# Rapid Promo

DYNAMICS 365

CRMAKADEMİ
Dynamics Change

- ✓ RAPID PROMO is a Sales Promotion Management platform.
- ✓ The first and only Promotion&Pricing product on Microsoft Dynamics 365.
- ✓ It is a product certified by Microsoft.
- ✓ It has user-friendly and easy-to-use interfaces.
- ✓ It can be used in different countries and regions with multi-language support.
- ✓ It has an architecture that can be customized according to needs.
- ✓ It can be easily integrated with different systems.

# What is RAPID PROMO?

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- ✓ It does not require server installation, it has a cloud-based architecture.
- ✓ Campaign results are monitored in real time.
- ✓ It is integrated with customer, product and all related data in Dynamics CRM.
- ✓ Can use Dynamics CRM and Microsoft Customer Insight target lists.
- ✓ It ensures that the right product is promoted to the right target audience.
- ✓ Thanks to the advanced query infrastructure of Dynamics 365 CRM, customer and product criteria can be used in full detail.



# What is RAPID PROMO?

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Customer Voice Survey Mng

Omnichannel

Dynamics Marketing

Customer Insight

Azure Data Factory

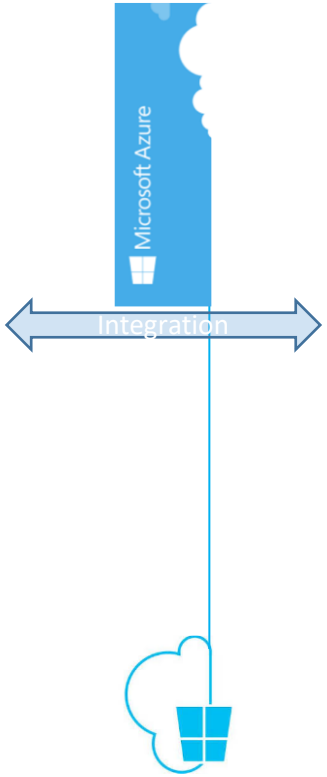
Azure Data Lake

Synaps Analytics

Power BI

Azure Data Services

RapidPromo API



Online Shopping Channels
www.myshopping.com

POS



# Dynamics 365 Cloud Architecture

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- ✓ Specific Product % or value off
- ✓ Query-based Product % or values off
- ✓ Basket % or Value Off
- ✓ Bundle Price
- ✓ Buy 1 Get 1 Free
- ✓ Buy 1 Get 1 Reduced
- ✓ Multi Buy
- ✓ Deal Price (Buy 3 Pay 2 etc)
- ✓ Free Gift
- ✓ Voucher Code Management
- ✓ Money Point Management
- ✓ Money Check Management



# Promotion Types

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- ✓ Campaign start and end timing
- ✓ Promotion approval process
- ✓ Targeted or mass promotions
- ✓ Special offers for individuals or corporates
- ✓ Ability to determine valid sales channels
- ✓ Ability to determine valid payment types
- ✓ Ability to define valid stores
- ✓ Defining special criteria for bank card types
- ✓ Ability to determine basket min / max levels
- ✓ Coupon management, use and partnerships
- ✓ Limits and restrictions (Number of promotion usage, customer participation limit)
- ✓ TIME BAND feature, Day and time definition
- ✓ Conflict rules between promotions
- ✓ Promotion results predictions and actual comparisons



