

You can use catalog discounts to motivate customers to purchase more products. If you use catalog discounts, the system offers your products on the live site to all eligible [customers](#) for discounted prices. The system also displays the discounted prices to your on-line store administrators while creating/editing orders of eligible customers.

For example, you can provide special Christmas sale discounts to all eligible customers who purchase any products with selected [brands](#) or from selected [departments](#) between November 15 and December 23.

You can configure catalog discounts in detail to apply only to [products](#) specified by rules ([macro conditions](#)). These rules use properties of the respective SKUs (products), and can include the product price range, [sections of the product tree](#), brand, manufacturer, collection, public status, etc. You can also specify periods of validity for catalog discounts.

**i** The system binds catalog discounts to specific sites, for example to the sample *E-commerce Site*.

If you run [multiple sites](#) and want to use catalog discounts, you need to define dedicated catalog discounts for each site.

**i** When calculating prices in shopping carts and orders, the system applies catalog discounts **before**:

- Applying other types of discounts ([Buy X Get Y discounts](#), [Product coupons](#), [Order discounts](#))
- Calculating [shipping costs](#)
- Adding tax to the price total (if your store is configured to store prices without [tax](#) included)

## Adding or editing catalog discounts

You can add or edit catalog discounts in the **Catalog discounts** application.


- [Catalog discounts limited by periods of validity](#)
- [Catalog discounts targeted at selected customers](#)
- [Catalog discounts limited to selected product scopes](#)

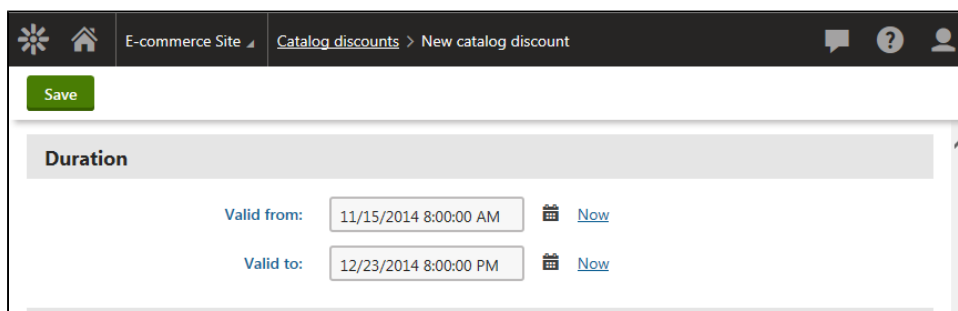
**i** You can combine the catalog discount limitations.


For example, you can add discounts effective on all footwear products throughout January, and targeted at your registered customers.

### Catalog discounts limited by periods of validity

To add or to edit catalog discounts limited by periods of validity:

1. To add a new discount, click **New catalog discount**. Click **Edit** () to edit existing discounts.
2. Type a **Name** for the discount.
3. Enter the catalog discount properties in the **Duration** category:
  - **Valid from** – specifies the start of the period of validity.
  - **Valid to** – specifies the end of the period of validity.




 Leave both fields empty for permanent validity.

4. Click **Save**.


The system saves the catalog discount. The system now applies the discount only during the discount's period of validity (if the discount is running).

## Catalog discounts targeted at selected customers

To add or to edit catalog discounts targeted at selected customers:


1. To add a new discount, click **New catalog discount**. Click **Edit**  to edit existing discounts.
2. Type a **Name** for the discount.
3. Change the value of the **Available for** property in the **Target customers** category
  - **All visitors** – all customers are eligible for the discount; the default option.
  - **Registered users** – only registered customers are eligible for the discount.
  - **Registered users in selected roles** – only registered customers in selected [roles](#) are eligible for the discount.
4. Click **Save**.

