



# Merchant Manual

How to create an offer

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## Introduction

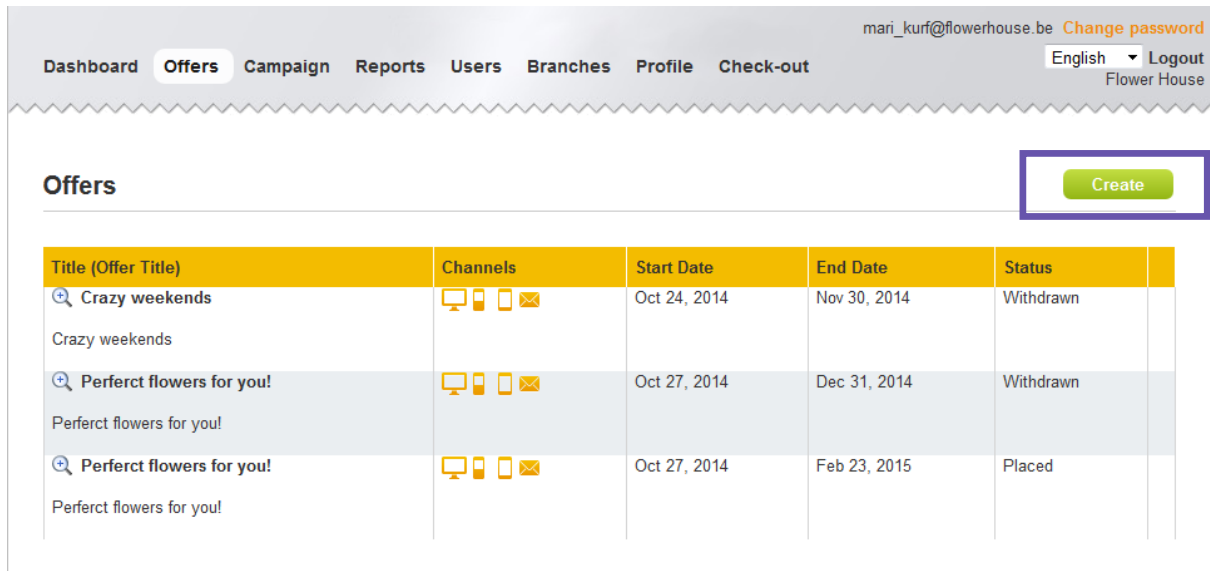
After you have logged into the Partner's Portal interface, you can

- create offers for the users of Spaar&Pluk / Epargnez&Cueillez program
- set up targeted campaigns (the offer will be delivered to the targeted customer via different channels – portal, mobile App, sms, e-mail)
- keep track of customer activity
- manage individual shop branches
- edit information about the company's profile
- maintain various merchant accounts (users of the Partner's Portal)

This document describes how to create, edit and place your offer.

## 1. Offer creation

In order to create an offer, go to the tab “Offers” in the main menu and click on “Create” button on the right:



The screenshot shows a web application interface for managing offers. The top navigation bar includes 'Dashboard', 'Offers' (selected), 'Campaign', 'Reports', 'Users', 'Branches', 'Profile', and 'Check-out'. The user is logged in as 'mari\_kurf@flowerhouse.be' with a 'Change password' link. There is also a language dropdown set to 'English' and a 'Logout' button. The main content area is titled 'Offers' and features a green 'Create' button highlighted with a purple border. Below this is a table with the following data:

Title (Offer Title)	Channels	Start Date	End Date	Status
<a href="#">Crazy weekends</a> Crazy weekends	📧 📱 📺	Oct 24, 2014	Nov 30, 2014	Withdrawn
<a href="#">Perferct flowers for you!</a> Perferct flowers for you!	📧 📱 📺	Oct 27, 2014	Dec 31, 2014	Withdrawn
<a href="#">Perferct flowers for you!</a> Perferct flowers for you!	📧 📱 📺	Oct 27, 2014	Feb 23, 2015	Placed

You will see the offer creation page.

