Setting up CLR Offers

Introduction

For CLR offers, the setup is different from S&G in a few aspects, such as the use of the Redemption Type (Short Code only) and the Plexure Extended Data templates (source = POS Promotion Templates) to set up CLR offers.

The document provides an overview on the fields required and available, and offer examples as supporting information.

And, please refer to the attached guide below for the limitations of some Offer templates with multi-offer (2+) setting, and MOP Orders 2.0.

GMAL Global MVP Offer Templates

Updated 10 Oct 2022

Change Log

⚠️ **DO NOT CHANGE STATUS OF PUBLISHED OFFERS**
Please note that once an offer has been published, it must NOT be changed back to a draft version.

As the campaign ID and offer ID are used for the management and attribution of data for reporting purpose, any change of offer status will impact the outcome of the reports and result in potential discrepancies. The offer will expire on its own per the offer end date and move from "Published - Live" to "Published - Expired" automatically.
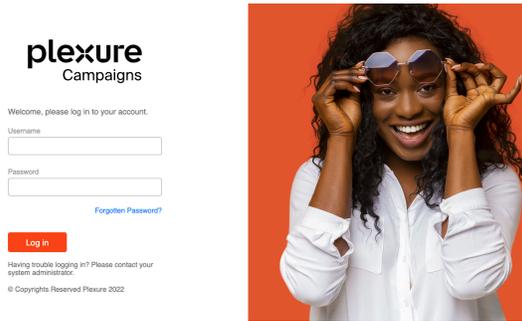
Some scenarios to note:

- If the plan is to shorten the original offer end date, please modify the end date instead of changing offer to Draft on the new end date.
- If the plan is repeat a similar offer in the future (example, 6 months later or next year), please copy to create a new offer with start and end dates instead of changing the current offer status from Published to Draft and re-using it at a later date.

Please reach out to the Digital Acceleration Team if there are any questions on Offer How-Tos.

Steps to use Plexure CLR Offer Templates:

Access Plexure Campaign environment

As usual, the market team member logs in to Plexure by entering their email address and password.

Welcome, please log in to your account.

Username

Password

Forgotten Password?

Log in

Having trouble logging in? Please contact your system administrator.

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Next, the market team member will need to create a Campaign in Plexure for the offers. This will allow them to associate the offers to the campaign, same as with Show n Go.

Then, in the Campaign section, the dropdown pre-selects the campaign depending on their method to create an offer same as with Show n Go.

Select Redemption Code Type "A Short Code" for CLR Offers

A *Short Code* **is the only valid option for CLR offers**. Choosing any other option from the drop-down will mean the offer will not work in the app. Selecting *Short Code* results in a numeric code being displayed in the app when a customer taps the 'Redeem' button on the offer. This numeric code is currently set to being a maximum of 6-digits.
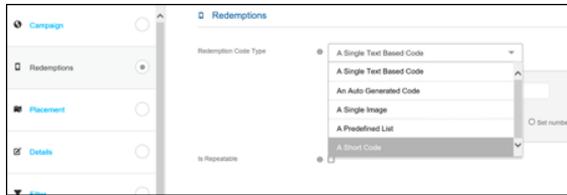
For markets on NP6.1.30 MR6 and above, please ensure that you have enabled the M offer prefix with Plexure and NP, and always select M for "Code Prefix" (see screen below).
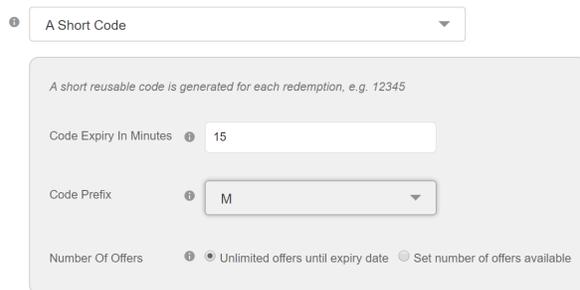
Select and Complete Offer Extended Data Template for CLR Offers

The *Extended Data* settings define the offer type and control the instructions sent down to POS systems in the restaurant when the Closed Loop Redemption mechanism has been enabled.

The source of these Extended Data templates is the POS Promotion templates that have been provided to Plexure for the integration with each market's merchant setup in Plexure. Depending upon the template, the extended data fields may vary.

