
25 REAL WORLD EXAMPLES OF MAGENTO SHOPPING CART PRICE RULES



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Magento's shopping cart price rules support a variety of different sale scenarios designed to impress your customers and boost your sales. These price rules are a powerful tool that you can use to increase average order value through targeted promotions as well as create opportunities for customer engagement. They support a variety of promotional and sale scenarios tailor-made to increase traffic to your online storefront and captivate loyal customers to increase overall sales.

If a product is on sale, a person is more likely to purchase something, it's that simple! In this eBook we'll go over real world examples of shopping cart price rules to explain the functionality behind creating sale campaigns in Magento. These examples will follow standard "IFTTT" (If This, Then That) logic, but presented in a way that is easy to follow without requiring a background in programmatic thinking. IF you can read this sentence THEN you will be able to create a shopping cart price rule in Magento.

THE BASICS

Shopping Cart Price Rules

[Add New Rule](#)

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ID	Rule Name	Coupon Code	Date Start	Date Expire	Status	Website	Priority
			From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6	\$5 off when you choose UPS(NextDay Air) shipping		May 3, 2013	—	Active	Main Website	0
7	Get 10% off on shipping in NJ		May 3, 2013	—	Inactive	Main Website	0
9	Get \$50 with Paypal Express Checkout for orders over \$200		May 3, 2013	—	Active	Main Website	0
10	Get 10% off if subtotal is \$500		May 3, 2013	—	Active	Main Website	0
11	Get \$25 off order total on order over \$200	Register10	May 3, 2013	—	Active	Main Website	0
14	Free shipping on all Home & Decor Items		May 3, 2013	—	Active	Main Website	0
15	Provide 25% off on the product price discount	RTL25OFF	Apr 1, 2013	—	Active	Main Website	0
29	Free shipping on all orders over \$500		May 3, 2013	—	Active	Main Website	0
38	Buy 1 Pair and get the 2nd one FREE		May 3, 2013	—	Active	Main Website	0
42	25% off Apparel for General customers	25OFF	May 3, 2013	—	Active	Main Website	0
43	15% Evening Dresses	evening15	May 3, 2013	—	Active	Main Website	0

Setup

All price rules in Magento require the same basic setup. Login to your Magento Admin Panel, and navigate to Promotions > Shopping Cart Price Rules. Here you will see a list of the Rules already created. Click on the Add New Rule button at the top right of the list.

Each rule will be broken down into sections for “Rule Information”, “Conditions”, and “Actions”:

- The “Rule Information” tab is where you specify Rule Name and Description, whether the rule requires a specific coupon code or not, the date range the rule applies to, how many times a customer can use the same rule, and how many times the rule can be used in total.
- The “Conditions” tab is responsible for the whole rule application.
- The “Actions” tab is where you specify the details of how the sale will be applied, including which products in the cart to which the promotion should be applied.
- It is important to note that Magento will process each product in the cart individually to determine its sale eligibility.

25 REAL WORLD EXAMPLES OF MAGENTO SHOPPING CART PRICE RULES

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- Get 10% Off An Item of \$500 or Greater..... 08
- \$5 Off When You Choose UPS (Next Day Air) Shipping..... 10
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- Buy One, Get One FREE 14
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GET 10% OFF WHEN SHIPPING IN ONTARIO

CONDITIONS:

In this example, we want the rule to apply when the shipping destination is within the Canadian province of Ontario.

If ALL of these conditions are TRUE: Shipping State/Province is Ontario

ACTIONS:

In this example, we want to apply a discount of 10% to the entire cart (including shipping amount).

- Set the “Apply” dropdown select to “Percent of product price discount”
- Set the “Discount Amount” text field to “10”
- Set the “Apply to Shipping Amount” dropdown select to “Yes”
- (OPTIONAL) Set the “Stop Further Rules Processing” dropdown select to “Yes”
 - to prevent multiple discounts from being applied to the same purchase



GET \$50 OFF WITH PAYPAL EXPRESS CHECKOUT FOR ORDERS OVER \$200

CONDITIONS:

In this example, we want the rule to apply if the order subtotal was greater than \$200 and the customer is paying through PayPal Express Checkout.

