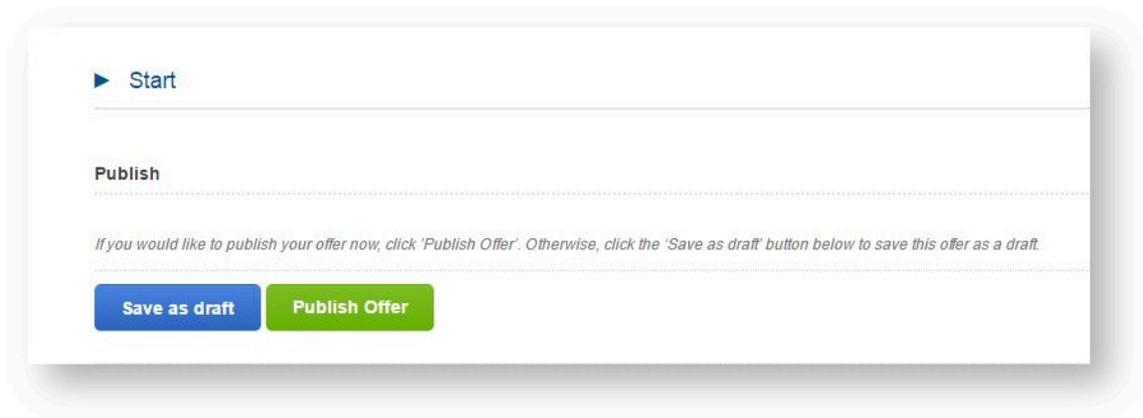


# Setting up Offers in Plexure

This page gives instructions on how to technically create an offer in the Plexure system. For tips on creating the content itself, please see the ['How-To' Guide on Creating Assets](#)

There are nine sections on the offer creation screen in Plexure:

1. Payment
  1. Payment Method
  2. Campaign
2. Redemptions
  1. Redemption Code Type:
  2. Offer Code Expiry in Minutes
  3. Is Repeatable
3. Placement
  1. Premium Placement
  2. Weighting
  3. Extended Data (Offer Types)
  4. Promotional Image
  5. Content URL
4. Details
  1. Title
  2. Start Date and Time / End Date and Time
  3. Daily Start Time / Daily End Time
  4. Days of the Week
  5. No-Compete Group
  6. Category
  7. Description
  8. Terms
  9. Sub-Categories
  10. Offer Value
5. Filter
  1. Consumer Tags
  2. Operating Condition Tags
  3. Content Tags
6. Location
7. Offer Available at Stores
8. Start



9. IMPORTANT NOTE: Extending Expiry Dates on Offers & Rewards

The fields within each of these sections are described below along with instructions for how they should be used.

**⚠ 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 published offer will expire 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.

**⚠ EXTENDING EXPIRY DATES ON OFFERS AND REWARDS NOT RECOMMENDED**

Many markets edit the expiry date of an offer/rewards to extend it, which Global Audit has identified as a medium business risk around tracking the end to end offer life.

The recommended practice is to create a copy of the offer/reward in Plexure instead of editing the expiry date, but it is understood that this will create a NEW offer ID which makes it difficult to consolidate reporting. If a market wants to continue editing expiry dates, they are accepting the medium business risk.

Please contact your DAL if you need to discuss this topic further.

## Payment

The 'Payment' section has two settings within it; '*Payment Method*' and '*Campaign*':

### Payment Method

For GMA Lite, there is only one option available for this setting (*In Store*) and it is pre-selected so this can be ignored.

### Campaign

The dropdown pre-selects the campaign depending on your method to create an offer:

- If you have already navigated to a particular campaign then the offer creation page will pre-select that campaign.
- However, if you have not navigated to a particular campaign and try to create an offer from the All Campaigns dashboard, the offer creation page will pre-select the last created campaign.
- It is a good practice to ensure that you have selected the right campaign and if not, you can always select the correct campaign from the dropdown list.

After the creation of offer, any related reporting will be available under the selected campaign.



The screenshot shows a form titled 'Payment' with two sections. The first section is 'Payment Method', which has a radio button selected for 'In Store'. To the right of this selection is a note: 'In Store: The offer is free for the consumer to click to redeem, no consumer payment is taken on the mobile device.' The second section is 'Campaign', which has a dropdown menu currently showing 'New Campaign'.

## Redemptions

The 'Redemptions' section also contains two settings; '*Redemption Code Type*' and '*Is Repeatable*':

### Redemption Code Type:

The 'Redemption Code Type' you select here depends on the [Offer Redemption Mechanism](#) you want to use. You should understand what the default [Offer Redemption Mechanism](#) configuration fit for your market but also note that you can override this default on an individual offer basis (see the 'Content Tags' section below) so will need to consider which 'Redemption Code Type' you need to use if you are overriding the default.