Please note that market must use the Extended Data templates with market prefix, such as "AT Discount off Total Order ($ Amount)", which already includes the pre-set market and language associated.

Plexure CLR Extended Data Offer templates and examples

1. Discount Off Product ($ Amount)

> ⚠ **MOP Offer Exception**
> Please note that "minus/X amount off" relative value (eg, -3.00 in the example below) should not be used for EVMs with this template in Mobile Order & Pay (MOP). This impacts markets on MOP Orders 2.0.
>
> For Discount off Product ($ Amount) offers for EVM products in MOP, markets can specify a fixed price such as $10 EVM offer instead of a usual $12 EVM. However, market cannot indicate $2 discount of EVM and apply a "-2.00" value to get to a $10 EVM offer.

Example: This offer template can be used in two ways:

- If an offer is Big Mac with a 3.00 discount off the original price, then in the Discount Amount field user can enter -3.00.

- However, If an offer states that Bigmac at $3.00 which had an original price (10.20), then Discount amount should be 3.00.
  - If the offer is free Big Mac, then input 0 for the Discount Amount per screenshot below.

Extended Data

Extended Data Templates ⓘ	MGT Discount Off Product($ Amount) ▼
Promotion Name(EN) *	Free Big Mac
Promotion Short Description(EN) *	Free Big Mac
Promotion Long Description(EN) *	Enjoy Free Big Mac
Product Code *	12344
Discount Amount (eg 2.50) *	0

Additional Note for Non-Globally Supported Fields:

- Some markets have added fields such as "Minimum Purchase Amount" (MPA) to this Offer Template as part of a custom local setup. And this may have happened to work with the local version of NP for CLR in-store transactions, even if the MPA field is not supported globally in the technical design and development.

  However, with MOP Orders 2.0, the MPA field does not work – specifically, there is no validation of the MPA for the offer to apply. In this case, please refrain from using the MPA field for this Offer Template in MOP as the offer will be added successfully with no validation of MPA.

2. 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.

Example: This offer allows to provide discount in percentage on a specific product. Here, in the screenshot, 50% discount is provided on Big Mac.

Extended Data

Extended Data Templates ⓘ	MGT Discount Off Product(Percentage) ▼
Promotion Name(EN) *	50% off Big Mac
Promotion Short Description(EN) *	50% off Big Mac
Promotion Long Description(EN) *	Enjoy 50% off Big Mac
Product Code *	12344
Percentage of Total (eg entering 95% means the customer will pay $0.95 on a $1.00 item) *	50%

Additional Note for Non-Globally Supported Fields:

- Some markets have added fields such as "Minimum Purchase Amount" (MPA) to this Offer Template as part of a custom local setup. And this may have happened to work with the local version of NP for CLR in-store transactions, even if the MPA field is not supported globally in the technical design and development.

  However, with MOP Orders 2.0, the MPA field does not work – specifically, there is no validation of the MPA for the offer to apply. In this case, please refrain from using the MPA field for this Offer Template in MOP as the offer will be added successfully with no validation of MPA.

3. Discount Off Total Order ($ Amount)

Example: This template allows user to provide discount in cash amount on total of the order. In the screenshot below, a discount of $5.00 will be given on total order. So if the total order costs $10.20, then on discount, the order amount cost to customer will be $5.20.

Additional Notes on "Minimum Purchase Amount" and "Discount Limit"

- Please note that the fields "Minimum Purchase Amount" and "Discount Limit" can be adopted by market based on market testing/support of the feature as these are not globally supported.
  - The Minimum Purchase Amount field sets the minimal order value required for this offer to be eligible.
  - The Discount Limit field sets the maximum discounted amount value possible.
- If the 2 fields are to be used, market will need to ensure that the relevant Tax version of this template is applied for the market:
  - Tax Inclusive market (eg, Singapore net price market) = requires template with preTaxValidation set to true (default template value is true)
  - Tax exclusive market (eg, Italy gross price market) = requires template with preTaxValidation set to false
- Where the 2 fields are not required, market can indicate 0 in the fields as shown in screenshot below.

