

Creating Coupons for Customers

With your eCommerce website you can create online coupons for your customers. This is a great promotional tool for online advertising and print media.

1. Click on Gift Certificate / Coupons (in the top green menu)
2. Select Coupon Admin
3. Click on Insert
4. Choose a Coupon Name
5. (optional) Enter a Coupon Description
6. Enter a Coupon Amount as either:
 - a. A fixed discount of any order placed
 - b. A percentage discount of any order placed
7. (optional) Enter a Coupon Minimum Order (eg. \$10 off for any order over \$100)
8. (optional) Check the Free Shipping box if the coupon offers free shipping
9. Enter a Coupon Code. This is the code the customer will enter at checkout in their shopping cart to redeem the coupon
10. (optional) Set the number of times this coupon can be used per coupon or per customer
11. (optional) Set a start and end date for the coupon to be valid
12. Click on Preview
13. Click on Confirm

The screenshot shows the 'DISCOUNT COUPONS' form in the Zen Cart administration interface. The form is organized into several sections:

- Coupon Name:** A text input field with a small icon to its right.
- Coupon Description (Customer can see):** A large text area with a small icon to its right.
- Coupon Amount:** A text input field.
- Coupon Minimum Order:** A text input field.
- Free Shipping:** A checkbox.
- Coupon Code:** A text input field.
- Uses per Coupon:** A text input field.
- Uses per Customer:** A text input field.
- Start Date:** A date selector with dropdowns for day, month, and year (set to 30, May, 2010).
- End Date:** A date selector with dropdowns for day, month, and year (set to 30, May, 2011).
- Coupon Zone Restriction:** A dropdown menu with 'none' selected.

At the bottom of the form, there are two buttons: 'preview' and 'cancel'.