

Magento promotion concepts

In Magento 2, promotions are marketing tools designed to encourage customers to make purchases. These promotions are managed through **Cart Price Rules** and **Catalog Price Rules**, and they can be customized based on specific conditions and actions.

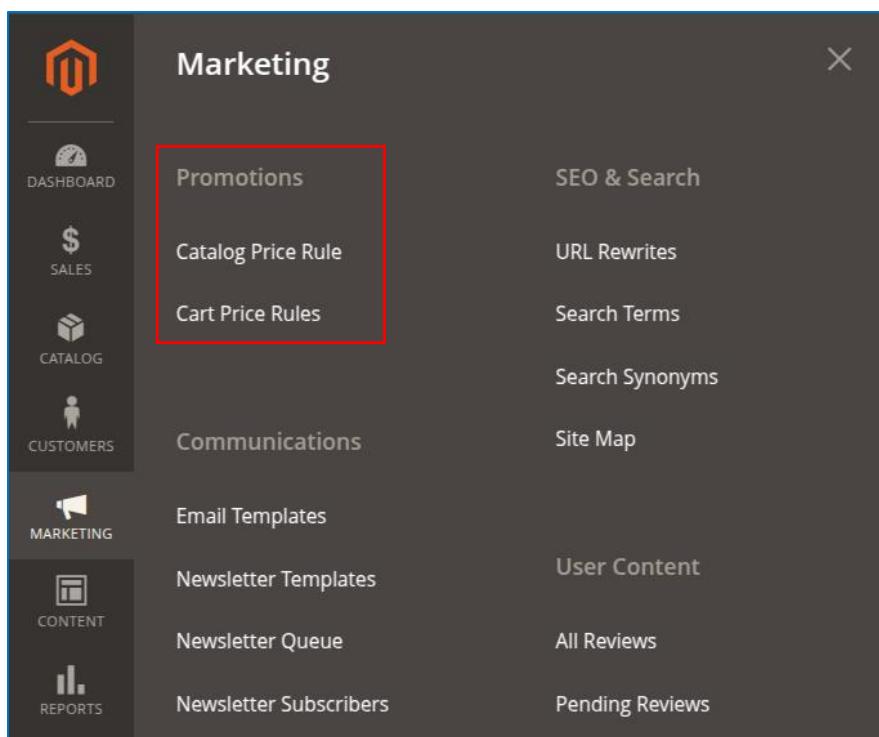
1. Types of Promotions

Catalog Price Rules

- **Purpose:** Discounts applied directly to product prices before they are added to the cart.
- **Use Case:** Ideal for category-wide sales, seasonal promotions, or discounts on specific products.
- **Example:** "20% off all electronics."
- **Visibility:** Displayed on product listing and detail pages.

Cart Price Rules

- **Purpose:** Discounts applied to the cart total during checkout.
- **Use Case:** For more complex promotions, including coupons and customer group-specific discounts.
- **Example:** "Get \$10 off when you spend \$100" or "Use code WELCOME10 for 10% off."
- **Visibility:** Applied at checkout, often requiring a coupon code.



2. Key Components

Conditions

- **Attributes** used for conditions:
 - Product attributes (e.g., SKU, category, price, brand).
 - Cart attributes (e.g., subtotal, number of items, shipping method).
 - Customer attributes (e.g., group, segment).

Actions

- Common actions:
 - Apply a percentage discount (e.g., 15% off).
 - Apply a fixed amount discount (e.g., \$20 off).
 - Free shipping.

3. Common Configuration Options

Rule Information

- **Rule Name:** Internal reference.
- **Description:** Details about the promotion (optional).
- **Status:** Active or inactive.
- **Website:** Specifies which store view the rule applies to.
- **Customer Groups:** Restrict promotions to specific customer segments.

Conditions Section

- Add logical rules using "if/else" statements.
- Combine multiple conditions for precise targeting.

Actions Section

- Set how the discount is calculated (percentage, fixed amount, etc.).
- Specify applicable products (e.g., exclude discounted items).

Labels

- Define the text displayed to customers when a promotion is applied.

4. Advanced Concepts

Coupons

- **Types:**
 - Specific Coupon: Requires a unique code.
 - No Coupon: Automatically applies the rule.
- Useful for tracking and customizing promotions.

Priority

- Determines the order of rule application when multiple promotions overlap.
- Lower numbers have higher priority.

Stop Further Rules Processing

- Prevents other promotions from applying if this rule is triggered.

Customer Segmentation

- Combine promotions with customer segments to target specific audiences based on behavior, purchase history, etc.

5. Use Cases

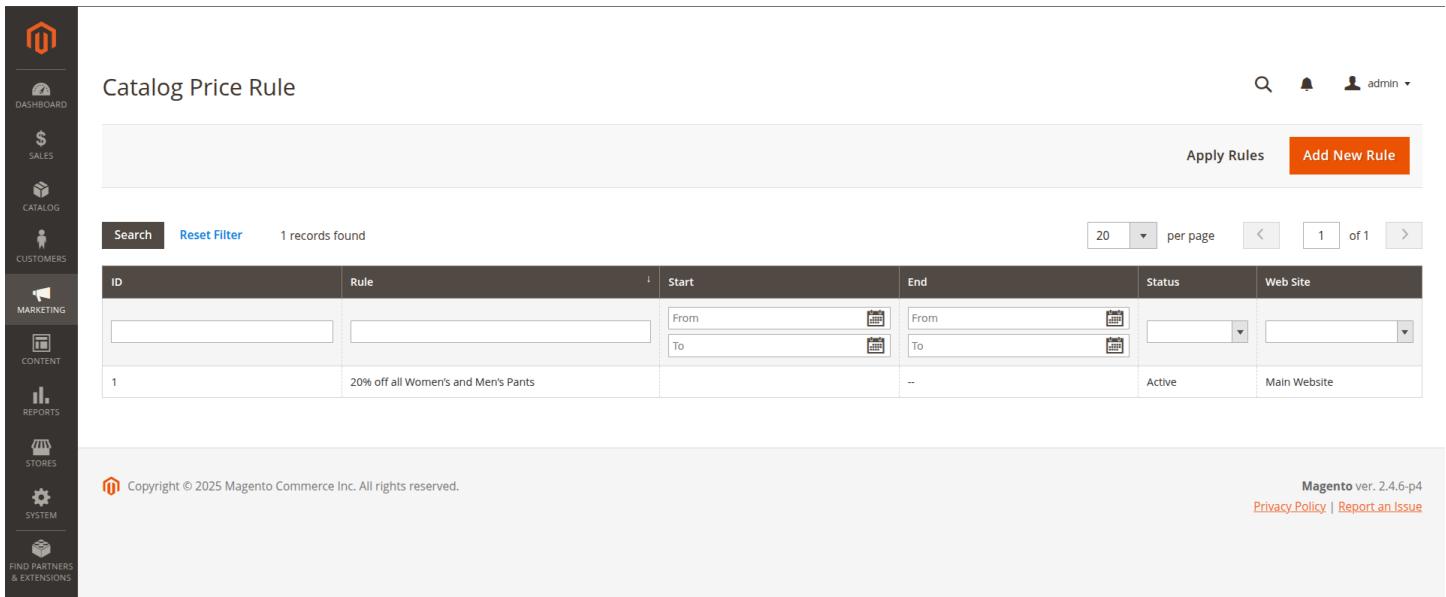
1. Catalog Promotions:

- a. Example: "Buy 1 Get 1 Free on T-Shirts in October."
- b. Configuration: Use Catalog Price Rules and set conditions for the T-shirt category.