If ALL of these conditions are TRUE:

- Subtotal equals or greater than 200
- Payment Method is PayPal Express Checkout

ACTIONS:

With this example, the actions are configured similarly to the \$5 off UPS example earlier:

- Set the “Apply” dropdown select to “Fixed amount discount for whole cart”
- Set the “Discount Amount” text field to “50”

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GET 10% OFF AN ITEM OF \$500 OR GREATER

First, let us use a specific coupon code for this rule. Under “General Information” on the “Rule Information” tab, set the “Coupon” dropdown select to “Specific Coupon” and create a “Coupon Code” of “10OFF”.

Shopping Cart Price Rule

Rule Information

Conditions

Actions

Labels

Manage Coupon Codes

Edit Rule 'Get 10% off if subtotal is \$500'

Back

Reset

Delete

Save

Save and Continue Edit

General Information

Rule Name *

Get 10% off if subtotal is \$500

Description

Status *

Active

Websites *

Main Website

Customer Groups *

NOT LOGGED IN

General

Wholesale

VIP Member

Private Sales Member

Coupon *

Specific Coupon

Coupon Code *

10OFF

☐ Use Auto Generation

▲ If you select and save the rule you will be able to generate multiple coupon codes.

Uses per Coupon

Uses per Customer

0

▲ Usage limit enforced for logged in customers only

From Date

5/3/2013

To Date

Priority

0

Public In RSS Feed

Yes



GET 10% OFF AN ITEM OF \$500 OR GREATER

CONDITIONS:

In this example, we want the coupon code to apply only when there is an item priced at \$500 minimum present within the cart.

If ALL of these conditions are TRUE :

- If an item is FOUND in the cart with ALL of these conditions true:
- Price in cart equals or greater than 500

ACTIONS:

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “10”
-

Further, we want to apply the discount only to the items that trigger the rule instead of for the entire cart. To do this, apply the rule only to cart items matching the following conditions:

If ALL of these conditions are TRUE :

- Price in cart equals or greater than 300



\$5 OFF WHEN YOU CHOOSE UPS (NEXT DAY AIR) SHIPPING

First, let us use a specific coupon code for this rule. Under “General Information” on the “Rule Information” tab, set the “Coupon” dropdown select to “Specific Coupon” and create a “Coupon Code” of “UPS5”.

CONDITIONS:

Clicking on the green plus (+) sign reveals a variety of options with which to create the logic for your sale rule. In this example, we want the rule to apply when the shipping method used is “Next Day Air” from the United Parcel Service.

If ALL of these conditions are TRUE :

- Shipping Methods is [ups] Next Day Air

ACTIONS:

In this example, we want to apply a discount of \$5 to the whole cart. The only fields we need to configure here are “Apply” and “Discount Amount”.

- Set the “Apply” dropdown select to “Fixed amount discount for whole cart”
- Set the “Discount Amount” text field to “5”



GET \$25 OFF ORDER TOTAL ON ORDERS OVER \$200

First, let us use a specific coupon code for this rule. Under “General Information” on the “Rule Information” tab, set the “Coupon” dropdown select to “Specific Coupon” and create a “Coupon Code” of “25OFF”. We can also limit this coupon code to be used only 5000 times by setting the “Uses per Coupon” text field to 5000.

