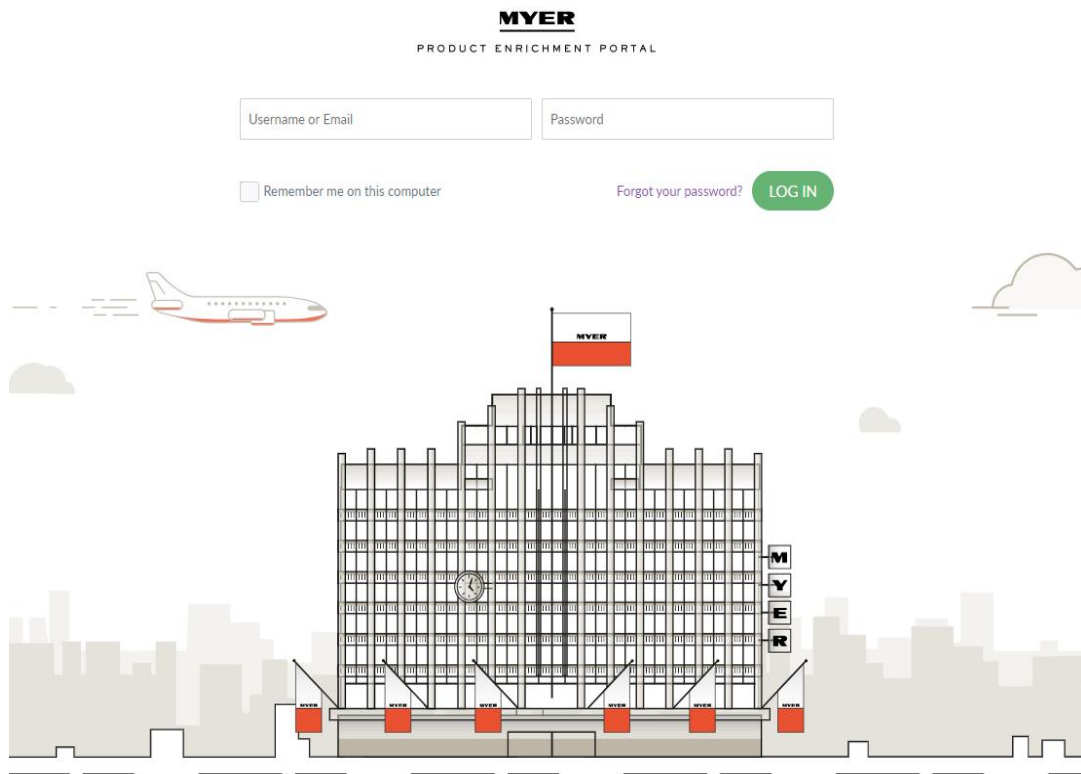


**MYER**

# Loading Online Promotions into PEP

MY STORE



*PEP or the Product Enrichment Portal is where suppliers submit images, copy and attributes for their product in order for the product to be available on Myer.com.au.*

# What is this pack about?

- We will be learning how to load online promotions into PEP
- It is a requirement that all suppliers must submit their own online promotional activity into PEP

## We will be covering:

- All types of offers you can load online
- Loading and amending online promotions
- Loading deadlines

# Types of promotions that can be supported online.

- **Percentage (%) off**  
Example: 20% off dresses.
- **Dollar (\$) off**  
Example: \$50 off pants.
- **Buy 2 or More and Save %**  
Example: Buy 2 or more pants and save 20% off the order.
- **Buy 2 or more and save \$**  
Example: Buy 2 or more pants and save \$100 off the order.
- **Spend \$ amount or more and save % off**  
Example: Spend \$100 on menswear and save 20% off the order.
- **Spend \$ amount or more and save \$ off**  
Example: Spend \$100 on menswear and save \$50 off the order.
- **Buy X and Y for \$**  
Example: Buy pants and jacket together for \$250
- **Buy 3 for \$**  
Example: Buy 3 pants for \$250

# Types of promotions that cannot be supported online

- **Buy 2 get one free**

Example: 3<sup>rd</sup> item free when you buy 2 items.

- **Buy X and get 2 Y (or more) free**

Example: Buy a jacket and receive two pants for free.

