

## Advanced Coupons and Loyalty points



### About

The module allows you to create rewards (vouchers and points) for customers: a **welcome coupon (First Time Shopper Offer)**, a **birthday coupon**, **Order Placed coupons**, loyalty points. Full compatibility with the PrestaShop vouchers system.

### THE BENEFITS FOR MERCHANTS\*

Advanced Coupons module is a really handy module if you want to use a flexible system of coupons. This module gives you the possibility to increase sales by custom voucher codes and points for your customers. **Everyone like coupon codes!**

Here are three types of coupons you can create in your store:

#### **Welcome coupon (First Time Shopper Offer)**

Providing a first timers offer could be just the nudge those first-time visitor needs to be converted to a paying customer.

#### **Birthday coupon**

The module gives you an ability of auto sending discount notifications to customers on their birthdays. This will be a very nice surprise for your customers and they will absolutely love it.

Give customers one more reason to come back!

#### **Order coupon (Order Placed Coupon)**

After every order, customer will receive a coupon for their next order. This way, after the first order, they will get a discount and be more motivated to come back.

Unused coupons will be visible for the customer on their “My Account” page. Also a notification email will be sent to them with code, discount amount and expiration date.

## FEATURES\*

### Private Coupon

We provide the Private coupons for admin's trusted customers. There are some constraints for this coupon like admin can assign products and you can also assign shipping method for these coupons. Admin can set the minimum quantity for each assigned products.

### Vouchers system

- Automatic sending of coupons on many types of events
- You can flexibly configure the settings for each voucher separately (name, discount, restrictions, email and much more)
- There are 3 kinds of vouchers in the module:
  - percentage,
  - amount (a fixed price discount)
  - **% from the current order**
- You can set a **minimum amount for order** for generate voucher (If the order amount is less than \$15 (eg) - a voucher will not be generated).
- You can add **restrictions** to use the coupon, for example, the period of use (Validity of the voucher) and the minimum order amount, Cumulative with other vouchers, Categories and Countries restrictions
- You can **personalize coupon in many aspects**: choose the status of the order in which vouchers are create, highlight coupon code in the shopping cart
- Vouchers generated are all **different and unique**
- Additional options for the birthday coupon: "Number of days before birthday", "The customer must have an order", "Log" and more
- You can choose automatic options for generating birthday coupons: "CRON" or "First visitor"
- Multishop compatibility
- **Full compatibility with the PrestaShop voucher system**

### Customers can find their voucher code:

- All vouchers in "My account" – "MY VOUCHERS".
- The last voucher in the shopping cart.
- The last voucher in the coupon block in the left column.

### Email:

- Fully automatic dispatch of coupons
- Separate email template for each coupon type.
- The module automatically(by CRON) sends an email with a coupon in the **customer's birthday**
- Festive design for email with a birthday coupon

You can edit all emails through the convenient interface of the built-in editor Prestashop.

The module automatically adds restrictions to the email with coupon (Validity of the voucher (date), Minimum amount)

### **Examples:**

When a new user registers he will get a 10\$ voucher (welcome coupon) on his next order. The user receives an email with a coupon after registration.

Then he make an order (order total is 100\$). He will get a 15% from the current order total (it will be 15\$) on his next order. Customer can use these vouchers at any time.

## **Loyalty program**

- There are 2 kinds of rewards in the module: welcome points (when registering a new customer) and a reward based on the total price of his purchases
- You can manage the categories of products eligible for loyalty rewards
- You can **personalize loyalty system in many aspects**: choose the status of the order in which points are create, Validity period of a point, VAT included or VAT excluded

The amount of the reward is displayed in the product page, "My account" and in the shopping cart.

### **Examples:**

When a new user registers he will get a 100 points = 10\$ (welcome points)

Then he make an order (every 10\$ spent on the shop, the customer get 10 points = 1\$).

The customer can spend his rewards (points) to pay for any order.

You can choose what to use as a reward: vouchers system or points system for each case. You can use both rewards at the same time.

Вы можете добавить ограничения для использования купона купона, например, период использования и минимальная сумма заказа