2. Cart Promotions:

- a. Example: "Get free shipping on orders over \$50."
- b. Configuration: Use Cart Price Rules with a cart subtotal condition and free shipping as an action.

Catalog Price Rules in Magento 2



The screenshot shows the Magento 2 Admin Panel with the sidebar navigation open. The 'CATALOG' option is selected, leading to the 'Catalog Price Rule' page. At the top right, there are search, notification, and user icons. Below the header are buttons for 'Apply Rules' and 'Add New Rule'. A search bar and filter options ('Search', 'Reset Filter') are present. The main area displays a table with one record found. The table columns are ID, Rule, Start, End, Status, and Web Site. The single rule listed is '20% off all Women's and Men's Pants', with a start date of 'From' and an end date of 'To'. The status is 'Active' and it applies to the 'Main Website'. At the bottom, there is a copyright notice, the Magento version (2.4.6-p4), and links to Privacy Policy and Report an Issue.

What Are Catalog Price Rules?

Catalog Price Rules in Magento 2 are discounts applied directly to product prices **before the customer adds items to their cart**. These rules operate at the catalog level, meaning the discounted prices are visible on category pages, product detail pages, and search results.

Key Features of Catalog Price Rules

- 1. Automatic Discounts:**
 - a. No coupon code is required.
 - b. Discounts are visible as part of the product price.
- 2. Scheduled Promotions:**
 - a. Set specific start and end dates for the rule.
 - b. Useful for seasonal or time-sensitive discounts.
- 3. Dynamic Conditions:**
 - a. Discounts are applied based on attributes like product category, SKU, price range, or custom attributes.
- 4. Scope:**
 - a. Rules can be configured for specific websites, customer groups, or store views.

How Catalog Price Rules Work

- 1. Conditions:**
 - a. Define the criteria for which products the rule applies.

- b. Example: "Apply a discount to products in the 'Electronics' category where the price is greater than \$50."

2. Actions:

- a. Specify how the discount is calculated.
- b. Common options include:
 - i. Percentage discount (e.g., 20% off).
 - ii. Fixed amount discount (e.g., \$10 off).
 - iii. Fixed price for a product (e.g., sell for \$50).

3. Display:

- a. Discounted prices are shown across the store in relevant sections.

Steps to Create a Catalog Price Rule

1. Navigate to Marketing:

- a. Go to **Marketing > Promotions > Catalog Price Rules**.

2. Add a New Rule:

- a. Click **Add New Rule** and fill in the details.

3. Configure the Rule Information:

- a. **Rule Name:** Enter a meaningful name (e.g., "Winter Sale 2025").
- b. **Description:** Add a brief explanation (optional).
- c. **Active:** Set to "Yes."
- d. **Websites:** Select the website(s) where the rule applies.
- e. **Customer Groups:** Choose which groups (e.g., Retailer, General) can access the discount.

New Catalog Price Rule

Rule Information

Rule Name * 30% discount for all Men's Top

Description New Year discount 30% off to all Men's Top

Active * Yes

Websites * Main Website

Customer Groups * NOT LOGGED IN
General
Wholesale
Retailer

From 01/1/2025

To 01/31/2025

Save Back Reset Save and Apply Save and Continue Edit Save

4. Set Conditions:

- a. Define the rules for the promotion.
- b. Example: "If the product is in the 'Shoes' category and its price is greater than \$100."

New Catalog Price Rule

Rule Information Conditions Actions

If ALL of these conditions are TRUE :

Category is 11, 12, 14, 15, 16, 17

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5. Define Actions:

- Apply:** Choose the type of discount (percentage, fixed amount, etc.).
- Discount Amount:** Set the value of the discount.
- Apply to Subproducts:** Include sub-products of configurable products (optional).
- Discard Subsequent Rules:** Prevent other rules from stacking on the same products.

New Catalog Price Rule

Rule Information Conditions Actions

Apply: Apply as percentage of original

Discount Amount: 30

Discard subsequent rules: Yes

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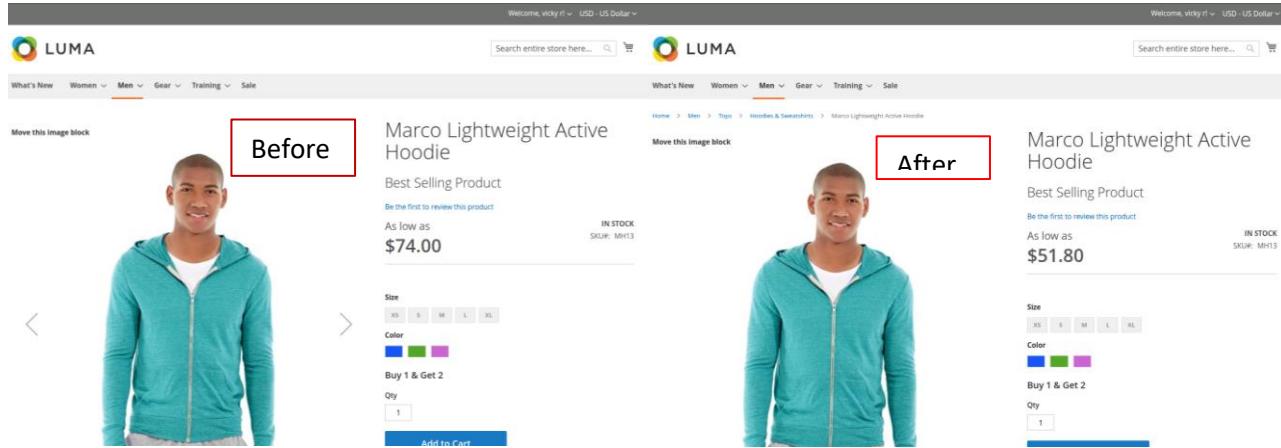
6. Save and Apply:

- Save the rule and click **Apply Rules** to activate it.

