

eStore Dynamic Coupons Plugin

The Dynamic Coupon plugin allows eStore website owners to dynamically generate coupons per transaction using pre-configured criteria.

This plugin will generate unique coupon codes on a per transaction basis.

The coupon properties such as discount amount and type of discount (ie, percentage or dollar amount) are configurable in the plugin's settings page.

The coupon code can be automatically sent to the customer in the post purchase email.

Usage Instructions

Pre-requisites: In order for the Dynamic Coupons plugin to function you will need to have the [WP eStore](#) plugin installed and activated in addition to the Dynamic Coupons plugin.

After installing and activating the Dynamic Coupons plugin, you can configure and view various pieces data by going to the following menu item:

WP eStore->Dynamic Couons (see figure below):



Configuring The Dynamic Coupons Plugin

General Settings

After clicking on the Dynamic Coupons menu you will be taken to the "Settings" page as shown below.

Enter the configuration details for the dynamic coupons.
These configuration items will be applied globally to all dynamically created coupons.

Dynamic Coupons Settings

Enable Dynamic Coupon Creation : **1**

Discount Type: % **2**
(Set the discount type as either percentage or dollar amount) \$

Discount Amount: **3**

Expiry Date (yyyy-mm-dd): **4**
Leave blank for no expiry

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This page contains the following configurable items:

1) **Enable Dynamic Coupon Creation** - when this checkbox is enabled, the dynamic creation of coupons will occur on a per transaction basis when a purchase is made using eStore.

You can disable the dynamic creation of coupons by unchecking this checkbox.

2) **Discount Type** - this field allows you to specify what type of discount you want to apply when using the coupon.

The two choices are:

% - this applies a discount as a percentage of the price of the purchase.

\$ - this applies a discount as a dollar value of the price of the purchase.

3) **Discount Amount** - enter the amount of the discount in this field.

4) **Expiry Date** - Enter the the expiry date for your coupons in this field.

If left blank your coupons will have no expiry date.

5) When you are done with the general configuration click the save button.

Viewing and editing issued coupons

You can view a list of the existing issued coupons and also edit a coupon entry by clicking on the "Issued Coupons" tab as shown circled below:

Settings **Issued Coupons**

Dynamic Coupon Information

You can view and edit the dynamic coupon information on this page.
To edit a record, simply click on the "edit" link in the table below for the coupon of your choice and then click the save button when you are finished editing.
To add a new coupon enter the coupon details in the form below and click the save button.

Edit Coupon Information

Coupon Code:

Discount Value:

Discount Type: %
(Set the discount type as either percentage or dollar amount)
 \$

Expiry Date (yyyy-mm-dd):
Leave blank for no expiry

Active:

Current Coupons

Bulk Actions

8 items

ID	Coupon Code	Discount Value	Discount Type	Active	Expiry
8	1784663348F63	4.5	\$	Yes	2014-12-01
9	5388018334432	12.5	%	Yes	No Expiry
10	8043082386854	12.5	%	Yes	No Expiry

In the lower half of the page you will see a table which will display the current coupons in your system.

To edit a specific coupon entry click on the "edit" link for the specific entry in the table which can be found when you hover over the ID column for a record as shown by the circled entry number 1 below:

Edit Coupon Information

Coupon Code: 2

Discount Value:

Discount Type: %
(Set the discount type as either percentage or dollar amount)
 \$

Expiry Date (yyyy-mm-dd):
Leave blank for no expiry

Active: You can activate/deactivate coupons using this drop down

Current Coupons

Bulk Actions 8 items

ID	Coupon Code	Discount Value	Discount Type	Active	Expiry
10 1	8043082386854	12.5	%	Yes	No Expiry

The coupon details will then be displayed in the form in the upper half of the page. (see the above figure).

In addition to being able to update the settings described in the general settings page you can also activate/deactivate a particular coupon by setting the "Active" drop down box as shown in the figure above.

After updating a coupon's details click the save button.

To delete a specific coupon click on click on the "delete" link for the specific entry in the table.

You can also delete coupons in bulk by selecting the coupons you wish to delete using the checkboxes in the table, and then selecting the "Delete" option from the "Bulk Actions" drop down and then clicking the "Apply" button.

