

Coupon Manager

This module lets you offer and accept coupons in your Miva Merchant store. It has several configurations for free shipping, bulk product requirements and even multiple coupon usage.

The Concept...

This module provides an interface for you to create coupons, each of which can carry specific restrictions or requirements. Coupons are distributed by other means (via email newsletters, or individually).

Coupons are actual discounts on the purchase price, and are not considered a payment method. With that, a coupon has no actual “balance,” meaning there’s no running balance left if the order is completely covered by the coupon.

Note about compatibility with other modules: This module plugs into Miva Merchant’s OSEL screen by default. If you are using a module (like a template module) that overwrites this screen, you’ll need to use a token to place the coupon prompt for customer usage.

Other Page Templates users—[click here](#) for info on integrating Coupon Manager.

Note about how the module works: When a coupon code is entered during checkout, the coupon is actually added to the basket. If a coupon code is entered and checkout is not completed, the coupon itself will remain in the basket until one of the following occurs:

- The order is actually placed.
- The basket changes in a way that makes the coupon invalid.
- The basket is abandoned and expires, and is deleted via the Miva Merchant Admin.

Installing the Module...

This module is installed as a System Extension module. [Click here for installation steps.](#)

Accessing the Module...

After installing the module, click on the **Order Fulfillment** link in your Miva Merchant Admin, and click on the **Coupon Settings** link in the right-hand screen. This is where you will make all configurations for the module.

Coupon Settings...

Before creating coupons, you need to set the module's options.

Redeem Text/Button:

You can use a standard gray form submit button, or a custom graphic for the Redemption button (the one shoppers click after entering the coupon code during checkout).

Header/Footer:

These will be displayed above/below the coupon input box in the store. You'll probably want to keep any textual content short, and most would use this to enclose the input and button in a box using a table.

Maintain Coupon Log:

Checking this option will create and maintain a log file of all coupons redeemed in the store. This is especially useful for future analysis.

Log File:

You can create your own name for the log file (default is coupons.txt). You can also enter a path (from the mivadata directory root) to have the file written in a special folder. This isn't required, however. Entering just a file name will cause the file to be stored in the root of your site's mivadata directory.

Hidden Form Fields:

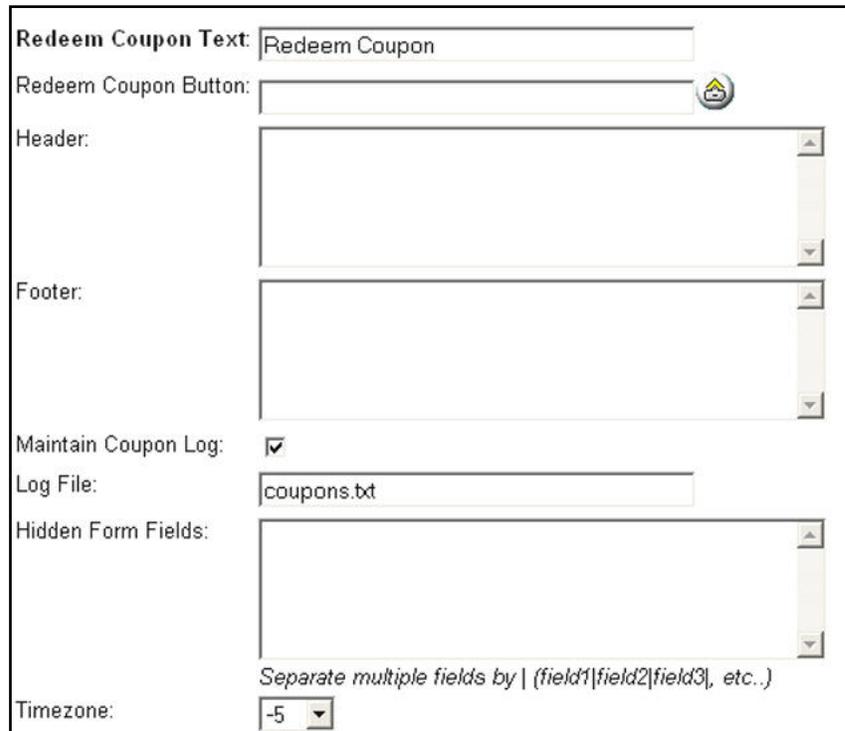
This setting isn't normally used, but is provided for compatibility with other third-party modules that may need to preserve hidden form fields when redeem coupon button is clicked. It supports a pipe | separated list of field names. Chances are you won't enter anything here unless instructed to do so.