## **RECOMENDATION**

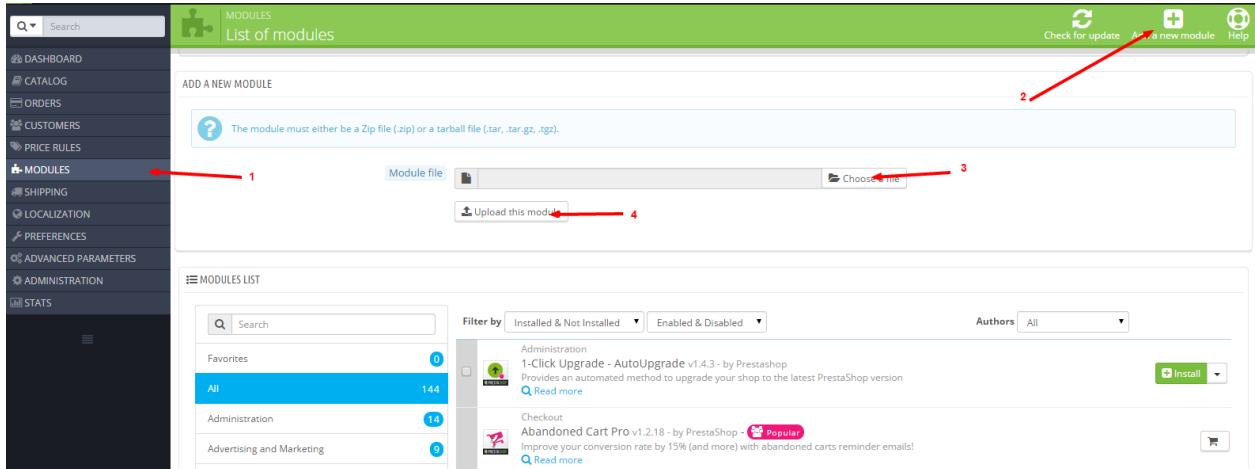
If you will have any question about this module, just contact me.

## Install

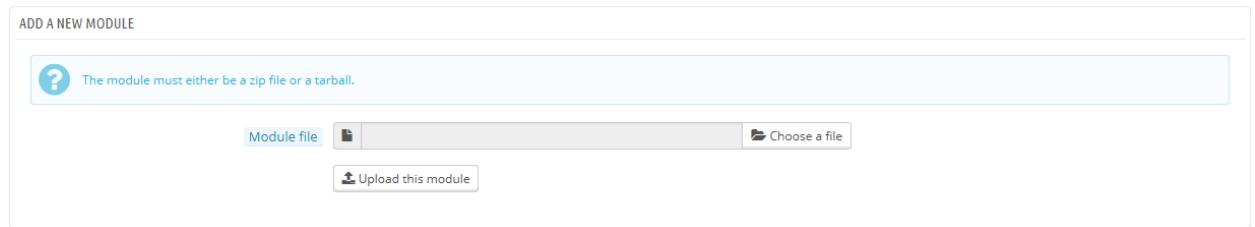
Module is installed with a **single click**.

An installation help manual is included in the download file. No core PrestaShop files are modified.

To install a new PrestaShop module automatically, click on the "Add new module" link at the top of the list of modules, in the "Modules" page.



A new section will slide open.



The form in this section allows you to upload the module archive, as downloaded from Addons. You can either upload a .zip file or a .tar.gz file. The form is very simple: simply navigate to the module file you downloaded, and click on the "Upload this module." Do not select the unzipped folder from the archive, nor one of its files.

Once you have clicked the button, PrestaShop will upload the module from your computer to its server, unpack it, place the files in the correct location, and update the page, all this in a handful of seconds. PrestaShop will then display "Module downloaded successfully".

Modules are not installed by default: you still have to click the module's "Install" button, and then possibly configure its settings.

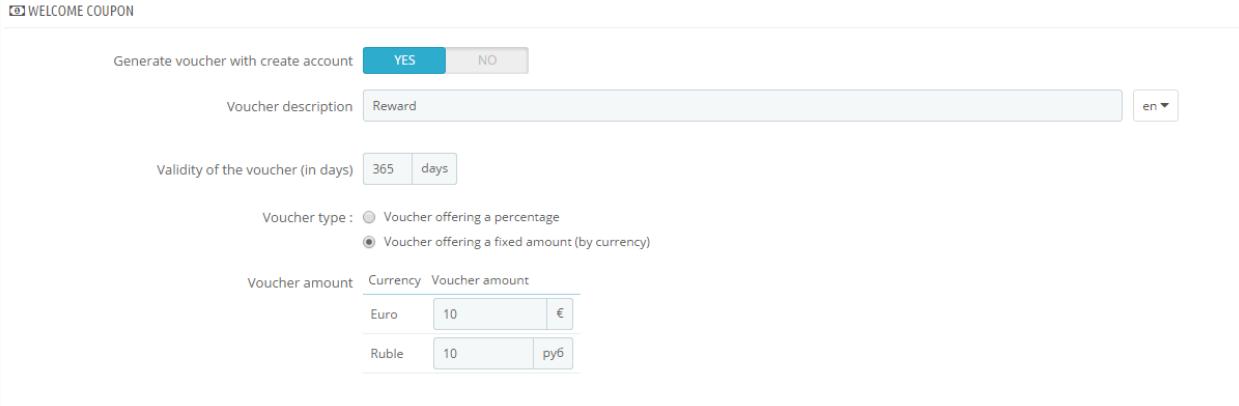
### 3 Easy Steps of module configuration:

#### 1. Configure a **welcome voucher**

This coupon is created when the user makes registration.

You can define the options for the voucher generated.

Example: When a new user registers he will get a €10 voucher (welcome coupon) valid on his next order.



