## Storefront Discounts

Site Managers can create a variety of discounts including dollar amount, percentage off, and discounts based on a previous purchase. Creating a discount code allows you to implement a variety of scenarios, such as coupons, gift certificates, corporate discounts, etc. The storefront also supports bulk discounts and automatic discounts based on a user's prior purchase. A few of the more popular discount types are discussed in more detail in this manual. You can also visit the Discounts and Promotions chapter of the Comersus manual (select Store Help from the storefront).

1. Log into the storefront (see Access the Storefront).
2. Select Storefront from the main menu.
3. Select 03 Discounts.

## Store Administration



## Discount Thresholds

Discount caps may be a combination of one or more of the following options:
setting the discount as a one-time use

- $\quad$ limiting to a maximum and minimum purchase quantity
- $\quad$ limiting to a maximum and minimum weight (applicable to shippable products)
- $\quad$ limiting to a maximum and minimum total shopping cart value/price


## Discount Any Item

Create a discount code to that can be applied to any item in your store.

1. Navigate to Storefront Discounts (see Storefront Discounts).
2. Select 01 Add Discount for Any Product from the Discounts menu.

Discounts menu

```
0 1 \vartheta \text { Add discoun for any product for one product}
0 2 \text { Modify discount}
03 Add discount per quantity
```

3. Fill out the Add Discount form. See the table below for an explanation of the fields on this form.


## Save

4. Select Private if you do not want the discount code to appear on credit card order receipts.
5. Save.

## Add Discount

## Form Fields Explanation

Description This is the category name that will be displayed in your store when people browse the store by category, together with the category image.

Valid for Select root to create a brand new category.
Product Select an available category from the drop-down menu to create a subcategory that belongs to the parent category you select.

Price to Add more information not available in the description field. The text you enter Discount here will show as a detailed view when customers click on the category.

Percentage to Add as many simple terms as you like, each separated by a comma, to help

## Add Discount

## Form Fields Explanation

Discount customers using the search tool.

Active This check box will make this category active and visible on your storefront.

Discount The following parameters limit the applicability of the discount. You do not Parameters need to specify any of these parameters; they are optional.

- Quantity You can limit the validity of the discount to orders that fall within a certain quantity range (e.g. between 5 and 10 copies, etc.)
- Weight Some clients sell physical products which include a weight. The weight can be used to attach shipping fees to an order on checkout.
- Total Here the parameter is the total order amount. Typically, you would set a Price minimum dollar amount for the purchase and any order under the minimum dollar amount would not receive the discount.

Discount Code Enter the code that your customers must use to obtain the discount. The code is entered by customers on the checkout page.

Private This check box allows admins to set certain discount codes as private within the system. A private code means that it will not appear on credit card order receipts.

## Add Discount

## Form Fields Explanation



## Discount a Specific Item

Create a discount code that can be applied to one specific item in your store.

1. Navigate to Storefront Discounts (see Storefront Discounts).
2. Select 01 Add Discount for One Product from the Discounts menu.

## Discounts menu

$01 \Leftrightarrow$ Add discount for any product for one product
02 Modify discount
$03 \Leftrightarrow$ Add discount per quantity
04 Modify discount per quantity

05 Add discount based on previous purchase
$06 \triangleq$ Modify discount based on previous purchase
$07 \Leftrightarrow$ BirthDay discounts
$08 \diamond$ Previous menu
3. Select the product that you would like to apply quantity the discount to. You can do this by typing the name into Search or selecting List all Categories.

## Product selection

Please enter search criteria in order to select a product:

4. Fill out the Add Discount form (see step 5 of Discount Any Item).
5. Save.

## Bulk Discounts

Creating discounts based on quantity gives you the ability to charge a lower price as the quantities go up on specific items, both with your retail and wholesale customers. The correct price is automatically calculated when the item is added to the shopping cart.

1. Navigate to Storefront Discounts (see Storefront Discounts).
2. Select 03 Add Discount per Quantity from the Discounts menu.
```
Discounts menu
01 Add discount for any product | for one product
0 2 \text { Modify discount}
03 Add discount per quantity
04 Modify discount per quantity
```

3. Select the product that you would like to apply quantity the discount to. You can do this by typing the name into Search or selecting List all Categories.

## Product selection

Please enter search criteria in order to select a product:

4. Fill out the Add Discount per Quantity form.

Add discount per quantity

| Description | Discount when purchasing 50 or more |  |
| :--- | :--- | :--- |
| Product | WHMIS |  |
| Price to discount per <br> unit | 1.00 |  |
| Quantity | From 50 | Until 9999 |

## Save

5. Use Quantity to define the minimum and the maximum number of items that must be purchased to obtain this discount.
6. Save.

## Edit or Delete Discounts

1. Navigate to Storefront Discounts (see Storefront Discounts).
2. Select $\mathbf{0 2}$ Modify Discount or $\mathbf{0 4}$ Modify Discount Per Quantity as appropriate from the Discounts Menu.

## Discounts menu

01 Add discount for any product | for one product
02 Modify discount
$03 \Leftrightarrow$ Add discount per quantity
04 Modify discount per quantity
05 Add discount based on previous purchase

06 Modify discount based on previous purchase
07 BirthDay discounts
08 §revious menu
3. Locate the product that you would like to edit or delete from the list of Discounts shown.
4. Choose to Modify or Delete the discount.

## Discounts

-5\% off any sale - All Products Modify Delete
Page 1 of 1