Timezone:

By default, this module relies on your server's timezone for the expiration date of coupons. You can set a timezone offset here.

Error Messages:

You can customize any of the standard error messages with your own descriptive text. To make it simple, the module's admin displays the standard message above the input field for the message you can customize.



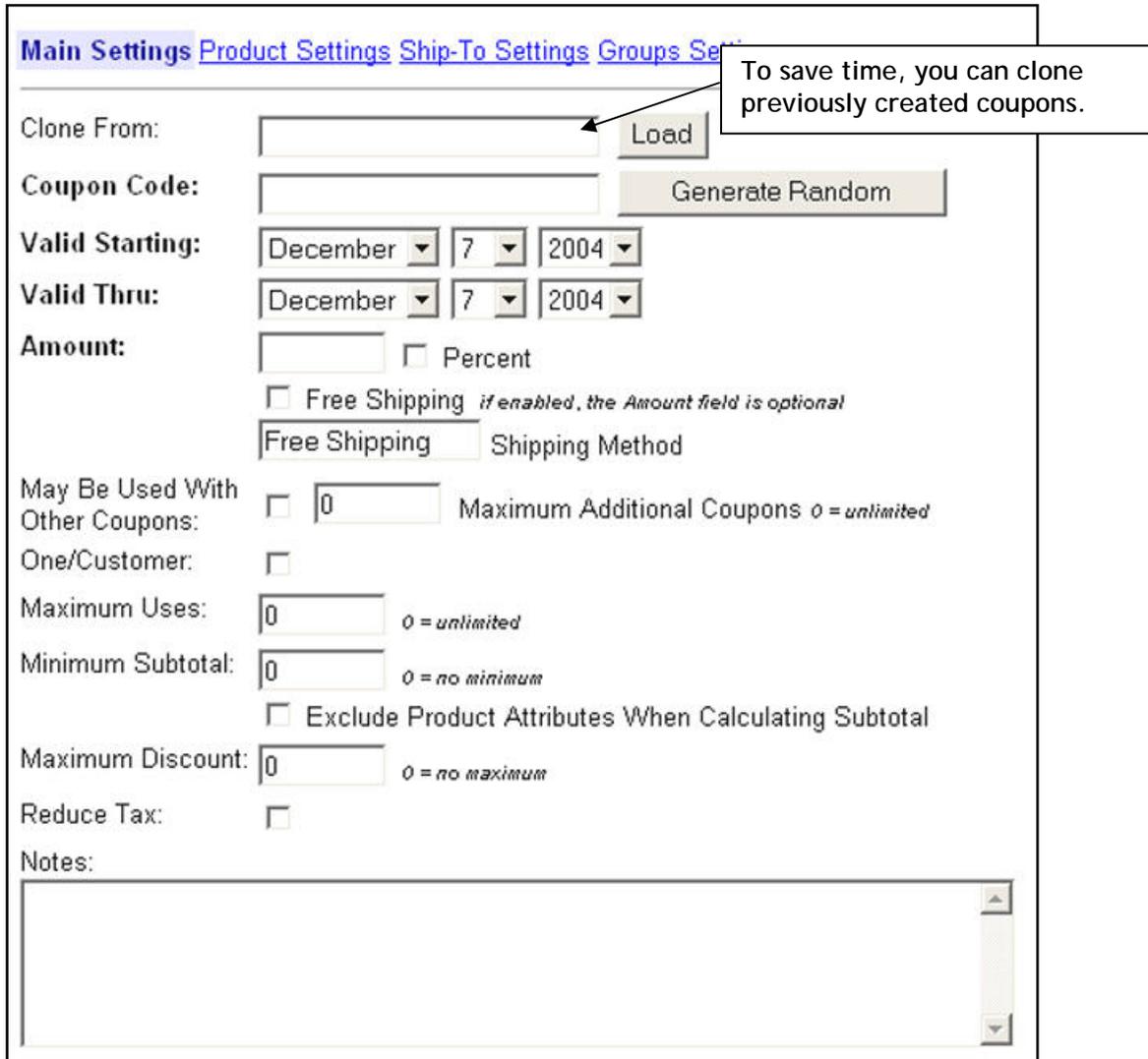
The screenshot shows the 'Coupon Settings' form with the following fields and values:

- Redeem Coupon Text:** Redeem Coupon
- Redeem Coupon Button:** (empty text box with a button icon)
- Header:** (empty text area)
- Footer:** (empty text area)
- Maintain Coupon Log:**
- Log File:** coupons.txt
- Hidden Form Fields:** (empty text area)
- Timezone:** -5

Below the Hidden Form Fields field, there is a note: *Separate multiple fields by | (field1|field2|field3, etc..)*

Creating Coupons

To create a coupon, click the **Coupons** link in the Order Fulfillment section of the Admin.



The screenshot shows the 'Coupon Manager' form with the following fields and options:

- Main Settings** | [Product Settings](#) | [Ship-To Settings](#) | [Groups Settings](#)
- Clone From:
- Coupon Code:
- Valid Starting:
- Valid Thru:
- Amount: Percent
- Free Shipping if enabled, the Amount field is optional
- Shipping Method
- May Be Used With Other Coupons: Maximum Additional Coupons 0 = unlimited
- One/Customer:
- Maximum Uses: 0 = unlimited
- Minimum Subtotal: 0 = no minimum
- Exclude Product Attributes When Calculating Subtotal
- Maximum Discount: 0 = no maximum
- Reduce Tax:
- Notes:

A callout box points to the 'Load' button with the text: "To save time, you can clone previously created coupons."

Main Settings

Any sections in **bold** must be completed in order for a coupon to be created.

Coupon Code:

Enter a code for the coupon. Do not use spaces or other special characters. Dashes and underscores are okay. The code may be up to 35 characters.

*Don't want to create the code yourself? Use the **Generate Random** button to generate a random code!*

Valid Starting:

Use the select lists to set a start date for the coupon, which means it will not be redeemable until that date (beginning at midnight).

Valid Thru:

Use the select lists to set an end date for the coupon, which means it will be redeemable until that date (ending at 11:59:59 PM).

Amount:

Enter the amount of the coupon's value. Enter a number only (no other symbols). If this is a dollar amount, simply enter the number. If it is a percentage (such as 10% off), check off the percentage box.

Free Shipping:

The coupon can be used for free shipping. If you want to use the coupon solely for free shipping, leave the Amount field blank. However, you can create a coupon that offers both free shipping and a discount.

Activating free shipping will create a free shipping method in the select list under Shipping Methods the customer sees, you can customize the label for this option.

May Be Used With Other Coupons:

This module supports the redemption of multiple coupons. You may also limit how many other coupons could be redeemed along with this coupon. If you want shoppers to only use one coupon per order, leave this field unchecked.

NOTE: Think about the options first. Allowing multiple redemptions means a customer could ultimately use a 10% coupon and a \$5 off \$50 or more coupon, giving additional discounts.

One Per Customer:

If you want to restrict the coupon so it can only be redeemed once per customer, check this option.

This module uses three checking methods to check for prior coupon redemption:

- **Cookies** – the module will check to see if the cookie set by Miva Merchant has already been used for redeeming the coupon
- **Ship-To Address** – if no cookie match is found, the full shipping address will be checked.
- **Customer ID** – if neither of the above match, the module will look at the Customer ID (not the login, but the unique number that is stored in the Miva Merchant database files).

Customers still could, however, get around this by deleting their cookies, shipping to another address and not using a customer account. There is no 100% foolproof way of making sure the same person does not redeem a coupon twice, but these methods will cut the possibility of that happening significantly.

