



Commerce Cloud Platform Adoption Playbook:

Coupon Codes

Give discounts using traditional coupon codes.



Coupons Definition and Usage	2
Creating Different Types of Coupon Codes	2
Merchant-Defined Single Coupon Codes	2
Merchant-Defined Multiple Codes	3
System-Generated Codes	5
Coupon Redemption Limits	6
Coupon Redemptions Reporting	8
Assigning Coupon Codes to Campaign	9
Additional Resources	10

Coupons Definition and Usage

Coupons are used to trigger discounts and require that customers manually enter coupon codes at checkout. Traditionally, in-store customers present coupons at the time of checkout to receive promotions, such as a percentage off or a bonus offer. Online shoppers add the coupon code into the online shopping cart at the time of checkout.

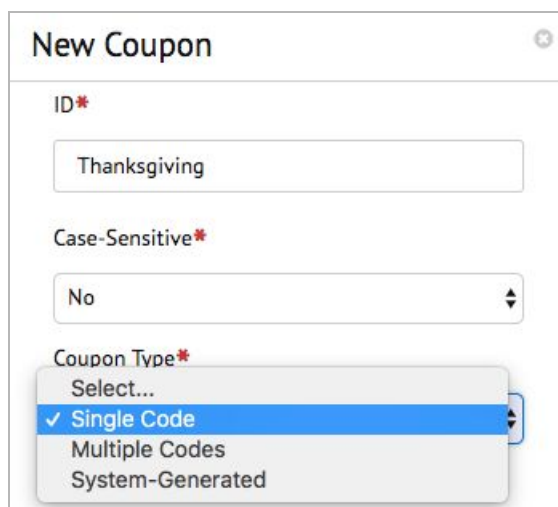
You can vary coupons by origin or marketing channel, using either externally generated coupons, platform generated, or custom coupon codes. You can limit the number of times a coupon can be redeemed and how many times a specific consumer can use a coupon during a specific time period. Coupons let you track the effectiveness of specific promotions and campaigns via redemption reporting. By analyzing this information you can adjust your promotional strategies to increase repeat business and revenue.

Creating Different Types of Coupon Codes

Merchant-Defined Single Coupon Codes

Single code coupons are where the code value is the same for all customers and is defined by you, the merchant. An example is a coupon enclosed in a catalog or mailer, instructing consumers to enter the “SecretSale09” coupon code at checkout to receive a bonus product with order value while supplies last. You can activate the “while supplies last” restriction by setting a coupon code redemption limit.

To start creating a new code, go to **Merchant Tools > Online Marketing > Coupons** and click New. Select Single Code from the drop-down.



New Coupon

ID*
Thanksgiving

Case-Sensitive*
No

Coupon Type*
Select...
✓ Single Code
Multiple Codes
System-Generated

Then enter the coupon code you would like to create and click Save.

Coupon Type*

Single Code

Coupon Code*

turkey

Merchant-Defined Multiple Codes

Multiple code coupons are where several code values map to the same coupon. You can import the codes into the platform, or enter them manually if you only have a few. One example of this type of coupon is a new subscriber coupon sent to consumers who sign up for a store’s newsletter, offering them \$10 off their first order over \$75.

Manual Entry

After you set-up a Multiple Code group, go to the Coupon Codes tab and enter your codes manually.

Merchant Tools / Online Marketing / Coupons / **Edit Coupon Thanksgiving2**

General Delete 1-3 of 3

Coupon Code	Redemptions	Export Status	
<input type="text" value="Enter a new coupon code"/> <input type="button" value="Add"/>			
<input type="checkbox"/> 1turkey	0	No	<input type="button" value="Delete"/>
<input type="checkbox"/> 2turkey	0	No	<input type="button" value="Delete"/>
<input type="checkbox"/> 3turkey	0	No	<input type="button" value="Delete"/>



Upload Merchant Defined Coupon Codes from Excel

After you set-up a Multiple Code group you can upload a list of codes from Excel by going to the Import & Export module in **Merchant Tools > Online Marketing > Import & Export**.

