



# PRICING RULES IN ACTION

*COOKING WITH CRITERIA*

PRESENTER

Paul Callas : Tessitura Network



# Today's Menu

- Pricing Rules in Action
- Recipes
  - VIPs
  - BOGOs
  - Bonus Stuff
  - Buying in Bulk
  - Family Style
- Audience Requests



# Pricing Rules in Action: Price Changes & Messages

Tessitura !!V12.5!! - [Order No: 2355]

File GoTo Orders Tools Window Help

Order Details Product Catalog Seat Map QuickSale Order History

Level: User  
Memb. Expiration: Be  
Entered: Ticke  
14-Month Giving: **\$0.00** On Acco

Would you like to save time and purchase parking now? Would you like to hear about our dinner packages?  
[Close](#)

Owner: <Gen.Public> Source: Solicitor: ksheehan Delivery: Hold at Box Off  
Order #: 2355 Date: 07/28/2015 MOS: Phone Channel: Phone Center Pmt Schedule: No  
Initiator: Category: (none) Alt Address: No  
Notes:

Line Items Sub Line Items Fees Contributions Custom Data

Pkg Code	Perf Code	Description	Product Date	Price Type	Zone	Pur	Pur Amt	Ret	Ret Amt	Std	AU	SR	Source
****	BOOK1	Book of Mormon	Sat, 5/16/2015 8:00 PM	*mixed*	FORCH	2	110.00	0	0.00	0		0	



# Pricing Rules in Action: Checking Your Rules

- SLIs

Sub Line Items	Fees	Contributions		Custom Data						
Description	Product Date	Price Type	Zone	Section	Row	Seat	Tkt Amt	Status	Rule	
<b>Book of Mormon</b>	<b>Tue, 5/19/2015 8:00 PM</b>	Comp	FORCH	FORCH	D	9	0.00	SUP	R	
<b>Book of Mormon</b>	<b>Tue, 5/19/2015 8:00 PM</b>	Adult	FORCH	FORCH	D	11	50.00	SUP	Q	

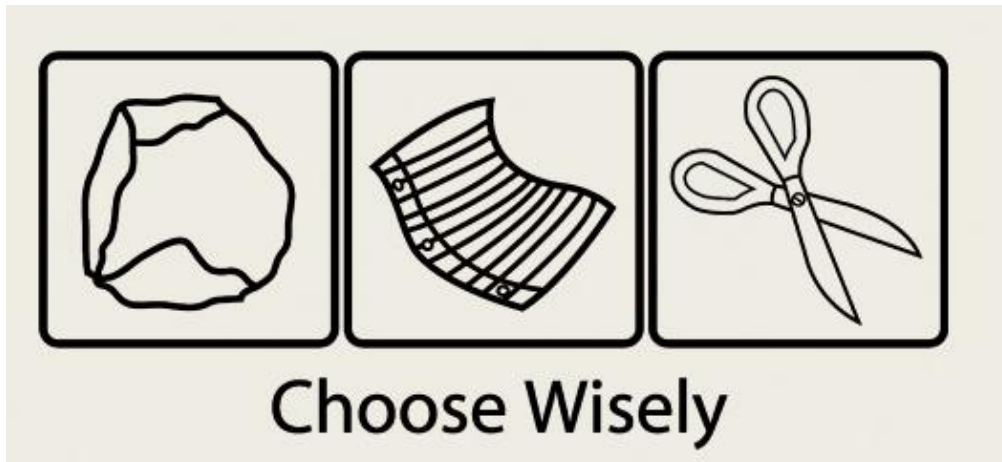
- Show Pricing Rules

Order Pricing Rules							
Rule Indicator	Pkg Code	Perf Code	Description	Date	Zone	Price Type	Seat Count
<b>Parking and Dinner Suggestion</b> Would you like to save time and purchase parking now? Would you like to hear about our dinner packages?							
<b>Buy One Get One Free</b> Buy one get one free applied							
Qualifying		BOOK3	Book of Mormon	Tue, 5/19/2015 8:00 PM	FORCH	Adult	1
Resulting		BOOK3	Book of Mormon	Tue, 5/19/2015 8:00 PM	FORCH	Comp	1



# Pricing Rules in Action: Discounts and Manual Edits

- Discount first = no rules
- Rule first = no discounts
- Manual edits always trump rules







Let's  
get  
Cooking!



