

## Coupon Guide

### Creation of coupon (voucher) campaigns and codes

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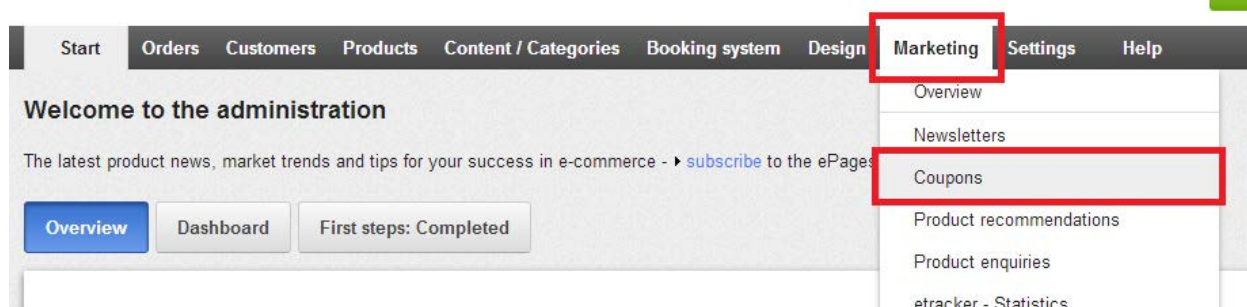
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## Coupon Campaign Settings

Go to 'Marketing' -> 'Coupons'



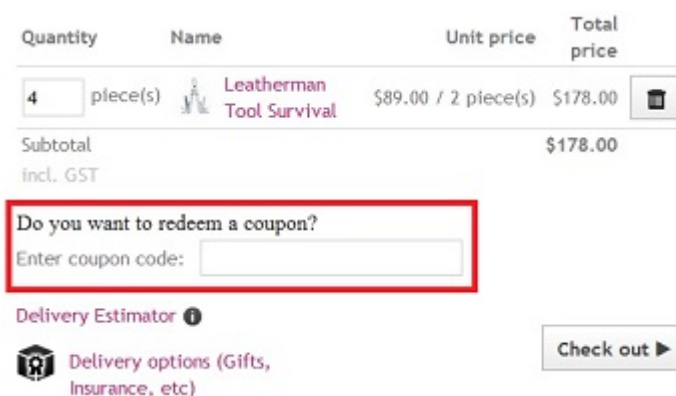
You can create multiple Coupon (Voucher) Campaigns and then within a Campaign you can create Coupon (Voucher) Codes.

The Coupon Code is entered by a customer in the Coupon Code entry box in the shopping basket.

Coupons have three possibilities for actions in the basket:

1. Apply a fixed dollar discount to the basket
2. Apply a percentage discount to the basket
3. Apply free shipping to the basket

### View in the shopping basket



## Creating a Coupon Campaign

Coupon Campaigns are currency dependent and separate campaigns must be enabled for each currency that exists in the online store. Coupons will only work with the appropriate currency in the basket.

Coupon campaigns

ID	Name	Currency	Value	Coupon codes	Redeemed
<input type="checkbox"/> Campaign6163	VIP Campaign (01/12/2014 00:00 - 31/12/2014 17:00)	\$	\$100.00	15 → Display	0
<input type="checkbox"/> Campaign5634	Order5634 - Bonus Coupon (07/04/2014 13:18 - 30/04/2015 13:18)	\$	\$100.00	1 → Display	1
<input type="checkbox"/> Campaign02	October 2014 Campaign (01/10/2014 09:00 - 31/10/2014 23:59)	\$	\$50.00	0 → Display	

\$

Number: 3

Click Save after completing the fields above

Select currency

Value is optional

Type in an ID for the voucher

**NOTE: this for internal use only, the voucher codes come later**

Type in the Name and click on Save

**NOTE: The Coupon campaign name will appear to your customers in the shopping basket and so should be descriptive of the purpose of this campaign.**

Access the setting for each Coupon Campaign by clicking on the Campaign ID

Coupon campaigns

ID	Name	Currency	Value	Coupon codes	Redeemed
<input type="checkbox"/> Campaign6163	VIP Campaign (01/12/2014 00:00 - 31/12/2014 17:00)	\$	\$100.00	15 → Display	0
<input type="checkbox"/> Campaign5634	Order5634 - Bonus Coupon (07/04/2014 13:18 - 30/04/2015 13:18)	\$	\$100.00	1 → Display	1
<input style="border: 1px solid red;" type="checkbox"/> Campaign02	October 2014 Campaign (01/10/2014 09:00 - 31/10/2014 23:59)	\$	\$50.00	0 → Display	