For markets with '[Show 'n' Go](#)' setup as the default, you can select any 'Redemption Code Type' except 'A Short Code' (as long as you are not overriding the [Offer Redemption Mechanism](#) for this offer) as the app won't show any code. Please do not select 'A Short Code' as it is intended for use in '[Closed Loop Redemption \(CLR\)](#)' only and disrupt reporting if used.

For '[Scan 'n' Go](#)' offers, you should select the 'Redemption Code Type' named 'A Single Text Based Code' and provide the RFM Barcode ID for that offer. The app will then show this same code for all users that redeem that offer.

For '[Closed Loop Redemption \(CLR\)](#)' markets, you must select 'A Short Code' for this setting and not anything else. The '*Short Code*' option 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. This means that a code could be anything from 1-6 digits long so the code displayed in the app could be less than 6-digits long. If all codes up to 6-digits are in use (999,999 live codes) then Plexure will start generating 7-digit codes and so on until the maximum number of digits is reached.

These codes will stop being displayed in the app after the countdown timer runs out but will continue to work behind the scenes so as to allow time for the transaction to go through the systems. More information on code expiry and what happens after the various timers run out can be found here: [How Unburned CLR Offers and Rewards are Returned](#)

The redemption code type can be configured as per the following sub fields:

- Number Of Offers: This option allows you to choose whether you want this offer to be available to all eligible consumers or to finite number of eligible consumers as discussed below: Unlimited offers until expiry date:
  - This is the default option that is pre-selected while creating the offer.
  - Selecting this option will enable all eligible consumers to redeem the offer until the expiry date of the offer (As set in the '*Details*' section below)
- Set number of offers available:
  - Selecting this option will enable you to set a finite number of redemptions on the offer.
  - Clicking on this option further displays the Maximum Redemptions field where you can enter the finite number.
  - Eligible consumers are entitled to redeem the offer until the expiry date or until all the redemptions are consumed, which ever is earliest.
  - The redemptions on an offer in this case are available on a first come first served basis.

## Offer Code Expiry in Minutes

While the name on the screen states "Code Expiry In Minutes", this is associated to the **countdown timer** in the app where the random unique offer code offer (usually 6-digit such as M114173, generated by Plexure) will be viewable/shown to the customer to scan or use for an order. This applies when a market has chosen to use the Plexure setting on a per offer basis instead of using the [Remote Configuration](#) setting for offer countdown timer at a market level for all offers.

The setting for this field **must be less than 30 minutes** (see Info note below). The **recommended upper limit for the time setting for this field is 20 minutes or less**. This is so that the random unique offer code is still valid – within the 30 minute universal back-end offer code burn expiry time – at the point of customer transaction completion in order for the in-store redemption count to be successful.

### **More About Offer Code BURN Expiry Limit**

Please note that as of June 2020, Plexure has re-enabled the universal control for Plexure backend offer code burn expiry setting as an universal 30 minutes globally across all markets. This time setting controls how long the 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).

## Redemptions

Redemption Code Type



A Short Code

*A short reusable code is generated for each redemption, e.g. 12345*

Code Expiry In Minutes

15

Number Of Offers



Unlimited offers until expiry date



Set number of offers available

Is Repeatable



### Is Repeatable

GMA Lite supports repeatable offers. You can set a delay on how many days after being redeemed the user will wait before seeing the offer again and you can also set the time at which the offer would appear. If you set the 'can be redeemed again in the following number of days' field to zero, the 'Repeatable Start Time' field will be ignored and the offer will instead just repeat straight away after the expiry time has elapsed.

You are also able to limit the number of times the offer will repeat for that customer.

## Placement

The 'Placement' section allows you to control a number of options around how exactly the offer appears in the app. The 'Placement' section is also where you set the type of offer and the instructions that will be passed down to the POS systems in the restaurants.

### Premium Placement

This setting is not used in GMA Lite. Changing the options here will have no effect on how the offer is displayed in the app.

### Weighting

These settings control the order in which offers will appear in the 'Offers' section in the app. The 'weight' is a numeric value assigned to the offer. It can be both positive or negative and can be up to five digits long. There are several types of weighting that combine to form a total weighting:

- 'Base Weight' is a one off numeric weight applied to the offer. 'Add Weight By Consumer Tag' allows for additional weight to be added for consumers who have the specified tag:
  - Multiple tags can be added.
  - Different tags can be assigned different weights.
  - Negative weighting can also be used here.
- 'Add Weight By Operating Condition' allows for additional weight to be added to the offer in any region where the operating condition tag specified is active.
  - Multiple tags can be added.
  - Different tags can be assigned different weights.
  - Negative weighting can also be used here.
- 'Add Weight By Proximity' adds weighting points based on how close a consumer is to a store involved with the offer. This functionality is not currently supported by GMA Lite.