CONDITIONS:

If ALL of these conditions are TRUE :

- Subtotal equals or greater than 200

ACTIONS:

- Set “Apply” to “Fixed amount discount for whole cart”
- Set “Discount Amount” to “25”
- (OPTIONAL) Set the “Stop Further Rules Processing” dropdown select to “Yes”
 - to prevent multiple discounts from being applied to the same purchase

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FREE SHIPPING ON PRODUCTS OF SPECIFIC CATEGORIES

CONDITIONS:

If ALL of these conditions are TRUE :

- If an item is **FOUND** in the cart with **ALL** of these conditions true:
- Category is one of [comma,delimited,list,of,category,IDs]

Shopping Cart Price Rule

- Rule Information
- Conditions**
- Actions
- Labels
- Manage Coupon Codes

Edit Rule 'Free shipping on all Home & Decor Items'

Back
Reset
Delete
Save
Save and Continue Edit

Apply the rule only if the following conditions are met (leave blank for all products)

If **ALL** of these conditions are **TRUE** :

If an item is **FOUND** in the cart with **ALL** of these conditions true: ⓧ

Category **is one of** **22, 23, 24, 25** ⓧ

ⓧ

ⓧ

ACTIONS:

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “0”
- Set “Free Shipping” to “For shipment with matching items”



PROVIDE A DISCOUNT OF 25% OFF THE PRODUCT PRICE

First, let us use a specific coupon code for this rule. Under “General Information” on the “Rule Information” tab, set the “Coupon” dropdown select to “Specific Coupon” and create a “Coupon Code” of “25OFF”.

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “25”



FREE SHIPPING ON ALL ORDERS OVER \$500

CONDITIONS:

If ALL of these conditions are TRUE:

- Subtotal equals or greater than 500

ACTIONS:

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “0”
- Set “Free Shipping” to “For shipment with matching items”



BUY ONE, GET ONE FREE

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

In this example, we want to set up a shopping cart price rule for a “Buy One, Get One Free” promotion. In this scenario, the “Discount Amount” now represents the quantity the customer will receive for free. The “Discount Quantity Step” field represents the quantity that the customer must purchase to qualify for the discount.

- Set “Apply” to “Buy X get Y free (discount amount is Y)”
- Set “Discount Amount” to “1”
- (OPTIONAL) Set “Maximum Qty Discount is Applied To” to “1”
- to limit the number of discounts that can be applied when condition is met
- Set “Discount Qty Step (Buy X)” to “1”

In addition, we want to explicitly apply the rule only to products belonging to certain categories (shoes, for example)

Apply the rule only to cart items matching the following conditions...

If ALL of these conditions are TRUE :

- Category is one of [comma,delimited,list,of,category,IDs]

Shopping Cart Price Rule

Rule Information

Conditions

Actions

Labels

Manage Coupon Codes

Edit Rule 'Buy 1 Pair and get the 2nd one FREE'

Back

Reset

Delete

Save

Save and Continue Edit

Update prices using the following information

Apply	Buy X get Y free (discount amount is Y)
Discount Amount *	1
Maximum Qty Discount is Applied To	0
Discount Qty Step (Buy X)	1
Apply to Shipping Amount	No
Free Shipping	No
Stop Further Rules Processing	No

Apply the rule only to cart items matching the following conditions (leave blank for all items)

If **ALL** of these conditions are **TRUE**:Category **is one of** 20, 51, 52

- ☐ Default Category (1)
- ☐ Women (51)
- ☐ Men (70)
- ☐ Accessories (58)
 - ☐ Eyewear (3)
 - ☐ Jewelry (7)
 - ☒ Shoes (38)
 - ☐ Bags & Luggage (10)
- ☐ Home & Decor (40)
- ☐ Sale (9)
- ☐ VIP (8)

First, let us use a specific coupon code for this rule. Under “General Information” on the “Rule Information” tab, set the “Coupon” dropdown select to “Specific Coupon” and create a “Coupon Code” of “25OFF”.

Let us also enforce a usage limit for the coupon (this applies to logged in customer only), by setting the “Uses per Customer” field to 999999.

Lastly, for this example, we are also going to limit the shopping cart price rule only to those customers belonging to the so-called “General” Customer Group (often being registered/logged in customers). A customer who is not logged in or is belonging to some other group (e.g., wholesale) will not see the promotion applied in their cart even if they use the coupon code.