These are four actions for your catalog price rules

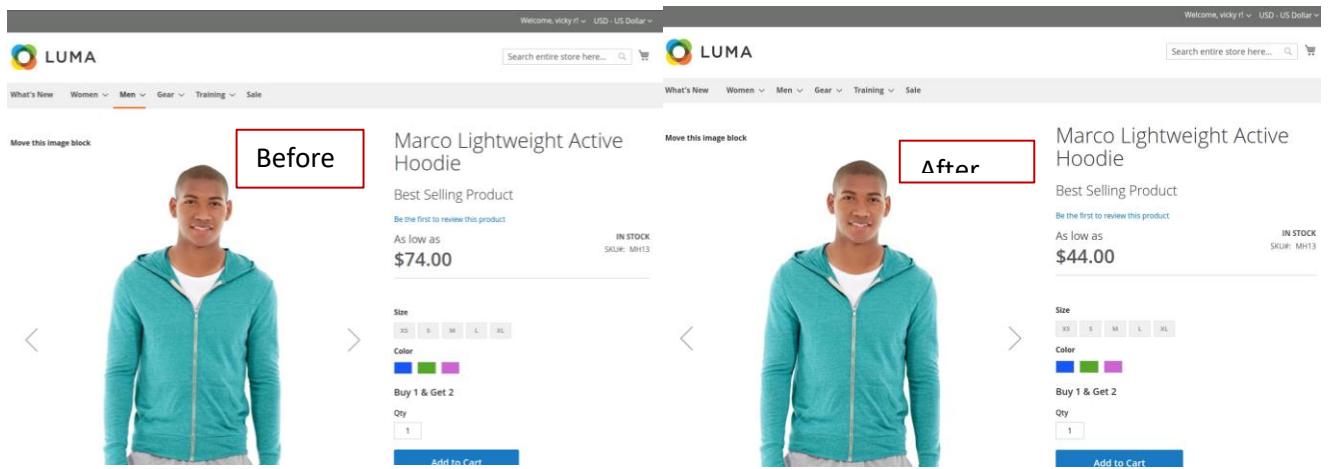
1. Apply as percentage of original

Add a percentage-based discount amount to the original price. A 30% discount, for example, can be applied by typing 30 to the discount amount



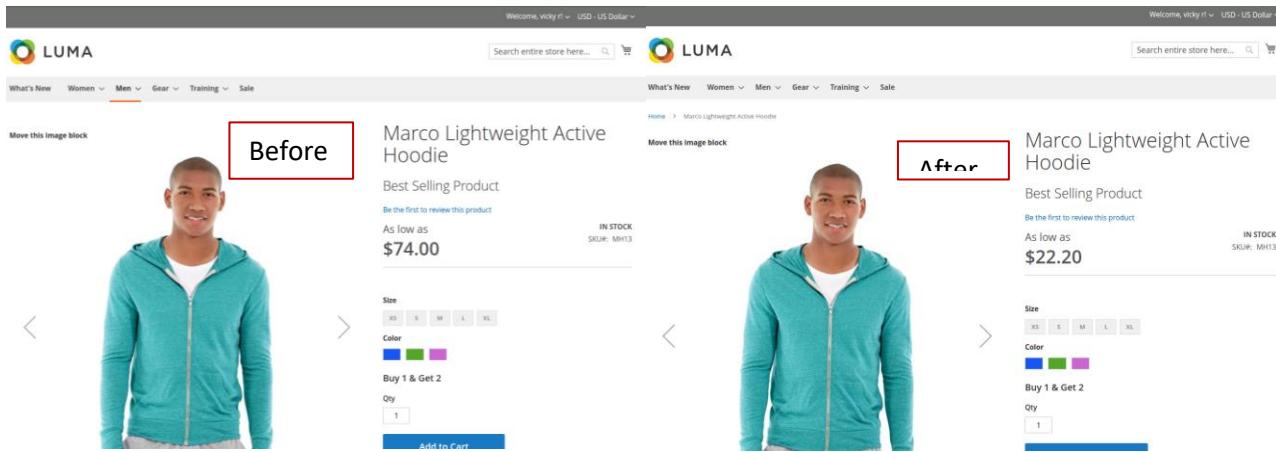
2. Apply as fixed amount

Add a fixed amount of discount to the original price. For example, to set a \$30 discount (assuming that the configured currency is in USD), set the discount amount to 30



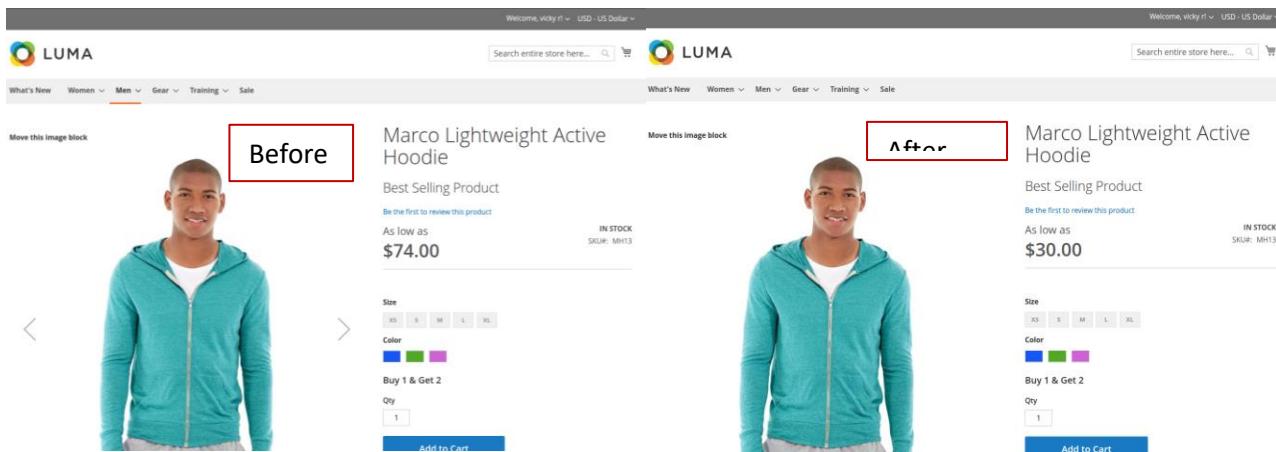
3. Adjust final price to this percentage

Set the final price to a percentage of its original price. For example, if the product's original price is \$74 and you set the discount amount to 30 (30%), the product's price will be adjusted to 30.



4. Adjust final price to discount value

Set the final price to a discount value. For example, if the product's original price is \$74 and you set the discount amount to 30, the product's price after discount will be adjusted to 30



Use Cases

1. Seasonal Sales:

- a. Offer "15% off all winter clothing."
- b. Use category-based conditions to target specific products.

2. Clearance Discounts:

- a. "Flat \$20 off all items over \$100."
- b. Use price-based conditions.

3. Brand-Specific Promotions:

- a. "10% off all products from Brand X."
- b. Use attribute-based conditions like "Manufacturer."

4. Tiered Pricing:

- a. "Buy more, save more" promotions for specific product ranges.

Benefits of Catalog Price Rules

1. **Enhanced User Experience:**
 - a. Customers see discounted prices immediately, increasing purchase motivation.
2. **Increased Conversion Rates:**
 - a. Promotions are visible upfront, attracting more customers to checkout.
3. **Automation:**
 - a. Rules apply automatically, reducing manual work.
4. **Targeted Promotions:**
 - a. Rules can be customized to target specific products, customer groups, or time periods.

