Coupon types

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:

   Amount Off Item

   Discount Amount:

   10.00

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:

7. Select **Add**.

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

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:

Coupons on the checkout

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

- Customers can enter the coupon code.

- **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**