

# Actions

## Screenshot\_2020-04-29\_at\_19.1 Getting started

From this article, you will learn about promotion module actions. Actions are promotions that are applied to the products after selected conditions in the action are met.

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You can learn about the promotion module in the [Promotion module introduction](#) article.

To open the Actions / list view, in the admin panel, navigate to:

**Promotions > Actions / list.**

In the Actions / list view, we can find two tabs: **Filters (1)** and **Actions / list (2)**

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*Visualization of the actions / list module in the administrator panel*

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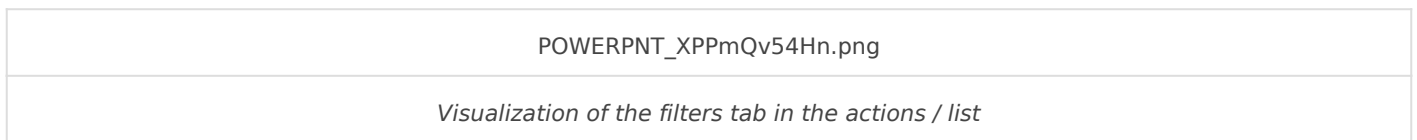
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## Filters section

The **Filters** section allows sorting of the actions in the promotion module, based on the available filters. Below you will find a description of each filter.



- **Is active?** - Defines the activity date of the visible list of actions.
- **Type** - Type of the action. More about rule types can be found in the [Action types](#) chapter.

After defining the above filters, select the **Apply Filters** button to get a list of actions according to the applied filters.

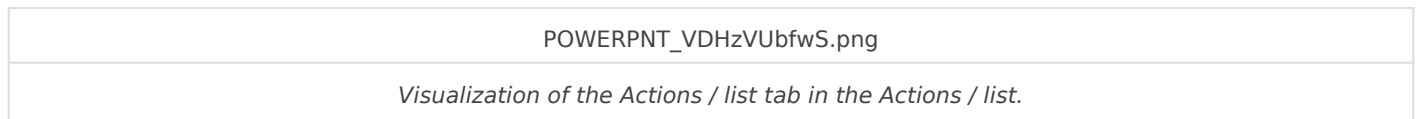
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## Actions list section

The **Actions list** section allows organizing the filtered actions, as well as editing, duplicating and deleting the desired actions.

Below you will find a description of all possible actions you can perform in the actions list section.



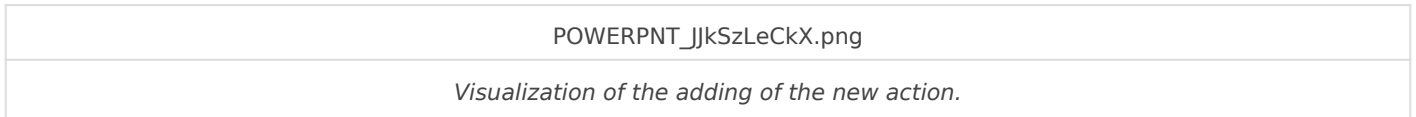
- Select the **Show X entries(1)** field to set the number of actions, displayed on one page (min 10 / max 100).
  - The names of the columns **(2)** that contain information about target actions. Each column is susceptible to sorting. To sort the records, click on the title of the column in question.
    - **ID** - Internal ID of the action.
    - **Type** - Type of the action. You can read more about types in the [Action types](#) chapter.
    - **Name** - Name of the action.
    - **Is active?** - Activity status of the action.
    - **Actions** - List of buttons with possible actions that can be done to the desired action:
      - **Edit** - Edit desired action. Editing has exactly the same actions as adding a new action, so the list of actions can be looked up at [Adding a new action](#) chapter.
      - **Duplicate** - Duplicates the actions with all its properties and content.
      - **View** - Allows to view the content of the action without the ability to edit any fields in it.
      - **Delete** - Deletes the action without the ability to restore it.
  - Select the **Add (3)** button to go to the adding the action. You can learn how to add an action in the [Adding a new action](#) chapter.
  - **Search box (4)** where you can search for the desired action by its name.
  - **Page buttons (5)**, which allows user to change the page of currently viewed actions.
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## Adding a new action

**Add** button allows users to create a new promotion action, which can be configured and prepared for very specific needs.

Below, you will find a description of all possible actions you can perform.



- **Type** - Type of the action. You can see more about action types in the [Action types](#) chapter
- **Name** - Internal name of the promotion action.
- **Description** - Description of the promotion action. This field is visible to the customer if the action "**Show description**" is assigned to the action.
- **Parameters** - JSON code used for parametrization of the action.
- **Is active?** - Activity status of the action.