Extended Data

Extended Data Templates ⓘ	MGT Discount Off Total Order($ Amount) ▾	
Promotion Name(EN) *	$5 off Your Order	
Promotion Short Description(EN) *	$2 off Your Order	
Promotion Long Description(EN) *	Enjoy $5 off your Order	
Minimum Purchase Amount *	0	
Discount Amount (eg 2.50) *	5	
Discount Limit *	0	

4. Discount Off Total Order (Percentage)

Example: In the example below, User needs to specify the amount of discount (In %) which will be applied on total of the complete order. As in the screenshot below, 50% discount will be applied on total of the order.

Additional Notes on "Minimum Purchase Amount" and "Discount Limit"

- Please note that the fields "Minimum Purchase Amount" and "Discount Limit" can be adopted by market based on market testing/support of the feature as these are not globally supported.
  - The Minimum Purchase Amount field sets the minimal order value required for this offer to be eligible.
  - The Discount Limit field sets the maximum discounted amount value possible.
- If the 2 fields are to be used, market will need to ensure that the relevant Tax version of this template is applied for the market:
  - Tax Inclusive market (eg, Singapore net price market) = requires template with preTaxValidation set to true (default template value is true)
  - Tax exclusive market (eg, Italy gross price market) = requires template with preTaxValidation set to false
- Where the 2 fields are not required, market can indicate 0 in the fields as shown in screenshot below.

Interplay with Other Offers for "double discount"

- If market is configured to accept 2 or more offers for GMAL, then market must accept that there will be additional discounts for other offers in the order. See details in the attached GMAL Global MVP Offer Templates 2022-08-18.pdf guide.

Extended Data

Extended Data Templates ⓘ	MGT Discount Off Total Order(Percentage) ▾	
Promotion Name(EN) *	50% off Your Order	
Promotion Short Description(EN) *	50% off Your Order	
Promotion Long Description(EN) *	Enjoy 50% off Your Order	
Minimum Purchase Amount *	0	
Discount Amount (Entering 25% gives the customer a 25% discount meaning they would pay $3 for an order that would have previously cost $4) *	50%	
Discount Limit *	0	

5. Order Discount ($ Amount) - One conditional product

Example: In this offer, order discount will be applied only if the conditional product entered below is a part of the order or is being the only single product in the order.

- If the order contains Big Mac (which is set as a conditional product), the **offer will be applied**.
- However, if the order does not include Big Mac, then this **offer will not be applied as the conditional product (Big Mac) is missing**.

Extended Data

Extended Data Templates ⓘ	MGT Order discount($ Amount) - One conditional product ▾	
Promotion Name(EN) *	$2 off your order with Big Mac purchase	
Promotion Short Description(EN) *	$2 off your order with Big Mac purchase	
Promotion Long Description(EN) *	$2 off your order with Big Mac purchase	
Product Code *	12344	
Quantity *	1	
Discount Amount(Entering 1.50 gives the customer a 1.50 discount meaning they would pay $2.50 for an order that would have previously costs $4) *	2	

6. Order Discount (Percentage) - One conditional product

Example: In this offer, order discount will be applied only if the conditional product entered below is a part of the order or is being the only single product in the order.

- If the order contains Big Mac (which is set as a conditional product), the **offer will be applied**.
- However, if the order does not include Big Mac, then this **offer will not be applied as the conditional product (Big Mac) is missing**.

Interplay with Other Offers for "double discount"

- If market is configured to accept 2 or more offers for GMAL, then market must accept that there will be additional discounts for other offers in the order.
- If market is configured to accept 2 or more offers for GMAL, then market must accept that there will be additional discounts for other offers in the order. See details in the attached GMAL Global MVP Offer Templates 2022-08-18.pdf guide.

Extended Data	
Extended Data Templates ⓘ	MGT Order discount(Percentage) - One conditional product ▼
Promotion Name(EN) *	Enjoy 20% off your order with Big Mac purchase
Promotion Short Description(EN) *	Enjoy 20% off your order with Big Mac purchase
Promotion Long Description(EN) *	Enjoy 20% off your order with Big Mac purchase
Product Code *	12344
Quantity *	1
Discount Amount(Entering 25% gives the customer a 25% discount meaning they would pay $3 for an order that would have previously costs $4) *	20%

7. Buy One Get One Or Another Discounted ($ Amount) – Buy X, get same item for a special price

Example: Buy a Big Mac and get the second one free.