WELCOME COUPON

Generate voucher with create account  YES  NO

Voucher description  en ▾

Validity of the voucher (in days)  days

Voucher type :  Voucher offering a fixed amount (by currency)  Voucher offering a percentage

Voucher amount

Currency	Voucher amount
Euro	10
Ruble	10

The user receives an email with a coupon after registration.



HI JOHN DOE,

THIS IS TO INFORM YOU ABOUT THE CREATION OF A VOUCHER.

Here is the code of your voucher: **XBgP67**, with an amount of **5%**.

Simply copy/paste this code during the payment process for your next order.

[mass-price-update](#) powered by **PrestaShop™**

#### 2. Configure a coupon as a **reward for the order**

These vouchers are generated after each (or first) customers purchase.

Please note that a voucher is generated only after the **change of status of the order**.

Example: A Customer gets a 5% from the current order total (it will be 5\$ from 100\$) on his next order

VOUCHERS FOR CUSTOMER ORDERS

Minimum amount for order for generate voucher: 10

Generate voucher with each new order  YES  NO

Voucher description Reward  en

Voucher type :  Voucher offering a percentage  
 Voucher offering a fixed amount (by currency)  
 % from the current order

Percentage 5

Voucher is awarded when the order is  Отправлено  
Ошибка оплаты  
Платеж принят  
Платеж принят

Validity of the voucher (in days) 365  day

### 3. Configure loyalty rewards.

# Configure

## Left column

Coupons in the left column are displayed only for registered users. Unregistered users do not see this block.

WOMEN

Tops

Dresses

Your personal discount: 20%  
More information

LAST REVIEWS

WOMEN

Subcategories

TOPS DRESSES

Sort by: Show 6 per page

View: Grid List

Faded Short Sleeve T-shirts 162 146 €

Blouse 21 339 €

Printed Dress 17 544 €

Printed Dress 209 555 €

Printed Summer Dress 1 640 € 1 726 € -5%

Printed Summer Dress 18 171 €

## General

Once installed you can configure the module before using it. To do so, locate the module in the modules list and click the configure link.

You can choose what to use as a reward:

**COUPONSPRO**

This module will boost your sales!

 **Vouchers settings** **Loyalty settings**

You can choose what to use as a reward:  
**vouchers system or points system** for each case.  
 You can use both rewards at the same time.

 **Welcome coupon** **Birthday coupon** **The first order coupon** **Coupon after order****WELCOME COUPON**

Generate voucher with create account

**YES****NO**

Voucher description

BIENVENUE 30€

en▼

Validity of the voucher (in days)

365 days

Minimum amount

0

You can decide when create the voucher:

- when registering a new customer (welcome coupon)
- customer birthday
- each time after successful orders
- after the first order.

dollar  \$Ruble  ₽Voucher tax 

Exclude discounted products

**YES****NO**If enabled, the voucher will not apply to products already on sale (only for PrestaShop 1.7).

Show the welcome voucher in the shopping cart

**YES****NO**

Cumulative with other vouchers

**YES****NO**If enabled, a customer can use several vouchers for a same order.

**WELCOME COUPON**

Generate voucher with create account

Voucher description: BIENVENUE 30€ en ▾

Validity of the voucher (in days): 365 days (arrow pointing to days)

Minimum amount: 0 (arrow pointing to 0)

*You can choose a minimum amount for the cart either with or without the taxes.*

Voucher type:  Voucher offering a percentage  Voucher offering a fixed amount (by currency)

Percentage: 15 %

Voucher amount: 

Currency	Voucher amount
dollar	5
Ruble	300
py6	

(arrow pointing to the 5 in the dollar row)

Voucher tax: Tax excluded

Exclude discounted products:    
*If enabled, the voucher will not apply to products already on sale (only for PrestaShop 1.7).*

Show the welcome voucher in the shopping cart:

Cumulative with other vouchers:    
*If enabled, a customer can use several vouchers for a same order.*

## Types of Offers

There are several overall types of discounts and offers you have at your disposal.

**Percentage Based Discount** - The most popular way to offer discounts is percentage based discounts. This can include small incentive percentages like 5% or 10% off, larger discount to really drive sales like 20% and 25% or large percentages like 50%+ to liquidate merchandise that isn't moving or old.

**Dollar Value Discount** - Offers that are based on a dollar value can be positioned as a credit. This makes people feel like they're wasting money if they don't use it. In some studies, redemption of dollar based offers vs. percentage based offers can be as much as 175% greater. Pair one of these with a minimum purchase to increase its impact.

All coupons are **One Time Use coupons** and as the name implies, it's meant to be used once per customer. The system keeps track of this by remembering each customer's email.

This part concerns the configuration tab of the module, it will allow you to configure the module according to your specific need.

**Voucher description** - is the name that will be displayed in the customer's shopping cart and on the invoice

## **Voucher Prefix – “BTH”**

Example of a reduction code:

**BTH\_QF4X**

BTH\_ : is the prefix part, it never changes

QF4X: is a randomly generated character set that guarantees the uniqueness of the coupon.

