

Managing Promotions

All Rialto user roles

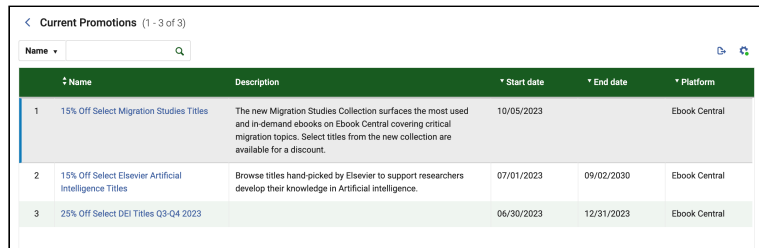
Rialto introduces a holistic perspective on active promotions, offering users a centralized view of ongoing promotional offers. The "Current Promotions" list is characterized by several key attributes, including comprehensive information about promotion durations, terms, and direct links to associated title lists. Moreover, the feature restricts the display of promotions to those accessible in the user's region, providing a personalized and relevant experience. Each listed promotion is detailed with crucial information, such as its name, description, timeline and platform. Users can seamlessly navigate to the corresponding list of titles for purchase.

Each promotion will appear on its start date and will be removed on its end date.

Viewing Current Promotions


To view the list of currently running promotions:

1. Select **Collection Development > Market > Current Promotions**. The Current Promotions page is displayed.



Name	Description	Start date	End date	Platform
15% Off Select Migration Studies Titles	The new Migration Studies Collection surfaces the most used and in-demand eBooks on Ebook Central covering critical migration topics. Select titles from the new collection are available for a discount.	10/05/2023		Ebook Central
15% Off Select Elsevier Artificial Intelligence Titles	Browse titles hand-picked by Elsevier to support researchers develop their knowledge in Artificial intelligence.	07/01/2023	09/02/2030	Ebook Central
25% Off Select DEI Titles Q3-Q4 2023		06/30/2023	12/31/2023	Ebook Central

Current Promotions page

2. The current promotions (campaigns) that are currently running are displayed in the list. Each promotion is detailed with information, such as its name, description, timeline, platform, and the total count of titles included.
3. Additionally, on this page, you can:
 - a. **Export to Excel** - Export the entire current promotions list to Excel by selecting the **Export to Excel** icon ().

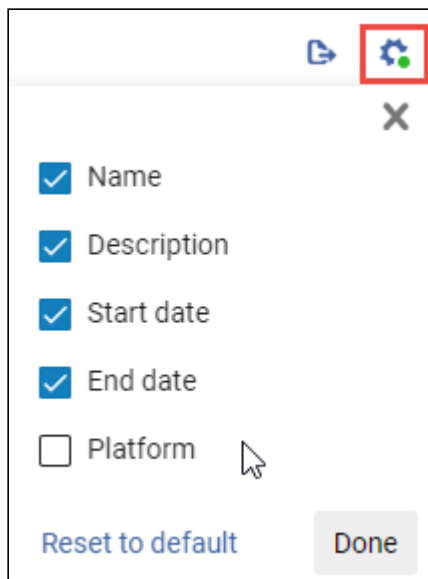
Note

This will only export the information visible on the screen. No title level detail is exported here.

- b. **Customize the view** - Select the **Customize** icon (



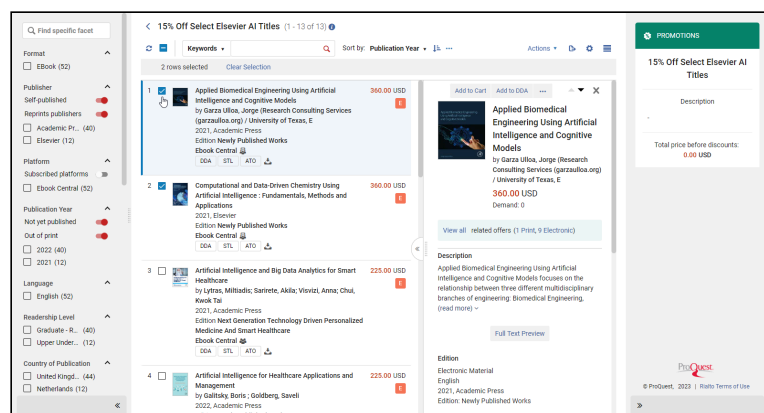
) to customize the columns that are displayed on the Current Promotions page. Once selected, a drop menu appears enabling you to select the columns that will be displayed on the Promotions page.



Individual Promotions

After selecting a specific promotion title, users are directed to a page containing all the titles that are part of that promotion.

The page will be pre-filtered to the platform offering the sale, and will only display one offer as representative for the title. To view other offers (that may or may not be part of the promotion), users can select the "View all related offers" link from any offer's details.



Associated title list of items within the selected promotion

Typical actions can be taken on this page such as add to cart, add to list, add to DDA, etc.

Additionally, on this page, you can:

- Export to Excel** - Export the entire current promotions list to Excel by selecting the **Export to Excel** icon (



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- Customize the facets** - Select the **Customize** icon (



) to customize the facets that are displayed on the Current Promotions page.

