

Release Note

Horizon 3.12

New Features, Improvements & Bug Fixes



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What's New

The following are key new features and capabilities that have been delivered with HTK Horizon 3.12:

Product discount promotions

Horizon SalesLift now supports the creation and management of promotions that give a discount on eligible products. Discounts can be configured as either a fixed discount (e.g. 2 GBP off widgets) or as a fixed price (e.g. "widgets are now 10 GBP").

When you go to add a promotion (Offer Management > Promotions > Add a promotion), you will see the option for 'Fixed discount or price'.

Add promotion

Select the type of promotion you'd like to create from the available options below.

Issue points

- Fixed points**
Issue a fixed amount of points for each eligible transaction.
- Points multiplier**
Apply a points multiplier to each customer's basket or line items for each eligible transaction.
- Bonus points**
Issue bonus points for every n currency spent or n items purchased.

Product discount

- Fixed discount or price**
A fixed discount or a fixed price which is applied to the customer's basket or line items for each eligible transaction.

Issue voucher

- Redeem offer**
Issue a voucher to the customer for each eligible transaction.

Add fixed discount or price promotion

General Outcome Eligibility Content Debug Change promotion type >>

Promotion Outcome

Discount type* Fixed discount

Fixed discount* 2 GBP

Redemption message

Product selection rules

Product rules

And Or Condition

From line items where

Product SKU is equal to WIDGET

Quantity rules

Select* All

Pricing rules

As with other SalesLift promotion types, detailed eligibility rules can be configured based on basket and customer details, and/or previous qualifying purchases. Control groups can be used to measure incremental uplift in spend.

Add fixed discount or price promotion

General Outcome Eligibility Content Debug Change promotion type >>

Qualification rules ?

And
Or
Condition

A customer's transaction will qualify for this promotion if the transaction was made at a site matching

All sites

and the customer matches

All customers

and the transaction matches

All transactions

and the basket includes products matching

All line items

Application rules ?

Condition

The customer must have made qualifying transactions matching

All qualifying transactions

Control group ?

Discount promotions can also be tested in the Promotion Simulator. Note that implementation of product discount promotions requires real-time integration with the Horizon API rather than batch processing of transactions. For details please contact us.

Search, segment and view promotion activity

The Horizon contact record now includes a “Promotion activity” tab that shows the promotions applied for a specific customer.

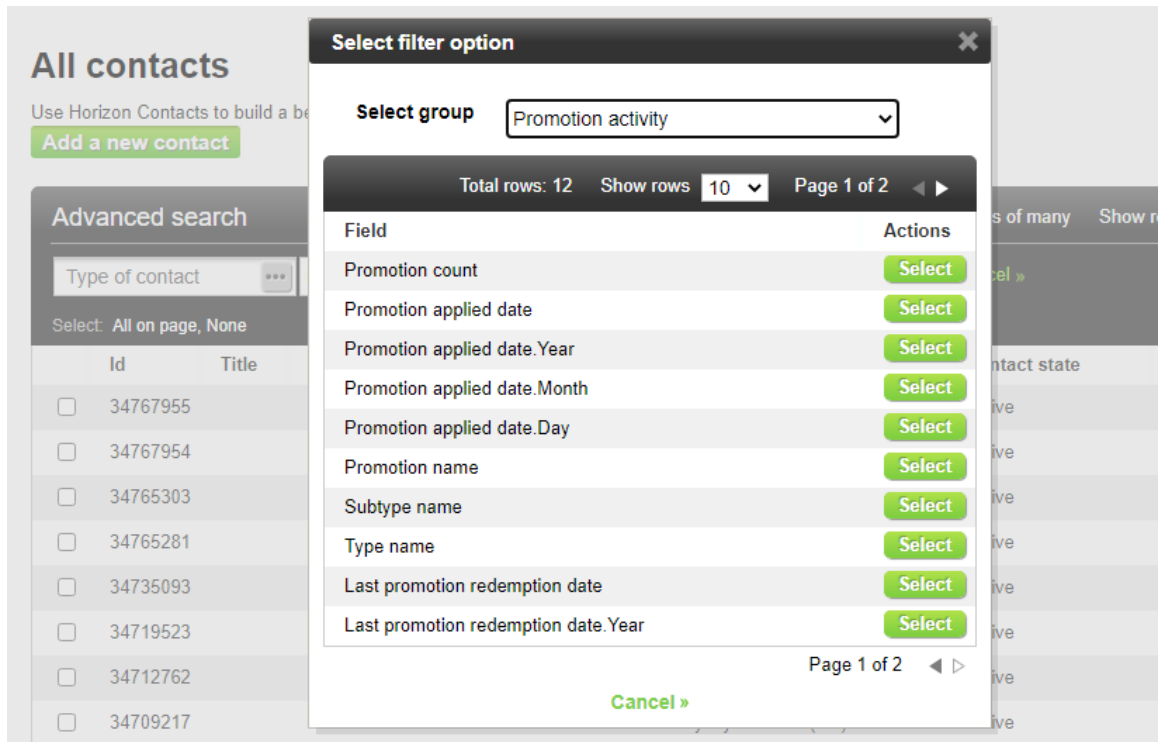
General Opt-ins Order insight Loyalty Promotion activity Contact activity Notes Custom fields

