

# Buy One Gift One (BOGO) Addon

## ***Purpose***

Similar to the familiar Buy One Get One Free type of marketing, the Buy One Gift One will bring customer back to your site where the odds of them purchasing additional products is much higher.

The addon works by defining specific BOGO Plans. A BOGO Plan can contain one or more specified products or category of products.

For each product in the plan (or products within a category), a gift certificate will be sent to the recipient for the amount of the products purchased that are in that plan (multiple coupons will be sent if products from multiple plans are purchased). The recipient can then purchase any product in the plan (or product from a category within the plan) and have the coupon amount applied as a cart discount.

Reporting on usage is also available based on the orders where a BOGO coupon has been issued.

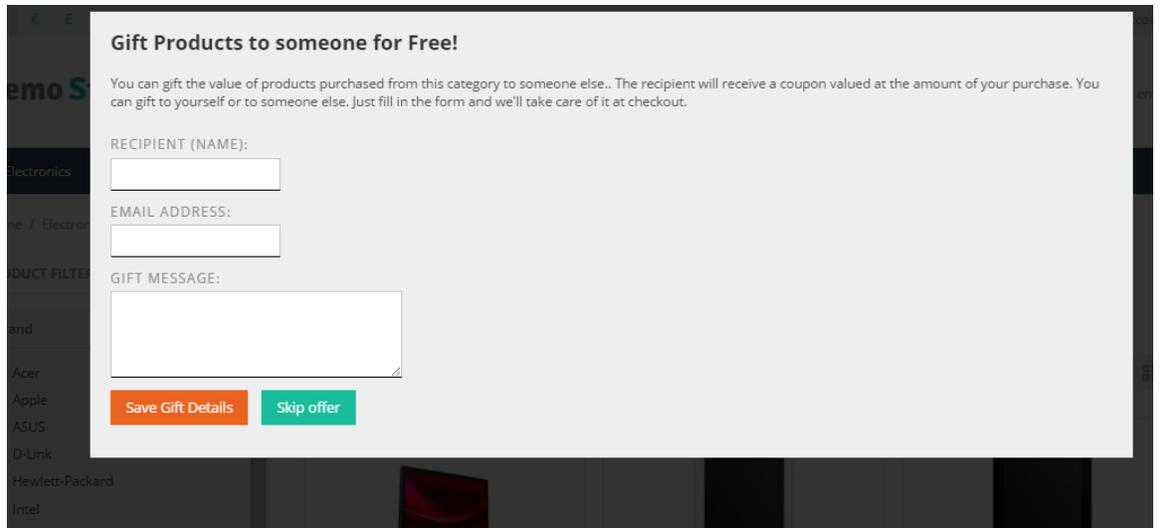
A customer can “Gift” to themselves or someone else. A pop-up is provided to designate the recipients name, email address and an optional message to be included in the email sent.

## ***Key Features***

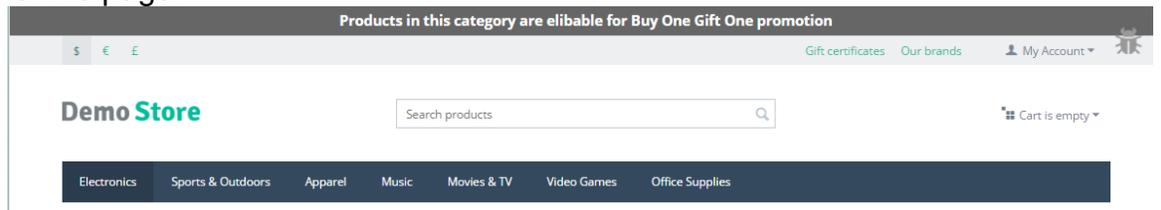
- Setup one or more BOGO plans that are active simultaneously
- Turn plans on/off as your needs change
- Custom templates per-plan if desired
- User pop-up when landing on a page where BOGO is active (product or category). Once set, will not reappear but can be changed in checkout. Each category/product that has BOGO plan enabled will have a header showing that the product/category is eligible for Buy One Gift One.

## ***Customer View/Usage***

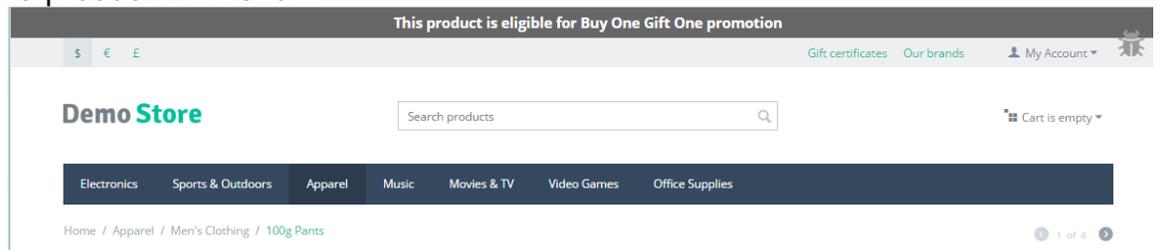
On first access to a page that is BOGO eligible, a pop-up will show informing the customer that they can gift this item (or items from this category) to themselves or someone else. If they click the “Skip Offer”, they will not see the popup again but they will have the opportunity to fill out the form again during checkout. Empty form means no BOGO offer sent.