**Show the welcome voucher in the shopping cart** - If this option is enabled, Prestashop tell the customer that a purchase voucher corresponding to the content of his shopping cart is available and can be used.

**Validity of the voucher (in days)** - The number of validity days of the voucher.

For example :

If the number of days is 10

If the creation date of the voucher is "2016/04/01 12:40:12" the end of validity date will be "2016/04/10 23:59:59".

**Minimum amount** - Information taken from the basket rules, it allows to indicate the amount of minimum purchases that will have to realize your client to benefit from the voucher.

## **Cumulative with other vouchers**

Information about "Cumulative with other vouchers" ("Compatibility with other cart rules")

If you want to offer both a welcome coupon and a 20% off coupon, but don't have the resources to have them applied on the same order, then you can make a coupon unpairable. In other words, once the coupon has been applied to a purchase, no other coupons can be added.

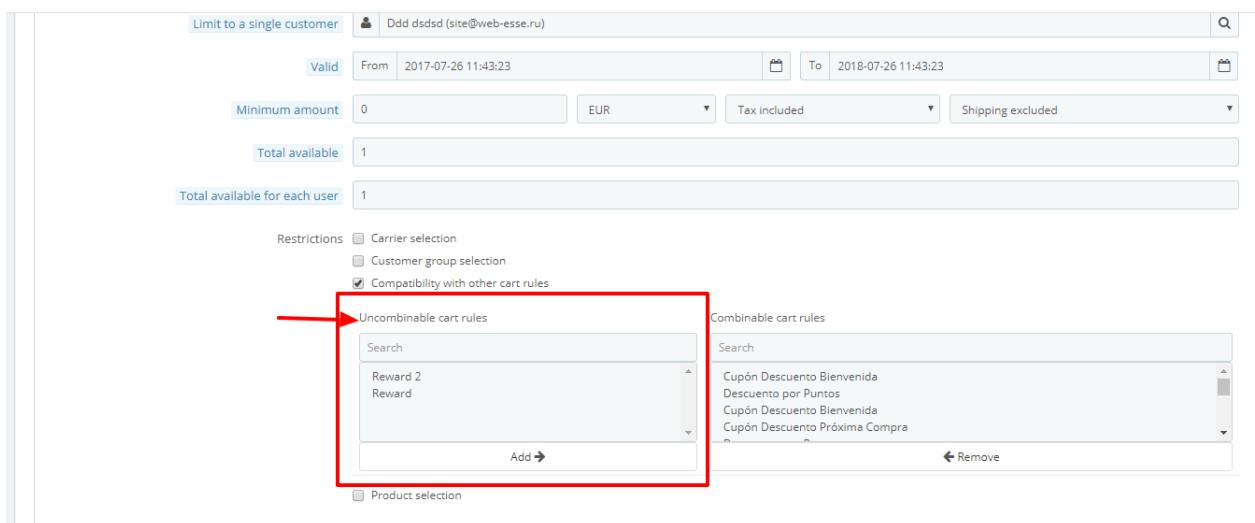
To make a coupon unpairable, go to configure page, and while you're filling in the coupon's information, look under the Advanced Settings and disabled "Cumulative with other vouchers". Once that's been done, the coupon can't be used with any other coupons.

If "Cumulative" is disabled, then the coupon cannot be applied with other coupons with disabled compatibility.

The coupon is automatically placed in the list - "Uncombinable cart rules"

If you want the coupons you created (for other shares) to be incompatible with it, then check "Compatibility with other cart rules".

## Edit: Cupón Descuento Bienvenida!



Limit to a single customer: Ddd ddsdsd (site@web-esse.ru)

Valid: From 2017-07-26 11:43:23 To 2018-07-26 11:43:23

Minimum amount: 0 EUR Tax included Shipping excluded

Total available: 1

Total available for each user: 1

Restrictions:

- Carrier selection
- Customer group selection
- Compatibility with other cart rules

Uncombinable cart rules:

- Reward 2
- Reward

Combinable cart rules:

- Cupón Descuento Bienvenida
- Descuento por Puntos
- Cupón Descuento Bienvenida
- Cupón Descuento Próxima Compra