The page has several blocks:

1. Basic information
2. Marketing Message
3. Offer type
4. Purchase constraints
5. Purchase history constraints
6. Redemption
7. Branches

### Create New Offer

[Cancel](#) [Save](#)

**Title**

**Start Date**  **End Date**

**Target Media**  Web  Smartphone  Email  SMS

Display offer in recommendation lists

1

**Marketing Message**

**Offer Title**  400 Chars left

**Offer Text**

**Push-notification Text**

Upload the image to this offer. Image should have .jpg extension, aspect ratio 4\*3 and min. size 640\*480 pixels (Image is not applicable for eVoucher offers)

2

**Offer type**  \* for eCommerce merchants only Coupon offers are available

eVoucher

3

**Purchase constraints**

**Purchase currency**

**Payment Methods**

Minimum Purchase Amount  EUR

4

**Purchase history constraints**

Start date

Minimum purchase count

Min. cumulative purchase amount  EUR

5

**Redemption**

**Savings Code**

**Amount**  EUR

Amount cap  EUR

Maximum redemption count

6

**Branches**

All branches of this merchant (Uncheck to select single branches)

7

[Cancel](#) [Save](#)

## 1. Basic information

<b>Title</b>	<b>Start Date</b>	<b>End Date</b>
<input type="text"/>	Jan 23, 2015	Jan 23, 2015
<b>Target Media</b>		
<input checked="" type="checkbox"/> Web <input type="checkbox"/> Smartphone <input type="checkbox"/> Email <input type="checkbox"/> SMS		
<input checked="" type="checkbox"/> Display offer in recommendation lists		

**Title** Enter the internal name of the offer. Cardholders will not see this title. You can enter the name, which will help you to orientate yourself better in the plenty of the offers in future. Apart from the name itself, the title can contain, for example, dates of offer validity.

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**Start Date – End Date** Set the timeline for your offer

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**Target Media** Select the target channel for your offer by clicking on the boxes. Your offer will be delivered to the cardholders via selected channel after you run a campaign.


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**Display offer in recommendation lists** Check this box if you want your offer to be seen by all users of the Platform (in the mobile App and on the Web Portal). If you want to target your offer to specific group of the customers, the box should be unchecked. In this case, after offer creation, you should run the campaign for this specific group of the customers.

## 2. Marketing Message

### Marketing Message

Nederlands x Français x



Upload the image to this offer. Image should have .jpg extension, aspect ratio 4\*3 and min. size 640\*480 pixels (Image is not applicable for eVoucher offers)

[Browse](#)

**Offer Title**  388 Chars left

**Offer Text**  [Preview](#)

**Push-notification Text**

### Language

You can create an offer in Dutch or French (or both), so that the Cardholder will see your offer depending on his selected language. For each language you can upload an own image (if the image you selected contains text in Dutch / French). You can also upload one image for both languages (if the image does not contain text).

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### Offer Title

This offer is visible by Cardholders and will appear as a title on the Web portal and in the Mobile App. Should not be very long.

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### Offer Text

Write a description of your offer.

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### Push-notification Text

Write a text for the Push-notification.  
Applicable only for channel "Smartphone" (Mobile App).  
If you set up a campaign for this channel, all the cardholders, which you target, will receive the push-notification on their mobile device.  
Text should contain up to 50 characters (including spaces and punctuation marks).

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### Browse the image

Upload the image to your offer, it will illustrate your offer on the Web Portal and in the Mobile App. In order it is displayed without contortion, it should have .jpg extension, aspect ratio 4\*3 and size 640\*480 pixels.  
Image is not applicable for eVoucher offers. All eVoucher offers have a standard layout.

### 3. Offer type

Offer type

Cash back \* for eCommerce merchants only Coupon offers are available

Cash back

Coupon

eVoucher

Choose the type of the offer you want to create.

If you are an offline merchant, then 4 options are available for you:

- (Regular) Cash Back offer
- (Regular) Coupon offer
- eVoucher Cash Back offer
- eVoucher Coupon offer

If you are an online merchant, then 2 options are available for you:

- (Regular) Coupon offer
- eVoucher Coupon offer

#### Cash back

Regular Cash Back offer.