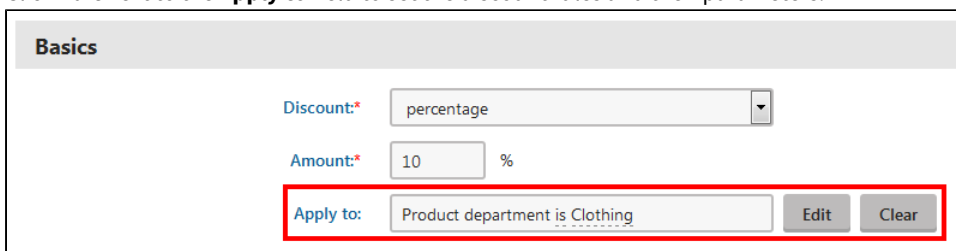
The system saves the catalog discount. The system now applies the discount (if the discount is running) only for the selected customers.

 If you need to add catalog discounts targeted at custom groups of customers, for example, at selected users, contact groups, etc., see [Configuring discount rules](#).

## Catalog discounts limited to selected product scopes

To add or to edit catalog discounts limited to selected product scopes:

1. To add a new discount, click **New catalog discount**. Click **Edit**  to edit existing discounts.
2. Type a **Name** for the discount.
3. In **Discount**, select *percentage* if you want to apply the discount as a percentage or *fixed amount* to apply the discount in a specific amount of money in the [main currency](#).
4. To **Amount**, enter the exact value of the discount either as a percentage or a fixed amount according to **Discount**.
5. Click **Edit** next to the **Apply to** field to set the discount rules and their parameters:




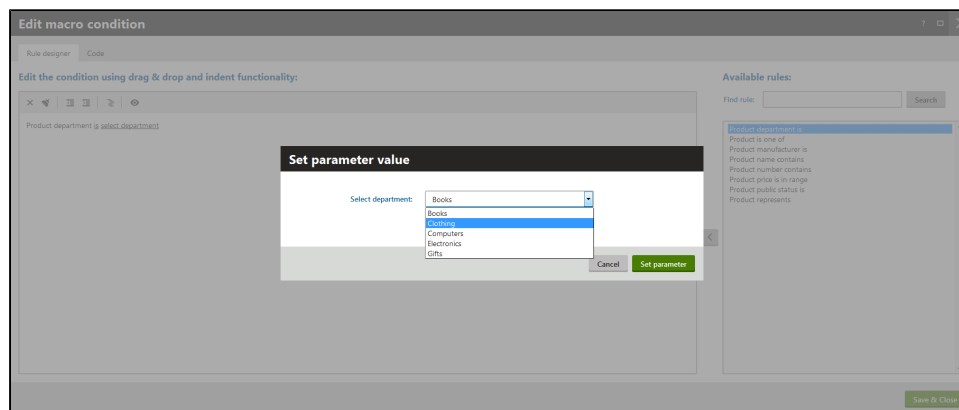
**Basics**

Discount:\* percentage

Amount:\* 10 %

Apply to: Product department is Clothing **Edit** **Clear**

- a. In the **Edit macro condition** dialog, select the required rule in the right part of the dialog.
- b. Use drag & drop, or double-click, or click **Add rule** (  ) button to add the rule.
- c. Click the underlined parts of the rule in the left part of the dialog to open the **Set parameter value** dialog.
- d. Select the desired parameter:



- e. Click **Set parameter**.
  - f. (Optional) Repeat editing to set any discount rules and parameters that you need.
  - g. Click **Save & Close**.
6. Click **Save**.

The system saves the catalog discount. The system now applies the discount only if the specified condition is fulfilled (if the discount is running).



#### Catalog discounts and product options

Catalog discounts do NOT apply to **product options** of the **Products** type that belong to products within the specified discount scope. For example, if you have computer products with a printer as an additional product option, and your catalog discount covers the computer products, the price of the printer product option is not reduced. If you wish to offer a discount for these types of product options, you can create a catalog discount with a scope that targets the basic SKU properties of the given product option (for example by matching the option's *SKU* value or *Department*).

