3.6. How to create a Discount Coupon.

Coupons are a great way to attract new customers and get loyal ones to come back for more.

WooCommerce includes simple yet powerful coupon functionality that fits most stores' needs right out-of-the-box — which means you can start offering coupons with WooCommerce in just a few clicks.

Here's a step-by-step guide.

To add a new coupon, go to:
WooCommerce > Coupons and click Add coupon.
The opening screen will present you with the Coupon code and Description fields.

Coupon code is the code customers will enter to apply the coupon to their cart. Description is an optional field that's not visible to customers, only to merchants.

Below these fields, you'll see the Coupon data block. It has three sections:

    General
    Usage restriction
    Usage limits

Let's take a closer look at each one.

Add new coupon

Description (optional)

1. General

By default, WooCommerce comes with three discount types:

• Percentage discounts apply a percentage discount to the entire cart.
• Fixed cart discounts apply a fixed amount discount to the entire cart.
• Fixed product discounts apply a fixed amount discount to selected products only. The discount is calculated per item and not for the whole cart.

Use the Coupon amount field to set the amount of the discount, the Discount type field to set the type, and the Coupon expiry date to set an expiration date. You can also offer free shipping to customers using the coupon. In the example above, we've created a coupon that gives a 50% discount to the entire cart and that expires on October 31, 2018.

sales@ourlocal.uk

Add new coupon

Lucky200

50% discount on books for first 200 customers valid through October.

Coupon data

🎟 General	Discount type	Percentage discount ▼
⊘ Usage restriction	Coupon amount	50 ❓
⊹ Usage limits	Allow free shipping	☐
		Check this box if the coupon grants free shipping. A free shipping method must be enabled in your shipping zone and be set to require "a valid free shipping coupon" (see the "Free Shipping Requires" setting).
	Coupon expiry date	2018-10-31

2. Usage restriction

If you don't select any restrictions, anyone can add the coupon to their cart at any time, which probably isn't what you want.

You can apply the a few different restrictions to your coupon:

- Set a minimum or maximum order subtotal (that is: the sum of the cart subtotal + tax).
- Include or exclude selected products or categories.
- Limit by 'allowed' emails (verified against the customer's billing email)l. WooCommerce 3.4+ also allows you to include a wildcard character (*) to match multiple email addresses, for example, `*@gmail.com` would make any gmail address.

In our example, we've restricted the discount to the Books category by using the Product categories field.

Coupon data

General	Minimum spend	No minimum ❓
Usage restriction	Maximum spend	No maximum ❓
Usage limits	Individual use only	☐

Check this box if the coupon cannot be used in conjunction with other coupons.

Exclude sale items ☐

Check this box if the coupon should not apply to items on sale. Per-item coupons will only work if the item is not on sale. Per-cart coupons will only work if there are items in the cart that are not on sale.

Products	Search for a product... ❓
Exclude products	Search for a product... ❓
Product categories	× Books ❓
Exclude categories	No categories ❓

3. Usage limits

Here, you can specify how many times the coupon can be used per customer and in total. You can also define the number of products it can be applied to at once. In the screenshot above, you'll see that we've specified that the coupon once by customer, and by 200 customers altogether.

Coupon data

General	Usage limit per coupon	200 ❓
Usage restriction	Limit usage to X items	Apply to all qualifying items in cart ❓
Usage limits	Usage limit per user	1 ❓

Now, if our shoppers add the "LUCKY200" coupon to their carts, they'll get 50% off all products in the "Books" category as long as they're one of the first 200 customers. Any other products are in the cart will remain full price.

Cart totals

Subtotal	£33.34
Coupon: lucky200	-£16.67 [Remove]
Total	£16.67

Proceed to checkout ➡