Schema: Cardholder activates an offer -> Cardholder goes to the shop and makes a purchase -> he gets his discount back on his bank account later

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#### Coupon

Regular Coupon offer

Schema: Cardholder activates an offer and gets a coupon code  
-> Cardholder goes to the shop and shows his coupon code (in the mobile App or printed out from the Web Portal) at cash desk before the purchase (in case of the online-shop, cardholder inputs the code into the special field on the website which is meant for it.) -> Cashier scans a coupon code  
-> Cardholder receives a direct discount

If you select this offer type, you will have to create a list with the unique codes and upload them to the offer and to your cashier system upfront. So that when the customer comes, your cashier system already would contain all the codes with corresponding discount.

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#### eVoucher Cash back

eVoucher Cash Back offer means that cardholder will have to consume his loyalty points in order to activate and use your offer. After that the schema is the same as for (regular) Cash Back offer

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#### eVoucher Coupon

eVoucher Coupon offer means that cardholder will have to consume his loyalty points in order to activate and use your offer. After that the schema is the same as for (regular) Coupon offer



#### 4. Purchase constraints

**Purchase constraints**

Purchase currency: EUR

Payment Methods: Credit Card

Minimum purchase amount: EUR

**Purchase currency**      Select currency "EUR"

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**Payment method**      Select "Credit Card"

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**Minimum purchase amount**      Optional Field. You can specify the minimum purchase amount. Cardholder will receive a redemption only if he reaches a settled minimum purchase amount.

## 5. Purchase history constraints

Optional block.

**Purchase history constraints**

Start date

Minimum purchase count

Min. cumulative purchase amount  EUR

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### Start date

The start date for the history of customer shopping. Please note that the start date has to be earlier or equal to the start date of the offer availability

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### Minimum purchase count

Starting from “Start date” specified earlier, customer should have purchased X times in my store – only in this case he is eligible to use the offer.

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### Minimum cumulative purchase amount

Starting from “Start date” specified earlier, customer should have purchased for X Euro in total (sum of amount of all purchases) – only in this case he is eligible to use the offer.

## 6. Redemption

- Cash Back offer

<b>Redemption</b>	
Type	Fixed amount
Amount	0.00 EUR
<input type="checkbox"/> Amount cap	EUR
<input type="checkbox"/> Maximum redemption count	

<b>Type</b>	Fixed amount or Percentage
<b>Amount</b>	Numeric value for amount or percentage
<b>Amount Cap</b>	Optional field, available only for percentage saving code – the maximum amount of money that the Cardholder can get with this offer
<b>Maximum redemption count</b>	Optional field - Cardholder can use the offer maximum X times.

- Coupon offer

<b>Redemption</b>	
Type	Fixed amount
Amount	0.00 EUR
<input type="checkbox"/> Amount cap	EUR
<input type="checkbox"/> Maximum redemption count	
<b>Coupon code</b>	
Code type	Fixed coupon code
Code standard	QR code text
Coupon code	

<b>Type</b>	Fixed amount / Percentage / Custom <b>Custom</b> means you can give some presents for the Purchase (free pizza, welcome drink, jeans...). If you select this type of redemption, you should specify which benefit the Cardholder will get in the field "Benefit"
<b>Amount / Benefit</b>	Numeric value amount or Percentage / Benefit
<b>Amount Cap</b>	Optional field, available only for percentage saving code – the maximum amount of money that the Cardholder can get with this offer
<b>Maximum redemption count</b>	Optional field - Cardholder can use the offer maximum X times.

- Code type**
- *fixed coupon code* – code is common for all the Cardholders
  - *unique for every customer* – each Cardholder who activates the offer will get his unique coupon code
  - *unique for customer with authorization*

**Code standard** The following code standards are available. Choose the code standard according to the possibilities of you cashier system.  
 QR code text - any text could be transferred to QR code  
 QR code EAN 13  
 QR code EAN 8  
 Barcode EAN 13  
 Barcode EAN 8  
 Barcode 128 - any text could be transferred to Barcode  
 Detailed information about all available code standards you will find in the [Attachment 1 –Code Standards description](#)

**Coupon Code** Valid for “fixed coupon” and for “unique for every customer”).  
 If you selected “unique for every customer” you should upload the list of the unique codes. The list of the codes should have .csv format and contain codes each from new line.

