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# INFOTRAX PROMOTIONS CONFIGURATION MANAGER

A new solution for  
configuring and  
managing e-commerce  
promotions

DataTrax is now bundled with the Promotions Configuration Manager—a new framework giving MLM and Party Plan companies everything they need to configure and run e-commerce promotions.



Ever changing promotional rewards have become a fundamental sales strategy in the MLM and Party Plan industry. Holiday discounts, purchasing rewards announced through social media, sales that target certain groups at certain times—all of these demand enterprise software that is flexible and fast. Until now, direct sales companies have had to depend on and wait for their software provider to program the promotions they need.

 In answer, InfoTrax has developed the Promotions Configuration Manager (PCM), a DataTrax module that supports setup and management for many of the most popular direct selling promotions.

## The Promotion Configuration Manager provides:

- » Online Promotion redemption
- » Integration with Evo
- » Easy setup with flexible selection criteria
- » Support for promo codes
- » Integration with the DataTrax points module
- » Framework for building custom promotions

## Online Promotion redemption

Integrated with Evo, our distributor app and e-commerce platform, PCM makes it easy to reward distributors for sales activity, such as the purchase of certain products you need to move or a personal volume amount reached on an order.



## Easy setup with flexible selection criteria

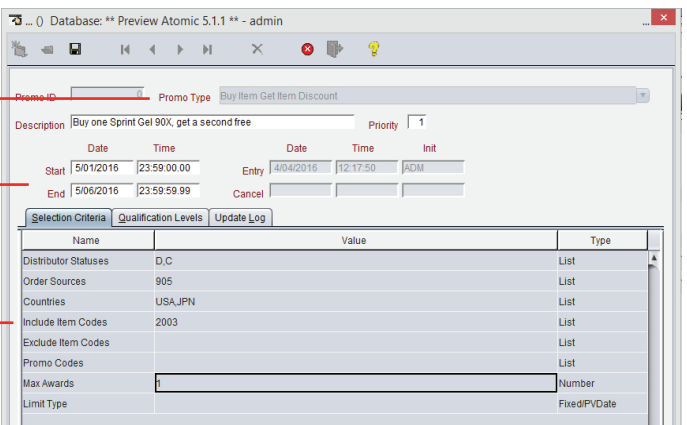
A walk-through of the promotion set up process demonstrates how easy it is:

- » A discount applied to the full order—a fixed monetary amount, a percentage off, or a price level that represents the discount.
- » Free items, such as a buy-one-get-one-free promotion or a free product for a distributor's first order.
- » Discounts on specific items, such as a buy-one-get-a-percentage-off-another.
- » Free or discounted shipping—a fixed monetary amount, a percentage off, or a shipping level that represents the discount.

Select promo type you want

Specify when it will start and end

Use the selection criteria to specify what it will do



Name	Value	Type
Distributor Statuses	D.C	List
Order Sources	905	List
Countries	USA,JPN	List
Include Item Codes	2003	List
Exclude Item Codes		List
Promo Codes		List
Max Awards	1	Number
Limit Type		Fixed/PVDate

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## Support for promo codes

With PCM's Promo Code option, companies can run promotional codes for customers to use during the ordering process. For example, the promo code "THANKS" could go out to customers via social media or email so they can use it to save an extra 30 percent on Thanksgiving weekend orders.

## Integration with the DataTrax points module

PCM integrates with the DataTrax points module, so distributors can earn and use points as part of a promotion. For example, a Party Plan company could set up a promotion awarding 50 extra points to every distributor who purchases a certain product during the next 30 days.

## Framework for building custom promotions

Along with a library of ready-to-use promotions, PCM comes with simple macros that can be used to build custom promotions or modify an existing promotion in the library. A company no longer has to wait two or more weeks for a software provider to do this work—its own tech teams can create just the right promotion at any time on the fly.

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## Conclusion

With the new Promotions Configuration Manager module, DataTrax continues to prove itself as the enterprise software solution for MLM and Party Plan companies. Understanding the changing needs of direct selling—and providing solutions to meet those needs—has always been part of the InfoTrax promise. Contact us today to learn how InfoTrax could bring promotion flexibility to your company.

## Contact us

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