Limitations

1. **No Coupon Support:**
 - a. Catalog Price Rules cannot use coupon codes, limiting flexibility for customer-driven promotions.
2. **Global Visibility:**
 - a. Discounts apply to all customers in the selected groups.

Catalog Price Rules rely on several database tables

1. catalogrule

- **Purpose:** Stores the main configuration of each catalog price rule.
- **Important Columns:**
 - **rule_id:** Primary key for the rule.
 - **name:** The name of the rule.
 - **description:** A description of the rule (optional).
 - **is_active:** Indicates whether the rule is active (1 for active, 0 for inactive).
 - **from_date** and **to_date:** Start and end dates for the rule.
 - **sort_order:** Determines the priority of the rule.
 - **simple_action:** The type of action (e.g., by percentage, fixed discount).
 - **discount_amount:** The value of the discount.
 - **stop_rules_processing:** Whether further rules are processed if this rule is applied.

rule_id	name	description	from_date	to_date	is_active	conditions_serialized	actions_serialized
1	20% off all Women's and Men's Pants	20% off all Women's and Men's Pants	NULL	NULL	1	[{"type": "Magento\CatalogRule\Model\Rule\Condition\TypeInterface"}]	[{"type": "Magento\CatalogRule\Model\Rule\Action\StopRuleAction"}]
2	30% discount for all Men's Top	New Year discount 30% off to all Men's Top	2025-01-01	2025-01-31	1	[{"type": "Magento\CatalogRule\Model\Rule\Condition\TypeInterface"}]	[{"type": "Magento\CatalogRule\Model\Rule\Action\StopRuleAction"}]

2. catalogrule_product

- Purpose:** Links catalog rules to specific products based on conditions.
- Important Columns:**
 - rule_product_id:** Primary key for this table.
 - rule_id:** The ID of the rule from catalogrule.
 - product_id:** The ID of the product the rule applies to.
 - customer_group_id:** The customer group that the rule applies to.
 - website_id:** The website/store view the rule is applied to.
 - action_operator** and **action_amount:** Details about the discount operation.
 - action_stop:** Whether to stop applying further rules for this product.

phpMyAdmin

Server: localhost:3306 Database: mag246p4 Table: catalogrule_product "CatalogRule Product"

Browse Structure SQL Search Insert Export Import Privileges Operations Tracking Triggers

Showing rows 0 - 24 (3408 total, Query took 0.0011 seconds.) [rule_product_id: 3408... - 3384...]

SELECT * FROM `catalogrule_product` ORDER BY `catalogrule_product`.`rule_product_id` DESC

Profiling [Edit inline] [Edit] [Explain SQL] [Create PHP code] [Refresh]

Number of rows: 25 Filter rows: Search this table Sort by key: None

+ Options ▾ rule_product_id Rule Product ID rule_id Rule ID from_time From Time to_time To Time customer_group_id customer group id product_id Product ID action_operator Action Operator action_amount Action Amount action_stop Action Stop sort_order Sort Order website_id Website ID

rule_product_id	rule_id	from_time	to_time	customer_group_id	product_id	action_operator	action_amount	action_stop	sort_order	website_id
3408	2	1735718400	1738396799	3	723	to_fixed	30.00000	1	0	1
3407	2	1735718400	1738396799	2	723	to_fixed	30.00000	1	0	1
3406	2	1735718400	1738396799	1	723	to_fixed	30.00000	1	0	1
3405	2	1735718400	1738396799	0	723	to_fixed	30.00000	1	0	1
3404	2	1735718400	1738396799	3	722	to_fixed	30.00000	1	0	1
3403	2	1735718400	1738396799	2	722	to_fixed	30.00000	1	0	1
3402	2	1735718400	1738396799	1	722	to_fixed	30.00000	1	0	1
3401	2	1735718400	1738396799	0	722	to_fixed	30.00000	1	0	1
3400	2	1735718400	1738396799	3	721	to_fixed	30.00000	1	0	1
3399	2	1735718400	1738396799	2	721	to_fixed	30.00000	1	0	1
3398	2	1735718400	1738396799	1	721	to_fixed	30.00000	1	0	1
3397	2	1735718400	1738396799	0	721	to_fixed	30.00000	1	0	1
3396	2	1735718400	1738396799	3	720	to_fixed	30.00000	1	0	1
3395	2	1735718400	1738396799	2	720	to_fixed	30.00000	1	0	1
3394	2	1735718400	1738396799	1	720	to_fixed	30.00000	1	0	1
3393	2	1735718400	1738396799	0	720	to_fixed	30.00000	1	0	1
3392	2	1735718400	1738396799	3	719	to_fixed	30.00000	1	0	1
3391	2	1735718400	1738396799	2	719	to_fixed	30.00000	1	0	1

3. catalogrule_product_price

- Purpose:** Stores the calculated discounted prices for products after applying the rules.
- Important Columns:**
 - rule_product_price_id:** Primary key for this table.
 - rule_date:** The date when the rule price is valid.
 - product_id:** The product for which the rule is applied.
 - website_id:** The website/store view the price is applied to.
 - customer_group_id:** The customer group for the discounted price.
 - rule_price:** The calculated discounted price.
 - latest_start_date and earliest_end_date:** Date range for the price validity.

phpMyAdmin

Server: localhost:3306 Database: mag246p4 Table: catalogrule_product_price "CatalogRule Product Price"

Browse Structure SQL Search Insert Export Import Privileges Operations Tracking Triggers

Showing rows 0 - 24 (10224 total, Query took 0.0007 seconds.) [rule_product_price_id: 10224... - 10200...]

SELECT * FROM `catalogrule_product_price` ORDER BY `catalogrule_product_price`.`rule_product_price_id` DESC

Profiling [Edit inline] [Edit] [Explain SQL] [Create PHP code] [Refresh]

Number of rows: 25 Filter rows: Search this table Sort by key: None

+ Options ▾ rule_product_price_id Rule Product Price rule_date Rule Date customer_group_id customer group id product_id Product ID rule_price Rule Price website_id Website ID latest_start_date Latest StartDate earliest_end_date Earliest EndDate

rule_product_price_id	rule_date	customer_group_id	product_id	rule_price	website_id	latest_start_date	earliest_end_date
10224	2025-01-07 3	1902	39.200000	1	NULL	NULL	NULL
10223	2025-01-06 3	1902	39.200000	1	NULL	NULL	NULL
10222	2025-01-05 3	1902	39.200000	1	NULL	NULL	NULL
10221	2025-01-07 3	1901	39.200000	1	NULL	NULL	NULL
10220	2025-01-06 3	1901	39.200000	1	NULL	NULL	NULL
10219	2025-01-05 3	1901	39.200000	1	NULL	NULL	NULL
10218	2025-01-07 3	1900	39.200000	1	NULL	NULL	NULL
10217	2025-01-06 3	1900	39.200000	1	NULL	NULL	NULL
10216	2025-01-05 3	1900	39.200000	1	NULL	NULL	NULL
10215	2025-01-07 3	1899	39.200000	1	NULL	NULL	NULL
10214	2025-01-06 3	1899	39.200000	1	NULL	NULL	NULL
10213	2025-01-05 3	1899	39.200000	1	NULL	NULL	NULL
10212	2025-01-07 3	1898	39.200000	1	NULL	NULL	NULL
10211	2025-01-06 3	1898	39.200000	1	NULL	NULL	NULL
10210	2025-01-05 3	1898	39.200000	1	NULL	NULL	NULL
10209	2025-01-07 3	1897	39.200000	1	NULL	NULL	NULL
10208	2025-01-06 3	1897	39.200000	1	NULL	NULL	NULL
10207	2025-01-05 3	1897	39.200000	1	NULL	NULL	NULL

4. catalogrule_group_website

- **Purpose:** Links catalog rules to specific customer groups and websites.
- **Important Columns:**
 - rule_id: The ID of the rule from catalogrule.
 - customer_group_id: The customer group the rule applies to.
 - website_id: The website/store view the rule is applied to.