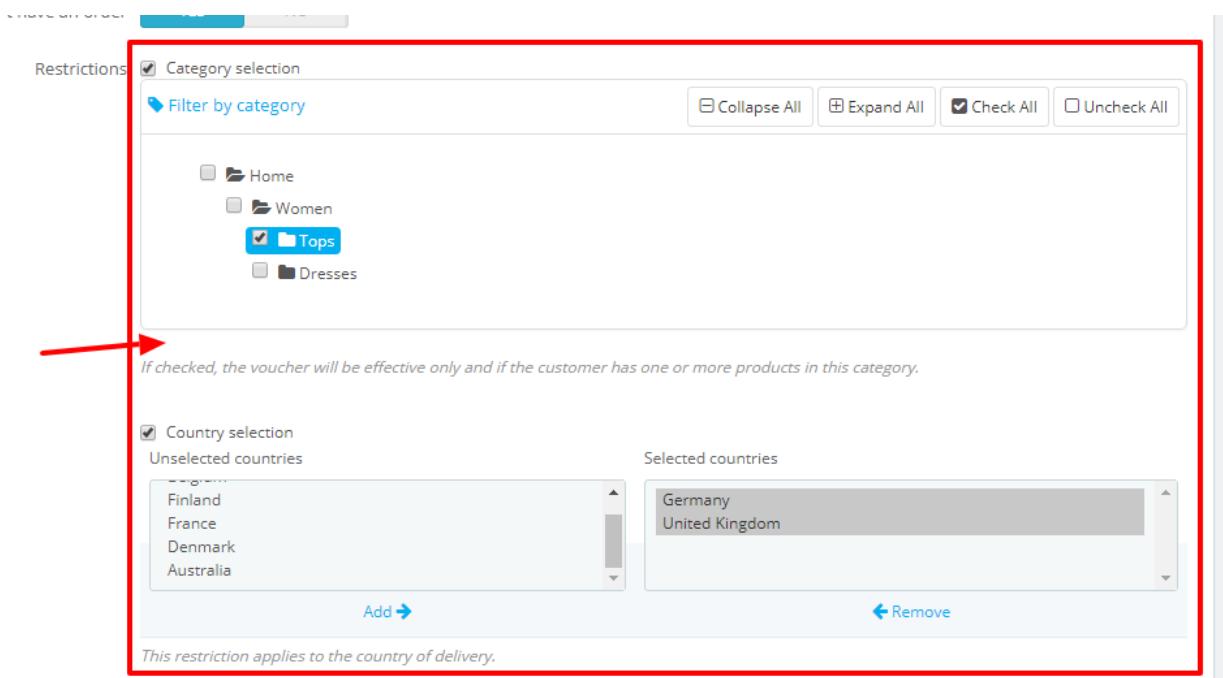
Product selection:

You can refer to the Prestashop documentation that explains the behavior:

<http://doc.prestashop.com/display/PS16/Cart+Rules>

- **Do you want to exclude some countries or categories from the Advanced Coupons?**

Use the option "restrictions" for it:



Restrictions:

Category selection

**Filter by category**

Home

Women

Tops

Dresses

If checked, the voucher will be effective only and if the customer has one or more products in this category.

Country selection

Unselected countries:

- Finland
- France
- Denmark
- Australia

Add →

Selected countries:

- Germany
- United Kingdom

This restriction applies to the country of delivery.

## Tab Configuration

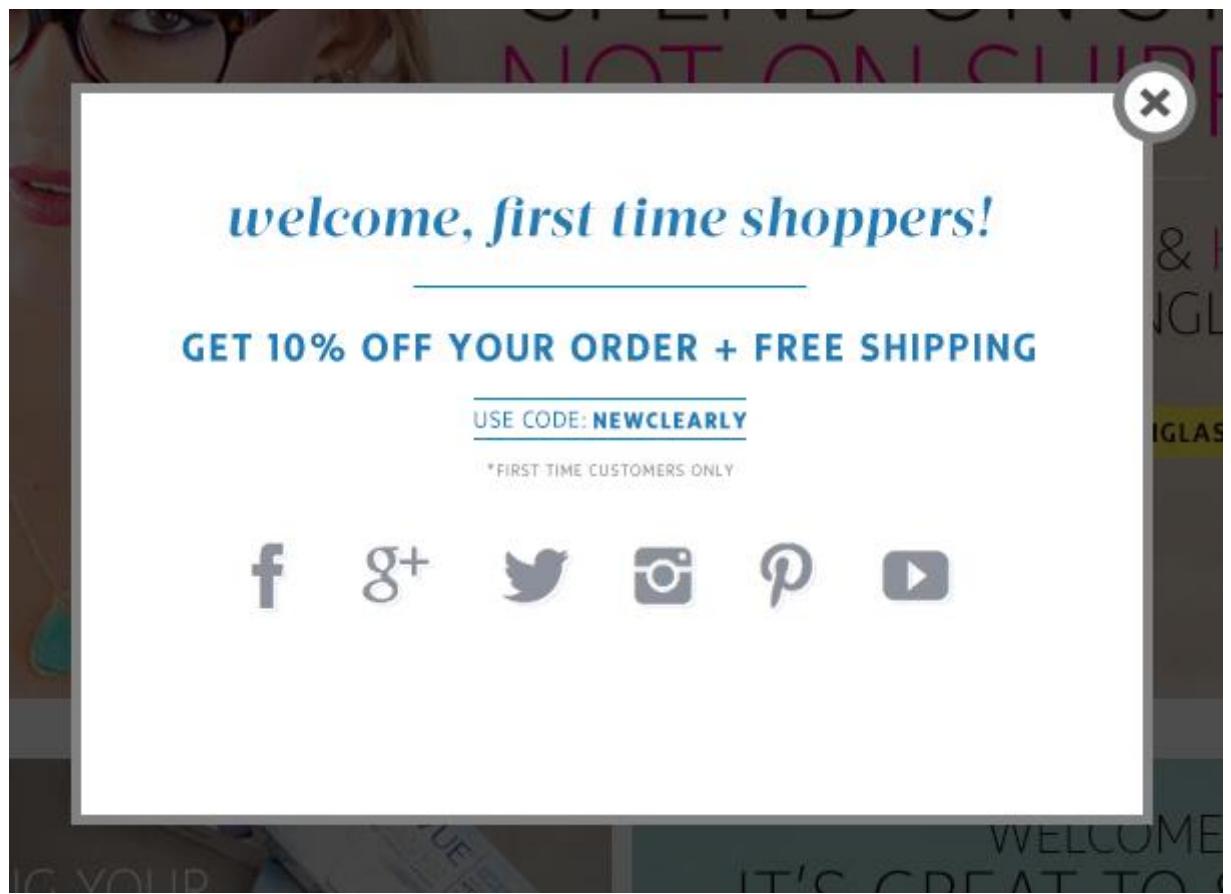
For each case, you can create vouchers with different bonuses.

