevance

To maximize customer engagement, retailers must have the right information to deliver the most effective type of reward based on their marketing objectives. To present the right offer at the right time to the right customer, OneView's Promotions Engine leverages critical high-value data on buyer behavior, conversion statistics, and products to allow retailers to expand engagement and enhance customer experience.

Drive customer engagement, optimize associate efficiency, elevate customer service, and capture actionable data for all retail channels.

Transforming Experience

Create the right promotion to drive marketing objectives:

- Discounts including fixed price, bundles, mix-and-match, tiered discounts, and reduced price
- Immediate discount to encourage increased basket sizes and drive sale and trial of new products
- Next purchase discount to increase traffic, avoid churn and facilitate cross channel purchases and more
- Promotions based on customer type or loyalty

Triggers and parameters for tailoring and relevance:

- Product or merchandise groups
- Product attributes
- Supports product exclusions
- Coupon to trigger retailer-defined promotion rules
- Defined time periods, blackouts and happy hour days and times
- Geography and location hierarchy levels

Flexible promotion templates enable unique promotion types:

- Most expensive, least expensive
- Total basket with configurable triggers and rewards
- Coupon triggers
- Thresholds, tiers, and definition across basket
- Reduced price
- Flexible reward configuration including the exclusion of items or brands, offer of any brand, specific rebates and ability to create custom bundles
- Buy a product, get another with defined triggers, custom mix-and-match and ability to identify reward

The power of OneView's cloud-based Promotions Engine is the ability to align with analytics and marketing applications to ensure transformative customer engagement. The engine can be deployed with OneView's Digital Store Platform or as a standalone module integrated to legacy or other applications.

OneView Commerce is a pioneer in digital store transformation, empowering global retail disruptors to delight customers in store. OneView's cloud-native Digital Store Platform brings the first serverless and headless customer experience engine into production and combines point of sale, real-time inventory management and enterprise promotions to enable retailers to increase footfalls, expand basket size and improve margins while providing truly exceptional and retailer-owned customer service. OneView enables the exchange of powerful store information across the enterprise to positively impact channel engagement, sales, business operations, and customer experience. Australia Post, Discount Tire Corporation, Molton Brown, Rapha Racing Limited, and Carhartt are among the global retailers revolutionizing their customer engagement with OneView Commerce.