Ex:  
 PWBK8JH  
 TIUGW6M  
 4U7GFS7  
 Q7KUVSL  
 1LSL48Z  
 2VTG9NJ  
 YEZAMQ1  
 9QUG72U

Create the file-> Press “Browse” and select your file with codes -> Press the “Upload” button.

- eVoucher offers

<b>Redemption</b>	
Type	Fixed amount
Amount	0.00 EUR
<input type="checkbox"/> Amount cap	EUR
<input checked="" type="checkbox"/> Maximum redemption count	1

**Type** Fixed amount only

**Amount** Numeric value for amount

**Maximum redemption count** Cardholder can use the offer only once

## 7. Branches

#### Branches

All branches of this merchant (Check to select all branches)

- FLOWER HOUSE BRUXELLES BOULEVARD DU SOUVERAIN 240, 1160 BRUXELLES, BE
- FLOWER HOUSE BRUGGE SIMON STEVINPLEIN 2, 8000 BRUGGE, BE
- FLOWER HOUSE HASSELT HERKENRODESINGEL 2, 3500 HASSELT, BE















Select the branches where your offer is available to the Cardholders. You can select all the branches or select specific ones by clicking on the corresponding box.

When you filled out all the required information, press "Save". If you do not press a "Save" button, your offer will not be saved and you will have to fill it out once again.

## Offer editing

In order to edit an offer, go to the tab “Offers” in the main menu. Here you can see an overview of all the offers you created.

You have the possibility to edit the offer in case it was not placed (status “Ready for placement”) or rejected by Spaar&Pluk / Epargnez&Cueillez (status “Rejected”) by clicking on the Pencil on the right. Do not forget to save your changes afterwards.

Title (Offer Title)	Channels	Start Date	End Date	Status	
 Crazy weekends Crazy weekends	   	Oct 24, 2014	Nov 30, 2014	Withdrawn	
 Flowers for St. Valentine's day Flowers for St. Valentine's day		Feb 1, 2015	Feb 28, 2015	Created	
 Perferct flowers for you! Perferct flowers for you!	   	Oct 27, 2014	Dec 31, 2014	Rejected	

## Offer placement


If you created and checked you offer – you should publish it. Press on pencil symbol (edit) on the right. In the opened offer detailed page press “Place”.

**Edit Offer "Flowers for St. Valentine's day"** Cancel Save Place

**Title** Start Date End Date  
Flowers for St. Valentine's day Feb 1, 2015 Feb 28, 2015

**Target Media**  Web  Smartphone  Email  SMS  
 Display offer in recommendation lists

**Marketing Message**



Upload the image to this offer. Image should have .jpg extension, aspect ratio 4\*3 and min. size 640\*480 pixels  
Browse

**Offer Title** Flowers for St. Valentine's day 369 Chars left

**Offer Text** Get 10 Euro discount for flowers in Flower House

Preview

**Push-notification Text** 50 Chars left

Now you offer has status “Ready for placement”, which means you offer was sent for check by Spaar&Pluk / Epargnez&Cueillez. You still can edit the offer in the status “Ready for placement”.

## Offers

Create

Title (Offer Title)	Channels	Start Date	End Date	Status	
Crazy weekends Crazy weekends		Oct 24, 2014	Nov 30, 2014	Withdrawn	
Flowers for St. Valentine's day Flowers for St. Valentine's day		Feb 1, 2015	Feb 28, 2015	Ready for placement	
Perfect flowers for you! Perfect flowers for you!		Oct 27, 2014	Dec 31, 2014	Withdrawn	
Perfect flowers for you! Perfect flowers for you!		Oct 27, 2014	Feb 23, 2015	Placed	