### WELCOME COUPON - First Time Shopper Offer

Providing a first timers offer could be just the nudge those first-time visitor needs to be converted to a paying customer.

This coupon is generated only when the customer is registered (not available for unregistered customers).

**Example:** Clearly Contacts provides all new visitors with a 10% off discount and free shipping.



## BIRTHDAY COUPON

Create a voucher in the customer's birthday

This rule will only be applied on the customers' birthday (or not)

 BIRTHDAY COUPON

 Your CRON URL to call: <https://flexible-product-bundles.prestashop4u.ru/modules/advancescoupons/cron.php?token=284ad768f8>

Generate voucher with create account

Voucher description  en ▾

Validity of the voucher (in days)  days

Minimum amount

*You can choose a minimum amount for the cart either with or without the taxes.*

Voucher type :  Voucher offering a percentage  
 Voucher offering a fixed amount (by currency)

Percentage  %

Voucher amount 

Currency	Voucher amount
dollar	<input type="text" value="0"/> \$
Ruble	<input type="text" value="0"/> ₽

Voucher tax

Exclude discounted products    
*If enabled, the voucher will not apply to products already on sale (only for PrestaShop 1.7).*

Show the birthday voucher in the shopping cart

Cumulative with other vouchers    
*If enabled, a customer can use several vouchers for a same order.*

If enabled - the module create a shopping cart rule every happy birthday customer. A customer anniversary = one additional coupon.

You can choose automatic options for generating birthday coupons: "CRON" or "First visitor"

**BIRTHDAY COUPON**

Create a voucher in the customer's birthday

Automatic options :  Cron  First visitor ←

**?** Your CRON URL to call: <https://flexible-product-bundles.prestashop4u.ru/modules/advansedcoupons/cron.php?token=0599cd8159>

Voucher description  en ▼

Voucher type :  Voucher offering a percentage  Voucher offering a fixed amount (by currency)

Voucher amount    
 Euro   €

Voucher tax  ▼

## VOUCHER AFTER FIRST CUSTOMER ORDER

Here you choose the first order's state when coupons are awarded, and define the options for the voucher generated

Generate voucher after first order

This rule will only be applied (or not) to the customers first order.

**SETTINGS**

Minimum amount for order for generate voucher:  ←

Generate voucher with create account

Voucher description  en ▼

**When a new user registers he will get a 10\$ voucher (welcome coupon) on his next order.** ←

Voucher type :  Voucher offering a percentage  Voucher offering a fixed amount (by currency)

Voucher amount    
 Ruble   py6  
 usd   \$

Generate voucher with each new order

Voucher description  en ▼

Voucher type :  Voucher offering a percentage  Voucher offering a fixed amount (by currency) ←

**Then he make an order (order total is 100\$).**

**He will get a 15% from the current order total (it will be 15\$) on his next order.**

Percentage  ←

## VOUCHERS AFTER CUSTOMER ORDERS

Here you choose the order's state when coupons are awarded, and define the options for the voucher generated

**When a new user registers he will get a 10\$ voucher (welcome coupon) on his next order.**

Minimum amount for order for generate voucher: 99

Generate voucher with create account

Voucher description: Welcome coupon

Voucher type:  Voucher offering a percentage  Voucher offering a fixed amount (by currency)

Voucher amount: Currency: Ruble Amount: 300 руб  usd Amount: 10 \$

Generate voucher with each new order

Voucher description: Reward

Voucher type:  % from the current order  Voucher offering a percentage  Voucher offering a fixed amount (by currency)

Percentage: 15

**Then he make an order (order total is 100\$).**

**He will get a 15% from the current order total (it will be 15\$) on his next order.**

Once this configuration information has been saved, your customers can receive new coupons!