Accessing a category in an active BOGO plan will display this header at the top of the page.



And for a product it will show:



And finally, at checkout (you can choose the section to display) a final confirmation of the recipient information and message will be displayed before order submission.

## Gift Products to someone for Free!

You can gift \$30 worth of eligible products to someone!

RECIPIENT (NAME):

foo

EMAIL ADDRESS:

foo@bar.com

GIFT MESSAGE:

Test message

SUBMIT MY ORDER

An example of an email that a customer will receive is like:

From: EZ Merchant Solutions - 1st Source IT, LLC  Reply Reply Followup Forward Archive Junk Delete More

Subject: **John Doe Sent You a Free Gift from Simtech.** 2/20/2016 11:57 AM

To: EZ Merchant Solutions - 1st Source IT, LLC 

Hey Test 6,

Yes, this is for real. No need to pinch yourself or hit 'spam' buttons. John Doe has sent you a coupon for \$30 worth of products from the following category:

[Computers](#)

In addition to the above categories, you can select from the following products:

 [100g Pants](#)

Be sure to check out all of our products at [Simtech](#) to find the perfect gift for everyone.

You can use the coupon code **SPL-9U8J-137** in your cart, or during checkout to receive your free gift(s). This offer expires on 12/31/2025 so be sure to use your coupon before then. Simply copy and paste the code and hit the arrow button next to the code to apply the value to your order.

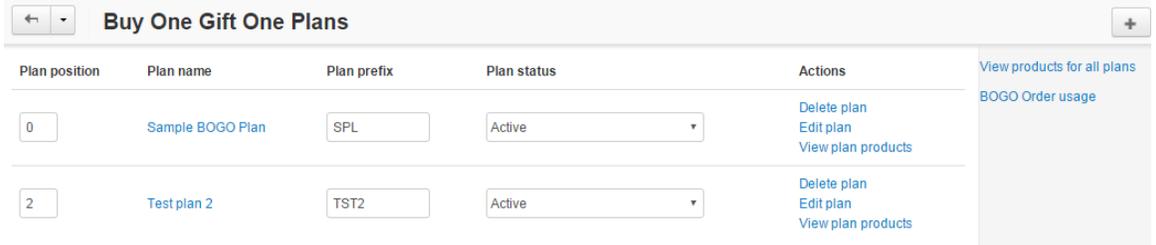
John Doe also wanted to tell you:

Single product shared between plans

Thank you for using our shopping cart.

## Admin Usage

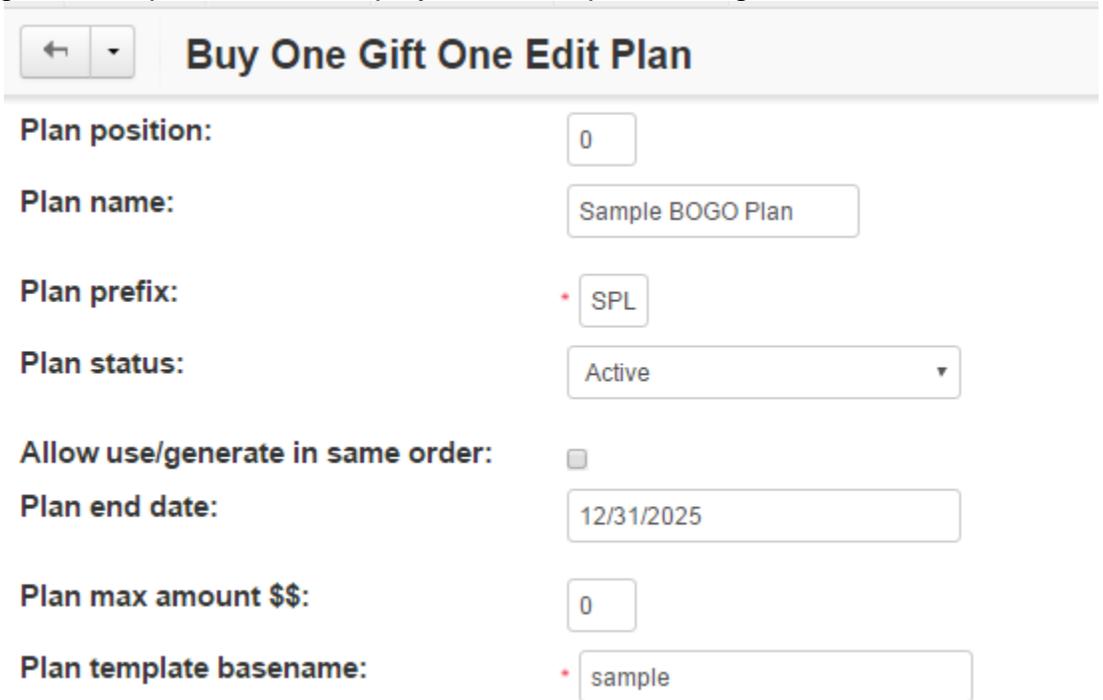
The first step is to setup a plan. A sample is provided with the addon. You can disable or delete it after you are familiar with the setup. The “Plan prefix” should be a short designation of the plan that is meaningful to you. It will be encoded as part of the coupon name and part of the coupon code. 3 characters is recommended.



