

Coupons & Discounts

DOCUMENTATION · PRODUCTS

■ What are coupons?

Coupons are discount codes that customers enter at checkout to reduce the price of their order. You create them in the admin, set the discount amount and any restrictions, and share the code however you like — by email, on a landing page, or directly to specific customers.

■ Creating a coupon

Coupons are managed under **Offers** → **Coupons** in the Flowworx sidebar.

Add coupon

Code

MONDAYMADNESS

Status

Active

Description OPTIONAL

What this coupon is for

Discount type

Percentage

Percentage off

15

%

Applies to

All products

Specific product OPTIONAL

Choose a type first

Minimum order OPTIONAL

150

CHF

Usage limit OPTIONAL

Unlimited

Leave empty for unlimited

Expires OPTIONAL

09/19/2026



Leave empty for no expiry

Applies to orders of CHF 150.00 or more.

Cancel

Create coupon

Creating a coupon: the discount type decides how the value is read.

To create a new coupon:

1 Go to **Offers** → **Coupons**

2 Click **Add Coupon**

3 Fill in the fields below

4 Save

■ Coupon fields

Coupon code

The code customers type at checkout. You can enter anything — a word, a campaign name, a short string of characters. Codes are not case-sensitive.

✦ *Choose something memorable if you are sharing it publicly. For private codes sent to specific customers, a more unique string reduces the chance of it being shared unintentionally.*

Discount type

How the discount is calculated:

- **Percentage** — a percentage off the applicable total (e.g. 20% off)
- **Fixed amount** — a set amount deducted from the applicable total (e.g. CHF 15 off)

Discount value

The amount or percentage of the discount. Enter the number only — the system applies it as a percentage or fixed amount based on the type selected above.

Scope

Which products the coupon applies to. Options:

- **All products** — discount applies to everything in the cart
- **Digital products only**
- **Physical products only**
- **Events only**
- **Accommodation bookings only**
- **Timeslot appointments only**
- **Specific product** — discount applies only to a single product you select

Use scope to run targeted promotions — for example, a discount code that only works on events, or one that is tied to a specific course.

Usage limit

The maximum number of times this coupon can be used across all customers. Once the limit is reached, the code is no longer accepted at checkout.

Leave this blank for unlimited uses.

Expiry date

The date after which the coupon is no longer valid. After this date, the code is rejected at checkout even if uses remain.

Leave this blank if the coupon has no expiry.

Active / inactive

Coupons can be deactivated without deleting them. An inactive coupon is rejected at checkout. Use this to pause a promotion and reactivate it later.

■ How coupons work at checkout

During checkout, customers see a coupon field. They enter their code and the discount is applied immediately — the order total updates to reflect the reduction before they continue to payment.

The platform validates the code in real time:

- Is the code valid and active?
- Has it reached its usage limit?
- Has it expired?
- Does the cart contain items the coupon applies to?

If any check fails, the customer sees a clear message explaining why the code was not accepted.

■ How the discount appears in records

Once an order is placed with a coupon:

- The discount is shown as a separate line in the order detail in your admin
- The order total reflects the discounted amount
- The customer's PDF receipt shows the coupon code and the discount applied
- The coupon usage count increments automatically

■ Monitoring coupon usage

From **Offers** → **Coupons** you can see all your coupons with their current usage count and status. Click any coupon to view its full settings and remaining uses.

Coupons

Code or description

Search

Add coupon

6 coupons

All 6

Active 5

Inactive 1

None selected

Activate

Deactivate

Delete

☐	CODE	DESCRIPTION	DISCOUNT	APPLIES TO	USAGE	STATUS	EXPIRES	
☐	TEST123	—	5%	Physical: Artisan Chocolate Box	0 / ∞	ACTIVE	—	Edit
☐	MAXED	—	5%	All products	1 / 1 SPENT	ACTIVE	—	Edit
☐	OLDCODE	—	10%	All products	0 / ∞	INACTIVE	Apr 15, 2026	Edit
☐	DIGITAL20	—	20%	Digital	0 / ∞	ACTIVE	—	Edit
☐	SAVE5	—	CHF 5.00	All products	0 / ∞	ACTIVE	—	Edit
☐	SPRING2026	—	50% min CHF 10.00	All products	0 / 50	ACTIVE	Apr 30, 2026	Edit

Coupons with their status tabs and usage counts.

■ Deactivating or deleting a coupon

To stop a coupon from being used, set it to **inactive** from the coupon list. The code will be rejected at checkout immediately.

To remove it entirely, delete it from the list. This does not affect any orders that already used the coupon — those records remain intact.