Maximum Uses:

This option restricts how many times a coupon can actually be redeemed. For example, if you want to offer a special savings to the first 10 customers who redeem the coupon, you can do that. After 10 uses, the coupon will no longer be valid.

Minimum Subtotal:

This is the dollar amount the order's subtotal must reach (before tax and shipping) before the coupon is considered redeemable. For example, if you want to require the shopper purchase \$40 or more, you would enter "40" in this field. Do not include the currency symbol.

Exclude Product Attributes:

The module can bypass any product attributes that carry a charge in the subtotal method. For instance, if the shopper has purchased a \$35 product and selected an attribute that carries a charge of \$10, checking this option will mean a coupon with a \$40 Minimum Subtotal will not be redeemable.

Maximum Discount:

You can cap the maximum discount amount. This would only be used for percentage based coupons. If you want to offer 10% off all orders, with a maximum savings of \$100, you would enter 100.00 in this field.

Reduce Tax:

If checked, any sales tax will be configured based on the amount the customer is actually paying (the subtotal minus the coupon discount). If unchecked, the module will tax the entire subtotal prior to the discount.

This option is provided so users can adhere to state laws – some require tax is paid on the “pay” amount, and some require that even the discount is taxable. Some coupons may be considered taxable, while others may not. Be sure to check with your local laws to determine which option you need to use.

Notes:

This is a memo field that can be used for internal info.

No other settings are required to create a standard coupon. However, the following screens and options will give you control over product requirements and restrictions, ship-to restrictions and restrictions based on price and availability groups.

Product Settings

You can restrict coupons to be used only if specific products are purchased, and you can prohibit discounting on specific items.

Only For Qualifying Products:

Checking this option will make the coupon redeemable only if specific items are purchased. In order for any product restrictions you may set on this screen to work, this option must be checked.

Qualifying Product Codes:

Enter the product codes of any items that must be purchased in order for the coupon to be valid.

To add more than one product, delimit the codes with the | character (that's the key above the enter key on the standard keyboard – and it's called a PIPE).

Wildcards...

If you want to include all product codes that begin with a specific string, you can use the asterisk (*) to denote a wildcard. For example, to set all product codes that begin with LG, you could enter LG* and the module will count all LG... items as being applied. This will only work for codes beginning with specific characters; it will not work with characters within or at the end of a code.

Include/Exclude These Products:

[Main Settings](#) [Product Settings](#) [Ship-To Settings](#) [Groups Settings](#)

Coupon Code: Test

Only For Qualifying Products
The box above must be checked for any settings below here to apply.

Qualifying Product Codes:

Exclude These Products Include These Products
Separate multiple product codes by | (code1|code2|code3), etc..). You can also use [wild cards](#).

Qualifying Category Codes:

Exclude These Categories Include These Categories
Separate multiple category codes by | (code1|code2|code3), etc..).

Basket Must Contain *Only* Qualifying Products

Minimum Quantity: 0 = no minimum

Minimum Subtotal: 0 = no minimum

Base Discount On Quantity Ordered: Maximum quantity 0 = unlimited
The above setting only applies if using a flat rate for the amount field.

Apply Discount To Entire Subtotal:
The above setting only applies if using a percentage rate for the amount field.

If you select Include, all products listed will be considered as qualifying products. If you select exclude, all store products except for those listed will be considered as qualifying products.

Qualifying Category Codes:

Enter the category codes of any categorized items that must be purchased in order for the coupon to be valid.

To add more than one category, delimit the codes with the | character (that's the key above the enter key on the standard keyboard – and it's called a PIPE).

Include/Exclude These Categories:

If you select Include, all products assigned to the categories listed will be considered as qualifying products. If you select exclude, all store products except for those assigned to the categories listed will be considered as qualifying products.

Qualifying Products Always Take Priority...

When assigning qualifying categories AND qualifying products, note that product assignments will always take priority over any category assignments.

For example, if you set some categories as excluded, then some products as excluded, products within an "excluded" category will be counted as "included" because the settings for products take precedence.

Setting both categories and products as "included" will work as planned.

