Yonoton

Campaigns *(admin panel)*

Service description

8/2025

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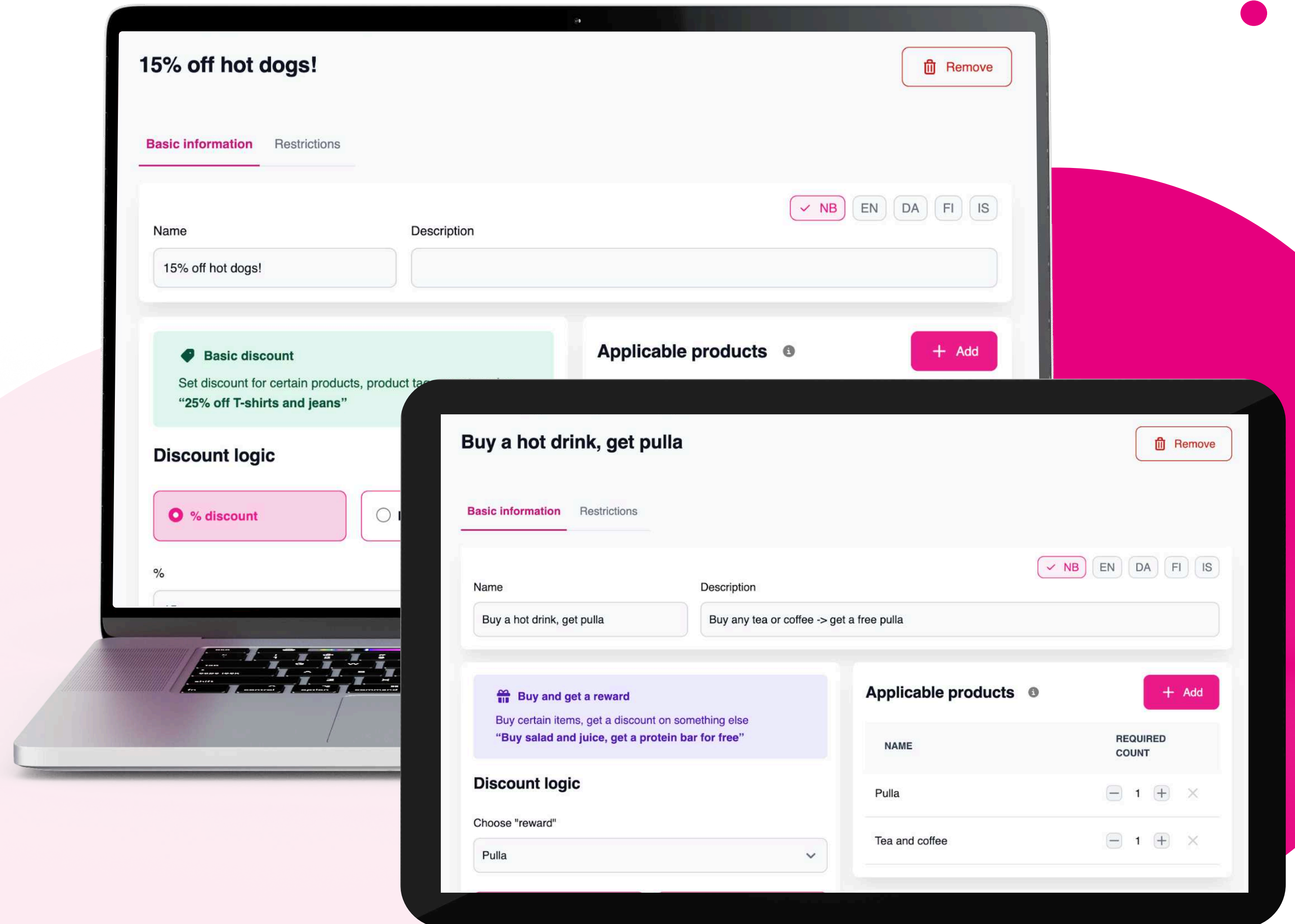
Yonoton campaigns & discounts

Campaigns are discounts given to a set of products. Across Yonoton's sales channels, campaigns can be used to give discounts to customers based on different or same product selection. Admin Users can manage campaigns using Yonoton's admin console.