# VIP Deals: Members

- Members receive a 20% discount on tickets, including when purchasing a membership





# VIP Deals: Members

ricing Rule    Constituent Criteria    Messaging

**General**

Description: Member Discount     Inactive    Id: 1034

**Type: Product Only**    Start Date/Time: 6/1/2015 02:42 PM

Category: General Discounts    End Date/Time:

Appeals: (all)    Maximum Seats:

Sources: (all)     Exclude General Public     Apply Rule Once Per Order Only

Created 6/1/2015 14:43:53 by ksheehan at KSHEEHAN-TN Modified 6/1/2015 14:43:53 by ksheehan

**Action**

Mode: Price Change

Discount Amount: 20.00  Is Percent    Round To: 2     Respect Minimum Price

- Type: Product Only
- Action: Price Change, 20%



# VIP Deals: Members

**Criteria**

For each of these  ...  **All Products**

at these price types (1 value selected)


**Apply the rule**

to a maximum of  seats

- Products: All products
- Price Types: Full price
- Max: 4 tickets per order



# VIP Deals: Members

Criteria	Operator	Values	Created / Modified
Constituency	in	(1 value selected) 	
		<input checked="" type="checkbox"/> Member	
		<input type="checkbox"/> DEMO Constituents	
		<input type="checkbox"/> VIP	

- **Constituent Criteria: Constituency**
- **Value: Member**
- **TIP: Virtual Member constituency will apply whenever a membership is in the cart**



## VIP Deals: Subscribers

- Subscribers receive 10% off additional single tickets to subscription shows.
  - £2 Facility Fee price layer should not be discounted





# VIP Deals: Subscribers

**Pricing Rule**    Constituent Criteria    Messaging

**General**

Description: Subscriber Discount     Inactive    Id: (new)

Type: Product Only    Start Date/Time: 6/2/2015 02:17 PM

Category: Promotional Discounts    End Date/Time:

Appeals: (all)    Maximum Seats:

Sources: (all)

Exclude General Public     Apply Rule Once Per Order Only

**Action**

Mode:  Price Change     Price Type Change     Message Only

Discount Amount: 10.00     Is Percent    Round To: 2     Respect Minimum Price

- Type: Product Only
- Action: Price Change, 10%
  - Respect Minimum Price



# Percentage Discounts and Multiple Layers

- To leave a price layer out of pricing rule edits and still calculate discounts against the **TOTAL** ticket price:
  - Set min price = default price
  - Set rule to **Respect Minimum Price**
  - **DO NOT** set price layer type to **Exclude from Pricing Rules**



# VIP Deals: Subscribers

**Criteria**

For each of these   All Products

at these price types

**Apply the rule**

to a maximum of  seats

- Products: Subscription show production seasons
- Price Types: Full
- Max: 4 seats per order



# VIP Deals: Subscribers

Criteria	Operator	Values	Created / Modified
Constituency	in	(1 value selected) <input checked="" type="checkbox"/> Subscriber <input type="checkbox"/> Ticket Buyer <input type="checkbox"/> Press	Created: 2/20/2015 15:52:16 by ksheel Modified: 2/20/2015 15:52:16 by ksheel

- **Constituent Criteria: Constituency**
- **Value: Subscriber**



## BOGO: Buy One Get One Free

- Buy one ticket get one free, limit two free tickets per order
  - Offer capped at 150 total comp seats





# BOGO: Buy One Get One Free

**Pricing Rule**    Constituent Criteria    Messaging

**General**

Description: Buy One Get One Free     Inactive    Id: (new)

**Type:** Buy One Get One     Start Date/Time:

**Category:** Promotional Discounts     End Date/Time:

**Appeals:** (all)     Maximum Seats:

**Sources:** (all)     Exclude General Public     Apply Rule Once Per Order Only

**Action**

**Mode:**  Price Change     Price Type Change     Message Only

**New Price Type:** Comp

- Type: Buy One Get One
- Action: Price Type Change
- Maximum Seats: 150



# BOGO: Buy One Get One Free

## Criteria

For each of these  ...  All Products

for every  seats

at these price types

## Apply the rule

to  of those seats

to a maximum of  seats

- Products: 4 targeted performances
- Price Type: Full
- Ratio: For every 2 discount 1
- Max: 2 comps per order



# BOGO: Buy One Get One Free Subscriptions

- Buy one subscription get one subscription free
  - Limited to Tier 3 seats
  - One free subscription per order
  - Open to recipients of promotional email only





# BOGO: Buy One Get One Free Subscriptions

**Pricing Rule**    Constituent Criteria    Messaging

**General**

Description: BOGO Subscriptions     Inactive    Id: (new)

Type: Buy One Get One    Start Date/Time: 7/20/2015 03:29 PM

Category: Promotional Discounts    End Date/Time:

Appeals: (all)    Maximum Seats:

Sources: (all)