Basket Must Contain *Only* Qualify Products:

If checked, the coupon may only be redeemed if the shopper is purchasing only items that are considered qualifying products. This most likely won't apply to most coupons for general sites, but the option is provided for those who need to have strict regulations on what a shopper may purchase and what coupon may be redeemed.

Minimum Quantity:

This is the minimum number of qualifying products that must be purchased in order for the coupon to be redeemed. You can leave this at "0" for no limit.

For example, if you want to require the customer purchase at least two of the qualifying products in order to use the coupon, enter a "2" in this box.

► If you want to set a Minimum Quantity without requiring Qualifying Products, you need to put an asterisk (*) in the Qualifying Products field above. This wildcard will denote all store products as being qualifying items.

Minimum Subtotal:

This is the minimum subtotal amount of any of the qualifying products that must be purchased in order for the coupon to be redeemed. You can leave this at "0" for no minimum requirement.

For example, if you want to require the customer purchase at least \$40.00 from a specific group of items in order to use the coupon, enter "40.00" in this box.

Base Discount on Quantity Ordered:

Settings in this section will only apply if you are using a flat rate in the Amount Field for the coupon. If checked, the amount will be multiplied by the quantity of qualifying products ordered, until the maximum quantity has been reached.

For example, if you offer a coupon that takes \$2 off all widgets, and the customer orders 4 widgets, the discount for the order will be \$8, IF this box is checked. If it is not checked, the discount will only be applied once for the entire order – thus, a total discount of \$2.

If you want to limit the total discount to \$10, you would set the maximum quantity at 5 (\$10 max / \$2 each discount = 5 items allowed for discounting). If you don't want to limit the total discount, leave the quantity at "0."

Apply Discount to Entire Subtotal:

The setting here will only apply if you are using a percentage discount for the coupon. If checked, the discount is applied to the entire subtotal of the order. If not checked, the discount will only be applied to the price of all qualifying products.

Ship-To Settings

You can restrict who may redeem coupons based on the Ship-To address on the order. This is useful if you want to apply free shipping discounts only to US customers, or if you want to offer special discounts to those shipping to a specific zip code.

Only For Qualifying Countries:

If checked, the coupon can only be applied if the Ship-To country matches a **Qualifying Country Code**. If entering more than one country code, use the | delimiter.

A **Country Code List** is available for easy lookup.

Only For Qualifying US States:

If checked, the coupon can only be applied if the Ship-To state matches a **Qualifying State Code**. If entering more than one state code, use the | delimiter.

A **State Code List** is available for easy lookup.

Only For Qualifying Zip States:

If checked, the coupon can only be applied if the Ship-To zip code matches a **Qualifying Zip Code**. If entering more than one zip code, use the | delimiter.

The screenshot shows a form titled "Coupon Code: Test". It contains three sections for restricting coupon usage based on location:

- Only For Qualifying Countries:** A checkbox is unchecked. Below it is a text input field for "Qualifying Country Codes:" which is empty. A button labeled "Country Code List" is positioned below the input field. A note reads: "Separate multiple country codes by | (country1|country2|country3), etc..".
- Only For Qualifying US States:** A checkbox is unchecked. Below it is a text input field for "Qualifying State Codes:" which is empty. A button labeled "State Code List" is positioned below the input field. A note reads: "Separate multiple state codes by | (state1|state2|state3), etc..".
- Only For Qualifying Zip Codes:** A checkbox is unchecked. Below it is a text input field for "Qualifying Zip Codes:" which is empty. A note reads: "Separate multiple zip codes by | (zip1|zip2|zip3), etc..".

Groups Settings

You can restrict coupon usage to customers assigned to a specific Availability or Price Group.

Simply use the select list to choose which group a customer must be assigned to in order to be able to redeem the coupon.

The screenshot shows a form titled "Coupon Code: Test". It contains two sections for restricting coupon usage based on customer groups:

- Restrict To Availability Group:** A dropdown menu is set to "None".
- Restrict To Price Group:** A dropdown menu is set to "members".

Viewing, Editing and Deleting Coupons

When you first access the Coupons administration area, you'll be presented with a list of all coupons in the store.