- **Buy X & 2Y (or more) for \$**

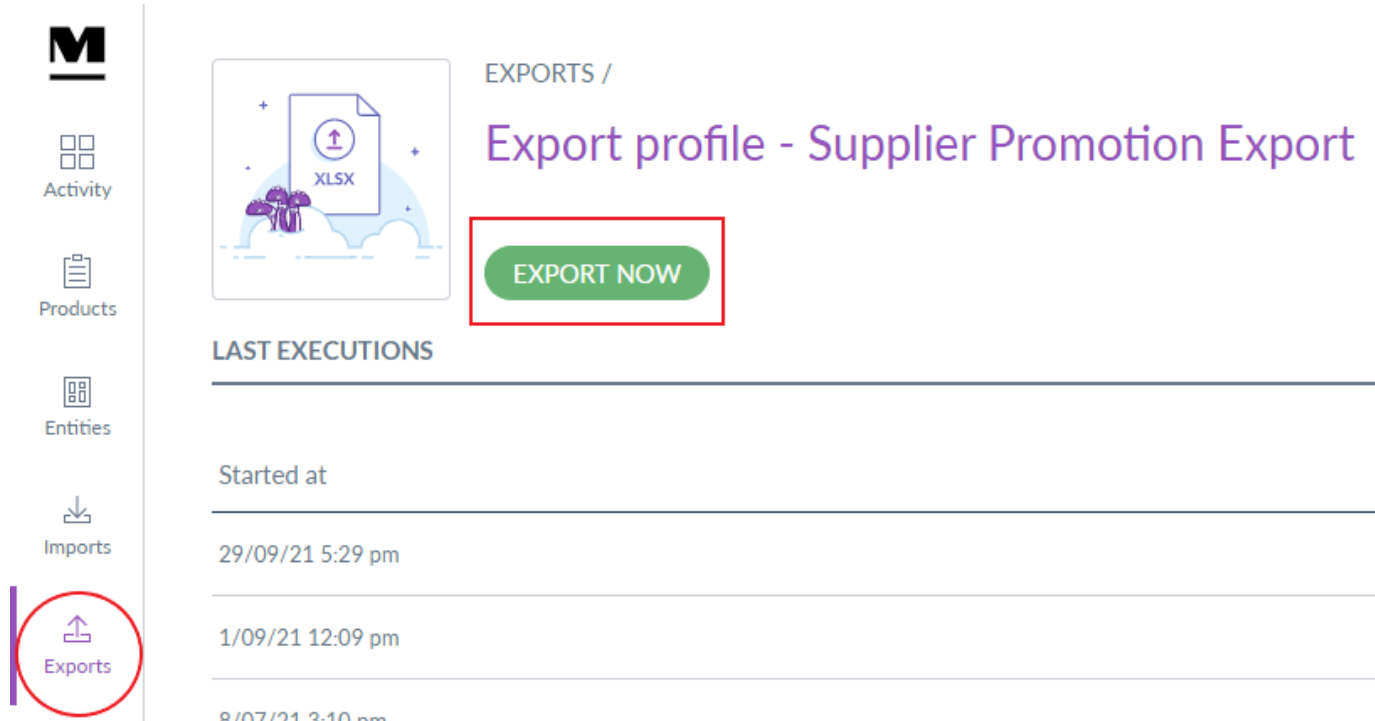
Example: Buy a jacket and receive two pants for \$100 each

**MYER**

# Extracting the Supplier Promotion Export

MY STORE

# Exporting the file



**M**

Activity

Products

Entities

Imports

**Exports**

EXPORTS /

Export profile - Supplier Promotion Export

EXPORT NOW

LAST EXECUTIONS

Started at
29/09/21 5:29 pm
1/09/21 12:09 pm
8/07/21 3:10 pm

Go to 'Exports' from the left-hand side toolbar

- Search for the **Supplier Promotion Export** and select that export profile
- Select **Export Now**
- The Supplier Promotion Export will now start to run

# Downloading the file

M

Activity

Products

Entities

Imports

Exports

ACTIVITY NAVIGATION

Dashboard

Catalog volume monitoring

Proposals

Process tracker

ACTIVITY / PROCESS TRACKER /

Execution details - Supplier Promotion Export [supplier\_promotion\_export]

Status: Completed

DOWNLOAD GENERATED FILES

STEP	STATUS	SUMMARY	START	END
Product export	Completed	<div>read1037273</div> <div>written1037273</div>	20/02/22 9:06 pm	21/02/22 3:16 am

When the Supplier Promotion Export has finished being exported, you can download the excel document:

- PEP will send an email with a link to download the file.
- Click on the link and select **DOWNLOAD GENERATED FILES** from the top right of the page.