The screenshot shows the phpMyAdmin interface for the 'mag246p4' database. The left sidebar shows the database structure with the 'catalogrule_website' table selected under the 'Tables' section. The main area displays the contents of the 'catalogrule_website' table, which has two rows of data:

rule_id	website_id
1	1
2	1

Below the table, there are buttons for 'Edit', 'Copy', 'Delete', and 'Export'. The 'Query results operations' section includes links for 'Print', 'Copy to clipboard', 'Export', 'Display chart', and 'Create view'. A 'Bookmark this SQL query' section allows users to save the query with a label and share it.

6. catalogrule_customer_group

- **Purpose:** Links catalog rules to customer groups.
- **Important Columns:**
 - rule_id: The ID of the rule from catalogrule.
 - customer_group_id: The ID of the customer group.

Showing rows 0 - 7 (8 total, Query took 0.0014 seconds.) [rule_id: 1... - 2...]

```
SELECT * FROM `catalogrule_customer_group` ORDER BY `catalogrule_customer_group`.`rule_id` ASC
```

catalogrule_customer_group

rule_id	customer_group_id
1	0
1	1
1	2
1	3
2	0
2	1
2	2
2	3

How These Tables Work Together

1. Rule Configuration:

- a. Rules are stored in **catalogrule** with serialized conditions and action logic.

2. Condition Evaluation:

- a. Conditions defined in the catalogrule table determine which products are linked in **catalogrule_product**.

3. Price Calculation:

- a. Discounted prices are pre-calculated and stored in **catalogrule_product_price** for quick retrieval on the storefront.

4. Customer-Specific Rules:

- a. Associations with customer groups and websites are managed in **catalogrule_group_website** and **catalogrule_customer_group**.

5. Reindexing:

- a. The reindexing process ensures data consistency between catalogrule, catalogrule_product, and catalogrule_product_price.

Cart Price Rules in Magento 2

Cart Price Rules are discounts applied during the checkout process, based on the cart's contents or specific conditions.

These rules are highly customizable and allow for the use of **coupons** to create exclusive or targeted promotions.

Cart Price Rules

Add New Rule

Search [Reset Filter](#) 5 records found

ID	Rule	Coupon Code	Start	End	Status	Web Site	Priority
1	Buy 3 tee shirts and get the 4th free		May 15, 2024	--	Inactive	Main Website	0
2	Spend \$50 or more - shipping is free!		May 15, 2024	--	Inactive	Main Website	0
3	20% OFF Ever \$200-plus purchase*		May 15, 2024	--	Inactive	Main Website	0
4	\$4 Luma water bottle (save 70%)		May 10, 2024	Oct 26, 2024	Inactive	Main Website	0
6	50%	RAGU23	Aug 17, 2024	Aug 31, 2024	Active	Main Website	0

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Key Features of Cart Price Rules

- 1. Dynamic Discounts:**
 - a. Applied at checkout based on cart contents.
 - b. Can be triggered automatically or via coupon codes.
- 2. Wide Applicability:**
 - a. Discounts can be based on product attributes, cart totals, shipping methods, or customer attributes.
- 3. Targeted Offers:**
 - a. Restrict promotions to specific customer groups, store views, or even time periods.
- 4. Customizable Actions:**
 - a. Multiple discount types such as percentage off, fixed amount, free shipping, or buy X, get Y free.

How Cart Price Rules Work

- 1. Conditions:**
 - a. Define the criteria for applying the rule.
 - b. Example: "Apply 10% off if the cart subtotal is over \$100."
- 2. Actions:**
 - a. Specify how the discount is applied.
 - b. Example: "Subtract \$15 from the cart total."

3. Coupons (Optional):

- Rules can require customers to enter a coupon code to activate the discount.

Steps to Create a Cart Price Rule

1. Navigate to Marketing:

- Go to **Marketing > Promotions > Cart Price Rules**.

2. Click Add New Rule:

- Fill in the required details.

3. Rule Information:

- Rule Name:** Enter a descriptive name (e.g., "Holiday Discount").
- Description:** Add details for internal reference (optional).
- Status:** Set to "Active" or "Inactive."
- Websites:** Choose which store views the rule applies to.
- Customer Groups:** Restrict the rule to specific customer segments (e.g., Wholesale, General).

The screenshot shows the 'New Cart Price Rule' configuration page. On the left is a vertical sidebar with icons for Dashboard, Sales, Catalog, Customers, Marketing (selected), Content, Reports, Stores, System, and Partners & Extensions. The main area has a header 'New Cart Price Rule' with buttons for Back, Reset, Save and Continue Edit, and Save. A 'Rule Information' section contains fields for Rule Name ('40% Offer for above \$100 purches'), Description ('New year offer 40% off for above \$100 purches'), Active status (set to Yes), Websites ('Main Website'), and Customer Groups ('NOT LOGGED IN', 'General', 'Wholesale', 'Retailer').

4. Coupons:

- No Coupon:** Automatically applies the discount when conditions are met.

New Cart Price Rule

Customer Groups *

- NOT LOGGED IN
- General
- Wholesale
- Retailer

Coupon *

No Coupon

Uses per Customer

Usage limit enforced for logged in customers only.

From

01/1/2025

To

01/31/2025

Priority

0

Public In RSS Feed

Yes

Conditions

- b. **Specific Coupon:** Requires a coupon code for activation.
- Uses per Coupon:** Limits the total number of uses.
 - Uses per Customer:** Limits the number of times each customer can use the coupon.

40% Offer for above \$100 purchases

Customer Groups *

- NOT LOGGED IN
- General
- Wholesale
- Retailer

Coupon *

Specific Coupon

Coupon Code *

RAGU40

Use Auto Generation

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

Uses per Coupon

1

Uses per Customer

5

Usage limit enforced for logged in customers only.

From

01/1/2025

To

01/31/2025

5. Conditions:

- Define criteria for the cart contents.
- Example: "Apply the discount if the cart contains products from the 'Electronics' category."