# Some Features

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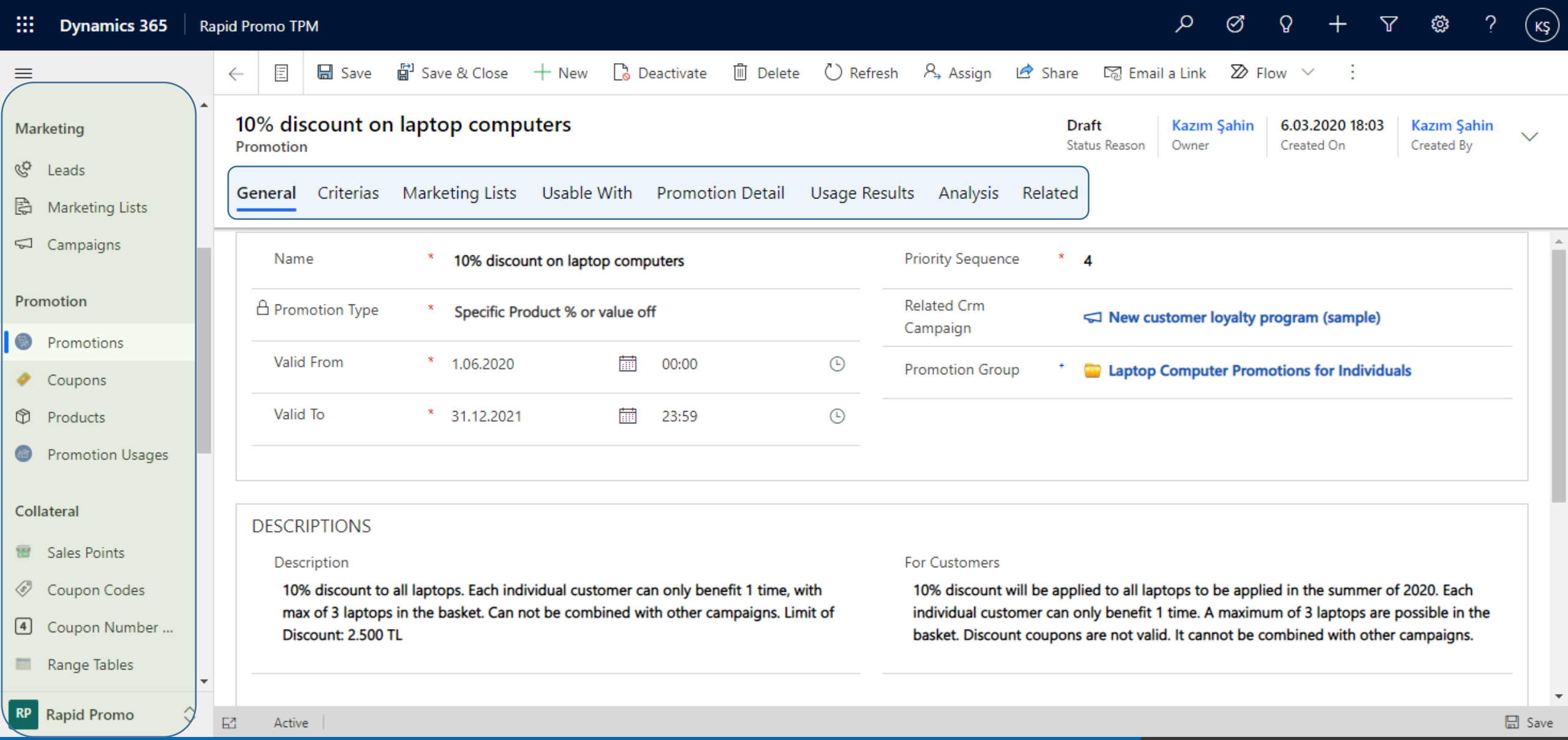




# Rapid Promo sample user interfaces

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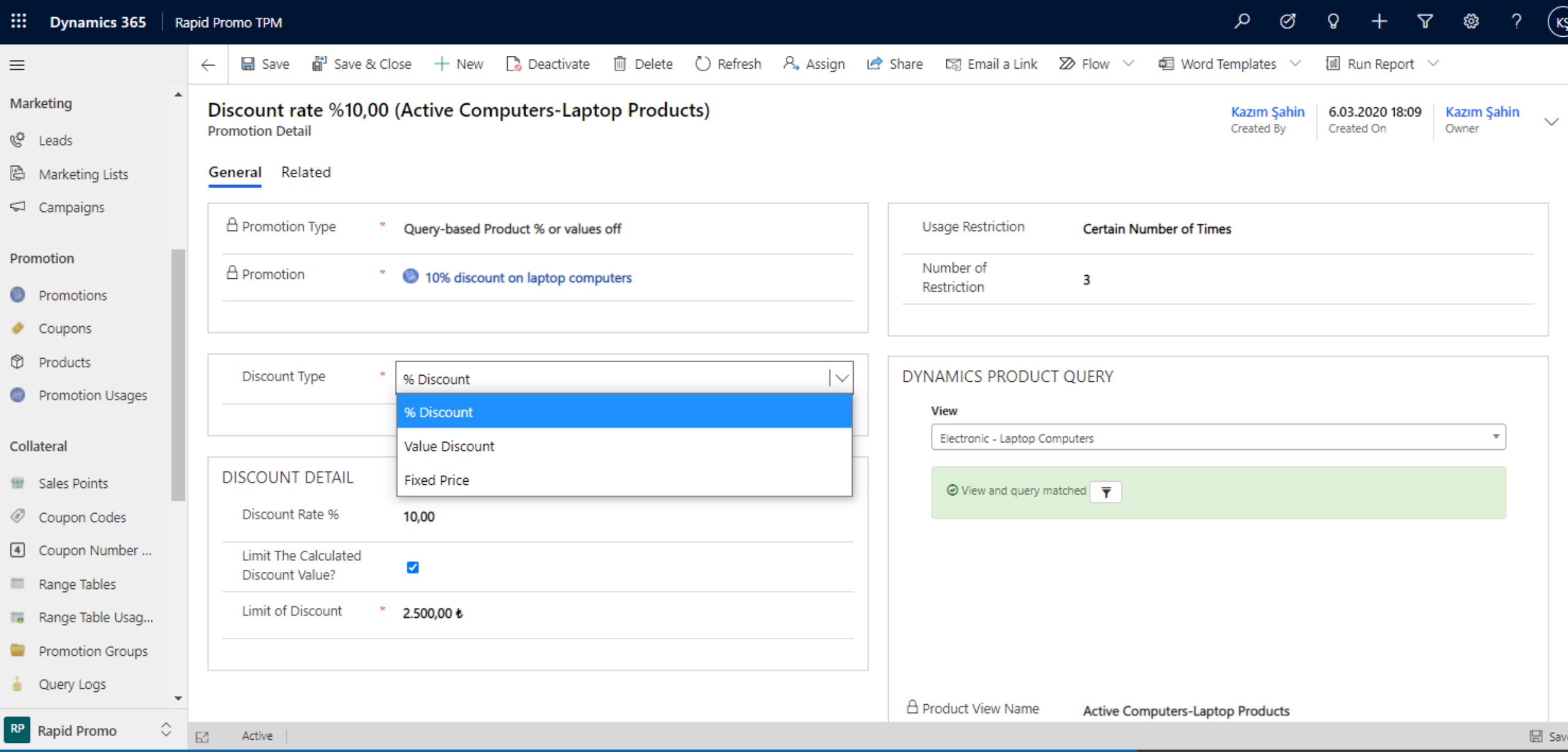




