

Pricing, Offers, and Promotions

Seamlessly integrate advanced pricing and promotion capabilities into your technology with Broadleaf's Composable services.



Discounting



Coupon Codes



Eligibility Rules



Personalized Marketing



Advanced Merchandising



Price Lists



Free Offer Criteria



Combinability and Stacking

Discounting

- \$ or % off with offer criteria
- BOGO (Buy-x Get-y discounts)
- Order, item, and shipping promotion types

Coupon Codes

- Use shared codes like "SummerHaul"
- Generate unique one-time or multi-use codes
- Require code use by a specific customer

Eligibility Rules

- Restrict to specific item or order criteria
- Limit to specific dates and times
- Usage controls by cart / customer / overall

Personalized Marketing

- Ad targeting based on customer, order, and cart conditions
- In-cart and on-page market messaging rules
- API-based content targeting to any integrated system

Advanced Merchandising

- Vouchers toward next visit
- Bundle products for a fixed price
- Tiered Offers

Price Lists

- Sale, retail, and contracted pricing
- Currency conversions and geographic considerations
- Explicit or formula based item pricing

Free Offer Criteria

- Buy one get one free
- Auto-add free gift to cart with purchase
- Free shipping rule sets

Combinability and Stacking

- Intuitive, best offer wins by default
- Support for always stack offers (such as loyalty discounts)
- Granular control of how offers can be combined