Intelligent Omnichannel
Promotions Engine

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NetSuite
SuitePromotions

Offer compelling omnichannel promotions that encourage conversions and customer loyalty. As the next-generation promotions engine on the NetSuite platform, SuitePromotions provides a solid foundation to create promotions that are functionally rich, flexible and scalable. With SuitePromotions, merchants can offer omnichannel promotions across all sales channels—store, online, contact centers, sales orders—to provide a seamless and rewarding brand experience.

Key Benefits

- Single tool creates promotions for all sales channels, providing a seamless brand experience.

- Supports numerous types of promotions to drive revenue and increase customer loyalty.

- New user interface makes it easier and quicker to create promotions, no matter how complex.

- Improved performance delivers faster application of promotion to the transaction.

SuitePromotions

SuitePromotions provides merchants the flexibility to apply multiple promotions to a single order. You have complete control to pick which promotions to stack and which to keep exclusive. In addition, best offer logic and auto-apply intelligence ensures that shoppers get the best available offer and experience. With this functionality, when multiple promotions are available, SuitePromotions will smartly choose which promotion(s) the transaction is eligible for and apply it automatically.

Promotion types supported with SuitePromotions include:

- Order level promotions (percent or flat discount)

- Minimum order amount promotions

- Item-specific promotions (percent or flat discount, fixed price)

- Item category/Attribute-based promotions

- Shipping promotions (free, calculated on net, multiple ship-to addresses)

- Buy X, Get X promotion (free, percentage, flat discount, fixed price)

- Buy X, Get Y promotion (free, percentage, flat discount, fixed price)

- Customer category promotions

- Customer-specific promotions

- Customer group promotions

- Website-specific promotions

- Location-specific promotions

- Usage limit promotions (once or multiple use)

- Date-specific promotions

- Automatically add free gift