



Auto Trigger **Campaign Training**



Coupon Tab

From here this is where you can create the coupon that you want your customers to receive after they complete the campaign



Coupon Name

Name of coupon for internal identification and tracking.



Coupon Type*

- Dollar Amount Off

→ Coupon Value – Enter dollar amount off in coupon value field.

- Free Item

- Percentage Off

→ Coupon Value: Enter percentage amount off in coupon value field.

Dollar Amount Off

Dollar Amount Off

Free Item

Percentage Off



Header Name*

- 24 characters. Text appears bold on coupon. (You can add up to 3 header lines.)



Text

- 24 characters. (You can add up to 5 text lines.)

Details Schedules Options Coupon Marketing

Coupon Name:*
Name of coupon for internal identification and tracking.

Coupon Type:*

Coupon Value:
Enter dollar amount off in coupon value field.

Header Lines

Header Name:*
24 characters. Text appears bold on coupon. Can add up to 3 header lines.

24 Characters Remaining (Maximum 24)

Text Lines

Text:
24 characters. Can add up to 5 text lines.

24 Characters Remaining (Maximum 24)

Expiration Type:
Coupon does not have an expiration date.

Once Per Sale: Yes
The number of times the coupon can be used by the customer per sale.



Expiration Type:

- Never Expires

24 characters. Text appears bold on coupon. (You can add up to 3 header lines.)

- Static Date

Coupon has a designated expiration date and time.

→ Coupon Expiration Date & Time



Days After issue

Coupon valid for X Days

→ # of Days: Number of days the coupon will be valid.



Single Use Only

→ Yes / No toggle switch. Allow the coupon to be used more than once

This tab is only available from the following Campaigns:

- **Trigger Type: Trigger Points (Formally Tokens Earned)**

→ Reward Type – Coupon

→ Reward Type – Trigger Per Dollar Value – Coupon

- **Trigger Type: Auto Trigger**

→ Reward Type – Birthday Coupon

→ Reward Type – We Miss You – Coupon

→ Reward Type – Signup Coupon

→ Reward Type – Anniversary Coupon

→ Reward Type – EAIV Coupon



Reward Type – Trigger Per Dollar Value – Coupon

Trigger Value Example:

- Spend \$10 on tobacco to earn a pack of free papers.
- Trigger Points = 1
- Per Dollar Amount = 1.00
- Trigger Amount = 10
- **Reason:** Every dollar you spend, you earn 1 point, and you need 10 to reach the goal of 10 for the trigger amount
- Alternative Setup 1
- Trigger Points = 1
- Per Dollar Amount = 0.50
- Trigger Amount = 20
- **Reason:** For every \$0.50 you spend, you earn 1 point, and you need 20 to reach the goal of 20 for the trigger amount

Details Schedules Options Coupon Marketing

Name: *
Name of campaign that will be visible to the front-end customer via web and app.

Description
The description is used to explain the campaign rules to the customer. This will be visible on the front-end via the web and mobile application.

Active: Yes
This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.

Trigger Points:
This field indicates how many points you earn towards the Trigger Value. This is used for internal tracking of the progress to the Trigger Value.

Per Dollar Amount:
This field indicates how much in dollars needs to be spent to earn the Trigger Points. Example: You can earn 1 point for every \$0.50 spent towards the Trigger Value.

Trigger Value:
This field is used to indicate how many points you need to earn the campaign reward.

Age Restricted Topics:
Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Override Team Levels: No
Override your Global Settings and manage the token trickle percentage for each level earning. Or you can slide all levels to zero to turn off the team level earnings for this campaign.

Tags:
Select or add tags to identify and group each campaign.



Name*

Name of campaign that will be visible to the front-end customer via web and app.



Active

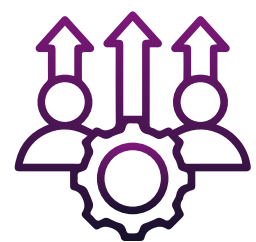
This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.



Per Dollar Amount

This field indicates how much in dollars needs to be spent to earn the Trigger Points. *Example: You can earn 1 Trigger Point for every \$0.50 spent towards the Trigger Value.*

Trigger Value – This field is used to indicate how many points you need to earn the campaign reward.



Override Team Levels

Override your Global Settings and manage the token trickle percentage for each level earning. Or you can slide all levels to zero to turn off the team level earnings for this campaign.