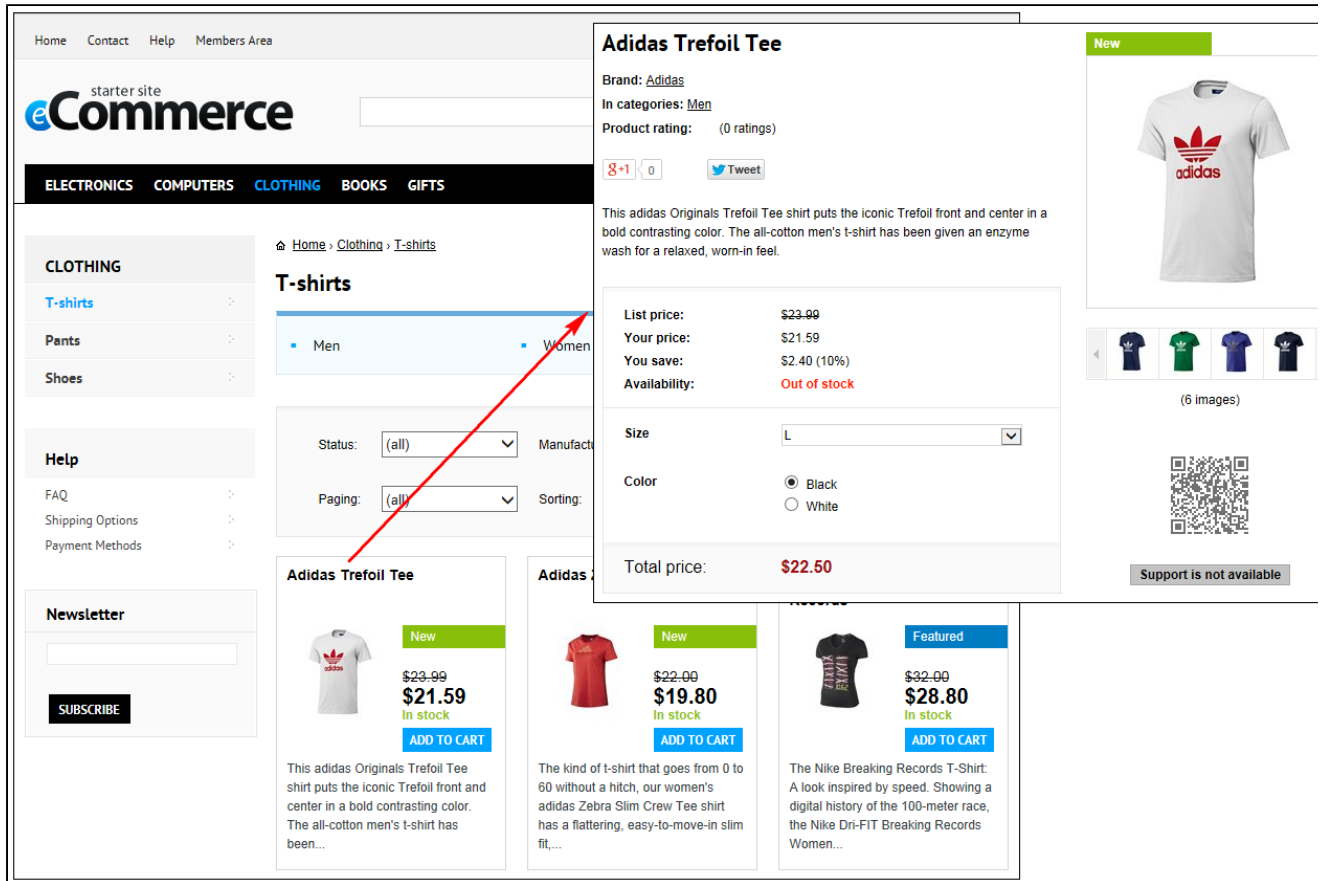


#### Effects of discount modification on already existing orders

If you edit or delete a discount, existing orders do not change and remain with the original discount. To update existing orders according to the new rules, you need to edit the orders manually.

## Displaying catalog discounts on the live site

The system allows you to attract the customers by showing them what economical and convenient purchases they can make in your on-line store. Specifically, the system can display original and also discounted prices of products. The system can also display special status labels, for example, *Sale*, *New*, *Featured*, etc.