MYER

# Loading a Simple Promotion

MY STORE



# Simple Promotion

Refers to any promotion that involves a straight percentage or dollar amount off. Typically displayed with just a strikethrough statement

**Examples:**

20% off  
\$50 off jeans

**Display:**

Was/now



**Piper**

Sleeveless Shirt Mini Dress w/  
Ladder Lace Trim in Black

~~\$129.95~~ \$89.00



EXAMPLE OF HOW PRICING WILL BE DISPLAYED:



PLP to  
PDP →



Piper

Sleeveless Shirt Mini Dress w/  
Ladder Lace Trim in Black

~~\$129.95~~ **\$89.00**

Piper  
Sleeveless Shirt Mini Dress w/  
Ladder Lace Trim in Black

**\$89.00** ~~\$129.95~~

**Save 32%**

Sale ends: 07/04/2024 11:59pm AEST

Free Delivery Over \$99\*

Free Click & Collect

30-Day Returns

Up-to 178 MYER one Credits.

★★★★★ (0)

Colour : Black

FIT: TRUE TO SIZE

What's My Size?

Size:

[SIZE GUIDE](#)

AU 6	AU 8	AU 10	AU 12
AU 14	AU 16		

Add to Bag



# Applying a simple promotion

To apply a simple promotion, you must load into the 'promotion columns' and import the file into PEP 48 hours prior to go live (5 days prior for major events such as 'Mid-Season Sale'). Simple promotions need their promotional price outlined for it to appear accurately online, otherwise it will appear as a full price item.

Fill in the promotional price

End date time is 11:59pm

Short description of what the offer is

product_id	parent	promotional_price-AUD	promotion_start_date	promotion_end_date	promotion_1_sale_type	promotional_description-en_AU-ecommerce
611642170	611641720	37.5	2024-03-27	2024-04-01	25_off	25% off Pants
706365730	611641720	37.5	2024-03-27	2024-04-01	25_off	25% off Pants
706365820	611641720	37.5	2024-03-27	2024-04-01	25_off	25% off Pants

Start date time is 12am

Refer to pg. 13 of the guidelines for all sale type codes



ALL products will be on the export, so please REMOVE the products that are not on promotion.




# Submitting additional simple promotions

Load up to 4 simple offers at a time for a future date.

Promo 1 columns

Promo 2 columns

product_id	parent	promotional_price-AUD	promotion_start_date	promotion_end_date	promotion_1_sale_type	promotional_description	promotional_price_2-AUD	promotion_start_date_2	promotion_end_date_2	promotion_2_sale_type	promotional_description_2-en_AU-ecommerce	
611642170	611641720	37.5	2024-03-27	2024-04-01	25_off	25% off Pants	25	2024-04-02	2024-04-05	50_off	50% off Pants	
706365730	611641720	37.5	2024-03-27	2024-04-01	25_off	25% off Pants	25	2024-04-02	2024-04-05	50_off	50% off Pants	
706365820	611641720	37.5	2024-03-27	2024-04-01	25_off	25% off Pants	25	2024-04-02	2024-04-05	50_off	50% off Pants	



Please use the next promotion column If there is an offer that will occur within the same timeframe of an existing promotion or has not yet ended.

Online will always display the best price if there are 2 offers applied



# Sale Type Codes

Sale type codes apply filters to an offer, in which the trade team can use to create curated links for homepage, sale page tiles and EDM's. By applying a sale type code, this will also help increase visibility of an offer by getting picked up in other relevant sales event links. If the filter does not apply to your offer, that means there is no applicable filter for that offer. You can leave the sale type column empty with no filter in this case.

## Complex Promo Sale Type Code

Offer type	Code
Buy More & Save	buy_more_save
Spend & Save	spend_save
TAF	take_a_further



Sale type codes are case sensitive so please ensure the exact format is used when filling out the sale type column

## Simple Promo & MYER ONE Sale Type Codes

Offer type	Code
10% off	10_off
15% off	15_off
20% off	20_off
25% off	25_off
30% off	30_off
40% off	40_off
50% off	50_off
Daily Deal	daily_deal



MYER

# Loading a Complex Promotion

MY STORE

# Complex Promotions

Refers to any promotion that requires customers to meet certain conditions in order to receive the discount at checkout.

