



ISS45 Advanced Promotions

How you can merchandise items, departments — or your entire store — with complete control

The ISS45 Advanced Promotions and Member Card system gives independents the ultimate in merchandising power.

With the Advanced Promotions option, ISS45's merchandising system gives your store virtually unlimited options for qualifying your shoppers for promotional rewards — and then providing them in a powerful array that's just as rich.

Developed specifically to handle even the most unusual and creative promotions used by independent grocers and regional chains, Advanced Promotions also links its built-in Member Card system that qualifies individual shoppers for customized rewards based upon points, status (silver-gold-platinum) or even shopper segments — such as baby, senior or down to individual item or department purchases.

ISS45's Advanced Promotions engine is based on the simple concept of triggers and incentives — but takes it to the ultimate degree by offering the grocer a vast array of qualifiers and possible rewards.

- **Enhanced Promotions** — provide item or department-level cents, percents, optional pricing, amounts off per pound, special messages, coupons, points and credits, BOGOs, quantity pricing and other incentives. These can be based upon item, department or order-level purchase levels with additional criteria for UPCs, mix/match groups, manufacturers, groups or individual shopper qualifications. Of course, minimum purchases, ad-loss limits and several other controls allow the grocer to micro-manage the results.
- **Group Promotions** — enable the same promotions to be taken across whatever items, categories or departments the grocer desires, with shopper rewards offered across those same groups.
- **Level Promotions** — add multiple tiers of qualifications and rewards within any promotion.
- **Loyalty** — and any Advanced Promotion can draw on ISS45's Member Card data to qualify a shopper for a given promotion, giving the grocer the key building block to enable one-to-one shopper-level promotions.

Your ISS45 Certified StoreNext Dealer will be happy to arrange a detailed demonstration of Advanced Promotions and what it can do for your merchandising program.



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