## Offering products at discounted prices

The sample *E-commerce Site* can display the products **with the original and discounted prices**. Whether and how the system displays the prices depends on each product's configuration, and availability of catalog discounts:

Product price	Product list price	Catalog discount	Description
defined	defined	doesn't apply	The list price is crossed out and the price is highlighted.
defined	not defined	applies	The price is crossed out and the price reduced by the discount is highlighted.
defined	defined	applies	The list price is crossed out and the price reduced by the discount is highlighted.
defined	not defined	doesn't apply	Only the price is displayed for the product; the price is highlighted. (The system displays only one price for the product).

The sample *E-commerce Site* can display the products **with the original and discounted prices. The amount (and percentage of the original prices) that the customers can save is also displayed**. Whether and how the system displays this information depends on the products' configuration, and availability of catalog discounts:

Product price	Product list price	Catalog discount	Description
defined	defined	doesn't apply	The list price, displayed as <i>List price</i> , is crossed out and the price, displayed as <i>Your price</i> , is highlighted.
defined	not defined	applies	The price, displayed as <i>List price</i> , is crossed out and the price reduced by the discount, displayed as <i>Your price</i> , is highlighted.

defined	defined	applies	The list price, displayed as <i>List price</i> , is crossed out and the price reduced by the discount, displayed as <i>Your price</i> , is highlighted.
defined	not defined	doesn't apply	The system displays for the product only the price as <i>Total price</i> .



You can specify the products' **Price** and **List price** properties while editing the products on the [General](#) tab.

Alternatively, you can specify these properties in the **Pages** application while editing the corresponding product pages on the **Form** tab.



*List price* stands for the recommended retail price (RRP) or manufacturer's suggested retail price (MSRP) of the product. The list price is typically determined by factors such as supply, demand and manufacturing costs.

## Offering products highlighted with statuses

You can motivate your customers to purchase selected products by showing [product statuses](#), e.g., *Sale*, *New*, *Featured*, etc.



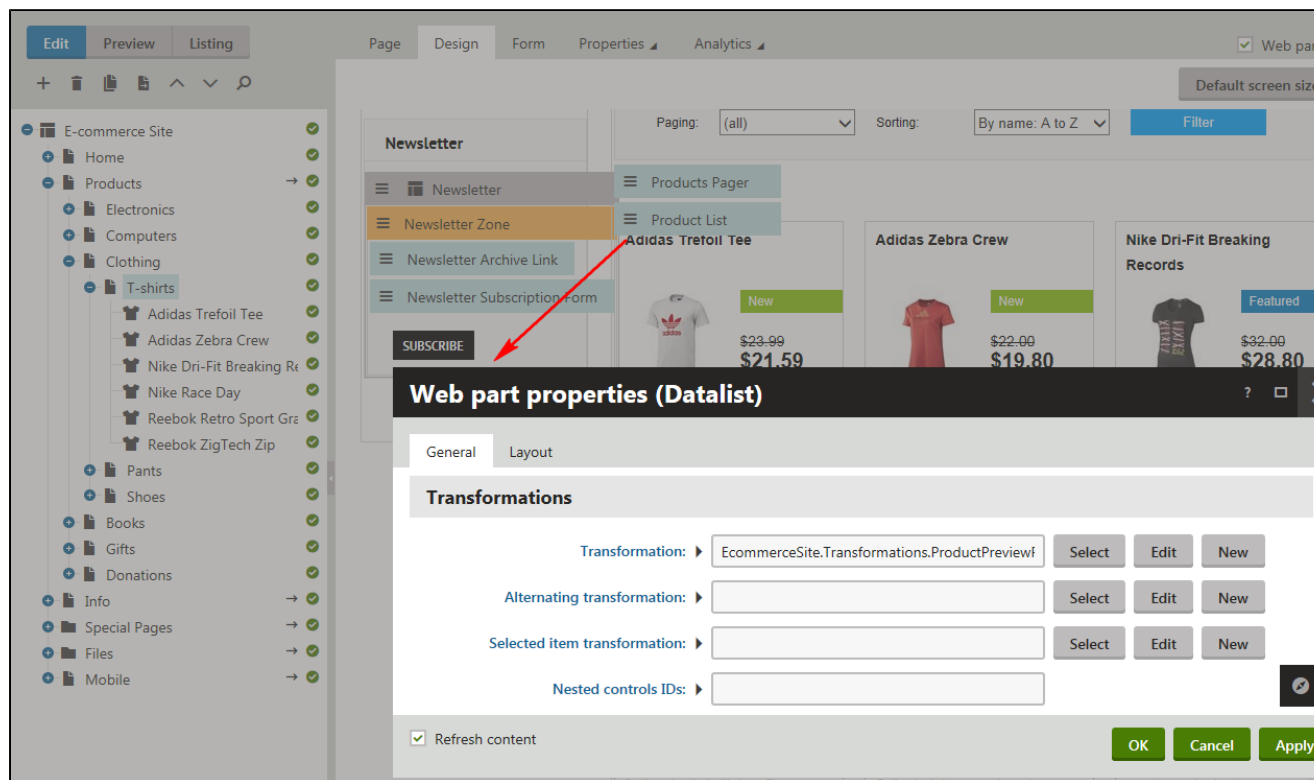
You can specify the products' statuses by modifying their **Public status** properties on the **General** tab.