## Multishop

The module creates a voucher for the store in which the action takes place.

For example, if the client makes a registration in "store 1", then the welcome coupon he can apply only to "Shop 1" shopping cart.

You can always edit the created coupon and change the selected store.

Ценовые правила / Правила корзины

Edit: Reward

Recommended Modules and Services Help

Minimum amount	0	EUR	Tax included	Shipping excluded
Total available	1			
Total available for each user	1			
Restrictions	<input type="checkbox"/> Carrier selection <input type="checkbox"/> Customer group selection <input type="checkbox"/> Compatibility with other cart rules <input type="checkbox"/> Product selection <input checked="" type="checkbox"/> Shop selection			
Unselected shops multi2		Selected shops presta_ms		
<input type="button" value="Add →"/>		<input type="button" value="← Remove"/>		

## Translation

You can use either of two ways:

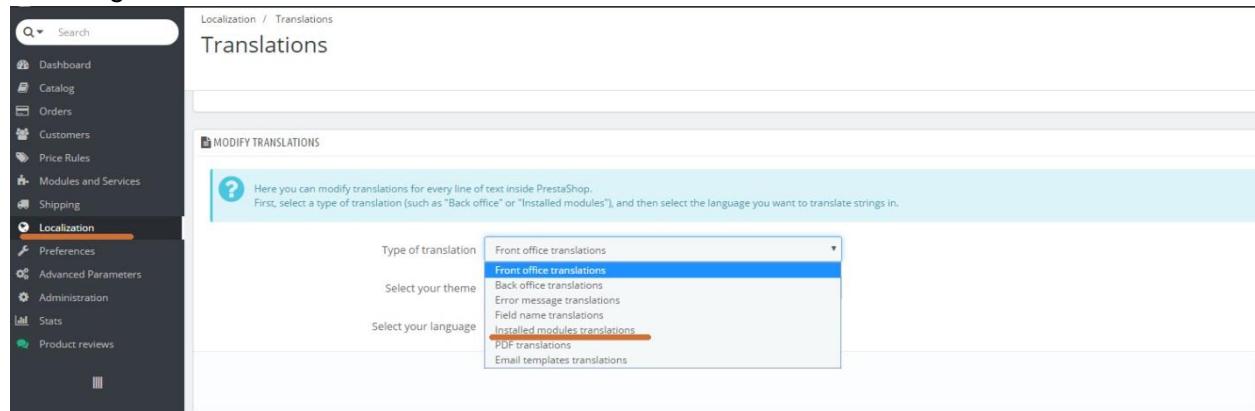
1. Please go to Back Office -> Modules -> search for “advansedcoupons” module and click the “Configuration” button.

If you want to translate module click “Translate” button:



In pop up select your language and confirm your choice. You'll be redirected to page where you can translate module.

2. Please go to Back Office -> Localization -> Translations



In “Type of translation” select “Installed modules translations”.

In “Select your theme” select “Core (no theme selected)” or the name of your theme. Then select your language and confirm your choice.

You'll be redirected to page where you can translate module (search for “advansedcoupons”).

## Translation of emails.

This part shows you how to modify / customize the mail sent to the client.

You will be able to configure a specific mail to your vouchers.

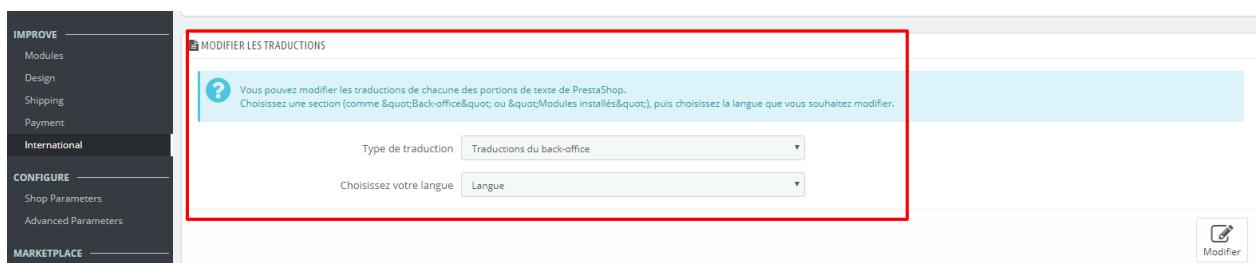
Prestashop offers a tool for customizing your mails, so you will use it here.

