

Coupon types

Last Modified on 28/09/2023 10:00 am IST

To access coupon types, do the following:

1. Login to your WebStore Manager.
2. Go to **Marketing > Coupons**.
3. Select the **Discount Type** menu under **Savings**.

Savings

Discount type describes the type of coupon that you are creating. Discount Amount is the benefit the coupon will give the shopper.

Discount Type:
Percentage Off

Discount Amount:
10

Coupons- No rules

The following coupons do not need rule configuration:

- Amount off- amount of all basket
- Percentage off - % of all basket
- Shipping amount off - amount off shipping
- Shipping percentage off - % off shipping

Note: Rule configuration is not necessary as the discount is applied to the basket total.

Coupons - Rule dependent

The following coupons do need rule configuration:

- Amount off item - amount off a single item (most/least expensive item)
- Percentage off item - % off a single item (most/least expensive item)
- Amount off all items - same amount off each item
- Percentage off all items - same % off each item

Note: **Dismount Amount** is disabled when you choose any of the rule-dependent coupon types. Instead, you need to specify the discount amount in the rule configuration window.

Amount/ Percentage off a single item

To create this coupon, do the following:

1. Label your coupon.
2. Select the discount type, in this case, we are selecting: **Amount off item:**

Discount Type:

Discount Amount:

3. You can add a minimum order total, new customers only, maximum usage, expiry date, price level restrictions, charity donations, and discountable items.
4. Select **Add Rule**.
5. For these coupons, we want the most expensive item to receive a discount.
6. Select the rule condition, in this case, we are we want our coupon to only affect the Cat Accessories category:

Condition Builder

Condition Source:

Condition Operator:

Value:

7. Select **Add**.
8. Select the **Action**, when the rule is performed:

Then perform the following action

Apply promotion to most expensive item

Apply promotion to least expensive item

9. Select **Save**.

Amount/Percent off all items

To create this coupon, do the following:

1. In this example, we will select **Amount off all items**.
2. Follow the above steps for **Amount off item**.

3. Select **Add Rule**.
4. We create a rule so that everything except memberships will receive a discount:

The screenshot shows the 'Rule Configurator' interface. It is divided into three main sections:

- Condition Builder:** A list of 'Condition Source' options includes 'Item ItemLookupCode', 'Item Department' (highlighted), 'Item Department Code', 'Item Category', 'Item SubCategory', 'Item Brand', 'Item Theme', and 'Item Stock Level'. The 'Condition Operator' is set to 'Is Not Equal To'. A 'Value' field is empty. There are 'Add', 'Change', and 'Delete' buttons.
- If ALL the following conditions are TRUE:** A text box contains the condition: 'Item Department Is Not Equal To Memberships'.
- Then perform the following action:** A dropdown menu is set to 'Apply the promotion' and a text box contains the value '5.00'.

At the bottom, there are 'Create Rule' and 'Cancel' buttons.

Coupons on the checkout

Once the coupon has been saved, customers can use the coupon at the checkout.

- Customers can enter the coupon code.

WebStore Coupon

If you have a WebStore Coupon code, please enter it here:

- **Amount off a single item:**

Cart

DESCRIPTION	QTY	TOTAL
Whisker Cat Bowl	1	€35.00
Discount: Cat34		€10.00
Cat Toy	1	€15.00

- **Amount off all items except membership:**

Cart

DESCRIPTION	QTY	TOTAL
Custom cat food	1	€25.00
Discount: SUMMER01		€5.00
Cat Toy	1	€15.00
Discount: SUMMER01		€5.00
Whisker Cat Bowl	1	€35.00
Discount: SUMMER01		€5.00
Bronze membership	1	€50.00

Shipping (to be calculated): €0.00

VAT (to be calculated): €0.00

Total Cost: €110.00