Alternatively, you can specify the products' statuses in the **Pages** application while editing the corresponding product pages on the **Form** tab.

## Configuring pages to display product discounts


The sample product listing pages and sample product details pages contain [web parts](#) using [transformations](#) that can display product discount information (product prices and statuses).

Kentico sample pages	Web part	Transformation
Product listing pages, e.g., <i>T-shirts</i> page	Product List	EcommerceSite.Transformations. ProductPreviewForThreeColumnsLayout
Product details pages, e.g., <i>Adidas Trefoil Tee</i> page	Product Detail	EcommerceSite.Transformations.ProductDetail
Product details pages, e.g., <i>Adidas Trefoil Tee</i> page	Product Main Image	EcommerceSite.Transformations. ProductDetailGalleryProductImage



To configure a product listing/product details page to display product prices and product statuses:

1. Open the **Pages** application.
2. Select the required page from the content tree.
3. Switch to the **Edit -> Design** tab.
4. Add appropriate web parts to the selected web part zones.

 You can do this by copying the web part(s) from any sample product listing/product details page. If you are editing:

- your custom product listing page, add the *Product List* web part;
- your custom product details page, add the *Product Detail* and *Product Main Image* web parts.

5. Modify the web parts' **Transformation** properties as required:

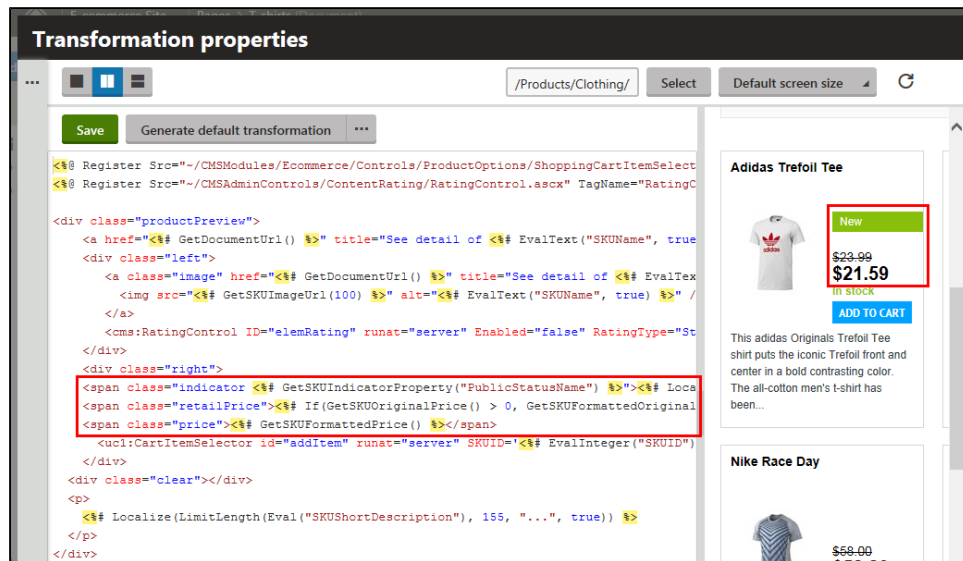
- **Product listing pages**

