



Advertising
Specialty
Institute®

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The Specials Tab

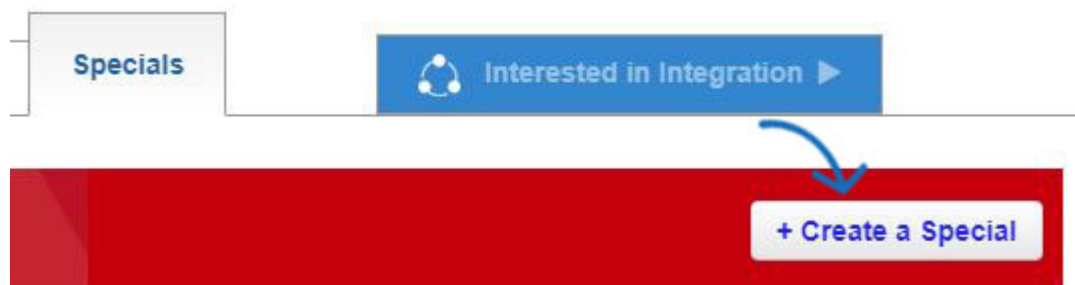
Jennifer S - 2019-04-26 - in ESP Updates

Suppliers are able to create specials that will appear in ESP. Products that are added to specials will be displayed in the Specials section of ESP Web. Click on the Specials tab from the ESP Updates homepage to manage specials. In this area, you can create a special, find and edit previously created specials, or copy a special to create a similar version.



Create a Special

To create a new special, click on the Create a Special button.



Next, enter information about this special. The required fields are denoted by a red asterick (*). Use the dropdown next to Special Type to select the type of special you are creating. Enter the details of the special in the Description of Special field, such as "Enter Promo Code 'Summer' to receive \$100 discount!". To enter a discount amount, you will need to select percentage or value before you are able to enter the amount.

Special Name *

Special Type *

Description of Special *

Effective Dates *

Promo Code (Optional)

Discount (Optional) Percentage Value

Discount Currency

You can upload a flyer, which users of ESP can see and share. Click on the Choose button to browse your computer and select a file. Then, click on the Upload button. A preview of the flyer will be displayed in the preview box.



Upload Flyer

I certify that I am uploading an end-buyer friendly image that relates to the Special being added to ESP.

Files Allowed:

Images must be in jpeg/png format. Max file size 3MB.

After adding information about this special, click on the Save button. You can then begin adding products by clicking on the Add Products button.

Products Associated with this Special

Sort by Search within

XID	Product #	Product Name	Description	Added On	Display On/Off	Remove
You don't have any Products associated with this special. <small>Please click the Add Products button to get started.</small>						

The Add Products to Special window will open. You can enter search terms in the Search Within box, use the guided navigation on the left, or sort the products to locate the product(s) you would like to add to this special. Use the checkbox on the product listing to select it. Then, click on the Add Products button. A product can only be added to one special at a time.

Add Products to Special ✕

Search within You have selected 1 products.

Your Search Terms

✕ 12-16 oz


[Clear All](#)

Category

MUGS & STEINS (1)

Product Color

BLUE (2)



Ceramic Mug
11159-551442599
Ceramic C-handle mug
avai...

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If you would like to display a table for this special on the Full Details section of ESP, enter information in the Special Details area.

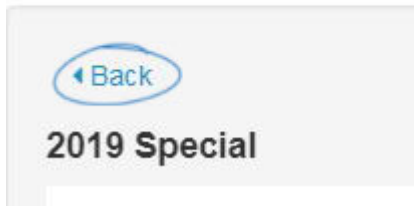
You can use the Title box to enter a heading for the table. Then, you can use the columns and rows to create a display for this special. In the example below, the display table has been used to show the pricing for this special. It is important to keep in mind that even though the specials display table has been used to show pricing, it will not replace the existing product pricing, nor will it be displayed when a distributor is placing an order.

Column 1	Column 2	Column 3
1a <input type="text" value="Quantity"/>	2a <input type="text" value="Regular Price"/>	3a <input type="text" value="Special Price"/>
1b <input type="text" value="144"/>	2b <input type="text" value="5.00"/>	3b <input type="text" value="4.00"/>
1c <input type="text" value="288"/>	2c <input type="text" value="4.75"/>	3c <input type="text" value="3.75"/>
1d <input type="text" value="432"/>	2d <input type="text" value="4.50"/>	3d <input type="text" value="3.50"/>

To save the Specials Display, scroll to the top and click on Save.

Once you are finished creating the special, or editing a previously created one, click on the "Back" link to return to the list of specials.

Specials



Manage Specials

After creating a special, it will appear in the Specials listings. To find previously created specials, type the name of the special into the search field and click on the magnifying glass icon. You also have the option to use the filter on the right to locate all Active, Inactive, or Scheduled Specials.

Status	Name	Type	Start Date	End Date	# of Products	Action
Scheduled	2019 Specials	Clearance	03/23/2019	03/25/2019	1	Action

The Listing section will show if the special is active, inactive or scheduled to be activated in the future. It will also list the Name and type of special, the start and end dates as well as the # of Products attached to the special.

- **Active:** Specials are available now.
- **Inactive:** Specials that have expired or you have specifically made inactive.
Note: Once a special is made inactive, you cannot re-activate.
- **Scheduled:** You can schedule a special to start at a later date. Once scheduled you don't need to do anything. The special will automatically display on the start date.

Specials will display on the Specials listing regardless of the status so that you always have a history of your specials.

Once you find the special you've already created, you can copy, edit or make the special active/inactive by clicking on the Action dropdown list.