## Offer Statuses

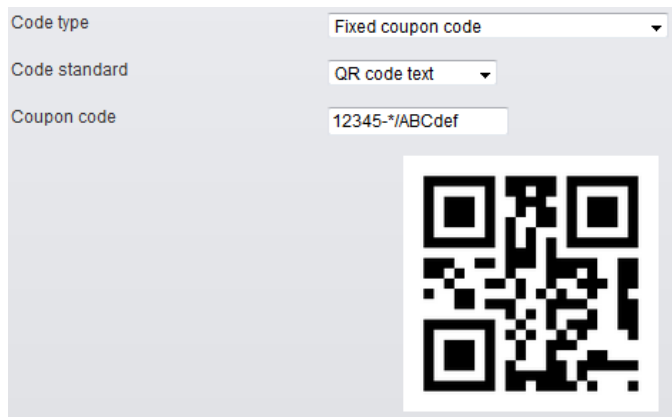
<b>Created</b>	Your offer is created and you can edit it.
<b>Ready for placement</b>	You have placed your offer, and the offer is being checked by Spaar&Pluk / Epargnez&Cueillez.
<b>Placed</b>	Spaar&Pluk / Epargnez&Cueillez has approved your offer and it is visible for the cardholders on the Web portal and in the Mobile App.
<b>Rejected</b>	Spaar&Pluk / Epargnez&Cueillez rejected your offer. Edit it and place once again.
<b>Withdrawn</b>	Your offer is withdrawn from Web portal and in the Mobile App and is not visible to the customers. Even to those who have activated it.
<b>Expired</b>	Validity period of your offer is expired.



## Attachment 1 – Code Standards description with examples

**QR Code** is the trademark for a type of matrix barcode (or two-dimensional barcode).

- **QR code text** – any text can be encoded into the QR code



- **QR code EAN 13 and QR code EAN 8** - are 13 digit (12 data and 1 check) and 8 (7 data and 1 check) digit barcoding standards with checking digit which are generated according to specified rules.

Because QR Code requires camera based scanners it is currently restricted for use with applications that will involve imaging scanners within mobile devices and not for Point Of Sale (POS) processing.

- **Barcodes EAN-13 and EAN-8**

EAN-13 and EAN-8 barcodes are 13 digit (12 data and 1 check) and 8 (7 data and 1 check) digit barcoding standards with checking digit which are generated according to specified rules. EAN- 13 and EAN – 8 are the most frequently used barcodes. They are found on each consumer product, for example on groceries, DVDs, clothing etc. that are being scanned at a POS (Point-of-Sale).



- **Barcode 128**

Code 128 barcodes are very high density 1D codes which can utilize any character in the ASCII 128 character set. That includes all digits, character and punctuation marks. This broad range of characters that you can use makes it very powerful as it enables you to store diversified information in the barcode. It is also fairly compact which gives you a good data storage to size ratio.




## Attachment 2 – How will the Cardholder see my offer?

- Web Portal


Overview of all available offers:

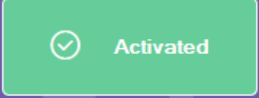
The screenshot displays the SPAAR & PLUK web portal interface. At the top left is the SPAAR & PLUK logo. To its right are navigation links: Wish List, My Savings, Ready to shop, and Redeem points. A language dropdown menu is set to 'English', and a hamburger menu icon is on the far right. Below this is a purple dashboard with four main metrics: 'Expiring soon' (5 offers), 'Favorite merchants' (2 merchants), 'My savings' (155.00), and 'Redeem points' (0). Each metric has a corresponding icon and a 'See offers' or 'See merchants' button. Below the dashboard is a green bar with 'Explore: All' and a dropdown arrow. The main content area shows three offer cards. The first card is for 'Flower House summer sale' with a €10,- eVoucher. The second card is for 'Flower House' with 'Flowers for St. Valentine's day' offering a 10% discount. The third card is for 'Amore Jeans' with 'Jeans with discount' offering a 20% discount. The offer cards feature images of sunflowers, red roses, and jeans.

## Offer detailed page:



**Flowers for St. Valentine's day**  
10% Offer for you!






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### Offer Details

Description: Flowers for St. Valentine's day - get 10% discount

Use this Offer by Feb 28, 2015

You save: 10%




Coupon code: `dfgfhtrb`

Terms: Activate the offer to see the coupon code, scan the coupon code in the shop before your purchase and get a direct discount. The offer can be redeemed as often you like.