- If you want the page to display product prices, i.e., the currently valid price and the undiscounted price (if available), make sure the transformation contains the following code:

```
<span class="retailPrice"><%# If(GetSKUOriginalPrice() > 0,
GetSKUFormattedOriginalPrice(), "") %></span>
<span class="price"><%# GetSKUFormattedPrice() %></span>
```

- If you want the page to display product statuses (if available), make sure the transformation contains the following code:

```
<span class="indicator"><%# GetSKUIndicatorProperty("PublicStatusName")
%>><%# Localize(GetSKUIndicatorProperty("PublicStatusDisplayName")) %
></span>
```



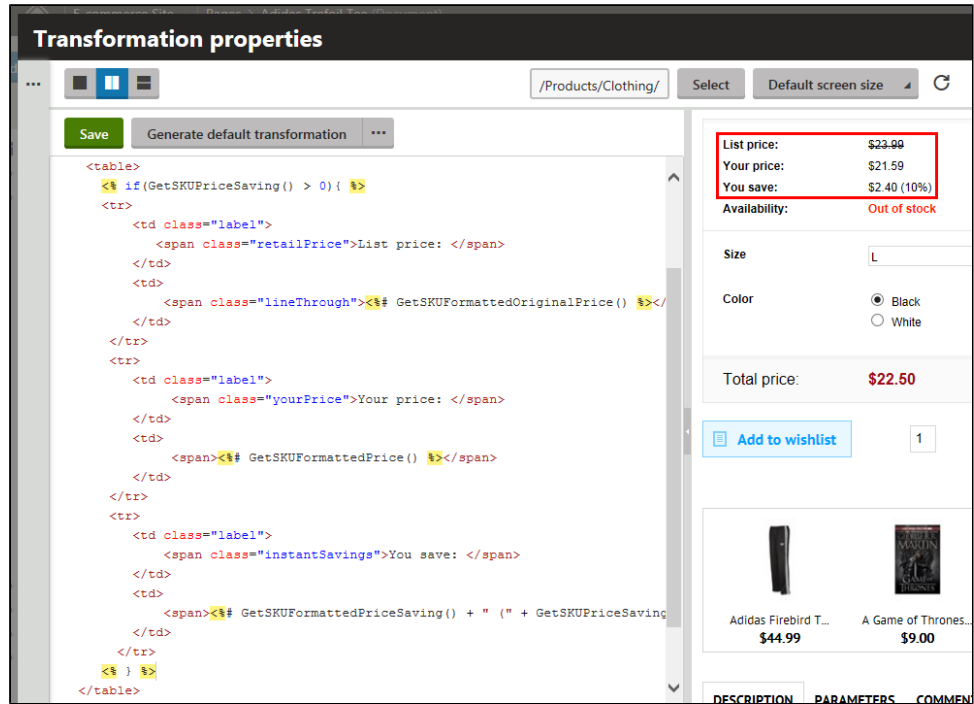
- **Product details pages**

- If you want the page to display product prices, i.e., the currently valid price and the undiscounted price (if available), and the amount (percentage of the original price) that the customers can save, make sure the transformation contains the following code:

```

<table>
  <% if(GetSKUPriceSaving() > 0){ %>
  <tr>
    <td class="label">
      <span class="retailPrice">List price: </span>
    </td>
    <td>
      <span class="lineThrough"><# GetSKUFormattedOriginalPrice() %></span>
    </td>
  </tr>
  <tr>
    <td class="label">
      <span class="yourPrice">Your price: </span>
    </td>
    <td>
      <span><# GetSKUFormattedPrice() %></span>
    </td>
  </tr>
  <tr>
    <td class="label">
      <span class="instantSavings">You save: </span>
    </td>
    <td>
      <span><# GetSKUFormattedPriceSaving() + " (" + GetSKUPriceSaving(true) + "%)" %></span>
    </td>
  </tr>
  <% } %>
</table>

