

Extended Data Offer Templates for CLR

Please Note: This information only applies to markets who have enabled the Closed Loop Redemption (CLR) feature. This information may change as CLR functionality is improved.

This page is in the process of being updated and is missing new templates from NP6.1.30. Until that point, the deployment hub has the most recent information.

PLEASE NOTE:

- Please refer to the attached [GMALite Closed Loop Redemption Playbook v3.1.1.pptx](#) (prepared and maintained by @Richard Syrkiewicz) for the boundaries and configurations of CLR offers within Plexure with reference to NPOS.
- Please refer to the attached [GMAL Global MVP Offer Templates 2022-08-18.pdf](#) guide for the limitations of some Offer templates with multi-offer (2+) setting, and MOP Orders 2.0.

About This Page

This page provides detailed information on each of the extended data offer templates that are currently available on the Plexure platform.

1 - Offer Type 1 Discount Off Total Order			
This template allows you to create offers which apply a percentage discount or a cash amount discount to the price of an entire order. This could be 25% off or \$1.50 off an order for example.			
1.1 - Discount Off Total Order (Percentage)			
Field Name	Description	Example Values	
Promotion Name	This is the name of the offer. This information will be seen by customers at a kiosk, on the customer display at the front counter and on the customer receipts. It will also be displayed to the crew member on the POS at the order screen and is used in error/warning messages	25% Off Total Order	
Promotion Short Description	This is a short description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Get 25% Off Your Total Order	
Promotion Long Description	This is a long description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Get 25% Off The Final Price of Your Total Order	
Percentage of Total	The percentage of the original price that the customer will now pay for their order.	25% <i>(Entering "25%" gives the customer a 25% discount meaning they would pay \$3 for an order that would have costs \$4)</i> (The % symbol MUST be used)	
1.2 - Discount Off Total Order (\$ Amount)			
Field Name	Description	Example Values	
Promotion Name	This is the name of the offer. This information will be seen by customers at a kiosk, on the customer display at the front counter and on the customer receipts. It will also be displayed to the crew member on the POS at the order screen and is used in error/warning messages	\$1.50 Off	
Promotion Short Description	This is a short description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	\$1.50 Off Your Order	
Promotion Long Description	This is a long description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Get \$1.50 Off Your Total Order	
Discount Amount	The cash amount that should be deducted from the final price of the order	1.50 (No currency symbol should be entered)	
2 - Discount Off Product			
This template allows you to create offers which apply a percentage discount or a cash amount discount to the price of a specified product. This could be 25% off or \$1.00 off a product for example.			

2.1 - Discount Off Product (Percentage)

⚠ MOP Offer Exception

Please note that this template should not be used for Cost Exclusive EVM products in Mobile Order & Pay (MOP). This is because the percentage discount will apply only for the base product in the EVM, and will not apply for the additional components (such as Fries if sides are cost exclusive). When creating such offers for Cost Exclusive EVM offers for use in CLR in a MOP market, please take note to target them for the [specific channels such as Front Counter and Drive-Through](#) so that the offers cannot be used in MOP channel.

Field Name	Description	Example Values
Promotion Name	This is the name of the offer. This information will be seen by customers at a kiosk, on the customer display at the front counter and on the customer receipts. It will also be displayed to the crew member on the POS at the order screen and is used in error/warning messages	Big Mac -25%
Promotion Short Description	This is a short description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	25% Off A Big Mac
Promotion Long Description	This is a long description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Get 25% Off a Big Mac
Product Code	This is the code for the product that you want to have the discount applied to. You can 'pipe' in multiple product swap mappings using the ' ' symbol. This acts as an 'Or' operator.	1100 <i>(Product ID for a Big Mac)</i> or 1100 1010 <i>(BigMac OR Cheeseburger)</i>
Percentage Of Total	The percentage of the original price that the customer will now pay for the product	75% <i>(Entering "75%" gives the customer a 25% discount meaning they would pay \$0.75 for a product that would have costs \$1)</i> (The % symbol MUST be used)

2.2 - Discount Off Product (\$ Amount)

Field Name	Description	Example Values
Promotion Name	This is the name of the offer. This information will be seen by customers at a kiosk, on the customer display at the front counter and on the customer receipts. It will also be displayed to the crew member on the POS at the order screen and is used in error/warning messages	Big Mac -\$ Big Mac \$2
Promotion Short Description	This is a short description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	\$1 Off A Big Mac Big Mac \$2
Promotion Long Description	This is a long description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Get \$1 Off a Full Price Big Mac Get a Big Mac for \$2
Product Code	This is the code for the product that you want to have the discount applied to. You can 'pipe' in multiple product swap mappings using the ' ' symbol. This acts as an 'Or' operator.	1100 <i>(Product ID for a Big Mac)</i> or 1100 1010 <i>(BigMac OR Cheeseburger)</i>
Discount Amount	There are two options for discounting a product with an amount: <ul style="list-style-type: none"> If you enter a positive value, this will be the new price of that product If you enter a negative value, that amount will be taken from the original price of the product 	1 <i>(This would mean the Big Mac is now priced at \$1)</i> or -1 <i>(This would take \$1 off the original price of the Big Mac)</i> (No currency symbol should be entered)

3 - Buy One Get One Or Another

This template allows you to create offers which apply a percentage discount or a cash amount discount to the price of a specified product on the condition that another product is purchased. This could be 25% off or \$1.00 off a Cheeseburger when you buy a Big Mac for example.