[Merchant Tools](#) > [Online Marketing](#) > Import & Export

Import & Export

Promotions

Manage promotion [imports](#) & [exports](#). Import or export promotions from or into XML files. [Import](#) [Export](#)

Coupons

Manage coupons [imports](#) & [exports](#). Import or export coupons from or into XML files. [Import](#) [Export](#)

Coupon Code Export (CSV)

Export coupon codes by [exporting](#) codes into a CSV file. [Export](#)

Coupon Redemption Export (CSV)

Export coupon redemptions by [exporting](#) codes and related information into a CSV file. [Export](#)

Coupon Redemptions (XML)

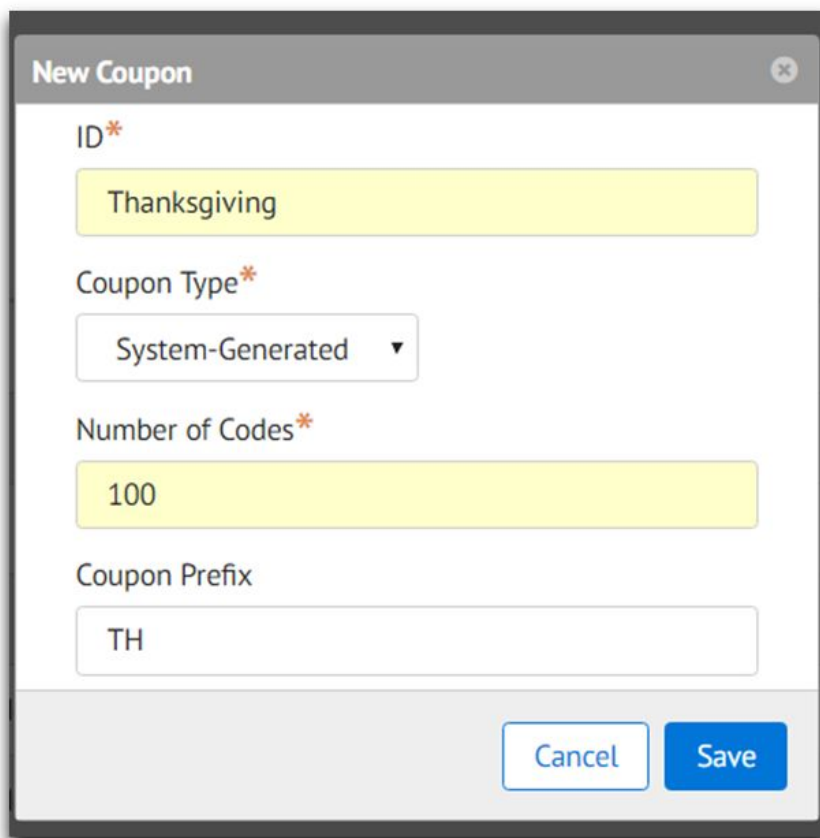
Manage coupon redemption [imports](#) & [exports](#). Import or export coupon redemptions from or into XML files. [Import](#) [Export](#)

System-Generated Codes

System generated codes are where a number of codes are randomly generated for you. This option is typically used when you want to provide a unique code to each individual that is eligible for a specific promotion.

When creating the codes, you can define the following parameters:

- **Coupon Prefix:** the prefix will be added to the beginning of each code generated by the system.
- **Number of Codes:** enter the number of codes you would like the system to generate.



New Coupon

ID*
Thanksgiving

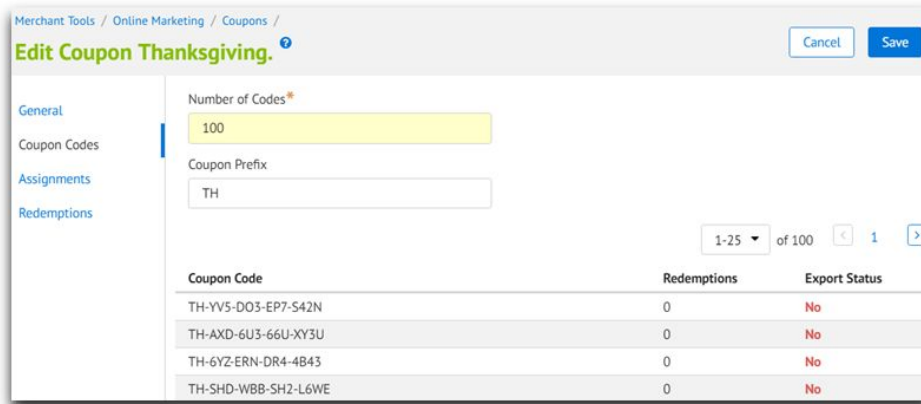
Coupon Type*
System-Generated

Number of Codes*
100

Coupon Prefix
TH

Cancel Save

When you click Save, the codes will be generated and are visible in the Coupon Codes tab.



