**Campaign types**

There are 2 campaign types. Each is designed for different usages as follows:

- Discount is a campaign whose vouchers require customers to manually apply during the checkout.

- Overall discount is a campaign whose vouchers will be automatically applied during the checkout if an order is eligible for a discount. Besides, if a campaign is created with specific calculation rules, the discount will be displayed on the product page (requires further integration).

In case

Note: The campaign type cannot be changed after a campaign is created.

**Calculation based on and Products**

There are 6 types of discount calculation rules which can work both when there is a product assigned or when there is no product assigned. The details are provided below.

When a campaign does not contain any products, the discount will apply to all products and any newly created products by default. In this case, all products will be qualified for the discount.

The details are provided below.

1. Total order price:

- If there is no product selected, the discount will be calculated from the total price of all products in an order.

- If there is a product selected, the discount will be calculated from the total price of campaign products in an order.

Users can specify the minimum purchase price in this calculation rule. If a minimum purchase is specified, the price of an order must be equal to or greater than the specified value to qualify for the discount.

2. Every amount of all assigned products:

- If there is no product selected, the discount will be calculated from every amount of all products in an order.

- If there is a product selected, the discount will be calculated from every amount of the campaign products in an order.

Note: the discount price will display on product page if it is created with Overall discount.

3. 1 amount of all assigned products:

- If there is no product selected, the discount will be calculated from 1 amount of all products in an order.

- If there is a product selected, the discount will be calculated from 1 amount of the campaign products in an order.

Note: the discount price will display on product page if it is created with Overall discount.

4. Every amount of the most expensive products:

- If there is no product selected, the discount will be calculated from every amount of the most expensive products in an order.

- If there is a product selected, the discount will be calculated from every amount of the most expensive campaign products in an order.

Note: the discount price will display on product page if it is created with Overall discount.

5. 1 amount of the most expensive products:

- If there is no product selected, the discount will be calculated from 1 amount of the most expensive products in an order.

- If there is a product selected, the discount will be calculated from 1 amount of the most expensive campaign products in an order.

Note: the discount price will display on product page if it is created with Overall discount.

By default, an overall discount applies to all products and any newly created products will automatically be included in the discount unless specific products are selected in a campaign.