### Where to get

**Available in 1 online shop**


[flowerhouse.be](http://flowerhouse.be) 

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**Available in 15 branches.**

- 1190 Vienna, AT


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- Branch P7  
Mooslackengasse 22  
1190 Vienna, AT 

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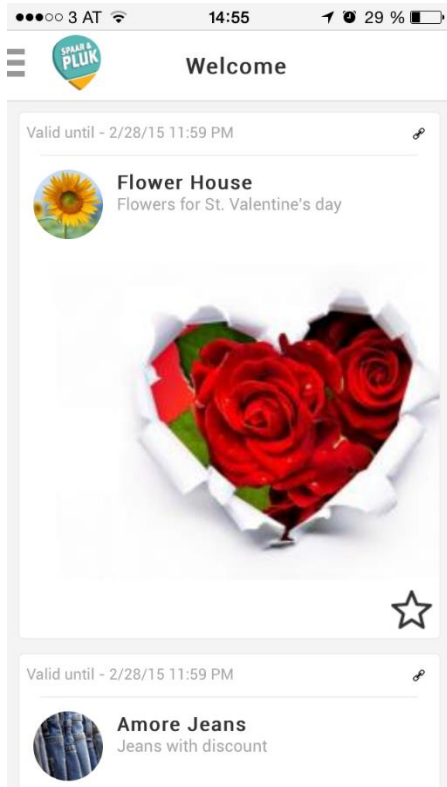
- NieuwFittaal1  
Maaskade 8  
1234 Maastk, BE 

### Get in touch

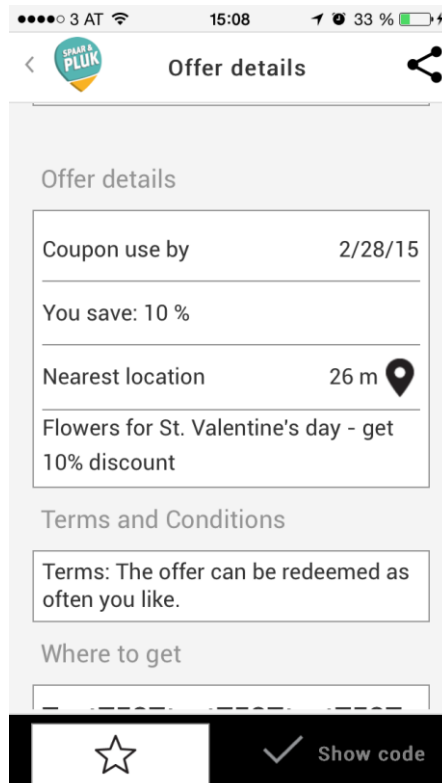
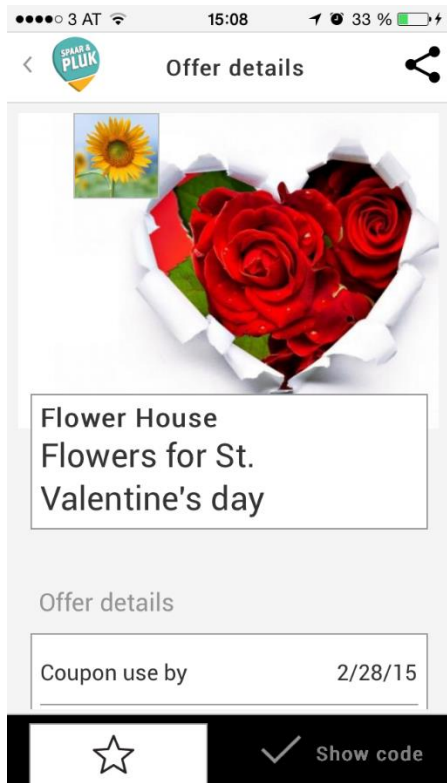
website: [flowerhouse.be](http://flowerhouse.be) 

Mobile App:

Overview of all available offers (user scrolls down):



Offer detailed page (scrollable):





### Coupon code



Coupon code

129822745

My customer number

user11