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You can learn about promotion conditions in the [Conditions](#) article.

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You can learn about promotion rules in the [Rules](#) article.

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# Screenshot\_2020-04-29\_at\_19.1

## Action types

The type of action defines what activity will apply to the products when the condition is met.

# Discount from order value

Discounts entire order using percentage or amount.

## Parameters:

- **base\_prices** - promotion (default) / catalog - which prices should be affected by discount.
- **type**: percentage (default) / amount - the value of the discount is percentage or amount to remove from order value?
- **use\_default\_excluded\_list**: TRUE (default) / FALSE - use global SKUs that have been excluded globally in **Promotions > Products excluded from promotion (global)**
- **include\_paid\_gifts**: FALSE (default) / TRUE - apply discount also to paid gifts
- **exclude\_products**: array, f.x. ["12345","12346"] - list of SKUs that should be excluded from this discount. You can use "green\_point\_flag", "bestseller\_flag", "limited\_edition\_flag", "set\_flag" and "outlet\_flag" as SKUs which will include all SKUs with selected flags in excluded list. F.x. ["green\_point\_flag", "set\_flag", "01234"].
- **allowed\_products**: array, f.x. ["12345","12346"] - list of SKUs which CAN be discounted, it disabled excluded products settings (only products from this list can be discounted)
- **required\_quantity**: "all" (default) / any number - number of SKUs from list which has to be present in the order, "all" means all SKUs from list has to be present
- **multiplier\_sku\_list**: array, e.g. ["12345","12346"] - list of SKUs which quantities should be summed; result number will multiply discount value
- **multiple**: FALSE (default) / TRUE - if discount value will be multiplied

## JSON example:

```
{"type":"amount","base_prices":"promotion","allowed_products":["J0322","J0323","J0324","J0325"],
```

# Discount the cheapest product

Discounts only the cheapest products in the cart. In case there are two cheapest products in the cart with exactly the same price the promotion module chooses the first one on the list.

## Parameters:

- **type**: percentage (default) / amount - the value of the discount is percentage or amount to remove from order value?
- **prices**: "promotion" (default) or "catalog" (use one of the values) - define which product price (catalog or promotion) is to be granted a discount
- **use\_default\_excluded\_list**: TRUE (default) / FALSE - use global SKUs that have been excluded globally in **Promotions > Products excluded from promotion (global)**
- **exclude\_products**: array, f.x. ["12345","12346"] - list of SKUs which should be excluded from this discount
- **allowed\_products**: array, f.x. ["12345","12346"] - list of SKUs which CAN be discounted, it disabled excluded products settings (only products from this list can be discounted)
- **quantity\_limit** (default 1): integer - quantity which should be discounted. It can be 3 of 5 pieces of the cheapest product or 3 cheapest products (every with 1pcs) depending on the cart.

## JSON example:

```

{"type":"percentage", "prices":"promotion","exclude_products":["I1695","I1696","BB003","BB004"],

```

## Discount the most expensive product

Discounts for the most expensive single or multiple products are currently added to the cart. In case there are two most expensive products in the cart with exactly the same price the promotion module chooses the first one on the list.

## Parameters:

- **type**: percentage (default) / amount - the value of the discount is percentage or amount to remove from order value?
- **prices**: "promotion" (default) or "catalog" (use one of the values) - define which product price (catalog or promotion) is to be granted a discount
- **use\_default\_excluded\_list**: TRUE (default) / FALSE - use global SKUs that have been excluded globally in **Promotions > Products excluded from promotion (global)**
- **exclude\_products**: array, f.x. ["12345","12346"] - list of SKUs which should be excluded from this discount
- **allowed\_products**: array, f.x. ["12345","12346"] - list of SKUs which CAN be discounted, it disabled excluded products settings (only products from this list can be discounted)
- **quantity\_limit** (default 1): integer - quantity which should be discounted. It can be 3 of 5 pieces of the most expensive product or 3 most expensive products (every with 1pcs) depending on the cart.

# JSON example:

```
{"type": "percentage", "prices": "catalog", "exclude_products": ["BB012", "BB011", "I1695", "I1696", "BE
```

## Gift

Adds gift to the cart. Product that will be added to the cart must have the **GIFT** flag activated. If the product has at the same time activated **GIFT** and **GIFT OF CHOICE** flags product won't be visible.

This action doesn't have any parameters. The price of the gift is taken from the product price.