Automatically sending a coupon code to a customer

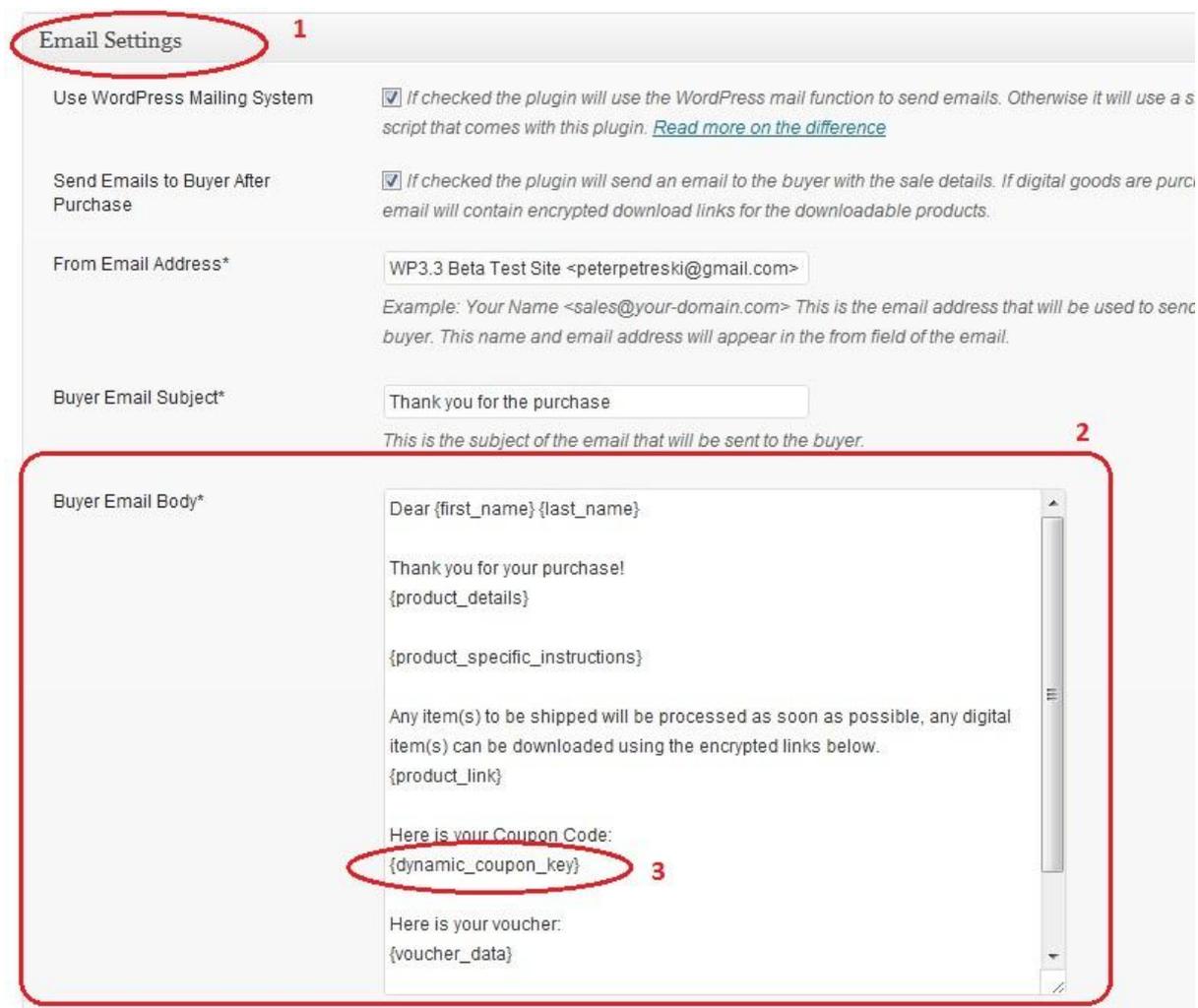
A dynamically generated coupon code can be automatically sent to the customer via email immediately after their purchase.

To enable this feature, do the following steps.

1) Go to the eStore Settings page menu as shown below:



2) When in the eStore settings page scroll down to the section titled “**Email Settings**” as shown below.



3) Inside the “Buyer Email Body” box insert the following special email tag which will enable the dynamic coupon code to be sent:

{dynamic_coupon_key}

(see number 3 circled in the figure above)

4) Save the eStore settings by scrolling to the bottom of the page and clicking the “Update Options” button.