The screenshot shows a table with the following columns: Remove, Code, Valid Thru, Amount, Max Uses, and Uses. A single coupon is listed with Code 'Test', Valid Thru '12/07/2004', Amount '20.00%', Max Uses 'unlimited and one/cust', and Uses '0'. Below the table is a 'Delete All Expired' button. Callout boxes provide instructions: 'This button will auto remove all expired coupons.' points to the 'Delete All Expired' button, and 'Click here to edit or view all details of the coupon.' points to the edit/view icon in the 'Uses' column.

Remove	Code	Valid Thru	Amount	Max Uses	Uses
<input type="checkbox"/>	Test	12/07/2004	20.00%	unlimited and one/cust	0

Delete All Expired

This button will auto remove all expired coupons.

Click here to edit or view all details of the coupon.

Here, you can opt to remove any coupons you no longer want to be offered or maintain, edit any existing coupons, or bulk delete all expired coupons.

To remove a coupon, check off the **Remove** box and click **Update**.

To edit a coupon, click the **Edit** button on the right side of the coupon's line.

By default, this listing will only show you the coupon code, valid thru date, the amount, the usage restrictions and the number of times it has been used. Expired coupons will be listed in italics.

Launching the edit screen will show you all specifics of a coupon.

You can also search for any specific coupons using the search box at the top of the screen.

You can reach this listing screen any time by clicking the View/Edit Coupons link in the upper right-hand corner.

Copying Coupons

You may want to create a new coupon based on another coupon. For example, if you want to offer the same discounts, just on different product codes, you don't have to recreate a new coupon.

This module has a handy Copy feature that will let you load an existing coupon so you can save it with a new code and make any changes necessary.

The form contains the following fields and controls:

- Clone From: TEST (text input), Load (button)
- Coupon Code: FOAK-GH1FWU (text input), Generate Random (button)
- Valid Starting: December (dropdown), 31 (input), 2004 (dropdown)
- Valid Thru: December (dropdown), 7 (input), 2004 (dropdown)
- Amount: 20.00 (input), Percent (checkbox)

Troubleshooting Coupon Manager

The majority of issues users face are dependent upon the configuration of the coupon itself. It's key to use the documentation to understand how each "feature" of a coupon actually works, especially with product/category assignments.

Coupon Removal (user shopping)

If a shopper enters a coupon, but does not complete the checkout process, the coupon will remain in the basket until any of the following occurs:

- the shopper completes the order (is taken to the invoice screen)
- the basket changes in such a way as to invalidate the coupon (e.g. removing enough to be below the minimum subtotal)
- the basket expires and expired baskets are deleted through admin.

There is currently still a bug in MIVA Merchant where basket charges don't get deleted automatically when the basket expires, so they will remain until expired baskets are purged.

Installing Coupon Manager

1. In the Miva Merchant Admin Menu, click the ► next to **Modules**.
2. Click **Add Module**.
3. Use the upload button to upload the **DEN_COUPON.mvc** (or .mv if running MM version 4.13 or lower) to the store.
4. Once uploaded, click the **Add** button.
5. Click the ► next to your store's link.
6. Click the **Order Fulfillment** link.
7. In the right-hand screen, check off the box next to **Coupon Manager** and click **Update**.
8. At the top of the screen, click the **Coupon Manager** link.
9. Enter your license key and agree to the terms.
10. Click **Update**.

If you are running the Open Look & Feel (OpenUI), which is required for Miva Merchant versions 4.14 and higher, installation is completed.

If you are running the MMUI (version 4.13 or lower only), editing of the mmui.mv file is required. [Click here for info.](#)

Updating/Upgrading Coupon Manager

From time to time updates may be made to fix issues or add more features. To see if there are updates available for this module, you can click the upgrades link in the module's admin at any time. If one is available, you can download the file and follow the instructions on updating the module.

Obtaining Support

Standard support for this module is offered free of charge via the Support Desk. Standard support covers initial installation issues, confliction issues and standard usage of the module.

Some issues may be considered advanced, such as requests that require custom coding or configuration. Services are offered for this type of support or work. Please inquire.

Before contacting support, please double-check your settings against this document, and visit the [Module's FAQ section](#).