

# Special Offers & Cashback

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Special Offer & Cashback is a feature available in the WebStore Manager that can be used to create special offers and create cashback offers where customers get money back from their purchase.

To create and edit special offers and cashback, do the following:

1. Login to your WebStore Manager.
2. Go to **Marketing > Special Offers & Cashback**.

## Viewing special and cashback offers

- All your special and cashback offers can be viewed in a table on this page
- You can edit these at any time (changing dates, discounts, etc.)
- If the offer is showcased it will be labeled with a star.

<input type="checkbox"/>	Name	Brand	Products	Status	Showcased
<input type="checkbox"/>	Cat Food	0	Starting on 19/02/2021		★

## Creating special offers

To add a special offer to your WebStore, do the following:

1. Click **+ Add New**.
2. Fill in the details of your special offer.

## Special Offer Details

Name	<input type="text" value="Cat Food"/>
Brand	<input type="text" value="All"/>
Image	<input type="button" value="Choose file"/> download-3.png
Banner External Link	<input type="text" value="https://bannerexample.net/sale/21"/>
Terms & Conditions External Link	<input type="text" value="https://terms&amp;conditions.net/sale/2"/>
Short description	<input type="text" value="Special offer on all our feline treats"/>
Start date	<input type="text" value="18/05/2021"/>
End date	<input type="text" value="19/06/2021"/>
Claim Until date	<input type="text" value="17/06/2021"/>
Showcased	<input checked="" type="checkbox"/>

3. If you select a brand for this special offer then only products associated with the brand will avail of this offer.
4. The **Claim until date** means the shopper has a certain amount of time to avail of this product.
5. If you select **Showcased**, your special offer will be placed on the Homepage to grab the shoppers attention.
6. Once you save the offer, a preview will be available of your image.

### Image Preview



## Special offer description

- Fill in the description of your special offer.

## Special Offer Description

Please click below to enter the special offer details. HTML tags are allowed.

<h1> Welcome to our feline sale </h1>

<p> Our range of feline treats and toys are the best of the best! </p>

<p> Get your paws on some of our goods for half of the price </p>

Save

- You can add HTML tags.

## Assigning products to your offer

- Click **+ Add New.**
- Select the departments and products that the offer applies to.

### Assign Product to: special offer

#### Store navigation

- Memberships
- Pet Accessories
  - Dog accessories
  - Cat Accessories
- Pet food
  - Cats
  - Dogs

#### Products

- NameProduct CodeActions
- Cat Crunch Nuts12347 [Preview](#)
- Custom cat food1234 [Preview](#)

[Assign](#)

[Close](#)

- Choose the type of discount, here is where you can select **Cashback** as the type of discount.

Discount type	Trade-in bonus
Discount value	Trade-in cashback
Discount Text	Cashback
	Instant Discount (Amount off)
	Instant Discount (% off)

- Enter the discount value and label it.
- Click **Save**.

## Cashback

- If you set the discount to cashback the shopper will receive a certain amount after they have made their purchase.
  - Cashback or trade-in allows the shopper to purchase products for less.
  - There are two types of cash-back:
    - Trade-in cashback - Shopper receives cash-back after trading in an older product.
    - Cashback - Shopper simply claims cashback after purchasing the product on a special offer.
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