Description

The description is used to explain the campaign rules to the customer. This will be visible on the front end via the web and mobile application.



Trigger Points

This field indicates how many points you earn towards the Trigger Value. This is used for internal tracking of the progress to the Trigger Value.



Age Restricted Topics

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Auto Trigger

Campaign that is automatically triggered by specific date or actions.

***Note when creating a 'Coupon' or a 'Token' Reward Type Campaign you can only choose one or the other. Both Campaigns cannot work simultaneously.**



Reward Type – Birthday Coupon

Customers will receive a coupon for a discount or free item on their birthday.

Details Coupon Marketing

Name: *
Name of campaign that will be visible to the front-end customer via web and app.

Description
The description is used to explain the campaign rules to the customer. This will be visible on the front-end via the web and mobile application.

Active: Yes
This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.

Age Restricted Topics:
Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Tags:
Select or add tags to identify and group each campaign.



Name*

Name of campaign that will be visible to the front-end customer via web and app.



Active

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.



Tags

Select or add tags to identify and group each campaign.



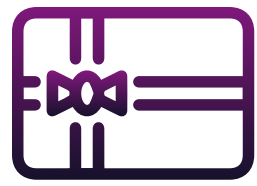
Description

The description is used to explain the campaign rules to the customer. This will be visible on the front end via the web and mobile application.



Age Restricted Topics

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.



Reward Type – Birthday Tokens

Customer will receive a designated number of tokens on their birthday.



Name*

Name of campaign that will be visible to the front-end customer via web and app.



Description

The description is used to explain the campaign rules to the customer. This will be visible on the front end via the web and mobile application.



Active

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.



Token Reward

Set number of tokens that customer will earn when this campaign is triggered.



Age Restricted Topics

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.



Tags

Select or add tags to identify and group each campaign.

Details
Marketing

Name: *

Name of campaign that will be visible to the front-end customer via web and app.

Description

The description is used to explain the campaign rules to the customer. This will be visible on the front-end via the web and mobile application.

Active:

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.

Token Reward:

Set number of tokens that customer will earn when this campaign is triggered.

Balance Type:*

The balance type is a separation of the token bucket in which the tokens will be placed upon earning from the campaign.

Age Restricted Topics:

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Tags:

Select or add tags to identify and group each campaign.



Reward Type – We Miss You Coupon

Customer will receive a coupon for a discount or free item if they have not made a purchase for a given period of time.



Name*

Name of campaign that will be visible to the front-end customer via web and app.



Description

Enter details about campaign that will be visible to the front-end customer via web and app.



Active

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.



Age Restricted Topics

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.



Tags

Select or add tags to identify and group each campaign.



Month Duration

The designated time period of inactivity to trigger this campaign.

Details
Coupon
Marketing

Name: *

Name of campaign that will be visible to the front-end customer via web and app.

Description

Enter details about campaign that will be visible to the front-end customer via web and app.

Active: Yes

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.

Age Restricted Topics:

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Tags:

Select or add tags to identify and group each campaign.

Month Duration:

The designated time period of inactivity to trigger this campaign.



Reward Type – We Miss You Tokens

Customer will receive a designated number of tokens if they have not made a purchase for a defined period of time.



Name*

Name of campaign that will be visible to the front-end customer via web and app.



Description

Enter details about campaign that will be visible to the front-end customer via web and app.



Active

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.



Token Reward

Set number of tokens that customer will earn when this campaign is triggered.



Balance Type

The balance type is a separation of the token bucket in which the tokens will be placed upon earning from the campaign. The default is considered "Store Tokens."



Age Restricted Topics

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.



Tags

Select or add tags to identify and group each campaign.



Month Duration

The designated time period of inactivity to trigger this campaign.

Details
Marketing

Name: *
Name of campaign that will be visible to the front-end customer via web and app.

Description
Enter details about campaign that will be visible to the front-end customer via web and app.

Active: This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.

Token Reward: Set number of tokens that customer will earn when this campaign is triggered.

Balance Type:*
The balance type is a separation of the token bucket in which the tokens will be placed upon earning from the campaign.

Age Restricted Topics:
Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Tags:
Select or add tags to identify and group each campaign.

Month Duration: The designated time period of inactivity to trigger this campaign.



Sign up Coupon

Customer will receive a coupon for a discount or free item when they join your store on Loyal-n-Save.