**Examples:**

- Take a further
- Buy more & save
- Spend & save
- Multi-buys


**Display:**

- Red label
- Offer description




**Prada**  
PR 17WS SUNGLASSES

\$472.00




 +944 MYER one Credits. [Login](#) or [Join Now](#)

★★★★★ 5.0 (3)

Pay with your CommBank Awards points

 Commonwealth Bank

Or buy now from \$94.40 per fortnight

**Spend & save**

Save \$75 when you spend more than \$300 on selected full priced sunglasses by Sunglass Hut\* [Hide the details](#)



\*Cannot be used with other offers. Ends 11:59pm AEST '14/02/2022', unless sold out or otherwise stated.

Colour : Brown

Size:

**One Size**

**ADD TO BAG**

# Applying a complex promotion

Complex promotions do not need their promotional prices outlined as the discount will apply at checkout for the customer. These types of offers must be submitted into the ‘complex promotion columns’, so please refrain from using the ‘promotion columns’. The file needs to be imported into PEP before 2 business days prior to go live (5 business days prior for major events such as ‘Mid Season Sale’).

Start date time is 12am

Refer to pg. 13 of the guidelines for all sale type codes

product_id	parent	complex_promotion_start_date	complex_promotion_end_date	complex_promotion_sale_type	complex_promotion_description
611642170	611641720	2024-03-27	2024-04-01	buy_more_save	40% off when you buy 2 or more t-shirts
706365730	611641720	2024-03-27	2024-04-01	buy_more_save	40% off when you buy 2 or more t-shirts
706365820	611641720	2024-03-27	2024-04-01	buy_more_save	40% off when you buy 2 or more t-shirts

!

Be clear in your description, as this will also be displayed on the PDP for the customer.

End date time is 11:59pm

Be clear in your description, as this will also be displayed on the PDP for the customer.



# Submitting additional complex promotions

Load up to 2 complex offers at a time for a future date

Complex Promo 1 column

Complex Promo 2 column

product_id	parent	complex_promotion_start_date	complex_promotion_end_date	complex_promotion_sale_type	complex_promotion_description	complex_promotion_2_start_date	complex_promotion_2_end_date	complex_promotion_2_sale_type	complex_promotion_2_description
611642170	611641720	2024-03-27	2024-04-01	buy_more_save	40% off when you buy 2 or more t-shirts	2024-04-02	2024-04-05	buy_more_save	Buy 2 t-shirts for \$80
706365730	611641720	2024-03-27	2024-04-01	buy_more_save	40% off when you buy 2 or more t-shirts	2024-04-02	2024-04-05	buy_more_save	Buy 2 t-shirts for \$80
706365820	611641720	2024-03-27	2024-04-01	buy_more_save	40% off when you buy 2 or more t-shirts	2024-04-02	2024-04-05	buy_more_save	Buy 2 t-shirts for \$80



Please use the next promotion column If there is an offer that will occur within the timeframe of an existing promotion or has not yet ended.

**MYER**

# Loading MYER ONE Exclusive Offers

MY STORE

# MYER ONE Exclusive Offers

Myer One promotions are offers that are run only for Myer One customers, this is typically displayed with green pricing in both PLP and PDP and a red label.

**Examples:**

20% off  
\$50 off jeans

**Display:**

Green Pricing below  
RRP



**Decjuba**  
Seamless Fitted Tee in Black  
\$39.95  
MYER one \$35.96  
MYER one exclusive offer

# MYER ONE Exclusive Offers

To apply a MYER one promotion, you must load into the 'Myer one promotion columns' and import the file into PEP 48 hours prior to go live (5 days prior for major events such as 'Mid-Season Sale'). Myer one promotions need their promotional price outlined in order for it to appear accurately online, otherwise it will appear as a full price item.

Fill in the promotional price

End date time is 11:59pm

Short description of what the offer is

product_id	parent	myerone_promotional_price-AUD	myerone_promotion_start_date	myerone_promotion_end_date	myerone_promotion_sale_type	myerone_promotional_description
611642170	611641720	39.96	2024-03-13	2024-03-17	20_off	MYER on offer - 20% off dresses
706365730	611641720	39.96	2024-03-13	2024-03-17	20_off	MYER on offer - 20% off dresses
706365820	611641720	39.96	2024-03-13	2024-03-17	20_off	MYER on offer - 20% off dresses



If a simple promotion and a Myer one promotion is running at the same time, the better offer will be displayed on the website.