Exclude General Public     Apply Rule Once Per Order Only

**Action**

Mode:  Price Change     Price Type Change     Message Only

New Price Type: Comp

- Type: Buy One Get One
- Action: Price Type Change
- Apply Rule One Per Order Only



# BOGO: Buy One Get One Free Subscriptions

**Criteria**

For each of these  ..  All Products

for every  seats

at these price types

**Apply the rule**

to  of those seats

to a maximum of  seats

- Products: 1 Season/Pkg type and 1 price zone
- Ratio: For every 2 discount 1
- Max: 1 comp per order



# BOGO: Buy One Get One Free Subscriptions

Pricing Rule		Constituent Criteria *		Messaging	
Criteria	Operator	Values		Created / Modified	
Promoted Appeal and Source	in	<b>Appeals:</b> (1 value selected)			✖
		<b>Sources:</b> (all)			

- **Constituent Criteria: Promoted Appeal and Source**
- **Values: BOGO Promotion Appeal, all sources in appeal (because we are tracking multiple segments in appeal)**



# Bonus Stuff: Free Parking

- Purchase a subscription package before May 1st and receive a free parking package

**FREE**



**Parking**



# Bonus Stuff: Free Parking

**Pricing Rule**    Constituent Criteria    Messaging

**General**

Description: Free Parking Pkg     Inactive    Id: (new)

Type: Add On    Start Date/Time: 7/20/2015 04:19 PM

Category: Promotional Discounts    End Date/Time: 4/30/2016 11:59 PM

Appeals: (all)    Maximum Seats:

Sources: (all)

Exclude General Public

**Action**

Mode:  Price Change     Price Type Change     Message Only

New Price Type: Comp

- Type: Add On
- Action: Price Type Change
- End Date: 4/30 11:59 PM



# Bonus Stuff: Free Parking

## Criteria

For any of these 1 Package Type ...  All Products

purchase 1 to 999 seats

at these price types (all)

## Apply the rule

to any of these 1 Package Type ...  All Products

at these price types (all)

to a maximum of 1 seats per product

- Qualifying Product: Subscription season/pkg type
- Qualifying Ticket Count: 1 to 999
- Result Product: Parking season/pkg type
- Max: 1 ticket



## Bonus Stuff: Free Drinks

- Receive one free drink per ticket purchased





# Bonus Stuff: Free Drinks

Pricing Rule	Constituent Criteria	Messaging
<b>General</b>		
<b>Description:</b> Free Drinks	<input type="checkbox"/> Inactive	<b>Id:</b> (new)
<b>Type:</b> Add On	<b>Start Date/Time:</b> 7/21/2015 10:49 AM	
<b>Category:</b> General Discounts	<b>End Date/Time:</b>	
<b>Appeals:</b> (all)	<b>Maximum Seats:</b>	
<b>Sources:</b> (all)		
<input type="checkbox"/> Exclude General Public		
<b>Action</b>		
<b>Mode:</b> <input type="radio"/> Price Change <input checked="" type="radio"/> Price Type Change <input type="radio"/> Message Only		
<b>New Price Type:</b> Comp		

- Type: Add On
- Action: Price Type Change



# Bonus Stuff: Free Drinks

**Criteria**

For any of these  ...  All Products

**purchase**  to  **seats**

at these price types

**Apply the rule**

to any of these  ...  All Products

at these price types

**to a maximum of**  **seats per product**

- Qualifying Product: 1 production season
- Qualifying Ticket Count: 1 to 1
- Result Product: 1 drink voucher per
- Max: 1 ticket



# Bonus Stuff: Free Drinks

**Criteria**

For any of these 1 Production Season ...  All Products

**purchase** 2 to 2 **seats**

at these price types (all)

**Apply the rule**

to any of these 1 Performance ...  All Products

at these price types (all)

**to a maximum of** 2 **seats per product**

- Copy the rule
- Increase the qualifying count and max
- Repeat for as high as you want to go with the ticket count



# Bonus Stuff: Free Drink Messaging

Pricing Rule	Constituent Criteria	Messaging *	Inactive	Created / Modified
(orders window)		Add free drink vouchers, 1 per ticket.	<input type="checkbox"/>	

(TNEW Cart)	Edit Text
	Have a drink on us! Click <b>&lt;a&gt;</b> <code>href="http://express.tessituranetwork.com/v6v125/single/PSDetail.aspx?psn=1024"&gt;</code> ; here <b>&lt;/a&gt;&lt;/b&gt;</b> to add a free drink voucher to your cart; limit 1 voucher per ticket purchased.