You can find more about product flags in the **[Under construction]** article

## Gift of choice

Adds to the cart the list of the gifts, that customers can choose one from.

Those gifts must have **GIFT** and **GIFT OF CHOICE** flags. The price of the gift of choice is taken from the product price.

## Parameters:

- **sku\_list**: array, e.g. ["12345", "12346"] - list of gifts SKUs (they have to be gifts). The list may also contain SKU "EMPTYGIFT", which allows the configuration of variants: gift or discount.
- **min\_cart\_value\_for\_description**: float (default: 0.00) - minimum cart value to activate these gifts, used to inform the customer and to group gifts of choice to one set (box)
- **condition\_description**: string (default: "") - condition description used instead of minimum cart value information
- **show\_inactive**: 0|1 (default: 0) - show inactive gifts group in cart
- **multiplier\_sku\_list**: array, e.g. ["12345", "12346"] - list of SKUs which quantities should be summed; result number will multiply this list of choice
- **multiplier\_divider**: integer (default: 1) - divider used in calculation of how many lists should be presented, result number is always rounded down
- **empty\_gift\_description**: if in **sku\_list** there is a gift that is not available in the catalog anymore (i.e. got removed, wrong SKU number was typed) this description will be displayed instead of the product.

- **empty\_gift\_picture**: if in **sku\_list** there is a gift that is not available in the catalog anymore (i.e. got removed, wrong SKU number was typed) this picture will be displayed instead of the product.
- **show\_missing\_amount\_when\_active\_is\_rule: RULE\_ID** - the rule will be visible (without the option to select, with the missing amount to be achieved) when the RULE\_ID rule is active. For example **show\_missing\_amount\_when\_active\_is\_rule: 6** will result in a GOC promotion to be grayed out when promotion rule 6 is active when the promotion itself is not active yet.
- **sku\_list\_stock\_track: QUANTITY** - quantity of products from sku\_list below which warning email about low stock should be sent (if service of informing about stock levels of promotional products is enabled). This functionality needs to be enabled and e-mail address has to be set in **System > System / Settings > Admin > Promotion stock warning**. Stock values are set in **System > System / Settings > E-commerce > Stocks**.
- **fallback\_sku\_list : array** - array with list of SKUs that will be used as fallback when product from sku\_list is not available. Products from fallback list are not associated with specific products from sku\_list, they will be used in order they are on the list and in quantity corresponding to quantity of products from sku\_list, which stock level dropped to 0.

## JSON example:

```
{"sku_list": ["F06881", "F94615", "F44972", "250PT", "NOGIFT"], "min_cart_value_for_description": "296"}
```

## Payed gift

Shows in the cart product that can be optionally bought by the customer usually in the promotional price **(1)**. The price of the payed gift is taken from the product price.

## Parameters:

- **sku\_list**: array, e.g. ["12345", "12346"] - list of gifts SKUs
- **min\_cart\_value\_for\_description**: float (default: 0.00) - minimum cart value to activate these gifts, used to inform the customer
- **condition\_description**: string (default: "") - condition description used instead of minimum cart value information

## JSON example:

```
{"sku_list": ["0I0811"], "min_cart_value_for_description": "899.00"}
```

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*Visualization of the payed gift in the cart*

## Free delivery

Makes that every delivery option is free of charge. This action doesn't have any parameters.

## Free payment

Makes that every payment option is free of charge. This action doesn't have any parameters.

## Show rule description

Shows the description of the promotion from **rules / list** in the cart **(2)**.

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*Visualization of the show rule description action.*

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You can learn about promotion rules in the [Rules](#) article.

## Two products for one

Takes the product from the allowed\_products parameter, and if it is in the cart, adds another same product, but for free

## Parameters:

- **use\_default\_excluded\_list:** TRUE (default) / FALSE - use global SKUs that have been excluded globally in **Promotions > Products excluded from promotion (global)**
- **exclude\_products:** array, f.x. ["12345","12346"] - list of SKUs that should be excluded from this discount
- **allowed\_products:** array, f.x. ["12345","12346"] - list of SKUs which CAN be discounted, it disabled excluded products settings (only products from this list can be discounted)
- **catalog\_price:** TRUE / FALSE (default) - set catalog price for main product
- **limit:** 0 (default) - limit of actions per cart
- **cheapest:** TRUE / FALSE (default) - priority actions from the cheapest product

## JSON example:

```
{"catalog_price":"TRUE","exclude_products":["green_point_flag","set_flag"],"limit":"50"}
```

## Enrollment set

Exact same functionality as **Gift of Choice**, but with bigger product images. Adds a list of products that customers can choose one.