Start date time is 12am

Refer to pg. 13 of the guidelines for all sale type codes

# Submitting additional MYER ONE promotions

Load up to 4 simple offers at a time for a future date.

Myer One promotional 1 columns

Myer One promotional 2 columns

product_id	parent	myerone_promotional_price-AUD	myerone_promotion_start_date	myerone_promotion_end_date	myerone_promotion_sale_type	myerone_promotional_description	myerone_promotional_price_2-AUD	myerone_promotion_start_date_2	myerone_promotion_end_date_2	myerone_promotion_2_sale_type	myerone_promotional_description_2
946981540	947034280	37.5	2024-08-20	2024-08-27	25_off	MYER ONE 25% off pants	25	2024-08-29	2024-09-05	50_off	MYER ONE 50% off Pants
611642170	611641720	37.5	2024-08-20	2024-08-27	25_off	MYER ONE 25% off pants	25	2024-08-29	2024-09-05	50_off	MYER ONE 50% off Pants
706365730	611641720	37.5	2024-08-20	2024-08-27	25_off	MYER ONE 25% off pants	25	2024-08-29	2024-09-05	50_off	MYER ONE 50% off Pants

Online will always display the best price if there are 2 offers applied



Please use the next promotion column If there is an offer that will occur within the same timeframe of an existing promotion or has not yet ended.

**MYER**

# Amending Promotions

MY STORE

# Amending promotional dates, price or offer

To amend any promotional dates, pricing or offer details, update the relevant columns with the new information. We recommend doing a fresh export to ensure you capture everything that needs to be updated. Once done, import it back into PEP and the changes should flow through in 24-48 hours.

For urgent changes, please notify the online promotions team before the start date if you would like to cancel the promotion or if there are any errors with the offer.

## Example: Extending the promotion to now end on 5/04

promotional_price-AUD	promotion_start_date	promotion_end_date
37.5	2024-03-27	2024-04-01
37.5	2024-03-27	2024-04-01
37.5	2024-03-27	2024-04-01



promotional_price-AUD	promotion_start_date	promotion_end_date
37.5	2024-03-27	2024-04-05
37.5	2024-03-27	2024-04-05
37.5	2024-03-27	2024-04-05

Update the end date column to 5/04



# Reverting promotional pricing or offer

To revert the pricing or offer from online, update the end date for the promotion to end today. PEP requires you to manually revert the pricing from the file otherwise it will continue running for the original submitted date. You cannot clear the pricing or delete the item from the file and import it back into PEP, this does not stop the pricing and it will continue for the date it was originally loaded for. Once done, import it back into PEP and the changes will reflect in 24 - 48 hours.

## Example: Removing \$37.50 price from item

promotional_price-AUD	promotion_start_date	promotion_end_date
37.5	2024-03-27	2024-04-01
37.5	2024-03-27	2024-04-01
37.5	2024-03-27	2024-04-01



promotional_price-AUD	promotion_start_date	promotion_end_date
37.5	2024-03-27	2024-03-28
37.5	2024-03-27	2024-03-28
37.5	2024-03-27	2024-03-28



Do not clear the pricing or delete the item from the file and import it back into PEP. Otherwise, it will continue for the date it was originally loaded for.

Update the end date column to today's date for pricing to end on the item





**MYER**



# CLEARANCE OR MARKDOWN PRICING

MY STORE

# Option 1. Clearance

MYER

Search for a product or brand

Sign In / Join

Women Men Beauty Home Travel & Tech Kids Toys Gifts Sale Clearance MYER one

ORDER BY THURSDAY FOR FATHER'S DAY STANDARD DELIVERY\*

Back Women Clothing Jackets & Coats Faux Fur & Teddy Jackets



Tokito

Recycled Blend Shearling Biker Jacket In Sage

\$45.00 \$139.95

Save 68% (\$94.95)

Reduced to clear

+90 MYER one Credits. Join Now

★★★★★ 4.9 (13)

Free Delivery Over \$99\*

Free Click & Collect

Not eligible for change-of-mind return

Colour: Sage

FIT: TRUE TO SIZE What's My Size?

Size:

6	8	10	12
14	16		

Add to Bag

Find in store

MUST be loaded as **Clearance in Retek** to appear on myer.com

No action required in PEP

Once loaded into RETEK, it will flow through to the website in 48 hours.