Campaign discounts are benefits given to users on webshop, POS, Kiosk, and mobile Apps developed by Yonoton.

The campaign discount becomes effective immediately when the contents in a customer's cart matches the campaign parameter. Campaigns can be customized according to the preference of the administrator. Administrators can set the start date and end date for every created campaign. Administrators are expected to determine the campaign type and what product group or sets of products will be applicable to the campaign discount before creating the campaign.
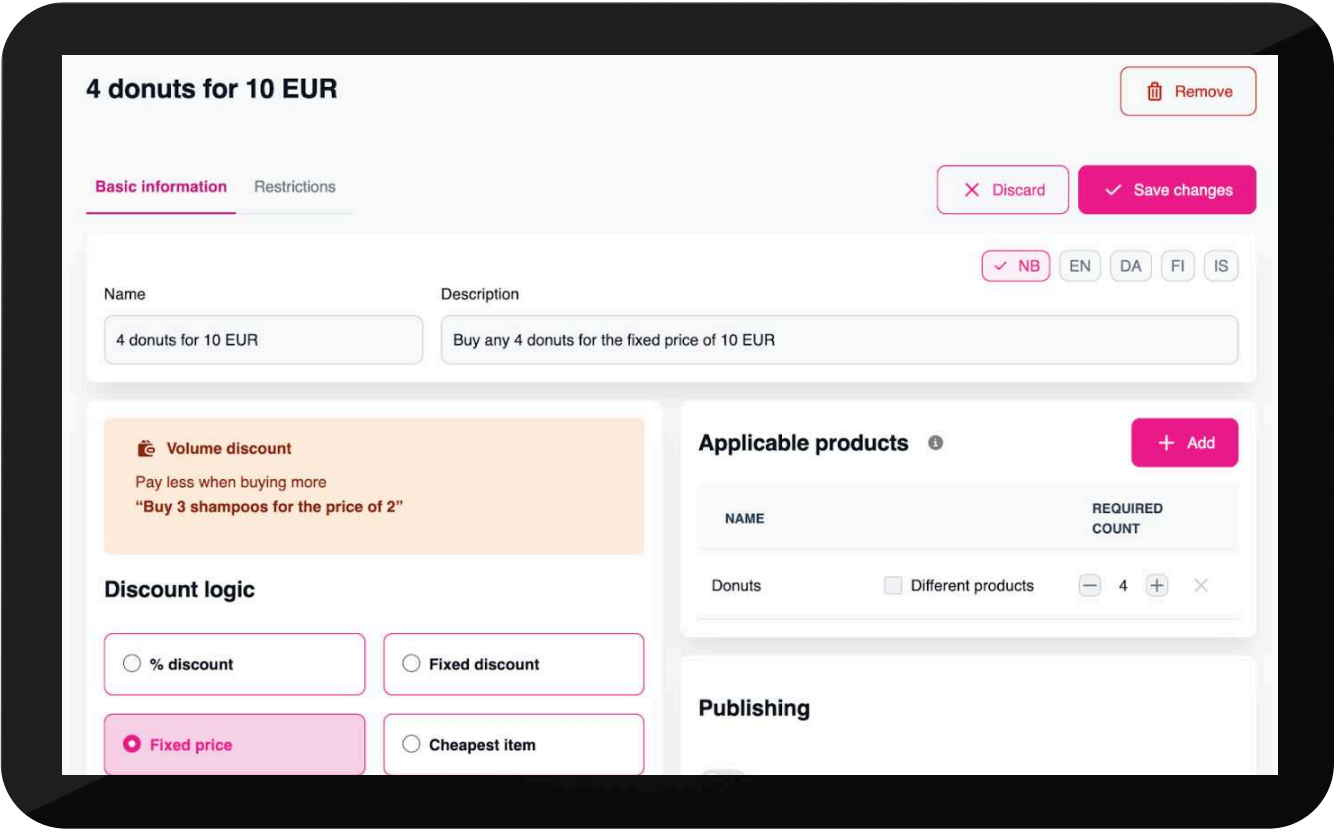
Basic Discount Campaign
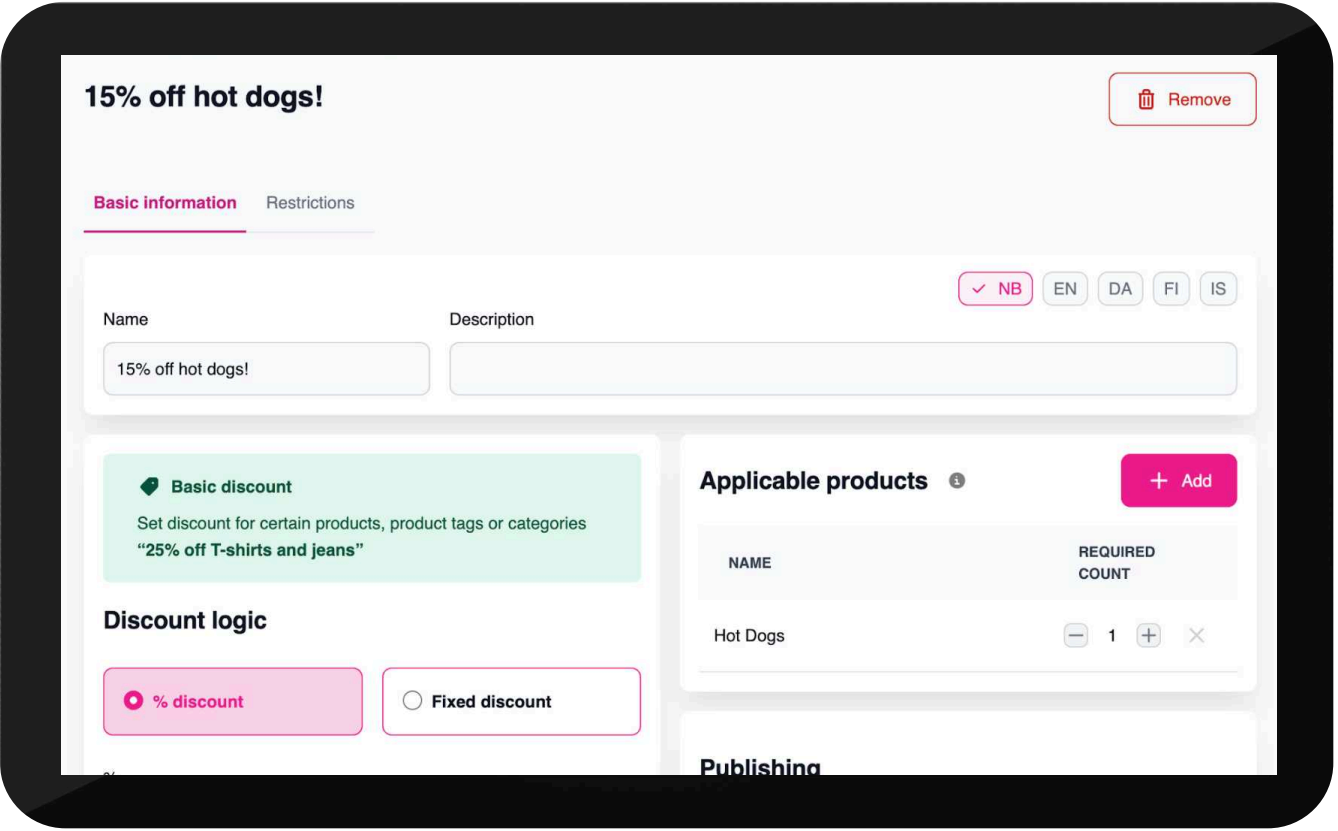
| Basic Discount Campaign