\$

Number: 3

## Coupon Tabs and Settings

### General Tab

The screenshot shows the 'General' tab of a coupon campaign configuration. The 'ID' field contains 'Campaign02'. The 'Name' field contains 'October 2014 Campaign'. The 'Description' field is empty. The 'Currency' is set to '\$'. The 'Type' is 'Absolute value' with a value of '\$50.00'. The 'Coupon code length' is '12 Characters'. The 'Time frame' is empty. The 'Number of valid coupon codes' is '10'. The 'Redemption voids the coupon code' is 'Yes'. There are 11 numbered callouts pointing to various fields and options.

1. Coupon Campaign ID – entered previously
2. Coupon Campaign Name – entered previously
3. Coupon Campaign description that is used when the coupon campaign is assigned to a Newsletter
4. Coupon value must be a positive number greater than 0 entered as two decimal places.
  - a. Valid to reduce delivery costs – yes/no
  - b. Gift coupon – yes/no if set to yes then the shop will correctly calculate tax according to the shop tax rules assigned at the time the coupon is redeemed.
5. Percentage value – assigns a discount percentage to the coupon rather than a dollar value.
  - a. If selected you can choose to allow discount to be applied against the shipping cost.
6. Waive delivery cost – this makes shipping free
7. Set a minimum value for the coupon to apply
8. Set the maximum length of the coupon code
9. Optionally – set a start and end date for a coupon campaign
10. Optionally – set the maximum number of coupons that can be redeemed i.e. you create 100 coupons by setting this to 20 only the first 20 used coupons can be redeemed.
11. Redemption yes / no – default is YES. If this is set to NO then a single coupon code can be redeemed as many times as it is used and will not be voided after the first use.

This close-up shows the 'Type' section. The 'Percentage value' radio button is selected. The 'also valid for delivery costs' radio button is set to 'No'. The 'Waive delivery costs' radio button is unselected. The 'Absolute value' option is unselected and shows 'AU\$0.01' and 'AU\$'.

## Validity Tab

General **Validity** Coupon codes

**Note**  
You can limit the validity of coupons to certain products, shipping, and payment methods. You can add these as conditions via the tray.

**Conditions**

Valid for all products  
with all delivery methods  
with all payment methods

**Example**  
When combining a product with a payment method, both conditions must be fulfilled in the order process: your customer must put this product in the shopping basket and

The validity tab allows you to assign some rules to the coupon campaign.

For example you can make the Campaign only valid for a specific product(s), Payment method(s), or Shipping method(s).

This means that the coupon code will not be applied if the product, payment or shipping method is not used by the customer. The default is valid for all.

Once a customer has added a valid product to the basket the coupon code can be applied.

Note:

- (a) If the Absolute value Type is specified on the General Tab page then the coupon value will be applied as a discount to ALL products in the basket not just the products specified in the Validity Tab page Conditions.
- (b) If the Percentage value Type is used on the General Tab page to specify a percentage discount then the Validity Tab page will display an option to allow you the specify whether the percentage discount should be applied to all basket products or just those products nominated in the Validity Tab page Conditions.

This example shows the option when a 25% discount has been specified.