3.1 - Buy One Get One Or Another (Percentage)			
	Field Name	Description	Example Values
	Promotion Name	This is the name of the offer. This information will be seen by customers at a kiosk, on the customer display at the front counter and on the customer receipts. It will also be displayed to the crew member on the POS at the order screen and is used in error/warning messages	Buy 1 Get 1 Big Mac 75%
	Promotion Short Description	This is a short description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Buy 1 get 1 Big Mac 75%
	Promotion Long Description	This is a long description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Buy one full price Big Mac and get 75% off a second Big Mac
	Product Code To Buy	This is the code for the product you must buy in order to be eligible for the offer. You can 'pipe' in multiple product swap mappings using the ' ' symbol. This acts as an 'Or' operator.	1100 (Product ID for a Big Mac) or 1100 1010 (BigMac OR Cheeseburger)
	Product Code Discounted	This is the code for the product that you want to have the discount applied to. You can 'pipe' in multiple product swap mappings using the ' ' symbol. This acts as an 'Or' operator.	1100 (Product ID for a Big Mac) or 1100 1010 (BigMac OR Cheeseburger)
	Percentage Of Total	The percentage of the original price that the customer will now pay for the product	75% (Entering "75%" gives the customer a 25% discount meaning they would pay \$0.75 for a product that would have costs \$1) (The % symbol MUST be used)

3.2 - Buy One Get One Or Another (\$ Amount)			
	Field Name	Description	Example Values
	Promotion Name	This is the name of the offer. This information will be seen by customers at a kiosk, on the customer display at the front counter and on the customer receipts. It will also be displayed to the crew member on the POS at the order screen and is used in error/warning messages	Buy 1 Get 1 Big Mac -\$1.00
	Promotion Short Description	This is a short description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Buy 1 Get 1 Big Mac Get \$1 Off Another Big Mac
	Promotion Long Description	This is a long description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Buy One Full Price Big Mac and Save \$1 on Another Big Mac
	Product Code to Buy	This is the code for the product you must buy in order to be eligible for the offer. You can 'pipe' in multiple product swap mappings using the ' ' symbol. This acts as an 'Or' operator.	1100 (Product ID for a Big Mac) or 1100 1010 (BigMac OR Cheeseburger)
	Product Code Discounted	This is the code for the product that you want to have the discount applied to. You can 'pipe' in multiple product swap mappings using the ' ' symbol. This acts as an 'Or' operator.	1100 (Product ID for a Big Mac) or 1100 1010 (BigMac OR Cheeseburger)
	Discount Amount	The cash amount that should be deducted from the price of the product	1 (This would mean the Big Mac is now priced at \$1) or -1 (This would take \$1 off the original price of the Big Mac) (No currency symbol should be entered)

4 - Product Swap

This template allows you to create offers which swap one specified product in an order for a different product. For example, an offer of this type could swap out a full price Big Mac for a free Big Mac.

	Field Name	Description	Example Values	
	Promotion Name	This is the name of the offer. This information will be seen by customers at a kiosk, on the customer display at the front counter and on the customer receipts. It will also be displayed to the crew member on the POS at the order screen and is used in error/warning messages	Free Big Mac	
	Promotion Short Description	This is a short description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Free Big Mac	
	Promotion Long Description	This is a long description of the offer. This information will be seen by customers at a kiosk. It will also be displayed to the crew member on the POS.	Free Big Mac	
	Product Code	This is the product ID that the would be removed from the order. You can 'pipe' in multiple product swap mappings using the ' ' symbol. This acts as an 'Or' operator.	1100 (Product ID for a Big Mac) or 1100 1010 (BigMac OR Cheeseburger)	
	Swap Product Code	The product ID(s) that would be added to the order. You must provide the 'mapping' for the product IDs to swap. So, if you wanted to swap a BigMac (1100) for a free BigMac (1101 - Not the real code), you would put: '1100:1101' You can 'pipe' in multiple product swap mappings using the ' ' symbol. This acts as an 'OR' operator. If you set this field to '1100:1101 1010:1011' then it would swap a Product ID 1100 for 1101 OR swap Product ID 1010 for 1011. Note: The most expensive product in the order at the time the offer is applied will be swapped.	1100:1101 (Example product ID for a free Big Mac) or 1100:1101 1010:1011 (Example Product ID for a Free BigMac OR Free Cheeseburger)	