- Action: Message Only
- Rule Type: Product Only
- Qualifying Product: Same Production Season



## Buying in Bulk: Festival Packs

- Buy more, save more! Purchase 3 festival shows, get 10% off. 4 shows, get 15% off. 5 or more, get 20% off.





# Buying in Bulk: Festival Packs

**Pricing Rule**    Constituent Criteria    Messaging

**General**

Description: Festival Pack     Inactive    Id: (new)

Type: Product Volume    Start Date/Time: 7/21/2015 12:03 PM

Category: General Discounts    End Date/Time: [ ]

Appeals: (all)    Maximum Seats: [ ]

Sources: (all)

Exclude General Public

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**Action**

Mode:  Price Change     Price Type Change     Message Only

Discount Amount: 10.00     Is Percent    Round To: 2     Respect Minimum Price

- Type: Product volume
- Action: Price Change
- Discount: 10%



# Buying in Bulk: Festival Packs

## 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

- Qualifying product count: 3 to 3
- Qualifying products: Festival prod season
- Max: 3



# Buying in Bulk: Festival Packs

**Action**

Mode:  Price Change  Price Type Change  Message Only

Discount Amount:   Is Percent Round To:   Respect Minimum Price

**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

- Copy the rule
- Increase the discount
- Increase the qualifying product count
- Repeat for 5 or more products



# Buying in Bulk: Festival Pack Messaging

Pricing Rule	Constituent Criteria	Messaging *	Inactive	
(orders window)		Purchase 3 shows 10% discount. Purchase 4 shows for a 15% discount. Purchase 5 or more for a 20% discount.	<input type="checkbox"/>	✘
(TNEW Cart)		Build a Festival Pack! Purchase 3 shows for a 10% discount. Purchase 4 shows for a 15% discount. And purchase 5 or more for a 20% discount.	<input type="checkbox"/>	✘

- Action: Message Only
- Type: Product Volume
- Qualifying Product Count: 1 to 2



# Buying in Bulk: Festival Pack Messaging

Pricing Rule	Constituent Criteria	Messaging *	Inactive	
(orders window)		10% Festival Pack discount applied. Purchase 4 shows for a 15% discount and 5 or more for a 20% discount.	<input type="checkbox"/>	✘
(TNEW Cart) ▼		10% Festival Pack discount applied. Purchase 4 shows for a 15% discount and 5 or more for a 20% discount.	<input type="checkbox"/>	✘

- Add message to discount rules



## Family Style: Family Days Discount

- Purchase Adult and Child admission together and receive £5 off per ticket.
  - Limit 2 adult and 8 child admissions
  - Weekdays only through March 31.





# Family Style: Family Days Discount

Pricing Rule	Constituent Criteria	Messaging
<b>General</b>		
Description: Family Days		<input type="checkbox"/> Inactive    Id: (new)
Type: Multiple Price Type	Start Date/Time: 2/1/2016 12:00 AM	End Date/Time: 3/31/2016 11:59 PM
Category: Promotional Discounts	Maximum Seats: <input type="text"/>	
Appeals: (all)	<input type="checkbox"/> Exclude General Public	
Sources: (all)	<input type="checkbox"/> Apply Rule Once Per Order Only	
<b>Action</b>		
Mode: <input checked="" type="radio"/> Price Change <input type="radio"/> Price Type Change <input type="radio"/> Message Only	<input type="checkbox"/> Respect Minimum Price	
Discount Amount: <input type="text" value="5.00"/> <input type="checkbox"/> Is Percent    Round To: <input type="text" value="2"/>		

- Type: Multiple Price Type
- End Date: 31/3
- Action: Price Change
- Discount Amount: £5



# Family Style: Family Days Discount

**Criteria**

For each of these  ...  All Products

**purchase**  to  **seats**

at these price types

**And**

**purchase**  to  **seats**

at these price types

**Apply the rule**

to a maximum of  seats at the first set of price types

to a maximum of  seats at the second set of price types

- Qualifying Products: Weekday dates
- Qual. Adult Tix: 1-999
- Qual. Child Tix 1-999
- Max Adult Tix: 2
- Max Child Tix: 8



# Jessitura



**EUROPEAN  
CONFERENCE 2015**

**5 & 6 NOVEMBER  
NOTTINGHAM**

## QUESTIONS?

- Tell us who you are and where you are from.....

# Jessitura



**EUROPEAN  
CONFERENCE 2015**

**5 & 6 NOVEMBER  
NOTTINGHAM**

## **WHAT'S NEXT?**

### **● LUNCH! 1.15PM – 2.05PM**

**Lunch will be served in the Royal Suite at the Crowne Plaza Hotel. Access is on the lower level off reception.**

### **● NEXT SESSION : 2.05PM – 3.05PM**