Shopping Cart Price Rule

Edit Rule '25% off Apparel for General customers'

Back Reset Delete Save Save and Continue Edit

Rule Information

Conditions

Actions

Labels

Manage Coupon Codes

General Information

Rule Name * 25% off Apparel for General customers

Description 25% off any product from the apparel category

Status * Active

Websites * Main Website

Customer Groups * NOT LOGGED IN
General
Wholesale
VIP Member
Private Sales Member

Coupon * Specific Coupon

Coupon Code * 25OFF

☐ Use Auto Generation
If you select and save the rule you will be able to generate multiple coupon codes.

Uses per Coupon

Uses per Customer 999999
Usage limit enforced for logged in customers only

From Date 5/3/2013

To Date

Priority 0

Public in RSS Feed Yes



25% OFF FOR GENERAL CUSTOMER

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

With this example, we again want to limit rule's application to cart items belonging to specific categories

- Set "Apply" to "Percent of product price discount"
- Set "Discount Amount" to "25"

Apply the rule only to cart items matching the following conditions...

If ALL of these conditions are TRUE :

- Category is one of [comma,delimited,list,of,category,IDs]



\$15 OFF PRODUCT PRICE

First, let us use a specific coupon code for this rule. Under “General Information” on the “Rule Information” tab, set the “Coupon” dropdown select to “Specific Coupon” and create a “Coupon Code” of “15OFF”. We can also limit this coupon code to be used only 5000 times by setting the “Uses per Coupon” text field to 5000.

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

With this example, we want to apply a discount of \$15 to each product in our cart that belongs to the desired categories.

- Set “Apply” to “Fixed amount discount”
- Set “Discount Amount” to “15”

Apply the rule only to cart items matching the following conditions...

If ALL of these conditions are TRUE :

- Category is one of [comma,delimited,list,of,category,IDs]



FREE SHIPPING FOR ANY ORDER, WITH COUPON CODE

First, let us use a specific coupon code for this rule. Under “General Information” on the “Rule Information” tab, set the “Coupon” dropdown select to “Specific Coupon” and create a “Coupon Code” of “FREESHIP”.

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

In this example, we want free shipping to apply to all orders of any amount

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “0”
- Set “Apply to Shipping Amount” to “Yes
- Set “Free Shipping” to “For shipment with matching items”



25% OFF ALL ITEMS OVER \$200 IN A SPECIFIC CATEGORY

CONDITIONS:

If ALL of these conditions are TRUE :

If an item is FOUND in the cart with ALL of these conditions true:

Category contains [categoryID]

Price is equals or greater than 200

ACTIONS:

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “25”

Apply the rule only to cart items matching the following conditions...

If ALL of these conditions are TRUE :

Category contains [categoryID]

Price is equals or greater than 200

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BUY THREE, GET ONE FREE

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

In this example, we want the customer to purchase three of an item before qualifying for the discount

- Set “Apply” to “Buy X get Y free (discount amount is Y)”
- Set “Discount Amount” to “1”
- (OPTIONAL) Set “Maximum Qty Discount is Applied To” to “1”
 - to limit the number of discounts that can be applied when condition is met
 - Set “Discount Qty Step (Buy X)” to “3”

15

20% OFF CERTAIN SKUS

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

- Set “Apply” to “Percent of product price amount”
- Set to “Discount Amount” to “20”

Apply the rule only to cart items matching the following conditions...

If ALL of these conditions are TRUE :

SKU is one of [comma,delimited,list,of,SKUs]



20% OFF FIRST ORDER, WITH COUPON CODE

First, let us use a specific coupon code for this rule. Under “General Information” on the “Rule Information” tab, set the “Coupon” dropdown select to “Specific Coupon” and create a “Coupon Code” of “20OFF”.

Let us also enforce a usage limit for the coupon, by setting the “Uses per Customer” field to “1”

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “20”



10% OFF ENTIRE STORE (EXCLUDING CERTAIN CATEGORIES)

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “10”

Apply the rule only to cart items matching the following conditions...

If ALL of these conditions are TRUE :

Category is not one of [comma,delimited,list,of,category,IDs]



\$10 OFF PRODUCTS OF A CERTAIN COLOUR

In this example, we are discounting all green clothing for a Saint Patrick's Day sale.