### Extended Data (Offer Types)

This section is only used for markets with the Closed Loop Redemption feature enabled.

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.

A detailed explanation of the Extended Data templates, the offer types they support and instructions on how to use them can be found in the ["Setting up CLR Offers"](#) page.

### Promotional Image

Plexure supports two promotional images per offer, a primary image and an alternative image. The image cropping tool is pre-configured to a set resolution of 1200px X 1200px. Currently alternative image are not in used in GMALite.

#### **Alternative Image Deprecated**

Please note that Alternative Image are not supported anymore in the new Deal section. This was a temporary solution until Scan and Go solution was made. Show a numeric code or a barcode is all possible with Scan and Go.

Each image also has an 'Image Description' field. In this field, you can provide a description of the image which is used by the app to support accessibility features on the customer's device.

Image Description (Max. 500 chars) 500 characters remaining

This is a form element for an image description. It consists of a text input field on the left, a small information icon in the center, and a text area on the right. The text area contains the text "500 characters remaining".

#### 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.

Content URL

This is a form element for a content URL. It consists of a text input field with the label "Content URL" to its left.

### Details

The 'Details' section has settings that allow you control when the offer will be available, the categories that the offer belongs to and the information about the offer presented to the customer.

#### 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

**Details**

Title (Max. 200 chars) \*

Start Date and Time

End Date

Daily Start Time

Daily End Time

Days of the Week

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

#### 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. This is useful when there are several promotions for the same/similar product or product group which are targeted at slightly different audiences, this means if there are any overlaps in the target audiences the customer will see only the offer with the highest weighting.

If the customer redeems the highest weighted offer in a no-compete group, the other offers in that no-compete group will still not be shown.

To place two or more offers in a no-compete group, simply enter the same string in the field. Please note: This string must be an exact match and is case sensitive. Please do not use spaces.

This is an optional field.

#### Category

This feature is not currently used.

#### Description

The description of the offer that will be displayed to the customer in the app. The text can also include a hyperlink to navigate user to some webpages, example :

Some description text <a href="https://www.mcdonalds.com">McDonalds Link</a> some more text

#### Terms

This information is displayed to the customer when they tap on the 'Terms and Conditions' button on the offer detail page. This field also supports hyperlinks as per the example above.

#### Sub-Categories

This feature is not currently used.

#### Offer Value

This information is not shown to customers. There are two fields for this setting:

- Percentage of the Discount

- This is a compulsory Field
  - The value of this field is set to 0.00% by default
  - The percentage discount that the consumer gains from the offer. This number is used for reporting purposes.
- Financial Value of the Discount (Optional)
- The financial value of the discount. This number is used for reporting purposes. (Optional field).

**Offer Value - Not shown to customers**

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Percentage of the Discount (Compulsory) %

Financial Value of the Discount \$

## Filter

Filter tags allow you to turn the offer on and off for different groups of consumers. There are three types of filters that can be used:

### Consumer Tags

Consumer tags are data points assigned to a consumer's profile, by selecting one or more consumer tags as filters it means that only consumers who have the selected tag(s) will be able to access the offer. Consumers without the selected tag(s) will not see the offer at all. Consumer tags are setup separately from offer creation and there are a number of ways a consumer ends up with a given tag.

### Operating Condition Tags

Operating conditions are a group of tags that are enabled or disabled at a platform level. They can be either platform wide or regional and they can be manually updated or automatically updated. The most common use is automated weather operating conditions, so a user might select the weather conditions relevant to the offer. This means that only consumers in a region with the selected weather operating condition(s) active will be able to see the offer. Consumers in a region with the operating condition disabled will not see the offer.

### Content Tags

Content tags are tags that describe the content in some way. We use these tags to tell the app how to handle the content. For example, you can use a content tag to override the [Offer Redemption Mechanism](#) you want to use for just one specific offer. That is to say, you may have your market's configuration (as setup on the [/wiki/spaces/GL/pages/89910111](#) tool by the product team, not in Plexure) to have 'Scan 'n' Go' as the default [Offer Redemption Mechanism](#) (so by default, the app would display the code you provide in Plexure when customers redeem the offers) but may decide that for some reason, one particular offer should only be available as a 'Show 'n' Go' offer so you can apply the 'Claim Type > Show & Go' content tag to an offer and the app will use the 'Show 'n' Go' mechanism for that offer only.

Along with the claim type overrides, the content tags can be used to set the offer to be [redeemable without registration](#), set offers to be [3rd Party Offers](#), hide the expiry dates for offers and many other things.