## Parameters:

- **sku\_list:** array, e.g. ["12345","12346"] - list of gifts SKUs (they have to be gifts)
- **must\_to\_buy:** TRUE (default) | FALSE - one product must be purchased
- **min\_cart\_value\_for\_description:** float (default: 0.00) - minimum cart value to activate these gifts, used to inform the customer and to group gifts of choice to one set (box)
- **condition\_description:** string (default: "") - condition description used instead of minimum cart value information

## JSON example:

```
{"sku_list": ["P26885","P27300","P27714","P28172"],"must_to_buy": "TRUE"}
```

## Product as gift

Creates the button with text from the “**text**” parameter and puts it in the product catalog right next to the “**add to cart**” button. With this button, customers can buy selected products from the “**sku\_list**” parameter in the promotional price from the “**price**” parameter.

 **Warning**

Only one action of this type should exist in the altshop. Having more than one product as gift action active in the same altshop may result in unexpected behaviour.

## Parameters:

- **sku\_list**: array, e.g. ["12345","12346"] - list of product SKUs that can be chosen as a gift
- **limit**: integer (default: 1) - how many products can be chosen as a gift
- **price**: float (default: 0.00) - the price of gift added to cart
- **text**: string (default: "Choose as gift") - text on a button

## JSON example:

```
{ "sku_list" : ["36454", "87816", "77108", "37086", "26091", "20410", "87476", "27899", "70215", "66318",
```

## Prima port discount

This type of action is no longer supported since the Prima port is no longer used.

## Apply voucher discount

Applies the FIDEN2 Voucher to the product. This functionality only works when FIDEN2 functionality is turned on in **system / settings**. You can learn more about FIDEN2 in the [FIDEN2](#) article.

## Parameters:

- **use\_default\_excluded\_list**: TRUE (default) / FALSE - use global SKUs that have been excluded globally in **Promotions > Products excluded from promotion (global)**
- **include\_paid\_gifts**: FALSE (default) / TRUE - apply discount also to paid gifts
- **exclude\_products**: array, f.x. ["12345","12346"] - list of SKUs that should be excluded from this discount. You can use "green\_point\_flag", "bestseller\_flag",

"limited\_edition\_flag", "set\_flag" and "outlet\_flag" as SKUs which will include all SKUs with selected flags in the excluded list. F.x. ["green\_point\_flag", "set\_flag", "01234"].

- **allowed\_products**: array, f.x. ["12345","12346"] - list of SKUs which CAN be discounted, it disabled excluded products settings (only products from this list can be discounted)

## JSON example:

```
{"exclude_products":["85949","set_flag"]}
```

# Add or multiply loyalty points

Replaces the amount of points per product set in FIDEN2 system / settings with the new value. You can learn more about FIDEN2 in the [FIDEN2](#) article.

## Parameters:

- type: "amount" (default) / "percentage" - add points by the amount or multiply by the selected percentage

## JSON example:

```
{"type":"percentage"}
```

# Set of products

Allows to create sets of products. In those sets, it can be set that if for example, we have three products from the “**allowed product**” parameter the third product will be for free as a gift or for reduced price. It is possible to set “**set\_size**” and “**discounted\_amount**” to the same value, so every product in the set will be discounted to the “**discounted\_price**” value.

## Parameters:

- **prices**: "promotion" (default) or "catalog" (use one of values) - define which product price (catalog or promotion) is to be granted a discount
- **discounted\_price** (default "0.01"): string - discounted product price

- **allow\_same\_sku**: FALSE (default) / TRUE - allow to create pair of products with the same SKU
- **sticker** (default none): string - cms block name
- **quantity\_limit** (default 999): integer - max sets that can be created by the customer within the promotion in the cart.
- **exclude\_products**: array, f.x. ["12345","12346"] - list of SKUs that should be excluded from this discount. You can use "green\_point\_flag", "bestseller\_flag", "limited\_edition\_flag", "set\_flag" and "outlet\_flag" as SKUs which will include all SKUs with selected flags into the excluded list. F.x. ["green\_point\_flag", "set\_flag", "01234"].
- **allowed\_products**: array, f.x. ["12345","12346"] - list of SKUs which CAN be discounted, it disabled excluded products settings (only products from this list can be discounted)
- **include\_payed\_gifts**: FALSE (default) / TRUE - apply discount also to payed gifts
- **use\_default\_excluded\_list**: TRUE (default) / FALSE - use global SKUs that have been excluded globally in **Promotions > Products excluded from promotion (global)**
- **set\_size** (default 2): integer - The size of the set
- **discounted\_amount** (default 1): integer - The amount of products that will be discounted when the set is created.
- **cmsblock** (default ""): optional title of cms block with the content of promotion description pop-up