Promotion activity

Applied promotions

Promotion name	Promotion type	Promotion subtype	Date applied	Actions
No records				

Contacts can now be searched and segmented on the basis of applied promotions, using a new set of “Promotion activity” filters.



API for eligible and ineligible promotions

The Horizon Admin API now includes an endpoint (`/contacts/transaction/simulate`) that enables the retrieval of promotion details that will (and separately won't) be applied to a basket.

This could be used for example to present upsell details to customers as part of an ecommerce of physical purchase.

Search and segment on products purchased

It is now possible to search and segment contacts based on products they have purchased:

- Product
 - is/is any of/is none of
- Product name
 - is/is not/contains/starts with/ends with
- Product SKU
 - is/is not/contains/starts with/ends with
- Product brand
 - is/is any of/is none of
- Product category
 - is/is any of/is none of
- Quantity purchased

- Equal to/greater-than/less-than
- Amount spent
 - Equal to/greater-than/less-than
- Label
 - is/is any of/is none of

Search and segment on machine learning inferences

Horizon AutoPilot enables “big data” processing for data analytics, data visualisation and machine learning (ML). Inferences generated by machine learning models hosted in Horizon AutoPilot (such as predicted customer future lifetime value) can now be loaded automatically back into the Horizon user interface for search and segmentation; for example to target campaigns, offers and promotions.

This process is very flexible, supporting the use of inferences from custom ML models as well as Horizon AutoPilot’s standard models.

The screenshot displays the 'Insight' tab in the Horizon user interface. It shows three distinct machine learning inference sections, each with a dropdown menu and associated data fields:

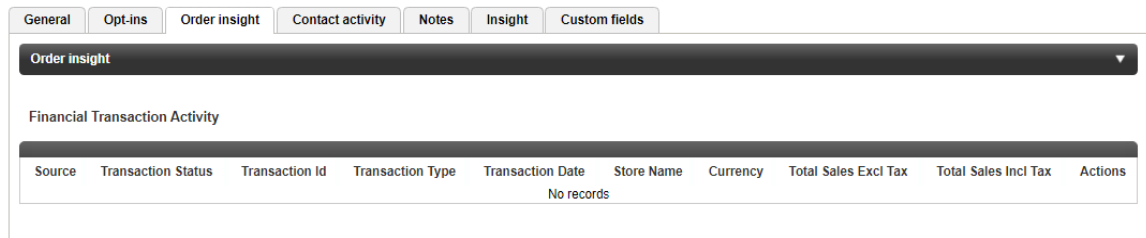
- Customer Lifetime Value:** A dropdown menu showing 'CLV0902202201' and a text input field containing the value '0.6725'.
- ChurnModel:** A dropdown menu showing 'ChurnModel' and a text input field containing the value '0.8899'.
- Recommendations_with_rating:** A dropdown menu showing 'Recommendations_with_rating' and two text input fields:
 - ProductId 1: 'Shirt 142' and Recommendation value 1: '0.6432'
 - ProductId 2: 'Shirt 018' and Recommendation value 2: '0.8292'

For product recommendations based on previous purchase behaviour, this new feature enables segmentation on product recommendations using the Horizon Product Catalog:

- Product is X , or product is any of { Y, Z }
- Product category is X, or product category is any of { Y, Z }

Purchase details for non-loyalty contacts

Horizon now enables purchase details to be viewed for non-loyalty contacts as well as loyalty members, via the Order Insight tab on the Contact screen.



The screenshot shows a user interface with several tabs: General, Opt-ins, Order insight, Contact activity, Notes, Insight, and Custom fields. The 'Order insight' tab is selected. Below the tabs, there is a dropdown menu labeled 'Order insight'. Underneath, the section is titled 'Financial Transaction Activity'. A table header is visible with columns: Source, Transaction Status, Transaction Id, Transaction Type, Transaction Date, Store Name, Currency, Total Sales Excl Tax, Total Sales Incl Tax, and Actions. The table content area below the header displays 'No records'.

Offer redemption for non-loyalty contacts

Horizon now enables non-loyalty contacts to redeem Horizon Offers, via the Horizon Admin API. Details of redeemed offers can also be seen for non-loyalty contacts via a new Wallet tab on the Contact screen.