Merchant Tools / Online Marketing / Coupons / **Edit Coupon Thanksgiving** Cancel Save

General

Number of Codes*

Coupon Codes

Coupon Prefix

Assignments

Redemptions

1-25 of 100 < 1 >

Coupon Code	Redemptions	Export Status
TH-YV5-D03-EP7-S42N	0	No
TH-AXD-6U3-66U-XY3U	0	No
TH-6YZ-ERN-DR4-4B43	0	No
TH-SHD-WBB-SH2-L6WE	0	No

To export the system generated codes, go to **Merchant Tools > Online Marketing > Import & Export**.

Note: System generated coupon codes cannot be deleted one by one. In order to delete a system generated code, you need to export the coupon codes and then re-import the codes as 'merchant-imported' which will give you the ability to delete codes.

Coupon Redemption Limits

Redemption limits can be set for each type of coupon.

Set it up in the General tab of the coupon in **Merchant Tools > Online Marketing > Coupons**. You can control how many redemptions are allowed per code, per customer, per time period or per order.

- **Per Coupon Code:** the number of redemptions allowed per coupon code
- **Per Customer:** the number of codes a customer can redeem
- **Per Time Period:** the time period during which a customer can redeem the specified coupons
- **Per Day:** the number of codes the consumer can redeem per day

Edit Coupon Thanksgiving. ?

General

Coupon Codes

Assignments

Redemptions

ID*

Thanksgiving

Description

Enabled

No ▾

Coupon Type*

System-Generated

Redemption per Coupon Code

Redemption per Customer

Redemption per Time Period

Time Period (Days)*

Redemptions*

Redemptions Per Order

Once Per Order ▾

Coupon Redemptions Reporting

Coupon reporting is available on your Production instance under **Production > Online Marketing > Coupons**. You are able to see reporting by coupon ID and view redemptions.

On the coupon page, click on the Redemptions tab. You can see an order number, redemption time, and a customer email.

Merchant Tools / Online Marketing / Coupons /

Edit coupon easter2016. ?

General			
Coupon Codes			
Assignments			
Redemptions	Order Number	Time	Customer
	00000401	4/7/2016 6:52 pm	ikyselova@demandware.com

Note: Coupon code redemptions are managed and maintained separately from coupon codes in the database. Coupons can be deleted along with all their codes at any time. Coupon redemptions physically belong to the order in which they are redeemed, and are only deleted if the order is deleted.

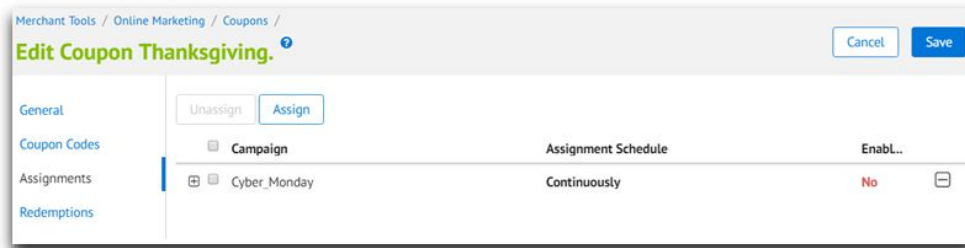
Replication includes coupons and coupon codes, but not coupon code redemptions. Redemptions are created on Production.

You can search and analyze coupon redemptions across all coupons from the main coupon page through the search mechanism on the Coupons list page and view redemptions on a coupon-specific basis on the coupon detail page.

Assigning Coupon Codes to Campaign

In order to trigger a promotion, the coupon must be assigned to a campaign as a qualifier. That campaign must have a promotion assigned to it. [Please see the Campaigns Platform Adoption Playbook.](#)

You can assign a coupon to a campaign from the campaigns module, and also from the coupon itself. Go to the Assignment section in your coupon, click Assign and select the campaign you want the coupon to be valid for.



On the Assignments tab, you can also see a list of campaigns where this coupon has been assigned.



Additional Resources

On-Demand Videos

Listen to and watch [Platform Adoption Webinars](#).

Ask the Community

Get answers to your questions from Commerce Cloud experts, partners, and other customers via the [Ask the Community](#) forum on XChange. Commerce Cloud XChange login required.

1-on-1 Help

Request a [Commerce Cloud Accelerator](#).

Upcoming Events & Webinars

Review the [calendar](#) of upcoming Commerce Cloud learning opportunities.