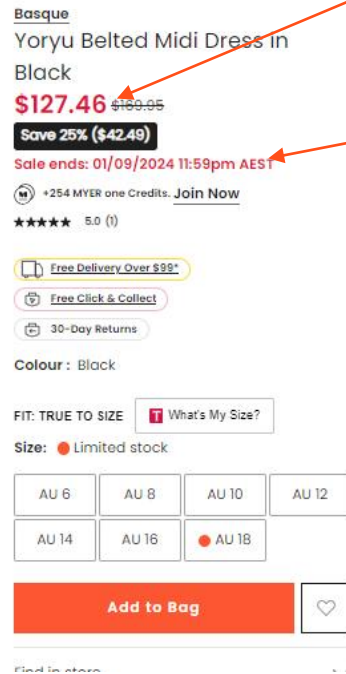
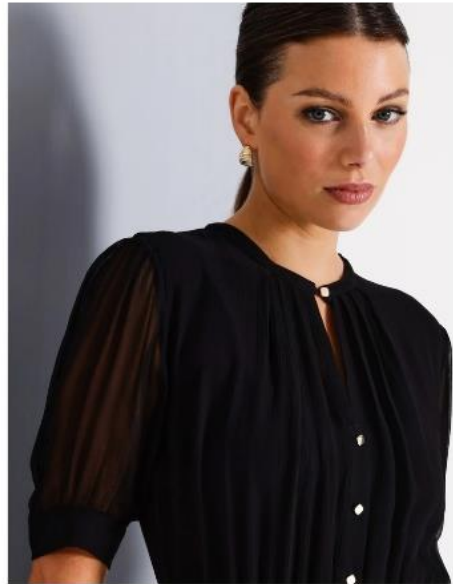
Items marked as unable to be returned and 'Reduced to clear' label visible to customers

**Marketplace Suppliers:** Please email Dropship Operations team to load clearance. ([DSVoperations@myer.com.au](mailto:DSVoperations@myer.com.au))

# Option 2. Temporary markdown as a promotion



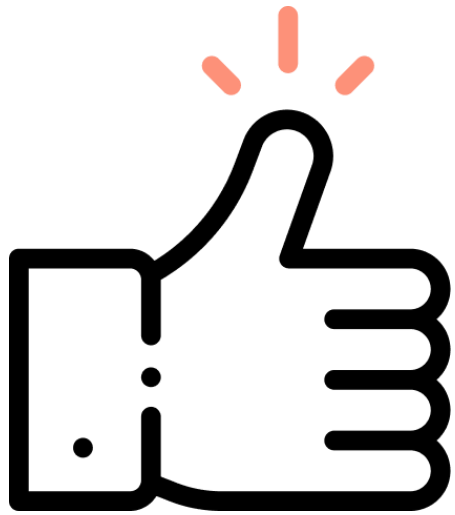
Women > Clothing > Dresses > Midi Dresses



Was/now pricing visible to the customer

End date visible to the customer

- Must be loaded as a simple promotion in PEP.
- Must have a reasonable end date eg. end of the season.
- Must be loaded as a promotion in Retek to scan in stores.
- Items are returnable.



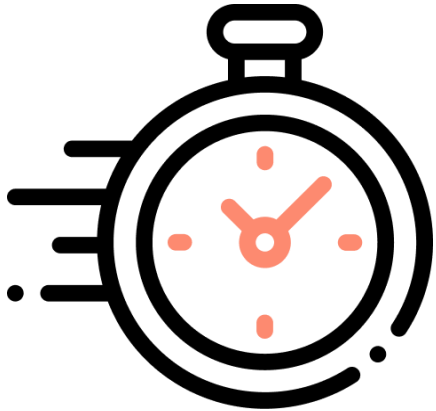
## What else do I need to know?

- If you need to amend any pricing, please do a fresh export and update the relevant columns.
- Import the file back only with the applicable items and columns that need to be amended
- For urgent changes, please notify the online promotions team before the start date if you would like to cancel the promotion.
- Clearance markdowns will need to be actioned in RETEK and will flow through automatically flow to the website (along with the strikethrough was price and the reduced to clear label).