Extended Data	
Extended Data Templates ⓘ	MGT Buy One Get One Or Another Discounted($ Amount) ▼
Promotion Name(EN) *	Get 2 Big Macs for Price of 1
Promotion Short Description(EN) *	Get 2 Big Macs for Price of 1
Promotion Long Description(EN) *	Buy 1 Big Mac, Get Another Big Mac Free
Product Code To Buy *	12344
Product Code Discounted *	12344
Discount Amount (eg 2.50) *	0

8. Buy One Get One Or Another Discounted (Percentage) - Buy X, get same item for a special price

Example: Buy a Big Mac and get 50% discount on the 2nd Big Mac.

Extended Data	
Extended Data Templates ⓘ	MGT Buy One Get One Or Another Discounted(Percentage) ▼
Promotion Name(EN) *	Buy Big Mac, Get 2nd one at 50% IDscount
Promotion Short Description(EN) *	Buy Big Mac, Get 2nd one at 50% DIscount
Promotion Long Description(EN) *	Buy Big Mac, Get 2nd one at 50% Discount
Product Code To Buy *	12344
Product Code Discounted *	12344
Percentage of Total (eg entering 95% means the customer will pay $0.95 on a $1.00 item) *	50%

9. Buy One Get One Or Another Discounted ($ Amount) - Buy X, get Y for a special price

Example: Buy a Big Mac and get a Free Ice Cream Cone.

Extended Data

Extended Data Templates ⓘ	MGT Buy One Get One Or Another Discounted($ Amount) ▾	
Promotion Name(EN) *	Buy Big Mac, Get Free Ice Cream Cone	
Promotion Short Description(EN) *	Buy Big Mac, Get Free Ice Cream Cone	
Promotion Long Description(EN) *	Buy Big Mac, Get Free Ice Cream Cone	
Product Code To Buy *	12344	
Product Code Discounted *	14271	
Discount Amount (eg 2.50) *	0	

10. Buy One Get One Or Another Discounted (Percentage) - Buy X, get Y for a special price

Example: Buy a Big Mac, and get 6-piece Chicken McNuggets at 20% Discount.

Extended Data

Extended Data Templates ⓘ	MGT Buy One Get One Or Another Discounted(Percentage) ▾	
Promotion Name(EN) *	Buy Big Mac, Get 20% Discount for 6-pc McNuggets	
Promotion Short Description(EN) *	Buy Big Mac, Get 20% Discount for 6-pc McNuggets	
Promotion Long Description(EN) *	Buy Big Mac, Get 20% Discount for 6-pc McNuggets	
Product Code To Buy *	12344	
Product Code Discounted *	12456	
Percentage of Total (eg entering 95% means the customer will pay $0.95 on a $1.00 item) *	20%	

11. Buy One Get Two – Reduced Price

Example: Buy Big Mac, and get 2 Free Apple Pies.

Extended Data

Extended Data Templates ⓘ	MGT Buy One Get Two - Reduced Price ▾	
Promotion Name(EN) *	Buy Big Mac, Get 2 Free Apple Pies	
Promotion Short Description(EN) *	Buy Big Mac, Get 2 Free Apple Pies	
Promotion Long Description(EN) *	Buy Big Mac, Get 2 Free Apple Pies	
Product Code *	12344	
Quantity *	1	
Eligible Product 1 *	88237	
Eligible Product 2 *	88237	
Eligible Product 1 Price *	0	
Eligible Product 2 Price *	0	

12. Buy Two Get One – Reduced Price

Example: Buy 2 Big Macs, and get free Apple Pie.

Extended Data

Extended Data Templates ⓘ	MGT Buy Two Get One - Reduced Price ▾
Promotion Name(EN) *	Buy 2 Big Macs, and get free Apple Pie
Promotion Short Description(EN) *	Buy 2 Big Macs, and get free Apple Pie
Promotion Long Description(EN) *	Buy 2 Big Macs, and get free Apple Pie
Product Code 1 *	12344
Quantity *	1
Product Code 2 *	12344
Quantity *	1
Eligible Product *	88237
Eligible Product 1 Price *	0

13. Price Deal - Two Product Sets - Reduce Price

Example: Buy a Big Mac and a Filet-o-Fish for $10.00 in total. The price to enter in the template is the discounted price per product (the full price for the Big Mac being 8.40 and that of the Filet-o-Fish being 6.20).