## JSON example:

```
{"prices":"catalog","discounted_price":"75","allow_same_sku":"TRUE","quantity_limit":"1","allowe
```

## Product value multiplication

Product value multiplication discounts the product according to a multiplication of its current catalog or promotional price i.e. if the multiplication is set to 10 and discount to 2 euro, the promotion will discount 2 euro for every 10 euro in the product, so a product that costs 50 euro will have 10 euro of discount.

## Parameters:

- **multiplication\_value**: value from which multiplication discount will be calculated
- **every\_sku\_separately**: TRUE/ FALSE (default) - value defines if the discount should be calculated separately for every SKU or summed up from all allowed SKUs
- **prices**: "promotion" (default) or "catalog" (use one of values) - define which product price (catalog or promotion) is to be granted a discount
- **use\_default\_excluded\_list**: TRUE (default) / FALSE - use global SKUs that have been excluded globally in **Promotions > Products excluded from promotion (global)**

- **exclude\_products:** array, f.x. ["12345","12346"] - list of SKUs that should be excluded from this discount. You can use "green\_point\_flag", "bestseller\_flag", "limited\_edition\_flag", and "set\_flag" as SKUs which will include all SKUs with selected flags into the excluded list. F.x. ["green\_point\_flag", "set\_flag", "01234"].
- **allowed\_products:** array, f.x. ["12345","12346"] - list of SKUs which CAN be discounted, it disabled excluded products settings (only products from this list can be discounted)

## JSON example:

```
{"multiplication_value":10,"prices":"catalog","allowed_products":["36454","87816","77108","3708"]}
```

# Product value multiplication - most expensive

Product value multiplication discounts the most expensive product according to the multiplication of its current catalog or promotional price i.e. if the multiplication is set to 10 and discount to 2 euro, the promotion will discount 2 euro for every 10 euro in the product, so a product that costs 50 euro will have 10 euro of discount.

## Parameters:

- **multiplication\_value:** value from which multiplication discount will be calculated
- **prices:** "promotion" (default) or "catalog" (use one of values) - define which product price (catalog or promotion) is to be granted a discount
- **use\_default\_excluded\_list:** TRUE (default) / FALSE - use global SKUs that have been excluded globally in **Promotions > Products excluded from promotion (global)**
- **exclude\_products:** array, f.x. ["12345","12346"] - list of SKUs that should be excluded from this discount. You can use "green\_point\_flag", "bestseller\_flag", "limited\_edition\_flag", "set\_flag" as SKU which will include all SKUs with selected flags into the excluded list. F.x. ["green\_point\_flag", "set\_flag", "01234"].
- **allowed\_products:** array, f.x. ["12345","12346"] - list of SKU which CAN be discounted, it disabled excluded products settings (only products from this list can be discounted)

## JSON example:

```
{"multiplication_value":10,"prices":"catalog","allowed_products":["36454","87816","77108","3708"]}
```

# Product value multiplication - cheapest

Product value multiplication discounts the cheapest product according to a multiplication of its current catalog or promotional price i.e. if the multiplication is set to 10 and discount to 2 euro, the promotion will discount 2 euro for every 10 euro in the product, so a product that costs 50 euro will have 10 euro of discount.

## Parameters:

- **multiplication\_value**: value from which multiplication discount will be calculated
- **prices**: "promotion" (default) or "catalog" (use one of values) - define which product price (catalog or promotion) is to be granted a discount
- **use\_default\_excluded\_list**: TRUE (default) / FALSE - use global SKUs that have been excluded globally in **Promotions > Products excluded from promotion (global)**
- **exclude\_products**: array, f.x. ["12345","12346"] - list of SKUs that should be excluded from this discount. You can use "green\_point\_flag", "bestseller\_flag", "limited\_edition\_flag", "set\_flag" as SKU which will include all SKUs with selected flags into the excluded list. F.x. ["green\_point\_flag", "set\_flag", "01234"].
- **allowed\_products**: array, f.x. ["12345","12346"] - list of SKUs which CAN be discounted, it disabled excluded products settings (only products from this list can be discounted)

## JSON example:

```
{"multiplication_value":10,"prices":"catalog","allowed_products":["36454","87816","77108","3708
```

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