**MYER**

**IMPORTING THE  
SUPPLIER  
PROMOTION  
EXPORT**

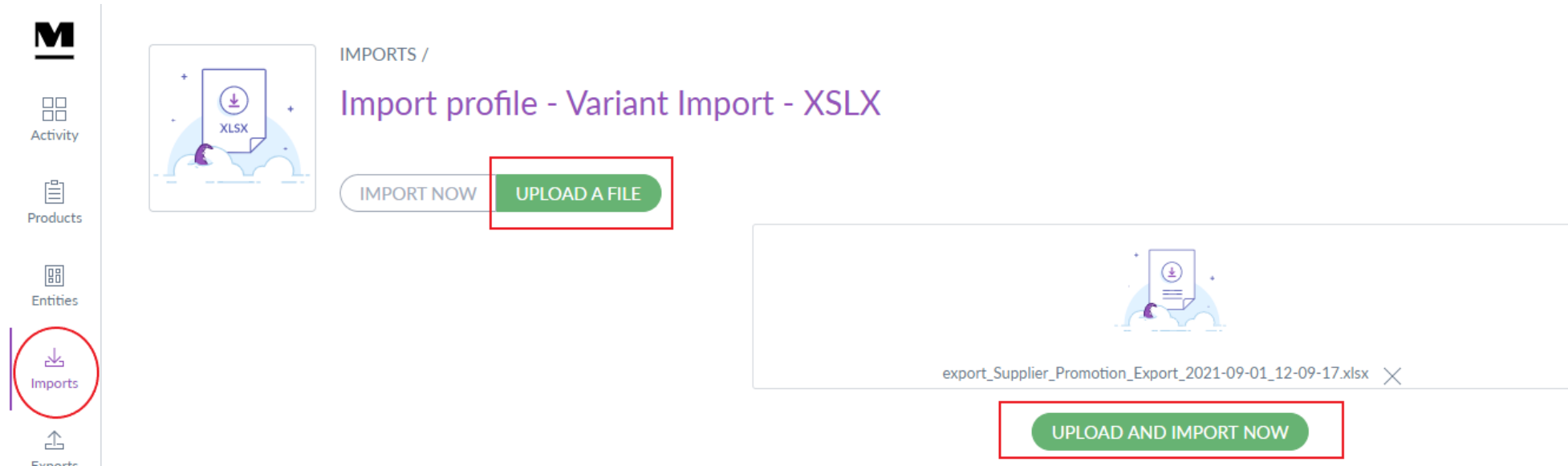
**MY STORE**



## Loading deadlines

- Complete and import the file 48 hours prior to go live (5 days prior for major events such as 'Mid-Season Sale').
- You can do a fresh export to also check the file has been loaded into PEP successfully.

# Loading the file into PEP



Once you have completed your file and ready to import into PEP:

- Import the file using the Variant Import – XSLX via the Imports tab located on the left-hand side toolbar
- Stay on this page whilst the file loads in case there are any errors.

# Loading the file into PEP

After importing the file, PEP will let you know if there are an errors and if the file has been loaded successfully. If there are any errors, please email [onlinepromotions@myer.com.au](mailto:onlinepromotions@myer.com.au) and we will advise you how you resolve the issues.

← → ↺

pep.myer.com.au/#/job/show/26202167

☆

📄

PEP

MYER | Shop Fashio...

IBM® Management...

MYER | Shop Fashio...

MYER | STAGE

Dashboard - Dynam...

Content & Operatio...

SEO Doc

FH Toggle

Online Operations...

SS23 Featured Offer...

PVT Log & Roster.xlsx

»

📁 All E

M

ACTIVITY NAVIGATION

Activity dashboard

Proposals

Process tracker

Products

Entities

Assets

Connect

Imports

Exports

Settings

System

ACTIVITY / PROCESS TRACKER / EXECUTION DETAILS

Variant Import - XSLX

Status COMPLETED

File validation

Time spent: 0 seconds

Product import

Time spent: 4 seconds

Association import

Time spent: 0 sec

Step	Status	Summary	Start	End
File validation	COMPLETED	File encoding: skipped, extension in white list	12/3/2024, 2:51 pm	12/3/2024, 2:51 pm
		read lines 11		
Product import	COMPLETED	skipped product (no differences)	12/3/2024, 2:51 pm	12/3/2024, 2:51 pm
		processed 4		
Association import	COMPLETED	read lines 11	12/3/2024, 2:51 pm	12/3/2024, 2:51 pm
		skipped product (no associations detected) 11		

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MYER MY STORE