Name*

Name of campaign that will be visible to the front-end customer via web and app.



Description

Enter details about campaign that will be visible to the front-end customer via web and app.



Active

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.



Age Restricted Topics

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.



Tags

Select or add tags to identify and group each campaign

Details
Coupon
Marketing

Name: *

Name

Name of campaign that will be visible to the front-end customer via web and app.

Description

Enter details about campaign that will be visible to the front-end customer via web and app.

Active:

Yes

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.

Age Restricted Topics:

Select topics

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Tags:

Select or add Tags

Select or add tags to identify and group each campaign.



Reward Type – Sign Up Tokens

Customer will receive a designated number of tokens when they join your store on Loyal-n-Save.



Name*

Name of campaign that will be visible to the front-end customer via web and app.



Description

Enter details about campaign that will be visible to the front-end customer via web and app.



Active

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.



Token Reward

Set number of tokens that customer will earn when this campaign is triggered.



Balance Type

The balance type is a separation of the token bucket in which the tokens will be placed upon earning from the campaign. The default is considered "Store Tokens."



Age Restricted Topics

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.



Tags

Select or add tags to identify and group each campaign.

Details Marketing

Name: *
Name of campaign that will be visible to the front-end customer via web and app.

Description
Enter details about campaign that will be visible to the front-end customer via web and app.

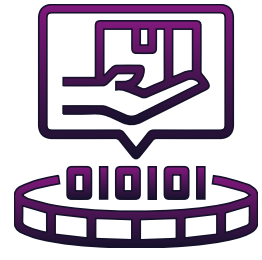
Active: Yes
This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.

Token Reward:
Set number of tokens that customer will earn when this campaign is triggered.

Balance Type:*
The balance type is a separation of the token bucket in which the tokens will be placed upon earning from the campaign.

Age Restricted Topics:
Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Tags:
Select or add tags to identify and group each campaign.



Reward Type – Visit Tokens

Customer will receive a designated number of tokens when they visit your store and make a purchase.



Name*

Name of campaign that will be visible to the front-end customer via web and app.



Description

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Active

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.



Token Reward

Set number of tokens that customer will earn when this campaign is triggered.



Balance Type

The balance type is a separation of the token bucket in which the tokens will be placed upon earning from the campaign. The default is considered "Store Tokens.



Age Restricted Topics

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.



Tags

Select or add tags to identify and group each campaign.

Details
Schedules
Options
Marketing

Name: *

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Description

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Active:

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Token Reward:

Set number of tokens that customer will earn when this campaign is triggered.

Balance Type:*

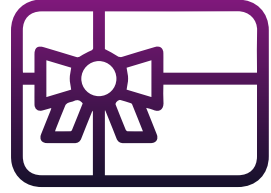
The balance type is a separation of the token bucket in which the tokens will be placed upon earning from the campaign.

Age Restricted Topics:

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Tags:

Select or add tags to identify and group each campaign.



Reward Type – Anniversary Coupon

Customer will receive a coupon for a discount or free item when they reach their enrollment anniversary with your store.



Name*

Name of campaign that will be visible to the front-end customer via web and app.



Description

The description is used to explain the campaign rules to the customer. This will be visible on the front end via the web and mobile application.



Active

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.



Age Restricted Topics

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Tags

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Details Coupon Marketing

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Age Restricted Topics:
Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Tags:
Select or add tags to identify and group each campaign.



Reward Type – Anniversary Tokens

Customer will receive a designated number of tokens when they reach their enrollment anniversary with your store.



Name*

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Token Reward

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Balance Type

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Age Restricted Topics:

Select Age Restricted Products if the campaign alerts will only be going to age verified customers.

Tags:

Select or add tags to identify and group each campaign.



Reward Type – EAIV Coupon

Customer will receive a coupon for a discount or free item when they complete the Altria survey and requirements for your store.



Name*

Name of campaign that will be visible to the front-end customer via web and app.



Description

The description is used to explain the campaign rules to the customer. This will be visible on the front end via the web and mobile application.



Active

This flag will enable or disable the campaign. Any earnings will be disabled if the campaign is inactive. This will also trigger campaign notifications after 30 minutes of being marked active.



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Details Options Coupon Marketing

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Tags:
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Reward Type – EAIV Tokens

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Age Restricted Topics

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Tags

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Details
Options
Marketing

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Age Restricted Topics:

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Tags:

Select or add tags to identify and group each campaign.