New Cart Price Rule

Rule Information Conditions Actions Labels Manage Coupon Codes

If ALL of these conditions are TRUE :

Subtotal is 100

Actions

Labels

Manage Coupon Codes

6. Actions:

- Apply:** Select the type of discount (percentage, fixed amount, etc.).
- Discount Amount:** Specify the value of the discount.
- Maximum Qty Discount is Applied To:** Set limits on how many items receive the discount.
- Apply to Shipping Amount:** Decide whether the discount applies to shipping costs.
- Free Shipping:** Offer free shipping as part of the promotion.

New Cart Price Rule

Actions

Apply Percent of product price discount

Discount Amount * 40

Maximum Qty Discount is Applied To 10

Discount Qty Step (Buy X)

Apply to Shipping Amount No

Discard subsequent rules Yes

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

If ALL of these conditions are TRUE :

Free Shipping

7. Labels:

- Define customer-facing text to describe the promotion.

8. Save the Rule: [OBJ]

- Once saved, Magento processes the rule and makes it available for use.

Actions without Coupon

Set the discounts that you want your previously configured Conditions to take. Typically there should be four selectable action for you to take:

1. Percent of product price discount: (Without coupon)

Add a percentage-based discount to the original price. For example, to set a 40% discount, enter 40 to Discount Amount.

$$40\% \text{ of } 199.99 = 0.4 \times 199.99 = 80$$

Item	Price	Qty	Subtotal
Crown Summit Backpack Limited Edition Product	\$199.99	1	\$199.99

Move to Wishlist Edit Delete

Update Shopping Cart

Apply Discount Code More Choices:

Estimate Shipping and Tax

Summary

Subtotal	
Subtotal	\$199.99
Discount (40% Offer for above \$100 purchases)	-\$80.00
Shipping (Flat Rate - Fixed)	\$5.00
Order Total	
\$124.99	

Add Coupon Code

Proceed to Checkout

Proceed to Checkout

Check Out with Multiple Addresses

2. Fixed amount discount: (Without coupon)

Add a fixed amount of discount to the original price of **each qualifying item** in the cart. Note that the currency of the discount amount is based on your Magento configuration.

$$40 \text{ of } 199.99 = 199 - 40 = 159.99$$

Welcome, Ragu ram! USD - US Dollar

LUMA

What's New Women Men Gear Training Sale

Search entire store here...

Shopping Cart

Item	Price	Qty	Subtotal
Crown Summit Backpack 	\$199.99	1	\$199.99
Limited Edition Product			

Move to Wishlist

Apply Discount Code

Summary

Estimate Shipping and Tax

Subtotal	\$199.99
Discount (40% Offer for above \$100 purches)	-\$40.00
Order Total	\$159.99

[Check Out with Multiple Addresses](#)

3. Fixed amount discount for the whole cart: (Without coupon)

Add a fixed amount of discount to the price of the **whole cart**.

$$40 \text{ of } 74 = 74 * 2 = 148 - 40 = 118$$

Welcome, Ragu ram! USD - US Dollar

LUMA

What's New Women Men Gear Training Sale

Search entire store here...

Shopping Cart

Item	Price	Qty	Subtotal
Marco Lightweight Active Hoodie 	\$74.00	2	\$148.00
Size: S Color: Green			
Limited Edition Product			

Move to Wishlist

Apply Discount Code

Summary

Estimate Shipping and Tax

Subtotal	\$148.00
Discount (40% Offer for above \$100 purches)	-\$40.00
Shipping (Flat Rate - Fixed)	\$10.00
Order Total	\$118.00

[Check Out with Multiple Addresses](#)

4. Buy X get Y free: (Without coupon)

Set a X = 2 amount of products that customers must purchase to receive a Y = 1 number of products for free. **Buy 2 get 1 free**

The screenshot shows a shopping cart page from a website named 'LUMA'. At the top, there's a navigation bar with links for 'What's New', 'Women', 'Men', 'Gear', 'Training', and 'Sale'. The user is logged in as 'shannmuga NewLastName!'. A search bar and a shopping cart icon with a '3' are also at the top.

The main area is titled 'Shopping Cart'. It lists one item: 'Joust Duffle Bag Limited Edition Product' priced at \$99.99, quantity 3, and subtotal \$299.97. There are buttons for 'Move to Wishlist', 'Update Shopping Cart', and 'Apply Discount Code'.

To the right is a 'Summary' box containing shipping information ('Estimate Shipping and Tax'), a breakdown of costs ('Subtotal \$299.97', 'Discount (Special offer) -\$99.99', 'Order Total \$199.98'), and buttons for 'Add Coupon Code' and 'Proceed to Checkout'.

At the bottom, there's a link for 'Check Out with Multiple Addresses'.

Types of Discounts

1. **Percentage of Product Price Discount:**
 - a. Example: "10% off all items."
2. **Fixed Amount Discount:**
 - a. Example: "\$20 off the cart total."
3. **Fixed Amount per Item:**
 - a. Example: "\$5 off each eligible item."
4. **Buy X, Get Y Free:**
 - a. Example: "Buy 2 T-shirts, get 1 free."

Use Cases

1. **Holiday Promotions:**
 - a. Offer "20% off sitewide during the holiday season."
 - b. Use a simple cart rule without a coupon.
2. **First-Time Buyer Discount:**
 - a. Provide "10% off with the code WELCOME10" for new customers.
 - b. Set the condition to apply to customers in the "Not Logged In" group.
3. **Tiered Discounts:**
 - a. "Spend \$100, get \$10 off; spend \$200, get \$25 off."
 - b. Create multiple rules with subtotal conditions.
4. **Free Shipping Offers:**
 - a. Offer "Free shipping on orders over \$50."
 - b. Set the action to include free shipping when the subtotal condition is met.

Benefits of Cart Price Rules

1. **Flexibility:**
 - a. Wide range of discount types and conditions.
2. **Customer Engagement:**
 - a. Coupons create a sense of exclusivity and encourage purchases.
3. **Increased Sales:**
 - a. Strategic promotions can drive up the average order value.

Actions with Coupon

1. Percent of product price discount (With coupon)

Add a percentage-based discount to the original price. For example, to set a 40% discount, enter 40 to Discount Amount.

The screenshot shows a shopping cart page from a LUMA-themed Magento store. At the top, there's a navigation bar with links for 'What's New', 'Women', 'Men', 'Gear', 'Training', and 'Sale'. The user is logged in as 'Ragu ram!' and the currency is set to 'USD - US Dollar'. A search bar and a shopping cart icon with a '2' are also present.

The main content area is titled 'Shopping Cart'. It lists a single item: 'Joust Duffle Bag' (Limited Edition Product) with a price of '\$99.99', quantity '2', and a subtotal of '\$199.98'. Below the item details, there's a red rectangular box containing the word 'Before', indicating the state before a discount is applied. To the right of the item list is a 'Summary' sidebar. It includes a dropdown for 'Estimate Shipping and Tax', a breakdown of costs ('Subtotal \$199.98', 'Shipping (Flat Rate - Fixed) \$10.00', 'Order Total \$209.98'), and buttons for 'Add Coupon Code' and 'Proceed to Checkout'. There's also a link for 'Check Out with Multiple Addresses'.