Extended Data

Extended Data Templates ⓘ	MGT Price Deal - Two Product Sets - Reduced Price ▾
Promotion Name(EN) *	Buy a Big Mac and a Filet-o-Fish for $10.00
Promotion Short Description(EN) *	Buy a Big Mac and a Filet-o-Fish for $10.00
Promotion Long Description(EN) *	Buy a Big Mac and a Filet-o-Fish for $10.00
Eligible Product 1 *	12344
Eligible Product 1 Quantity *	1
Eligible Product 2 *	12788
Eligible Product 2 Quantity *	1
Eligible Product 1 Price *	5
Eligible Product 2 Price *	5

14. Price Deal - Three Product Sets - Reduced Price

Example: The product sets comprise McCafe Latte, McCafe Cake, and Chocolate Pie at full pricing of $12 (McCafe Latte at $5.00, McCafe Cake at $4.00 and Chocolate Pie at $3.00).

Offer is to buy McCafe Latte, McCafe Cake, and Chocolate Pie for $8.00. In the screenshot below, the McCafe Latte is discounted to $3.00, McCake Cake to $3.00 and Chocolate Pie to $2.

Extended Data

Extended Data Templates ⓘ	MGT Price Deal - Three Product Sets - Reduced Price ▾
Promotion Name(EN) *	Enjoy McCafe Latte, Cake and Choco Pie for $8
Promotion Short Description(EN) *	Enjoy McCafe Latte, Cake and Choco Pie for $8
Promotion Long Description(EN) *	Enjoy McCafe Latte, Cake and Choco Pie for $8
Eligible Product 1 *	72829
Eligible Product 1 Quantity *	1
Eligible Product 2 *	72276
Eligible Product 2 Quantity *	1
Eligible Product 3 *	62729
Eligible Product 3 Quantity *	1
Eligible Product 1 Price *	3
Eligible Product 2 Price *	3
Eligible Product 3 Price *	2

15. Price Deal - Four Product Sets - Reduced Price

Example: Get 4 Big Macs for only $10.00 instead of $20.00 with the normal price of $5 per Big Mac).

Extended Data

Field	Value
Extended Data Templates	MGT Price Deal - Four Product Sets - Reduced Price
Promotion Name(EN) *	4 Big Macs for $20
Promotion Short Description(EN) *	4 Big Macs for $20
Promotion Long Description(EN) *	4 Big Macs for $20
Eligible Product 1 *	12344
Eligible Product 1 Quantity *	1
Eligible Product 2 *	12344
Eligible Product 2 Quantity *	1
Eligible Product 3 *	12344
Eligible Product 3 Quantity *	1
Eligible Product 4 *	12344
Eligible Product 4 Quantity *	1
Eligible Product 1 Price *	2.50
Eligible Product 2 Price *	2.50
Eligible Product 3 Price *	2.50
Eligible Product 4 Price *	2.50

16. Price Deal - Five Product Sets - Reduced Price

Example: Get any 5 Sundaes for only $10.00. In this case, there could be 3 Sundae flavors in the market at the following normal/regular price of $4 for Chocolate Sundae (PLU 27288), $4.00 for Strawberry Sundae (PLU 27289) and $3.8 for Vanilla Sundae (27287).

Extended Data

Field	Value
Extended Data Templates	MGT Price Deal - Five Product Sets - Reduced Price
Promotion Name(EN) *	5 Sundaes for $10
Promotion Short Description(EN) *	5 Sundaes for $10
Promotion Long Description(EN) *	5 Sundaes for $10
Eligible Product 1 *	27288|27289|27287
Eligible Product 1 Quantity *	1
Eligible Product 2 *	27288|27289|27287
Eligible Product 2 Quantity *	1
Eligible Product 3 *	27288|27289|27287
Eligible Product 3 Quantity *	1
Eligible Product 4 *	27288|27289|27287
Eligible Product 4 Quantity *	1
Eligible Product 5 *	27288|27289|27287
Eligible Product 5 Quantity *	1
Eligible Product 1 Price *	2
Eligible Product 2 Price *	2
Eligible Product 3 Price *	2
Eligible Product 4 Price *	2
Eligible Product 5 Price *	2