Note: Once a special is made inactive, you cannot re-activate.

Status	Name	Type	Start Date	End Date	# of Products	Action
Scheduled	2019 Specials	Clearance	03/23/2019	03/25/2019	1	Action Action Copy Make Inactive Edit
Inactive	New Years	Percentage Discount	01/01/2019	01/31/2019	15	

Copying a Special

Click the copy button. The Create Specials screen will open with the following attributes will automatically be copied to the new Special.

- Special Type
- Description of Special
- Promo Code
- Discount
- Market Segment
- Percentage or Value Radio Button selection
- Discount Currency
- Flyer Uploaded as well as the checkbox certifying that the user has uploaded an end-buyer friendly image
- Special Details including Title (Header Table), Column information

The following fields will not be copied over and must be entered for the new special:

- Special Name
- Effective Date

Once the newly created special has been saved, products can be added by clicking the Add Products button or by copying products from another special.

Copying Products from another Special

You are able to copy the products from a previously created special, regardless of the other special's status. Click on the Copy Products button.



Clicking Copy Products will display a modal window with all existing specials. You can use the Filter at the upper right to select either All, Active or Inactive specials to easily find your Special. Choose the Special you want to copy products from and then click Select. Only one special can be selected from the modal window at a time. Only products that are not part of an active special will be copied over.

Copy Products

Copy products from a special by selecting one below. Filter by Status:

	Name	Type	Start Date	End Date	# of Products
<input checked="" type="radio"/>	New Years	Percentage Discount	01/01/2019	01/31/2019	15
<input type="radio"/>	Free Shipping	Free Shipping	06/05/2018	06/09/2018	2
<input type="radio"/>	2017 Summer Test	Value Discount on First Order	06/08/2017	06/08/2017	0
<input type="radio"/>	Free Shipping 2	Free Shipping	06/09/2018	06/09/2018	1
<input type="radio"/>	Summer Specials	Promo Code Special	06/21/2017	09/04/2017	1
<input type="radio"/>	Close Out	Value Discount on	07/07/2017	10/31/2017	11



Cancel Select

Any products not in an active special will be copied over and displayed in the products section.

To Remove Products from a Special, find the special and click edit. Scroll to the bottom of the page to the Products Associated with this Special section. You can select the trash can icon on the product that you wish to delete. To delete multiple products at once by checking the box next to each product you would like to remove and then clicking the Delete button.

Products Associated with this Special



2 Display On Display Off Delete

	XID	Product #
<input checked="" type="checkbox"/> 	11159-551385427	KID-4-19-1
<input checked="" type="checkbox"/> 	11159-551354270	KID-3-29-1


You can also temporarily turn off the Special display of a product on ESP by checking the box next to the product(s) you want to temporarily removed from the speacial and then clicking the Disply Off button. The product(s) will not show as having a special until you turn the Display on again. To turn the special back on for the product, click the Display On button.

Products Associated with this Special

2
 Display On
Display Off
Delete

	XID	Product #
<input checked="" type="checkbox"/> 	11159-551385427	KID-4-19-1
<input checked="" type="checkbox"/> 	11159-551354270	KID-3-29-1

You can also add a product to a Special from the Manage Products Tab. Find the product you wish to add to an existing special and click the Add to Special Button.



KD-1-27-19 Stress Ball Import Test
 External Product ID: KD-1-27-19
 Created On: **Jan 27, 2019**
 Made Active: **Apr 26, 2019**
 Last updated by **rdonner** on **Apr 26, 2019**

Sold Unimprinted

Status: **Product is Active**

Edit
Copy
Delete
⋮
Make Inactive ▶

Add to Special

A list of your Active and Scheduled Specials will populate. Select the Special and click the Add to Special button.

Note: you can only add a product to one special. If you want the product to appear in multiple specials, the Specials effective dates may not overlap.


Add to Special

Add your product to a special by selecting from the list below.

<input checked="" type="radio"/>	Scheduled	Promo Code Special 20% Off Summer Fun	06/21/2019 Start Date	09/23/2019 End Date
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Cancel
Add to Special

From the Manage Products Tab you can also determine if a product is already on a Special. Find the product on the Manage Products Tab. If the product is on Special you will see a View Specials Button.

	<p>KID1123-1 Red Mug External Product ID: 11159-551202444 Created On: Nov 23, 2016 Made Active: Apr 26, 2019 Last updated by rdonner on Apr 26, 2019</p> <p>Red Mug</p>	<p>Status: Product is Active</p> <p>Edit Copy Delete ⋮ Make Inactive ▶</p> <p>Add to Special View Specials</p>
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A list of specials that your product has been or is currently associated with will display.

View Specials
✕

Specials for **KID1123-1 Red Mug**:

Status	Type	Name	Start	End
Scheduled	Promo Code Special	Summer Fun	Jun 21, 2019	Sep 23, 2019
Inactive	Percentage Discount	New Years	Jan 1, 2019	Jan 31, 2019


OK

How Distributors Will See Products On Special

Distributors using ESP Web will see a special flag on all products that have been assigned to a special. In the example below, products that have a free shipping special are displayed with the Free Shipping flag on their product listing.


	<p>Flaring Ceramic Coffee Mug wit... PRICE:120 @ \$13.31 MT5320 ✓</p>	Free Shipping
	<p>Custom Auto Logo Mug PRICE:3000 @ \$3.49 MT0315 ✓</p>	Free Shipping

Distributors can also search by specials using the guided navigation feature of ESP Web, as well as by clicking on Specials from the main ESP Web toolbar.



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Specials

Products
Price
Quantity

Search