Please go to:

Localization → Translation (PrestaShop 1.6)

International → Translation (PrestaShop 1.7)

in your Prestashop backoffice, as shown in the image above:



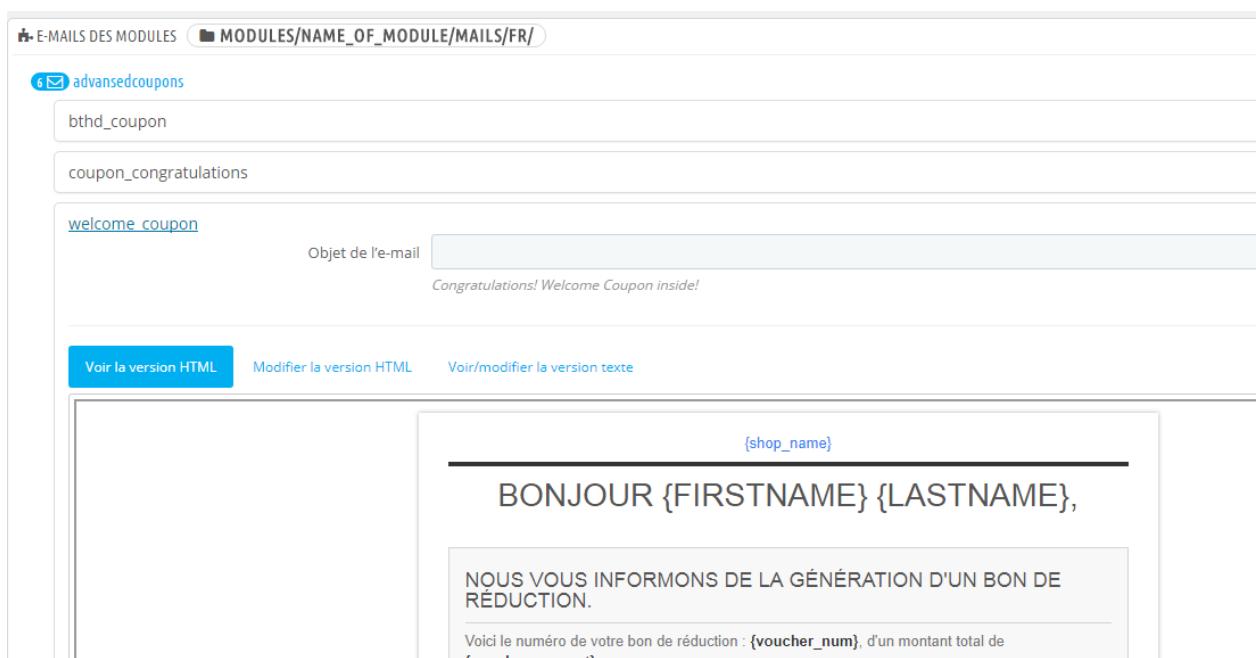
In the section “Modify translations”:

1 Select “Email templates translations” In “Type of translation”

2 Select: Core (no theme selected) or the name of your theme

3 Then select the language you want to translate. You will need to perform the same operation for each language.

The edit page opens and go to the "advancescoupons" module. Select the button to edit ("Edit HTML version") the e-mail template.



You will be able to easily customize the mail according to your voucher. For example, insert an image in the email.

## How to setup cron job

### Definition

CRON is “a time-based job scheduler in Unix-like computer operating systems. The name cron comes from the word "chronos", Greek for "time". Cron enables users to schedule jobs (commands or shell scripts) to run periodically at certain times or dates” (source: <http://en.wikipedia.org/wiki/Cron>).

### URL to execute

You can set a cron's task (a recursive task that fulfills the sending of reminders)

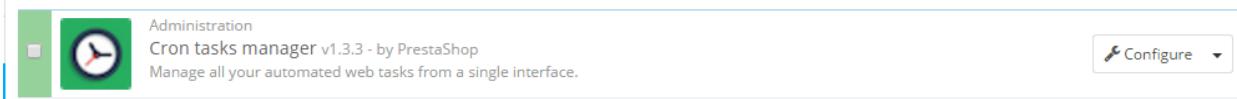
First reminder:

```
0 * * * *
php -f /path_to_your_prestashop/modules/advancescoupons/path_from_module
```

<https://SITE/modules/advancescoupons/cron.php?token=8b059f49df>

How to configure a cron task ?

- On your server, the interface allows you to configure cron's tasks.
- If your server does not have an interface, you can install “Prestashop Cron tasks manager”



## FAQ

How are the discount vouchers generated?

- When a new user registers or when one of your customers places an order a cart rule will be automatically generated (with custom title).  
You can find the cart rules and the codes created by the module in Price Rules > Cart rules.

What happens if a customer gets 3-4-5 vouchers? Will he be able to use all of them in a single order ?

- Yes, he can.

What if vouchers amount will be greater than order amount ?

- Total price will be 0.

***How many times can I use this coupon?***

- Each coupon is one-time use only.

Bug Fix for PrestaShop 1.6.1.X

The solution was to replace controllers/front/DiscountController.php with this (newer version):  
<https://raw.githubusercontent.com/PrestaShop/PrestaShop/1.6.1.x/controllers/front/DiscountController.php>