Plan position	Plan name	Plan prefix	Plan status	Actions
0	Sample BOGO Plan	SPL	Active	<a href="#">Delete plan</a> <a href="#">Edit plan</a> <a href="#">View plan products</a>
2	Test plan 2	TST2	Active	<a href="#">Delete plan</a> <a href="#">Edit plan</a> <a href="#">View plan products</a>

View products for all plans  
BOGO Order usage

Clicking the ‘Edit plan’ link will display additional plan settings.



**Buy One Gift One Edit Plan**

**Plan position:** 0

**Plan name:** Sample BOGO Plan

**Plan prefix:** \* SPL

**Plan status:** Active

**Allow use/generate in same order:**

**Plan end date:** 12/31/2025

**Plan max amount \$\$:** 0

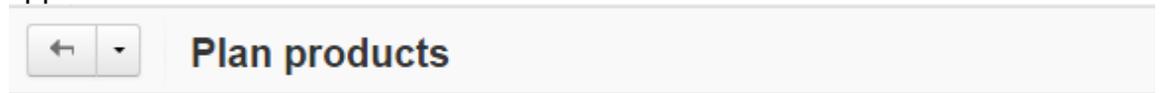
**Plan template basename:** \* sample

Note that the “Allow use/generate in same order” if set will allow a user to also send BOGO offers while using a BOGO coupon. This setting is provided for very careful use and analysis. We recommend not to check this box, but under some circumstances (like a single plan with a single product) it might be desirable.

You can also set the maximum amount for any single coupon that is generated. I.e. a customer buys \$500 worth of products from a BOGO category but you want to limit their gift to \$200 worth of merchandise.

You can also set the plan template to use specific to this plan. The 'sample' should work well for most usage. But again, flexibility is provided to customize templates for each plan if desired.

You can also view all products that are related to different plans or products included in a specific plan. Please note that overlapping products between plans should be avoided if possible. But generally the plan with the lowest position will be the plan where an overlapping product will be applied to.



### Sample BOGO Plan

#### Categories

Electronics/Computers

Electronics/Computers/Tablets

Products

Samsung Galaxy Tab 8.9 (Wi-Fi Only) - 32GB Metallic Gray

Samsung Galaxy Tab™ 8.9 (AT&T)

Samsung Galaxy Tab™ 7.0" (Verizon)

Apple® - iPad® with Retina® display Wi-Fi - 64GB - Black

Apple® - iPad® with Retina® display Wi-Fi - 32GB - White

Electronics/Computers/Desktops

Products

ASUS CP6130

ASUS CP6230

ASUS Essentio CP1130

Packard Bell OneTwo

Electronics/Computers/Laptops

Products

Series 3 15.6" Laptop

Series 7 Chronos 14" Notebook

Series 9 13.3" Laptop

Series 3 15.6" Laptop

Electronics/Computers/Monitors

Products

Acer 3D Series HN274H biiiid

LG D2342P-PN

HP 2711x 27" LED Monitor

Electronics/Computers/Networking

Products

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And of course, you can see a report of the usage. Note that multiple BOGO coupons within the same order are reported in the same line item.

In html, these are viewed on separate lines (I.e. BR tags between) and in CSV output, they are separated by semi-colons within the comma-delimited fields/columns.

Parent order	Date	Sent to	Plans	Coupon codes	Statuses	Values	Used dates	Used order IDs	Used subtotals	Used Discounts	Used totals
133	03/09/2016	tonyb@1sit.com	SPL	SPL-C5UK-133	H	\$499.00					
134	03/09/2016	tonyb@1sit.com	SPL	SPL-FYE5-134 TST2 TST2-REHU-134	H H	\$42.00 \$30.00					
136	02/17/2016	tonyb@1sit.com	SPL	SPL-1351-136	H	\$30.00					
137	03/09/2016	tonyb@1sit.com	SPL	SPL-KFTL-137	H	\$30.00					

Manage plans  
View products for all plans

**Search Commission Tracking**

Plan  
All active plans ▼

Order ID

From date

To date  
03/09/5750

Output  
Screen ▼

[Search](#)

## Installation

1. In V4 you can use the '+' icon to download and install the addon directly from your PC.
2. Click the settings icon beside the EZ Product Commissions addon and configure the settings you want. Be sure to enter the license key we sent you **exactly**. Then click Save.

This will kick-off the internal installation of the addon. You should see a green notification message indicating that several language variables were installed successfully. .

The installation is now complete.

. . .

## Customization

Templates and css can be customized. Contact us for details if you are interested.

## Contact Us

If you have any difficulty you can contact us via one of the following contact points:

- Email – [support@ez-ms.com](mailto:support@ez-ms.com)
- Phone – (503) 906-3563

We will do our best to ensure you are satisfied.