

3. Discounts and Coupons

Configure reusable discounts, coupon codes, redemption limits, and availability.

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How to create a reusable discount

Create a reusable discount when employees need a consistent percentage or fixed reduction at checkout.

Create the discount

1. Open **Settings > Discounts**.
2. Select **Create Discount**.
3. Enter a clear name.
4. Choose **Percentage** or **Fixed amount** and enter the value.
5. Choose where it applies: the subtotal, all products, a group, or a specific product.
6. Configure automatic application and expiration when applicable.
7. Review the example savings.
8. Save the discount.

Use a name that tells employees why the discount exists, such as “10% Loyalty Discount” instead of a generic name.

How to create a coupon code and set redemption limits

Coupons connect a customer-facing code with a configured discount and control when or how often the offer can be used.

Create the coupon

1. Open **Settings > Coupons**.
2. Select **Create Coupon**.
3. Enter the coupon code employees or customers will use.
4. Select the discount connected to the coupon.
5. Choose single use, limited use, or unlimited use.
6. For limited use, enter the maximum number of redemptions.
7. Enter the business cost when applicable.
8. Set the start and expiration date and time.
9. Add a description, then save.

Before publishing a code

- Test the code with an eligible transaction.
- Confirm the start and expiration times use the intended location time zone.
- Make the redemption limit clear in customer-facing advertising.

How to review, edit, or expire discounts and coupons

Review active promotions regularly so outdated discounts or coupon codes do not remain available longer than intended.

Review a promotion

1. Open **Settings > Discounts** or **Settings > Coupons**.
2. Select the record to review.
3. Confirm its value, eligible target, automatic behavior, redemption limit, and availability dates.
4. Correct the configuration or set an appropriate expiration.
5. Save the changes.

Protect profitability

- Avoid overlapping automatic discounts unless stacking is intentional.
- Confirm fixed discounts cannot exceed the eligible sale amount in normal use.
- Retire codes that have been publicly exposed beyond their intended campaign.
- Review reports to understand redemption and business cost.