**Conditions**

Valid for

Leatherman Tool Survival

Use percentage discount of 25% only for these products?  Yes  No

with all delivery methods  
with all payment methods

**Add elements** ✕

Products (1) Eureka El Capitan IV x 🔍

Delivery methods

Payment methods

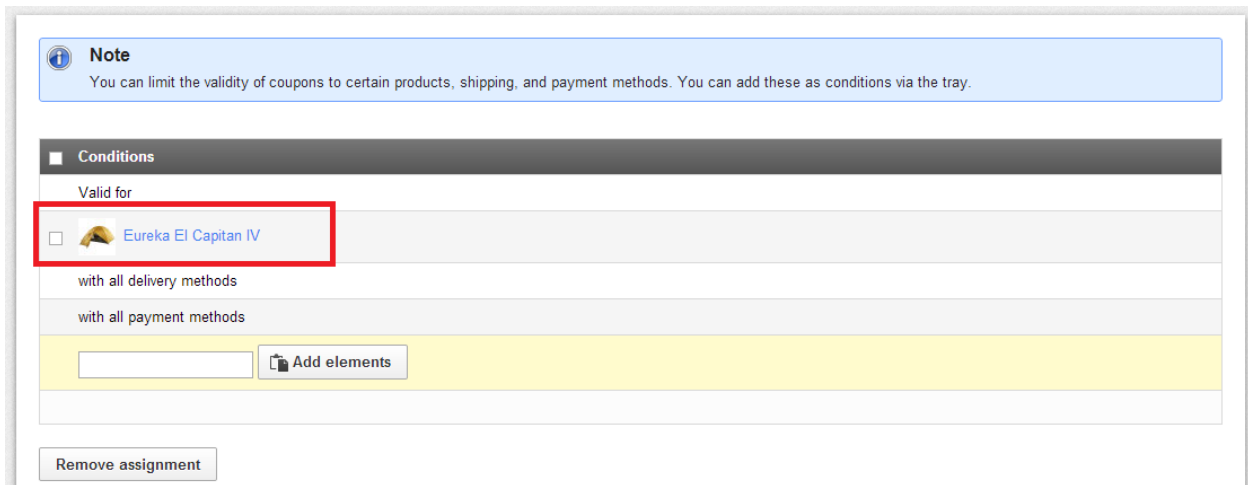
Tray

<input type="checkbox"/>	Product number ↗	Name ↓	List price ↓
<input checked="" type="checkbox"/>	eg_1000111010	Eureka El Capitan IV	AUS990.00

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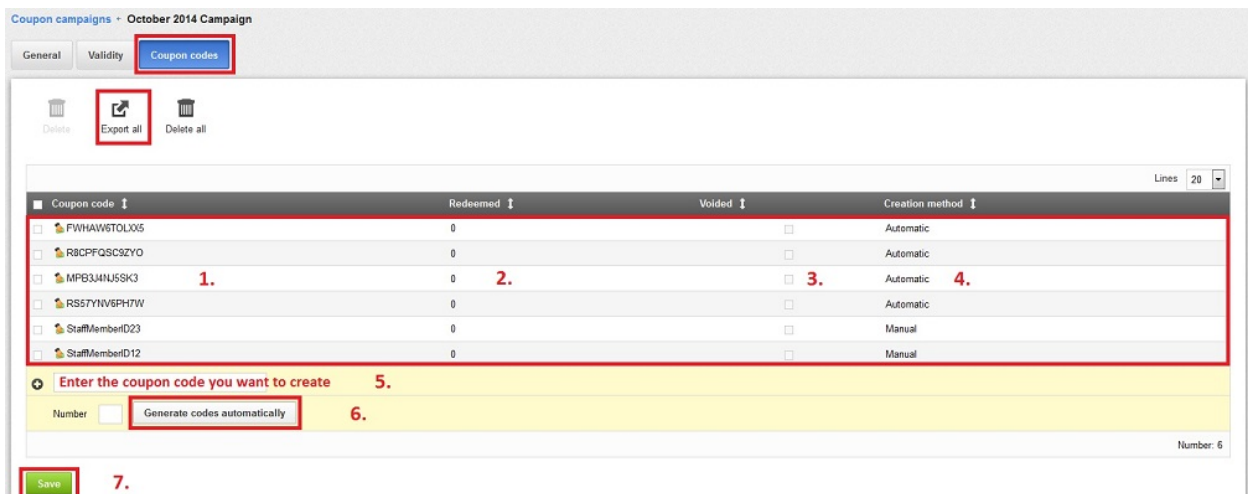
**Apply**

You just select the elements that you want to apply for validation. These elements will then appear in the list of validation rules.



You can select and remove individual or all assignments.

## Coupon codes Tab



1. Coupon code – the code is case sensitive and must be entered by the customer exactly in order to redeem the coupon.
2. Shows if the code has been redeemed and also how many times.
3. Shows if the code has been voided and can no longer be used
4. Shows how the code was created
5. To create an individual code manually enter the code in the entry box and click 'Save' (7.).
6. To create multiple unique codes automatically enter the number of codes required and click 'Generate codes automatically'. This will generate unique random alpha-numeric strings to the maximum code length.

The 'Export all' button can be used to export coupon codes to a CSV file for use with a mail merge program.