

With the Kentico E-commerce Solution, you can effectively motivate your [customers](#) to purchase [products](#) in higher quantities by offering the customers various types of discounts and offers. Discounts thus give you the opportunity to further increase your sales. For example, you can increase short-term sales, move out-of-date stock, reward your valuable clients, etc. You can achieve this by using flexible, time-limited, and effectively targeted discounts.

## Discounts on products

- [Catalog discounts](#) allow you to motivate selected customers to purchase more offered products. You can configure the system to apply catalog discounts only to products specified by rules (macro conditions). For example, you can provide discounts to all eligible customers who purchase any products of selected [brands](#).
- [Volume discounts](#) are applied if the customers purchase specified amounts of the products. The system automatically calculates and applies volume discounts during the [checkout process](#) when the customers add sufficient amounts of product items to their shopping carts. You can set up multiple volume discount levels. This allows you to apply different discounts on different amounts of purchased product items. For example, you can provide a 3 % discount if the customers purchase at least three Adidas Trefoil T-shirts and a 5 % discount if they purchase at least five items of this product.
- [Bundles](#) allow you to offer your customers multiple products of various kinds as single products for special discounted prices. For example, you can sell combinations of Reebok's T-shirts, shoes and caps together in bundles as single products.

## Buy X Get Y discounts

- [Buy X Get Y discounts](#) allow you to create complex discounts based on combinations of products. For example, buy one product and get another one for free, buy five products and get one of them for free, buy any product from one department and get the cheapest product with a 50% discount.

## Discounts on orders

- [Order discounts](#) can be applied to reduce the overall price of entire orders for selected customers. You can configure the system to apply order discounts only if specified rules (macro conditions) are fulfilled. For example, you can provide discounts to all eligible customers who pay in Euro via the PayPal payment gateway.

## Free shipping

- [Free shipping offers](#) allow you to motivate selected customers by granting them free shipping. You can configure the system to apply free shipping offers only if specified rules (macro conditions) are fulfilled. For example, you can waive the shipping charges for all eligible customers who have their purchased products sent to Texas.

## Gift cards

- [Gift cards](#) are virtual vouchers that allow customers to subtract a fixed amount from the final price of their orders. Gift cards can be considered as a special form of payment that requires customers to redeem a coupon code. If the gift card value is greater than an order's price, the system saves the remaining amount for the given coupon code, and it can be redeemed in future orders. You can also configure the system to allow application of gift cards only if specified rules (macro conditions) are fulfilled. For example, you can create gift cards that are only applicable to orders over \$100.

## Discount coupons

The E-commerce Solution also features various types of discount [coupon codes](#). These coupons represent virtual vouchers that your customers can redeem to obtain:

- Discounts on selected products ([Product coupons](#))
- Discounts or price reductions on the whole order ([Order discounts](#) and [Gift cards](#))
- Free shipping ([Free shipping offers](#))
- [Buy X Get Y discounts](#)

## Discount statuses

If you open one of the discount, gift card or free shipping offer applications, the system displays a status for each listed offer:

Status	Description
Running	<p>The discount is currently effective:</p> <ul style="list-style-type: none"> <li>The discount is enabled in the system (the <b>Enabled</b> property is selected).</li> <li>If the duration is specified (the <b>Valid from</b>, <b>Valid to</b> properties), the current time is between duration boundaries.</li> </ul>
Scheduled	<p>The discount is <b>not</b> currently effective:</p> <ul style="list-style-type: none"> <li>The discount is enabled in the system.</li> <li>The duration is specified but the period of validity has not started yet (the <b>Valid from</b> value is in the future).</li> </ul>
Finished	<p>The discount is <b>not</b> currently effective:</p> <ul style="list-style-type: none"> <li>The discount is enabled in the system.</li> <li>The duration is specified but the period of validity has finished (the <b>Valid to</b> value is in the past).</li> <li>Gift cards and discounts that require a coupon code switch to the <i>Finished</i> status if all available coupon codes are fully redeemed.</li> </ul>
Incomplete	<p>The discount is <b>not</b> currently effective:</p> <ul style="list-style-type: none"> <li>The discount is enabled in the system.</li> <li>Settings of the duration have no effect.</li> <li>You have not completed all required steps. For example, you configured the discount to require a coupon code, but have not generated any codes.</li> </ul>
Disabled	<p>The discount is <b>not</b> currently effective:</p> <ul style="list-style-type: none"> <li>The discount is not enabled in the system (the <b>Enabled</b> property is not selected).</li> <li>Settings of the duration have no effect.</li> </ul>

## Discount priority

Discounts in Kentico can be combined and stacked in various ways. During [checkout](#), the system processes discounts for the customer's shopping cart in the following order:

1. **Catalog discounts** are applied to calculate the unit price of each product.
2. **Volume discounts** are applied, which further modifies the unit price based on the number of purchased product units.
3. If specified, **Product coupons** are applied to the relevant shopping cart lines (each line represents one or more units of a product).
4. **Buy X Get Y discounts** are evaluated and applied to the shopping cart lines.
5. **Order discounts** are evaluated and applied to the cart's sub-total (sum of the prices of all lines).
6. Shipping costs are calculated based on the selected [shipping option](#), shopping cart content, and customer's address.
7. **Free shipping offers** are evaluated and applied to the shipping costs.
8. [Taxes](#) are calculated.
9. The value of any redeemed **Gift cards** is subtracted to get the final grand total.