First, ensure that your `color` attribute is set to display in promotional rules. To enable this, navigate to Catalog > Attributes > Manage Attributes. Here, select the attribute (likely named "Color") and set "Use for promo rule conditions" to yes, if not already set as such, and then save the attribute to proceed.

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

- Set "Apply" to "Fixed amount discount"
- Set "Discount Amount" to "10"

Apply the rule only to cart items matching the following conditions...

If ALL of these conditions are TRUE :

Color is [color option value selected from dropdown menu; e.g., green]

This example is a clever reworking of the B3G1 rule we explored earlier. Magento will display the discount in the order totals area independent of line item. Therefore, it may be advisable to describe your promotion to the customer in this manner.

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

In this example, we want the customer to purchase two of an item before qualifying for the third, which is free on a discount. We also want to limit to one specific category

- Set “Apply” to “Buy X get Y free (discount amount is Y)”
- Set “Discount Amount” to “1”
- (OPTIONAL) Set “Maximum Qty Discount is Applied To” to “1”
 - to limit the number of discounts that can be applied when condition is met
 - Set “Discount Qty Step (Buy X)” to “2”

Apply the rule only to cart items matching the following conditions...

If ALL of these conditions are TRUE :

Category is [categoryID]

20

\$10 OFF WHOLE CART (INCLUDING SHIPPING) WHEN PURCHASING PROMOTIONAL ITEM

CONDITIONS:

If ALL of these conditions are TRUE :

If an item is FOUND in the cart with ALL of these conditions true:

- SKU is one of [comma,delimited,list,of,SKUs]

ACTIONS:

- Set “Apply” to “Fixed amount discount”
- Set “Discount Amount” to “10”
- Set “Apply to Shipping Amount” to “Yes”

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FREE SHIPPING FOR SPECIFIC STATES/ PROVINCES

CONDITIONS:

As Magento does not allow for an “is one of” check in the conditional logic for Shipping State/Province, we can check if ANY of the conditions are true. Instead, we build several relevant conditions and check if any of them are currently applicable.

If ANY of these conditions are TRUE :

- Shipping State/Province is [selected State/Province from dropdown list]
- [repeat for all desired States/Provinces]

ACTIONS:

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “0”
- Set “Apply to Shipping Amount” to “Yes”
- Set “Free Shipping” to “For shipment with matching items”

22

FREE SHIPPING FOR CREDIT CARD TRANSACTIONS

CONDITIONS:

If ALL of these conditions are TRUE :

- Payment Method is Credit Card

ACTIONS:

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “0”
- Set “Apply to Shipping Amount” to “Yes”
- Set “Free Shipping” to “For shipment with matching items”

23

GET \$5 OFF YOUR PURCHASE OF \$50 OR MORE

CONDITIONS:

If ALL of these conditions are TRUE :

- Subtotal equals or greater than 50

ACTIONS:

- Set the “Apply” dropdown select to “Fixed amount discount for whole cart”
- Set the “Discount Amount” text field to “5”



EMPLOYEE DISCOUNT (25% OFF AND FREE SHIPPING)

Here, we're going to build two rules as if to create one larger rule. First, limit the shopping cart price rule only to those customers belonging to your desired customer group – let us say a group named “Employee”. This can be set under “General Information” on the “Rule Information” tab.

CONDITIONS:

For this example, leave this tab blank to apply the rule to all products

ACTIONS:

In this example, we want the customer to purchase two of an item before qualifying for the third, which is free on a discount. We also want to limit to one specific category

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “25”

Now, make an additional rule with the same information under Rule Information and Conditions. We are only going to change the Actions in the new rule, as this one will address the free shipping for employees.