Common Fields for CLR Templates

Field Name	Description	Additional information or tips
Promotion Name	User needs to name the promotion which can be done by using this field	
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

Field Name	Description	Additional information or tips
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.
Product Code	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.	The product code entered has to be an active product. If user needs to add more than one product then they can use pipe (|) to separate two or more products. For Example:
Discounted 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)
Product Code to Buy	This is the product required for the offer to be valid.	This is used to indicate the Product X To Buy in "Buy X, Get X or Y".
Product Code to 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	The discounted product code can be same or different.
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)
Eligible Product 1 &2 and so on	Enter the product code of the Eligible product 1 and 2	
Eligible Product price 1 &2 and son on	Specify the reduced price at which these two products will be available.	
Eligible Product Quantity	It signifies the quantity of the product to be specified for an offer.	

Common Fields for all templates

Field Name	Sub Field Name	Description
Redemptions	Code Expiry in Minutes (aka countdown timer)	To set the time limit during which the 6 digit short code will be shown in the app, in other words – the countdown timer in the app. By default, it is 15 minutes on the Plexure offer creation screen but it is configurable. The **recommended upper limit for this timing is 20 minutes or less**, and it **must be less than 30 minutes**. ⓘ **NOTES** • The offer countdown timer can be (1) configured within the app remote configuration as a universal setting across all offers, or (2) configured on an offer by offer basis within Plexure offer creation screen. Market must choose between the 2 options during CLR deployment. If market wishes to change the default after CLR deployment, please submit a Service Cafe ticket for Apegroup to enable the configuration change. • In addition, the Plexure backend offer code burn expiry is set to an universal 30 minutes globally across all markets. This time setting controls how long the 6 digit short code is valid for in Plexure to enable valid offer burn requests from POS and hence, counting of in-store redemptions. Therefore, the offer countdown timer must be less than 30 minutes so that the burn signal can be recognized and offer attributable. • Example: If the offer countdown timer is set to 20 minutes, then the available time for an order completion is 10 minutes (with valid offer burn tracking) in the event that customer scans offer at the 20th minute just before countdown expires (30 minutes - 20 minutes = 10 minutes).
	Number Of Offers	Allows you to choose whether you want this offer to be available to all eligible consumers or to finite number of eligible consumers.
	Unlimited offers until expiry date	Selecting this option will enable all eligible consumers to redeem the offer until the expiry date of the offer.
	Set number of offers available	Selecting this option will enable you to set a finite number of redemptions on the offer.
Is Repeatable	Can be redeemed again in the following number of days	It will allow user to set the number of days within which the offer will reappear in the App.

Field Name	Sub Field Name	Description
	Limit number of times offer will repeat	Allows you to set the limit of the appearances of the offers.
Placement	-	Not Applicable for GMAL.
Weighting	-	Works same as Show n Go.
Promotional Image & Alternative Image	-	Works same as Show n Go.
Content URL		If you want to host the offer image in another place, you can use the content URL field to tell the app to use an offer image from a third party location.
Details	Title	The title of the offer. This will be displayed to customers in the app
	Start Date and time /End Date and time	These settings control the date and the time that the offer is available to/from in the app for eligible customers.
	Daily Start time/ Daily End Time	These options allow you to control the time period in the day at which the offer will be available to eligible users. Leaving this field blank will mean the offer is available 24-hours a day.
	Days of the Week	These options control the days of the week that the offer is valid for. By default, offers are set to be available every day of the week.
	Category	This feature is not used.
	No Compete Group	When multiple offers are in the same no-compete group, only the one with the highest weighting will be visible to the consumer.

Complete the Rest of the Offer setup and Publish

Remaining fields such as filter, beacons and locations work the same as with Show n Go and have similar functionality.

Complete all the sections for the offer, such as the Offer image, start date, end date, and targeting where applicable.

Then save the offer as Draft or Publish when ready.

▶ Save

Publish

If you would like to publish your offer now, click 'Publish Offer'. Otherwise, click the 'Save as draft' button below to save this offer as a draft.

Save as draft

Once this offer is published and the Start Date reached, the Budget details will be locked and you cannot edit them.

Publish Offer