



Pricing Rules Applications

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BOX OFFICE AND PATRON SERVICES MANAGER

FSCJ ARTIST SERIES

Types of Pricing Rules

- ▶ Covered in this presentation:
 - ▶ Product Only
 - ▶ Product Volume
 - ▶ Buy One Get One
 - ▶ Add On

- ▶ Not covered in this presentation:
 - ▶ Multiple Price Type
 - ▶ Seat Volume

Product Only

- ▶ Switch ticket price based on constituency
 - ▶ Subscriber/member discounts

Pricing Rule	Constituent Criteria *	Messaging *
General		
Description: AS Subscriber discount	<input type="checkbox"/> Inactive	Id: 1
Type: Product Only	Start Date/Time: 5/20/2016 10:12 AM	
Category: Subscriber	End Date/Time: 6/30/2017 11:59 PM	
Appeals: (all)	Maximum Seats: 999,999	
Sources: (all)	<input type="checkbox"/> Exclude General Public	<input type="checkbox"/> Apply Rule Once Per Order Only
Created 5/20/2016 10:23:29 by hmarch at ARTSUSER2 Modified 5/20/2016 10:23:29 by hmarch		
Action		
Mode: Price Type Change		
New Price Type: AS Subscriber		
Criteria		
For each of these 76 Performances ... <input type="checkbox"/> All Products		
at these price types (1 value selected)		
Apply the rule		
to a maximum of 999,999 seats		

Pricing Rule	Constituent Criteria *	Messaging *
Criteria	Operator	Values
Constituency	in	(6 values selected)
		<input checked="" type="checkbox"/> Angel
		<input checked="" type="checkbox"/> Benefactor
		<input type="checkbox"/> Camp Broadway
		<input type="checkbox"/> Church Groups
		<input type="checkbox"/> Community Groups
		<input type="checkbox"/> Corporate Groups

Pricing Rule	Constituent Criteria *	Messaging *
Message Type	Message	
(orders window)	Thank you for supporting the FSCJ Artist Series! We have applied your subscriber discount to your purchase.	

Thank you for supporting the FSCJ Artist Series! We have applied your subscriber discount to your purchase.	
Close	

Product Only – subscriber parking

- ▶ Switch ticket price based on constituency
 - ▶ Parking – Parking Sub
 - ▶ One has order fee associated, other does not

General

Description: 17-18 Subscriber Parking Inactive Id: 16

Type: Product Only

Category: Subscriber

Appeals: (all)

Sources: (all)

Exclude General Public Apply Rule Once Per Order Only

Start Date/ Time: 1/30/2017 03:05 PM

End Date/ Time: 9/30/2018 11:59 PM

Maximum Seats: 999,999

Created 1/30/2017 15:09:33 by fmurillo at ARTSUSER21 Modified 1/30/2017 15:09:33 by fmurillo

Action

Mode: Price Type Change

New Price Type: Parking Sub

Criteria

For each of these 40 Performances All Products

at these price types (1 value selected)

Apply the rule

to a maximum of 99 seats

Criteria	Operator	Values	Created / Modified
Constituency	in	(6 values selected)	Created: 5/20/2017
		<input checked="" type="checkbox"/> Angel	
		<input checked="" type="checkbox"/> Benefactor	
		<input type="checkbox"/> Camp Broadway	
		<input type="checkbox"/> Church Groups	
		<input type="checkbox"/> Community Groups	
		<input type="checkbox"/> Corporate Groups	

Product Only – Discounted Packages

- ▶ Special Pricing for anyone given a discount code
 - ▶ Sponsor members

Description: 17-18 Vystar Sub Discount **Inactive** **Id:** 20

Type: Product Only **Start Date/Time:** 5/10/2017 09:14 AM

Category: Discount **End Date/Time:** 9/30/2018 10:00 AM

Appeals: (1 value selected) **Maximum Seats:**

Sources: (1 value selected) **Exclude General Public** **Apply Rule Once Per Order**

Created 5/10/2017 09:17:01 by hmarch at ARTSUSER2 Modified 5/10/2017 09:17:01 by hmarch

Action

Mode: Price Type Change

New Price Type: Subscriber - Loyalty

Criteria

For each of these: 8 Packages **All Products**

at these price types: (1 value selected)

Apply the rule

to a maximum of: 99 seats

Product Volume

- ▶ “Create Your Own” Package
 - ▶ Tiered discounts based on # of shows purchased

General

Description: Inactive Id: 10

Type: Product Volume

Category:

Appeals:

Sources:

Exclude General Public

Start Date/Time:

End Date/Time:

