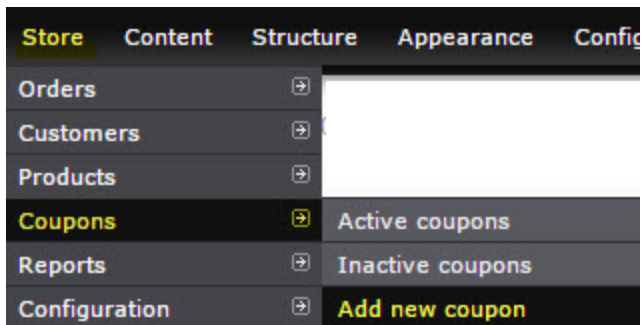


Since there are so many different configuration options for coupon codes, it is easiest to explore this feature using examples. The following examples are provided solely as illustrations of the coupon code functionality and are in no way recommendations. Given antitrust laws, ABA never suggests what promotions or discounts any store should offer. Those business decisions are made solely by each individual bookstore.

THE BASICS - CREATING A COUPON



(If you do not see this option, email staff@bookweb.org, and we will activate the module for you.)

For every coupon, there must be a name, code, discount type, and it must be checked as 'Active' in order to apply to the shopping cart.

Coupon name * 1

Coupon code * 2

Coupon codes cannot be changed once they have been used in an order.

Coupon is active. 3
Only active coupons can be used at checkout.

Discount * 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 products \$15.00 after discount.

Save coupon 5

To see screenshots for specific scenarios select the appropriate file.