ACTIONS:

- Set “Apply” to “Percent of product price discount”
- Set “Discount Amount” to “0”
- Set “Apply to Shipping Amount” to “Yes”
- Set “Free Shipping” to “For shipment with matching items”

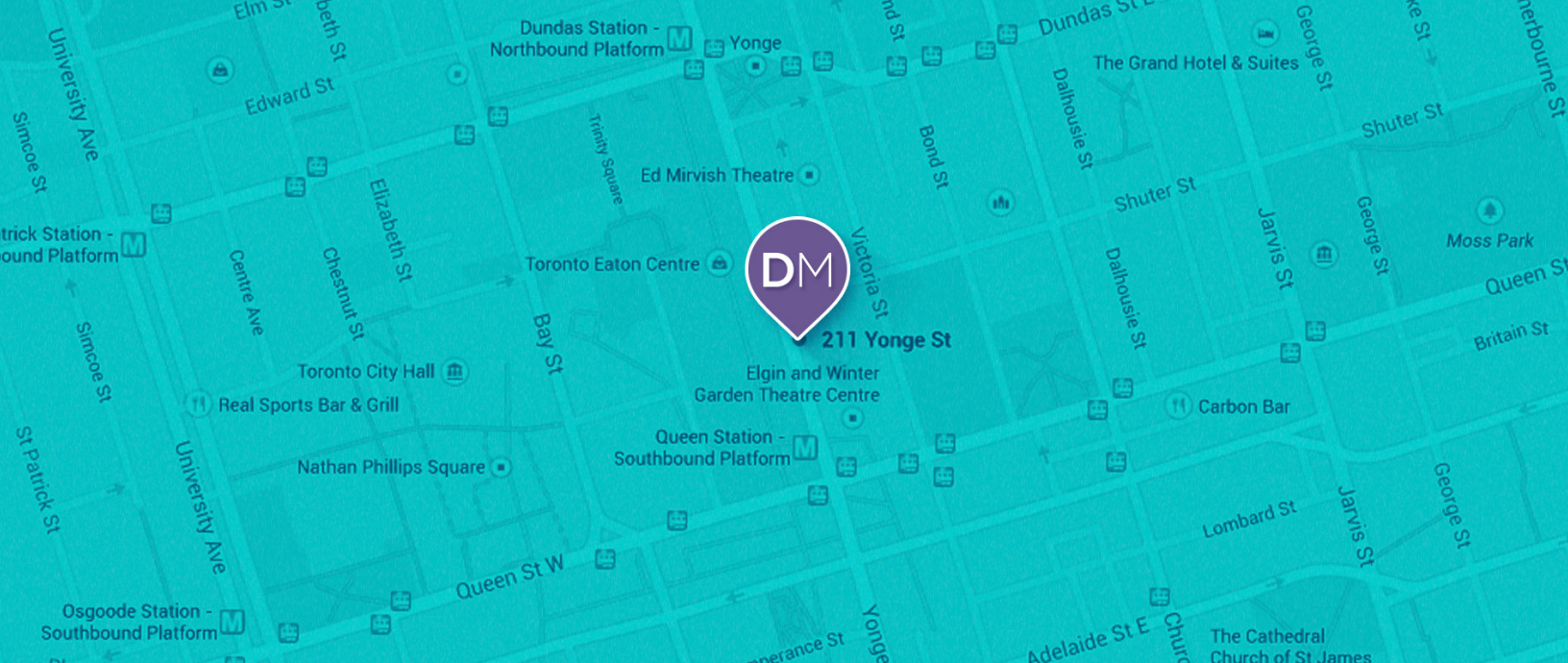
As long as these rules do not stop further rules processing, they should both apply at the same time.



GO AHEAD AND CREATE YOUR OWN SHOPPING CART PRICE RULE TODAY!

Always remember to test your rules before going live. A staging/test site is always the best way to create and test shopping cart price rules, otherwise test during low traffic times. The rules will update in real time, so if testing on a live site is necessary it is recommended to have your shopping cart filled items satisfying the promotion, and to simply refresh your cart once the rule has been enabled in the backend.

Magento's shopping cart price rules are extremely useful tools for executing a wide variety of different promotions on your eCommerce site. With shopping cart price rules you can get much more complex, so don't be afraid to start small while experimenting a little.



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