Maximum Seats:

Created 9/19/2016 12:25:23 by hmarch at ARTSUSER2 Modified 9/19/2016 12:25:23 by hmarch

Action

Mode: Price Type Change

New Price Type:

Criteria

Purchase to products

of these All Products

at these price types

Apply the rule

to a maximum of seats per product

Apply discount to lowest common number of seats

Action

Mode: Price Type Change

New Price Type:

Criteria

Purchase to products

of these All Products

at these price types

Apply the rule

to a maximum of seats per product

Apply discount to lowest common number of seats

Message Type	Message
<input type="text" value="(TNEW Cart)"/>	Thank you for your support! We have applied the discount for selecting 5 or more shows!
(orders window)	Thank you for your support! We have applied the discount for selecting 5 or more shows!

Product Volume

► Messaging/Upsell

Action
Mode: Message Only
Criteria
Purchase <input type="text" value="2"/> to <input type="text" value="2"/> products
of these <input type="text" value="63 Performances"/> ... <input type="checkbox"/> All Products
at these price types <input type="text" value="(1 value selected)"/>

Message Type	Message
(orders window)	Select just one more show and save up to 10% on all 3!
(TNEW Cart)	Select just one more Beyond Broadway show and save up to 10% on all 3! Click Continue Shopping below. The discount will be applied automatically!

Action
Mode: Message Only
Criteria
Purchase <input type="text" value="4"/> to <input type="text" value="4"/> products
of these <input type="text" value="64 Performances"/> ... <input type="checkbox"/> All Products
at these price types <input type="text" value="(1 value selected)"/>

Message Type	Message
(TNEW Cart)	Thank you for your support! We have applied the discount for selecting 5 or more shows!
(orders window)	Thank you for your support! We have applied the discount for selecting 5 or more shows!

Buy One Get One

- ▶ Buy One Ticket, Get One Ticket for \$16
 - ▶ Setup discount as normal:
 - ▶ Create source, Add new price type, Add entry to TR_WEB_SOURCE_NO, add offer to MOS
 - ▶ Add pricing rule:

General

Description: MTM \$16

Type: Buy One Get One

Category: Discount

Appeals: (1 value selected)

Sources: (1 value selected)

Inactive

Id: 19

Start Date/Time: 3/24/2017 09:07 AM

End Date/Time: 6/30/2017 12:00 AM

Maximum Seats: 99,999

Exclude General Public

Apply Rule Once Per Order Only

Created 3/24/2017 09:09:29 by hmarch at ARTSUSER2 Modified 3/24/2017 09:09:29 by hmarch

Action

Mode: Price Type Change

New Price Type: Discount

Criteria

For each of these 6 Performances ... All Products

for every 2 seats

at these price types (1 value selected)

Apply the rule

to 1 of those seats

to a maximum of 5 seats

Add On

- Buy a Package, Add On Season Special at a Discount

Description: Book of Mormon **Inactive** **Id:** 6

Type: Add On **Start Date/Time:** 5/25/2016 03:27 PM

Category: Subscriber **End Date/Time:** 1/22/2017 11:59 PM

Appeals: (all) **Maximum Seats:**

Sources: (all)

Exclude General Public

Created 5/25/2016 15:29:17 by fmurillo at ARTSUSER21 Modified 5/25/2016 15:29:17 by fmurillo

Action

Mode: Price Type Change

New Price Type: AS Subscriber

Criteria

For any of these 8 Packages ... **All Products**

purchase 1 to 999,999 seats

at these price types (2 values selected)

Apply the rule

to any of these 8 Performances ... **All Products**

at these price types (3 values selected)

to a maximum of 8 seats per product

Add to Pricing Rule Set

Pricing Rule Set

2016-2017

Description: 2016-2017 Control Group: (Default Control Group) Inactive

Pricing Message Only

Category Filter: (None) Search Pricing Rules: X

Currently Active Rules: 7

Available Pricing Rules		0 Selected	
Description	Category		
Book of Mormon	Subscriber		
Capitol Steps Group10+	Group		
Package 3+	Package		
Package 5+	Package		

Associated Pricing Rules		0 Selected	
Description	Rank		
17-18 Vystar Sub Discount	1		
17-18 Subscriber Parking	2		
AS Subscriber Broadway	3		
MTM \$16	4		
AS Subscriber discount	5		
Subscriber Parking	6		

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- ▶ Awesome Documentation

- ▶ http://www.tessituranetwork.com/Help_System_v125/Content/Pricing%20Rules/Pricing%20Rules.htm

- ▶ Or contact me:

- ▶ Helen March

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