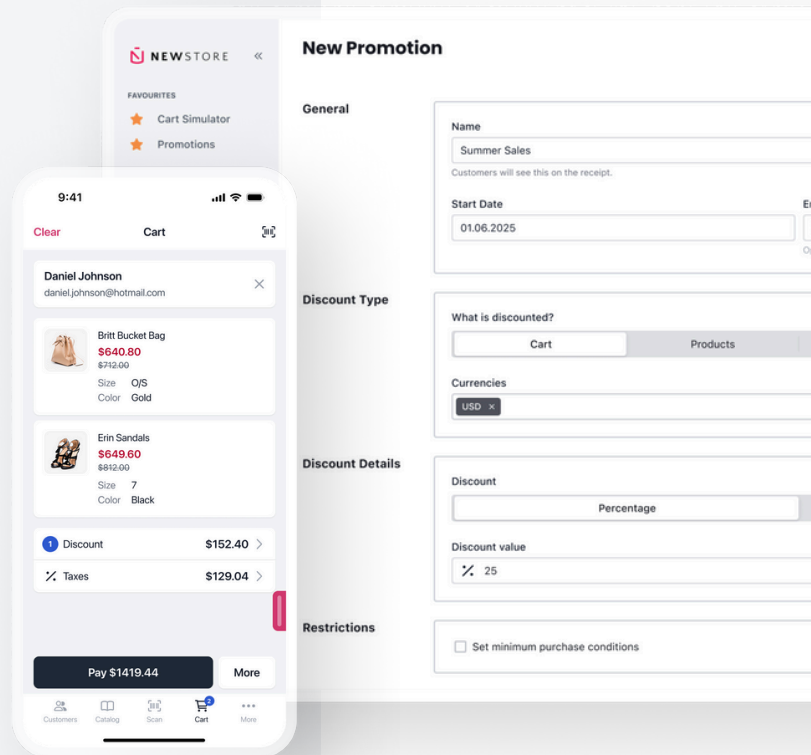


Promotions

Drive Sales and Impactful Engagement



Feature Overview

Promotions are key to increasing sales, engaging customers, and building loyalty, but managing them across channels can be complex. Retailers need a solution to easily create, manage, and optimize promotions in real-time.

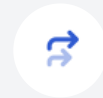
NewStore's cloud-based promotions engine makes it simple to offer dynamic, personalized discounts for a seamless customer and associate experience.

Whether using our out-of-the-box engine or integrating a third-party solution, retailers can execute their omnichannel promotions strategy with ease.

Key Benefits



Drive engagement and conversion



Simplify promotions management



Streamline checkout and customer satisfaction



Increase order values and boost retention

Why **NewStore**?

NewStore Promotions lets retailers create or update targeted promotions in real-time with an easy-to-use, cloud-based interface. They can offer automatic discounts like Buy X Get Y, bundles, VIP perks, and free shipping, all available on POS devices with just a few clicks.

NewStore offers an out-of-the-box, real-time promotions engine that drives conversion and engagement through personalized, dynamic offers.

- ✓ Easily create and manage promotions across all stores with just a few clicks.
- ✓ Boost sales and loyalty with targeted offers, from VIP discounts to rewards.
- ✓ Ensure fast, accurate promotion processing for a seamless checkout experience.
- ✓ Use our built-in promotions engine or integrate your own for ultimate flexibility.



Simplifying Promotions

NewStore Promotions enables retailers to quickly create or update personalized and targeted promotions for customers in real-time.

1

Simple Promotions Management

Marketing Managers can quickly set up automatic discounts in NewStore Omnichannel Manager. They can use the Promotions Simulator to test and refine campaigns before they launch.

2

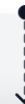
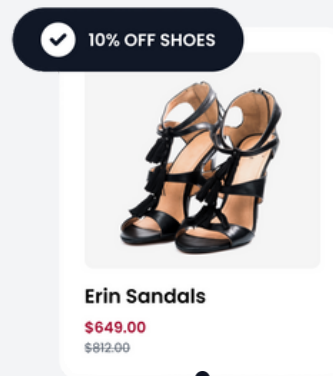
Personalized and Targeted Promotions

NewStore Promotions enables retailers to create personalized, automatic discounts tailored to customer segments or store locations. Store associates also have the flexibility to apply discretionary discounts as needed.

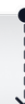
3

Seamless Checkout Experience

Headquarters can deploy automatic promotions and coupons to stores with just a few clicks, ensuring no manual work or complex calculations for associates. Additionally, updated pricing is always visible in the NewStore Associate App and on receipts.



Create automatic discounts customized for customer groups or store locations.



Launch automatic promotions and coupons to stores in a few clicks.

Feature Highlights

✓ Creating Promotions

- Build and launch promotions, including Buy X Get Y, price-point discounts, bundles, VIP and employee perks, and free shipping.
- Set up and define rules for automatic discounts on entire carts, specific products, categories, or even specific stores.
- Use the Promotions Simulator to test and refine promotions before making them available.
- Ensure promotions are automatically available across all POS devices with no manual updates needed.

✓ Managing Promotions

- Make promotions available globally to all stores with just a few clicks.
- Modify, pause, or update promotions in real-time.
- Track and optimize promotions for better performance insights.
- Enable associates to apply discretionary discounts for cases not covered by coupons or automatic promotions.

✓ Enhancing Customer Engagement

- Deliver automatic discounts right in the cart when thresholds are met.
- Customize promotions based on customer segments or stores, whether it's a VIP night, seasonal sale, or targeted bundle offer.
- Enable coupon codes to be used across channels, creating a consistent customer experience.
- Show updated pricing clearly in the NewStore Associate App and on the sales receipt.

✓ Integrating Promotions

- Integrate seamlessly with third-party MACH-compliant engines like Talon.One for more complex and customized promotions, loyalty programs, or pricing requirements.

About NewStore

NewStore offers the world's most scalable and globally compliant unified commerce platform. With its advanced omnichannel POS and branded shopping apps, NewStore enables premium retail brands to deliver exceptional customer experiences across every channel.

✉ sales@newstore.com

☎ 1.888.983.0496

🌐 newstore.com

✂ @newstoreinc

Our Valued Customers

"The Burton and NewStore relationship is a true partnership. NewStore has listened to our business needs and delivered."



"Using the NewStore platform allows us to operate stores on the lightest tech stack I've ever seen."

GANNI

"The results of the app have exceeded our expectations and we're very happy with the collaboration."

G-STAR

"What NewStore has built makes our store associates more productive and our stores more profitable."

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