Shopping Cart

You used coupon code "RAGU40".

Item	Price	Qty	Subtotal
 Joust Duffle Bag Limited Edition Product	\$99.99	2	\$199.98

Move to Wishlist edit remove

Update Shopping Cart

Apply Discount Code ▾

RAGU40 Cancel Coupon

Summary

Estimate Shipping and Tax	
Subtotal	\$199.98
Discount (40% Offer for above \$100 purches)	-\$79.99
Shipping (Flat Rate - Fixed)	\$10.00
Order Total	\$129.99

Add Coupon Code Proceed to Checkout

Check Out with Multiple Addresses

40% of 99.99 = 99.99 * 2 = 199.98 = 0.4 × 199.98 = 79.992

2. Fixed amount discount (With coupon)

Add a fixed amount of discount to the original price of **each qualifying item** in the cart. Note that the currency of the discount amount is based on your Magento configuration.

Welcome, Ragu ram! ▾ USD - US Dollar ▾

Search entire store here... Cart 2

What's New Women Men Gear Training Sale

Shopping Cart

Item	Price	Qty	Subtotal
 Cruise Dual Analog Watch Limited Edition Product	\$55.00	2	\$110.00

before

Move to Wishlist edit remove

Update Shopping Cart

Apply Discount Code ▾

Summary

Estimate Shipping and Tax	
Subtotal	\$110.00
Shipping (Flat Rate - Fixed)	\$10.00
Order Total	\$120.00

Add Coupon Code Proceed to Checkout

Check Out with Multiple Addresses

Search entire store here... Cart

What's New Women Men Gear Training Sale

Shopping Cart

You used coupon code "RAGU40".

Item	Price	Qty	Subtotal
 Cruise Dual Analog Watch Limited Edition Product	\$55.00	2	\$110.00

Move to Wishlist edit trash

Update Shopping Cart

Apply Discount Code cancel

RAGU40 Cancel Coupon

Summary

Estimate Shipping and Tax

Subtotal	\$110.00
Discount (40% Offer for above \$100 purchases)	-\$80.00
Shipping (Flat Rate - Fixed)	\$10.00
Order Total	\$40.00

Add Coupon Code Proceed to Checkout

Check Out with Multiple Addresses

$$40 \text{ of } 55 = 55 * 2 - 40$$

$$= 110 - 80 = 30$$

3. Fixed amount discount for the whole cart (With Coupon)

Add a fixed amount of discount to the price of the **whole cart**.

Welcome, Ragu ram! USD - US Dollar

Search entire store here... Cart

What's New Women Men Gear Training Sale

Shopping Cart

Item	Price	Qty	Subtotal
 Strike Endurance Tee Size: M Color: Black Limited Edition Product	\$39.00	3	\$117.00

Move to Wishlist edit trash

Update Shopping Cart

Apply Discount Code cancel

Before

Summary

Estimate Shipping and Tax

Subtotal	\$117.00
Shipping (Flat Rate - Fixed)	\$15.00
Order Total	\$132.00

Add Coupon Code Proceed to Checkout

Check Out with Multiple Addresses

Shopping Cart

You used coupon code "RAGU40".

Item	Price	Qty	Subtotal
 Strike Endurance Tee Size: M Color: Black Limited Edition Product	\$39.00	3	\$117.00

Move to Wishlist Update Shopping Cart

Apply Discount Code Cancel Coupon

RAGU40 Add Coupon Code Proceed to Checkout

Check Out with Multiple Addresses

$$40 \text{ of } 39 = 39 * 2 = 117 - 40$$

$$= 77 + 15(\text{shipping})$$

$$= 92$$

4. Buy X get Y free: (With Coupon)

Set a X = 1 amount of products that customers must purchase to receive a Y = 1 number of products for free. **Buy 1 get 1 free with coupon**

Welcome, shanmuga NewLastName! USD - US Dollar

What's New Women Men Gear Training Sale

Shopping Cart

You used coupon code "B1G1".

Item	Price	Qty	Subtotal
 Ajax Full-Zip Sweatshirt Size: M Color: Red Limited Edition Product	\$69.00	2	\$138.00

Move to Wishlist Update Shopping Cart

Apply Discount Code Cancel Coupon

B1G1 Add Coupon Code Proceed to Checkout

Check Out with Multiple Addresses

The screenshot shows a shopping cart page for a 'Ajax Full-Zip Sweatshirt' (Size: M, Color: Red) priced at \$69.00 each, totaling \$138.00. The cart summary indicates a subtotal of \$138.00 and an order total of \$138.00. Buttons for 'Proceed to Checkout' and 'Check Out with Multiple Addresses' are visible.

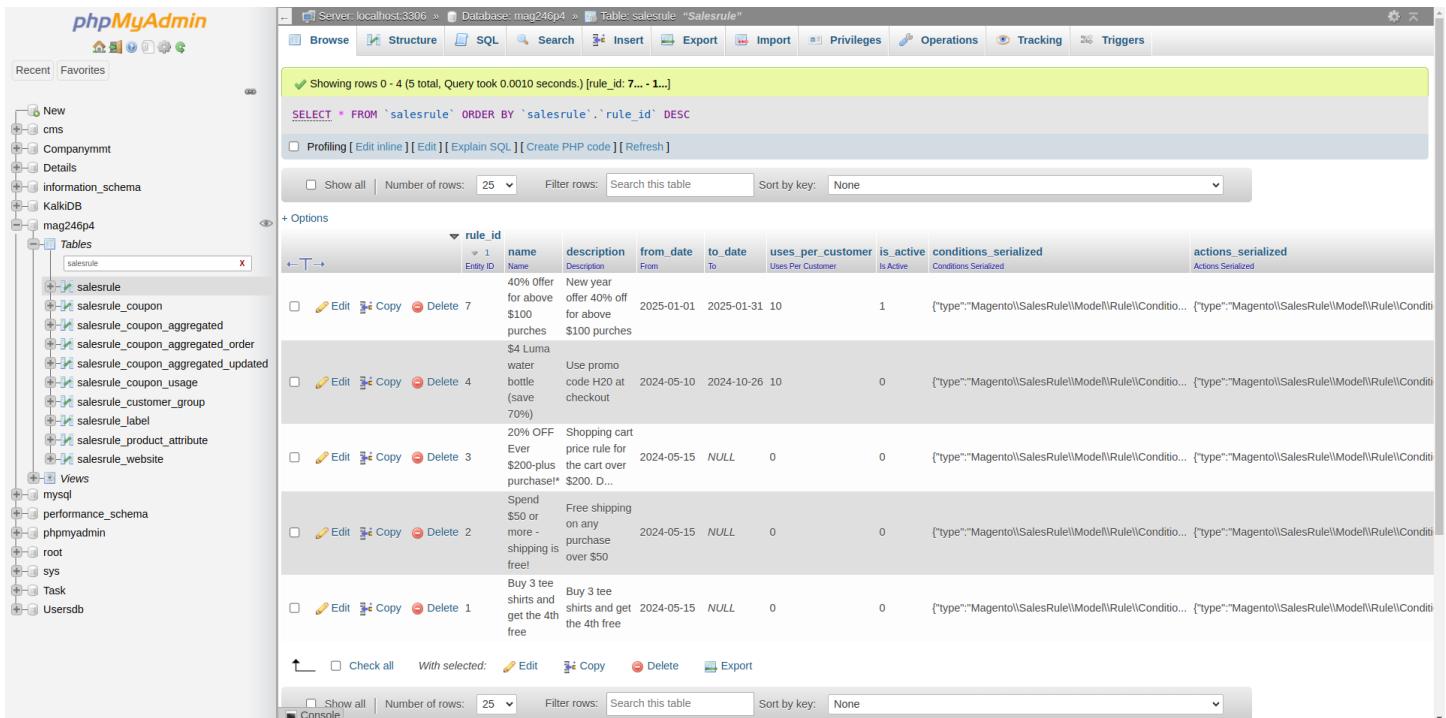
The screenshot shows the 'Conditions' tab of a Cart Price Rule configuration. It includes fields for 'Discount Amount' (set to 1), 'Maximum Qty Discount is Applied To' (set to 0), 'Discount Qty Step (Buy X)' (set to 1), and 'Apply to Shipping Amount' (set to No). The 'Labels' tab is also partially visible.