The screenshot shows a user interface with tabs: General, Opt-ins, Order insight, Wallet, Contact activity, Notes, and Custom fields. The 'Wallet' tab is selected. Below the tabs, the section is titled 'Member wallet'. At the top right of the table area, it says 'Total rows: 2', 'Show rows 10', and 'Page 1 of 1'. The table header has columns: ID, Offer/reward redemption date, Offer/reward/behaviour name, Point cost, Refund, Used, and Actions. The table content area is currently empty.

Non-loyalty offer redemption supports all the core features of loyalty redemption, including:

- Different types of redemption:
 - Email a fulfilment team
 - Issue a voucher code (adding it to the contact's Wallet)
 - Add an offer to a customer's record in Floid Personalised offers
- Ability to send a triggered email when an offer is redeemed
 - Including details of the offer and any issued voucher code
- Ability to use issued voucher codes as eligibility for a SalesLift promotion
- Ability to download a printable PDF voucher.

This capability enables a wide range of new campaign types to be run; for example:

Non-member sales promotions

1. A pub chain's marketing team devises a promotion e.g. for customers to get a free bottle of beer in return for sharing their name and email address.
2. They publish a call-to-action on their social channels.
3. A customer sees the social ad, clicks the link and is taken to a branded web landing page.
4. They enter their details and click "submit".
5. They receive an email containing a personalised QR Code.
6. They go to the pub, show the bartender the QR code, and it's scanned.
7. The POS system talks to the loyalty platform, validates the single-use code, and applies a promotion for the free bottle of beer.

Loyalty program acquisition

1. A brand devises an engagement campaign (e.g. a competition or game) and publishes a social call-to-action.
2. Customers engage through a web landing page.
3. If they "win", they enter their email address and are issued with a single-use voucher code.
4. If they aren't yet a loyalty member, they join the program then enter the code in order to redeem some kind of loyalty benefit.

Gifting of loyalty points and rewards

Horizon now enables loyalty members to "gift" loyalty points or rewards to another member:

1. The gifter redeems a "giftable" reward, and loyalty points are deducted accordingly.
2. Horizon issues the gifter with a unique voucher code, optionally with a triggered redemption message and/or printable PDF certificate.
3. The gifter shares the code with the giftee, in whichever way they prefer.
4. The giftee enters the code and is awarded the gifted loyalty points or reward.

This is managed through additional configuration options on a set of voucher codes (Offer Management > Manage vouchers):

Add/Import voucher set

[Help on this page](#)

Here you can import sets of voucher codes which can be associated with offers. To do this the 'redemption action' for the personalised offer needs to be set to 'vouchers'.

File to import

Name*

Description*

Voucher source

Voucher type

Expiry Date*

Allow non-unique codes

Voucher Burn Wallet Owner

Action

Points

Specify if the voucher is to be awarded to the original owner of the voucher or if it is to be gifted to someone.

[Add/Import voucher set](#) [Close »](#)

Gifting of points

Add/Import voucher set

[Help on this page](#)

Here you can import sets of voucher codes which can be associated with offers. To do this the 'redemption action' for the personalised offer needs to be set to 'vouchers'.

File to import

Name*

Description*

Voucher source

Voucher type

Expiry Date*

Allow non-unique codes

Voucher Burn Wallet Owner

Action

Offer to be redeemed

[Clear »](#)

Specify if the voucher is to be awarded to the original owner of the voucher or if it is to be gifted to someone.

[Add/Import voucher set](#) [Close »](#)

Gifting of an offer/reward

Checking the 'burn' status of a voucher code

Now that Horizon supports much more flexible use of unique voucher codes, we've added a screen to enable customer services to check on the status of a specific code.

This is available under Offer Management > Voucher code history

Voucher code details

Search for a voucher code to view its details.



Voucher code Id	Voucher issued	Current offer Id	Current offer name	Expiry date	Voucher used	Used by contact Id	Used by contact
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Improvements

The following are some key improvements that have been delivered with HTK Horizon 3.12;

- **Improved tracking and testing of offer/voucher-based promotions:** It's now easier to create and manage promotions that redeem a Horizon Offer (optionally issuing a voucher code to the customer). The Promotion Simulator now enables specification of whether the "test" contact meets the promotion voucher rules.
- **Improved UX for creating promotions:** Several promotion attribute selectors now use "modal" dialogs rather than dropdown lists, to make promotion configuration easier to use.
- **Simulation of draft promotions:** The Horizon promotion simulator now enables testing of "draft" promotions before they're scheduled or made active.
- **Voucher codes as a member identifier:** The Horizon Admin API now allows issued voucher codes to be used as an identifier for Contact lookup, both for contact modifications and for transaction processing.
- **Improved on-screen help:** We've added "Help on this page" to more screens, including the product catalogue, promotion and promotion simulator screens.