# Discount Definition

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Save | Save & Close | New | Deactivate | Delete | Refresh | Assign | Share | Email a Link | Flow | Word Templates | Run Report

Marketing Lists
Campaigns

Promotion
Promotions
Coupons
Products
Product Items
Promotion Usages

Collateral
Banks
Bank Cards
Coupon Codes
Coupon Number ...
Brands
Models
Product Categories
Promotion Groups
Query Logs
Range Tables
Range Table Usag...
Stores
Promotion Configs

Tools
Reports

Rapid Promo

## 10% discount on laptop computers

Promotion

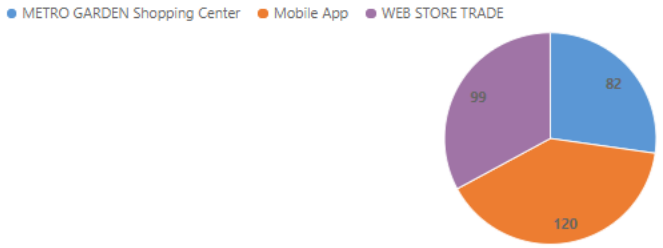
Published (Status Reason) | Kazım Şahin (Owner) | 6.03.2020 18:03 (Created On) | Kazım Şahin (Created By)

General | Criterias | Marketing Lists | Usable With | Promotion Detail | Usage Results | Analysis | Related

### Active Promotion Usages

Expand Chart

Active Promotion Usages by Stores




### Active Promotion Usages

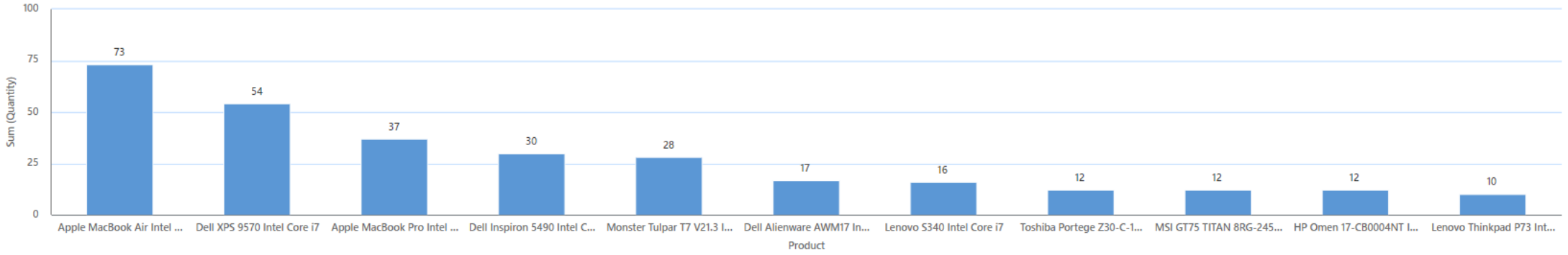
Expand Chart

Active Promotion Usages by Payment Types

### Active Promotion Usage Details

Expand Chart

Top 25: Quantity by Product




### Active Promotion Usages

Expand Chart

Promotion Usage by Usage Transaction Time

# Promotion Result Charts

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Thanks !