

SCENARIO 1: 40% OFF BLACK FRIDAY/CYBER MONDAY SPECIAL

In this case, we will have a 40% off sale, excluding gift cards, for a specific date range.

Coupon name *

40% OFF Black Friday Special

1

Coupon code *

FRIDAY10

2

Coupon codes cannot be changed once they have been

▶ BULK COUPON CODES

Coupon is active.

3

Only active coupons can be used at checkout.

Discount *

40%

4

Three discount types are possible:

- Fixed value discount; enter "15" for \$15.00 off.
- Percentage discount; enter "15%" for 15% off.
- Set product price; enter "=15" to make all matching

Apply discount to

5

- Order subtotal
- Order subtotal, excluding already discounted titles
- Order subtotal, applying the best discount available
- Total of matching product(s)
- All matching product(s)

Date restrictions

6

Restrict coupon by date.

Start date

Nov 27 2015

Coupon will activate at 00:00 (local time) on the specified date. The time/;

Expiry date

Dec 1 2015

Coupon will expire at 00:00 (local time) on the specified date. The time/;

Maximum number of redemptions (per code)

7

If set, the coupon can only be used this number of times. For bulk coupon

Maximum number of redemptions (per user)

8

If set, each user can only use the coupon this number of times.

▼ APPLICABLE PRODUCT CLASSES **9**

Selecting a class will apply this coupon to **all**

- ABA Product
- Event Ticket
- Gift Card
- Hoodie
- Mugs
- Product
- Special Gift Cards
- T-Shirt
- T-Shirt 2
- Tote Bags

Save coupon **10**

You have now created a coupon providing customers who enter the code 'Friday40' during checkout from 11/27/15 to 12/1/2015 a 40% discount. You can promote this code by creating a block and adding it to your site, posting notices in store, sending email announcements and/or simply by word of mouth.