Cart Price Rules rely on a set of database tables

1. salesrule

- Purpose:** Stores the main configuration of each cart price rule.
- Key Columns:**
 - rule_id:** Primary key for the rule.
 - name:** The name of the cart price rule.
 - description:** Description of the rule (optional).
 - is_active:** Indicates whether the rule is active (1 for active, 0 for inactive).
 - from_date and to_date:** Start and end dates for the rule.
 - customer_group_ids:** Serialized list of applicable customer group IDs.

- **coupon_type**: Indicates whether the rule is automatic (0) or uses specific coupons (1).
- **discount_amount**: The value of the discount.
- **apply_to_shipping**: Whether the discount applies to shipping costs (1 for yes, 0 for no).
- **times_used**: Tracks how many times the rule has been used.



The screenshot shows the phpMyAdmin interface with the database 'mag246p4' selected. The 'salesrule' table is being viewed. The table structure includes columns: rule_id, Entity ID, name, description, from_date, to_date, uses_per_customer, is_active, conditions_serialized, and actions_serialized. The data consists of five rows:

rule_id	Entity ID	name	description	from_date	to_date	uses_per_customer	is_active	conditions_serialized	actions_serialized
7	1	40% Offer for above \$100 purchases	New year offer 40% off for above \$100 purches	2025-01-01	2025-01-31 10	1	1	{"type": "Magento\\SalesRule\\Model\\Rule\\Condition\\Customer\\IsLoggedIn", "value": true}	
4	1	\$4 Luma water bottle (save 70%)	Use promo code H2O at checkout	2024-05-10	2024-10-26 10	0	0	{"type": "Magento\\SalesRule\\Model\\Rule\\Condition\\Customer\\IsLoggedIn", "value": true}	
3	1	20% OFF Ever \$200-plus purchase!	Shopping cart price rule for the cart over \$200. D...	2024-05-15	NULL	0	0	{"type": "Magento\\SalesRule\\Model\\Rule\\Condition\\Customer\\IsLoggedIn", "value": true}	
2	1	Spend \$50 or more - shipping is free!	Free shipping on any purchase over \$50	2024-05-15	NULL	0	0	{"type": "Magento\\SalesRule\\Model\\Rule\\Condition\\Customer\\IsLoggedIn", "value": true}	
1	1	Buy 3 tee shirts and get the 4th free	Buy 3 tee shirts and get the 4th free	2024-05-15	NULL	0	0	{"type": "Magento\\SalesRule\\Model\\Rule\\Condition\\Customer\\IsLoggedIn", "value": true}	

2. salesrule_coupon

- **Purpose:** Stores information about coupon codes linked to cart price rules.
- **Key Columns:**
 - **coupon_id**: Primary key for the coupon.
 - **rule_id**: Links the coupon to a specific rule in the salesrule table.
 - **code**: The actual coupon code.
 - **usage_limit**: Maximum number of times the coupon can be used.
 - **usage_per_customer**: Maximum number of times a single customer can use the coupon.
 - **times_used**: Tracks how many times the coupon has been used.

The screenshot shows the phpMyAdmin interface for the mag246p4 database. The left sidebar shows the database structure with the salesrule_coupon table selected. The main area displays the salesrule_coupon table with one row of data:

Coupon ID	Rule ID	Code	Usage Limit	Usage Per Customer	Times Used	Expiration Date	Is Primary	Created At	Type
5	7	RAGU40	10	10	0	NULL	1	NULL	0

Below the table, there are options to edit, copy, or delete the row, and links to print, copy to clipboard, export, display chart, and create view.

3. salesrule_coupon_usage

- Purpose:** Tracks the usage of coupons by customers.
- Key Columns:**
 - coupon_id:** Links to the salesrule_coupon table.
 - customer_id:** The ID of the customer who used the coupon.
 - times_used:** Tracks how many times the customer has used the coupon.

The screenshot shows the phpMyAdmin interface for the mag246p4 database. The left sidebar shows the database structure with the salesrule_coupon_usage table selected. The main area displays the salesrule_coupon_usage table with zero rows:

Coupon ID	Customer ID	Times Used
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Below the table, there are options to create a view, and links to bookmark the SQL query.

4. salesrule_website

- **Purpose:** Links cart price rules to specific websites (store views).
- **Key Columns:**
 - **rule_id:** Links to the salesrule table.
 - **website_id:** The ID of the website/store view where the rule applies.

The screenshot shows the phpMyAdmin interface for the 'mag246p4' database. The left sidebar lists databases like 'New', 'cms', 'Companymt', 'Details', 'information_schema', 'KalkIDB', and 'mag246p4'. Under 'Tables', the 'salesrule_website' table is selected. The main area displays the table structure with columns 'rule_id' and 'website_id'. Data rows show rule IDs 1 through 7 mapped to website ID 1. Below the table, there are 'Query results operations' buttons for Print, Copy to clipboard, Export, Display chart, and Create view. A 'Bookmark this SQL query' section is also present.

rule_id	website_id
1	1
2	1
3	1
4	1
7	1

Database Flow:

1. Rule Configuration:

- A record is created in the salesrule table with the rule details.
- Fields like customer_group_ids contain the serialized IDs of the Retail and Wholesale groups.

2. Coupon Code:

- A record is added to the salesrule_coupon table for the coupon code SAVE10, linked to the rule via rule_id.

3. Customer Usage:

- When a customer uses the coupon:
 - The salesrule_coupon_usage table logs the usage for that customer.

4. Website Scope:

- A record is added to the salesrule_website table, linking the rule to applicable websites.