Buy and get a reward
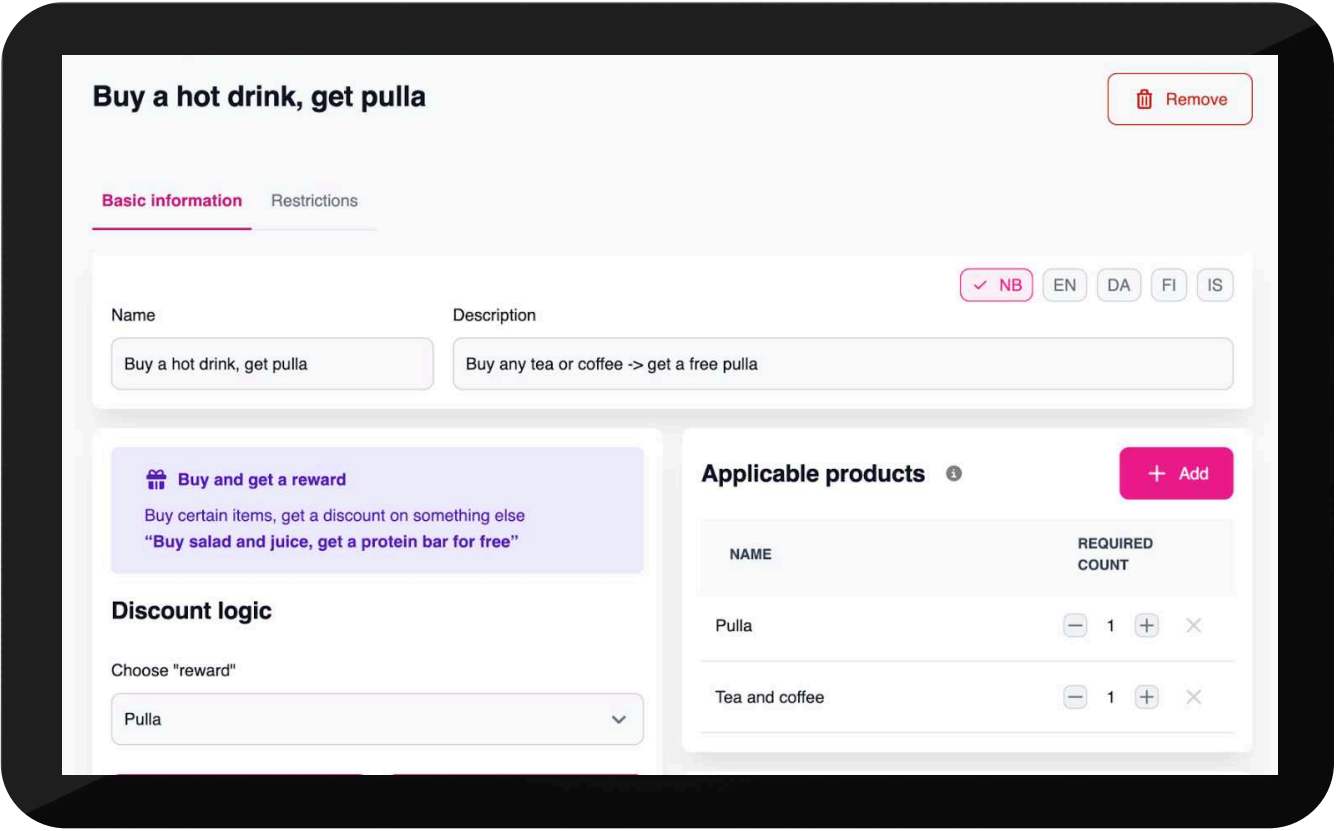
| Buy and get a reward

Volume Discount Campaign

| Manual discounts

Campaign features

Each campaign consists of:

- One or multiple sets of Applicable products from Product Groups
- Discount Logic
- Publishing Time
- Restrictions if required

-25%
all t-shirts & jeans

Basic discount

Single product campaign

Single product campaign, with percentage discount or straight money discount (a decided offer for a single campaign)

FREE
protein bar
when you buy a salad

Buy and get a reward

Custom campaign

Buy Product X and Product Y, get Product Z for free

Product based

Launch discounts based on the products in the shopping basket (e.g. get a 20% discount when certain products are in the shopping basket)

Money based

Use certain amount of money, after which a discount would apply for additional product purchases (could be a 100% discount?)

3x2
Buy 3, pay for 2

Volume discount

Buy 4 ice creams for 10 € (normal price 4 € per ice cream)

The cheapest product is free -campaign

Tier pricing: levels

Single product volume campaign

Buy x amount of same product, get y amount of same products for free after a threshold is met

Money based

Use certain amount of money, after which a discount would apply to everything

Mix & Match campaigns

Create campaigns of products with options, e.g t-shirts, which have multiple sizes, colors etc.

The Digital Platform

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