**Filter**

**Consumer Targeting - Choose Segments & Tags to add:**

- Age Range > 0 - 17
- Age Range > 18 - 24
- Age Range > 25 - 34
- Age Range > 35 - 44
- Age Range > 45 - 54
- Age Range > 55-79
- Age Range > 80+
- App Use Frequency > User has gifted 0 offers in the last 30 days
- App Use Frequency > User has gifted 1 offers in the last 30 days
- App Use Frequency > User has gifted 2 offers in the last 30 days
- App Use Frequency > User has gifted 3+ offers in the last 30 days
- App Use Frequency > User Opened App 2 times in last 30 days

**Current Reach**

Reach estimate: 787

**Operating Conditions: Choose Tag to add:**

- Regional Weather > Cloud cover - Clear (< 25%)
- Regional Weather > Cloud cover - Overcast (> 25%)
- Regional Weather > Currently Not Raining
- Regional Weather > Currently Not Snowing
- Regional Weather > Currently Raining
- Regional Weather > Currently Snowing
- Regional Weather > Not Rained Recently (24hrs)
- Regional Weather > Not Snowed Recently (24hrs)
- Regional Weather > Recently Rained (24hrs)
- Regional Weather > Recently Snowed (24 hrs)
- Regional Weather > Temperature - Cold (-50°C to 10°C)
- Regional Weather > Temperature - Hot (25°C - 50°C)

**Current tags**

**Content Tags: Choose Tag to add:**

**Current tags**

## Location

Geo-fences and geo-fence groups are setup separately in merchant settings. From this section in offer creation you can select to make the offer available everywhere (ie: No geo-fences will be used), or to restrict the offer to consumers only within a certain geo-fence or group of geo-fences. It's important to note that if geo-fences are used, consumers not inside the geo-fence will not see the offer at all.

**Location**

Where should you be able to see this offer?

Everywhere *This offer can be seen from any location.*

Geofence *This offer can only be seen when the consumer is at a specified location.*

## Offer Available at Stores

For markets running NP6.1.30 MR6 who have enabled [Closed Loop Redemption \(CLR\)](#), you can now select which stores the offer should be available in.

The app does not currently automatically indicate which stores an offer is eligible in so you will need to indicate any restrictions in the images, titles, descriptions and terms as you see necessary.

Please also note that currently, an offer can be targeted to a **maximum of only 500 stores** when using the "Offer Available at Stores" feature.

**NP6.1.30 MR6 Only**  
This feature has only been tested on NP6.1.30 MR6 in Europe with one market's configuration. Markets are therefore advised to try this feature themselves before running any campaigns using this feature.

**Available for MOP now too**  
Previously, the Store-Specific offers were not available for MOP ordering channel, and could be used only in the store with CLR transactions.

### MOP Store specific Offers

Starting Oct 2022, Store-Specific offers are now available for use in MOP ordering channel as well. As of May 2024, this is enabled by default to MOP market. New markets getting onboarded with MOP do not need to raise a request and it will be enabled by default.

Offer Available at Stores

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All Stores *This offer is available for all stores.*

Select Stores *This offer is available only for selected stores.*

## Start

After completing the sections as described above, the offer can be saved as a draft and finished later or published immediately meaning it will be active based on the settings given above.

▶ Start

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**Publish**

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*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.*

## IMPORTANT NOTE: Extending Expiry Dates on Offers & Rewards

Many markets edit the expiry date of an offer / reward to extend it, which Global Audit has identified as a medium business risk related to tracking the end-to-end offer life.

If a market wants to launch a campaign with the same offer from a previous date, there are 2 options for that. It is possible to copy a campaign / offer or to start from scratch.

It is important for markets to not reuse an offer campaign past expiration date, as this may reduce visibility and accuracy of the results where the performance could be deflated or inflated and could potentially allow fraudulent activities. Anyone analysing the campaign performance would need to know exactly the campaign dates to truly understand the performance and so this process is prone to errors. Once a campaign is past its end date, its status changes to Published – Expired (easy to recognize). Please bear in mind that campaign ID and offer ID are used for the attribution of data for reporting purposes. So, changing the campaign from expired to live may impact the outcome of the reports (i.e. sales added to the previous campaign period or not added to the new campaign period, sales not attributed to the right campaign impacting your media attribution too). This could lead to discrepancies in reporting as illustrated.

Please note that there are no system protections in place for data accuracy should markets choose to reuse offers.

The benefit from copying a campaign is that it saves time, as you only need to edit the start / end dates. The benefit of starting from scratch is that it provides more flexibility from a set up perspective. The recommended practice is to create a copy of the offer / reward in Plexure (instead of editing the expiry date), which generates a new unique campaign ID, that will allow for better traceability of transactions and performance monitoring. There is an existing functionality within Plexure that enables the ability to copy an existing campaign / offer, so that you can quickly set up a new campaign based on an existing one, where you just need to edit the name of the campaign as well as its start and end date. This way, the monitoring of the performance of one's campaign will be more accurate. If a market wants to continue editing expiry dates, they are accepting the medium business risk.

Please contact your DAL if you need to discuss this topic further.