```



**Transformation properties**

Save Generate default transformation

```
<table>
  <tr>
    <td class="label">
      <span class="retailPrice">List price: </span>
    </td>
    <td>
      <span class="lineThrough"><## GetSKUFormattedOriginalPrice() ></span>
    </td>
  </tr>
  <tr>
    <td class="label">
      <span class="yourPrice">Your price: </span>
    </td>
    <td>
      <span><## GetSKUFormattedPrice() ></span>
    </td>
  </tr>
  <tr>
    <td class="label">
      <span class="instantSavings">You save: </span>
    </td>
    <td>
      <span><## GetSKUFormattedPriceSaving() + " (" + GetSKUPriceSaving() ></span>
    </td>
  </tr>
</table>
```

List price: \$23.99  
Your price: \$21.59  
You save: \$2.40 (10%)  
Availability: Out of stock

Size: L  
Color: ☒ Black ☐ White

Total price: \$22.50

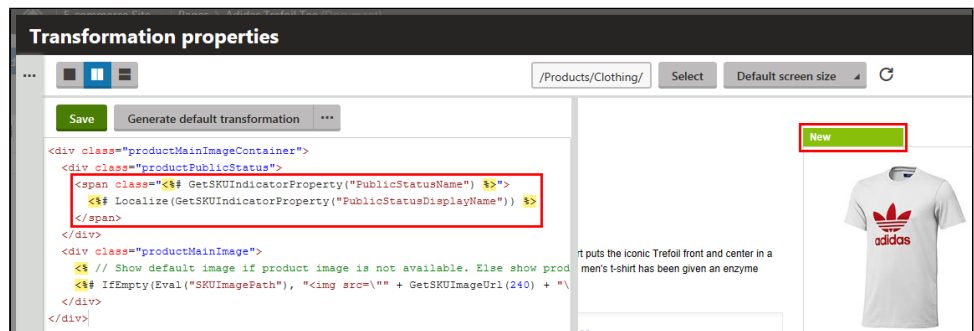
Add to wishlist 1

Adidas Firebird T... \$44.99  
A Game of Thrones... \$9.00

DESCRIPTION PARAMETERS COMMENTS

- If you want the page to display the product's status (if available), make sure the transformation contains the following code:

```
<div class="productPublicStatus">
  <span class="<## GetSKUIndicatorProperty("PublicStatusName") %>">
    <## Localize(GetSKUIndicatorProperty("PublicStatusDisplayName") )
  %>
  </span>
</div>
```



**Transformation properties**

Save Generate default transformation

```
<div class="productMainImageContainer">
  <div class="productPublicStatus">
    <span class="<## GetSKUIndicatorProperty("PublicStatusName") %>">
      <## Localize(GetSKUIndicatorProperty("PublicStatusDisplayName") )
    </span>
  </div>
  <div class="productMainImage">
    <## Show default image if product image is not available. Else show prod
    <## IfEmpty(Eval("SKUImagePath"), "<img src=\"" + GetSKUImageUrl(240) + "\"
```

New

It puts the iconic Trefoil front and center in a men's t-shirt has been given an enzyme

adidas

6. (Optional) Modify other properties of the web parts if required.
7. Click **OK**.

If your customers now view the page on the live site, they can see the product's discount information.

## Reference

General	
Name	<p>The name of the catalog discount used throughout the administration interface, e.g., in catalog discounts lists.</p> <p>The system can also display this name to your customers while viewing the details of the product price in the <b>Product price detail</b> dialog.</p>

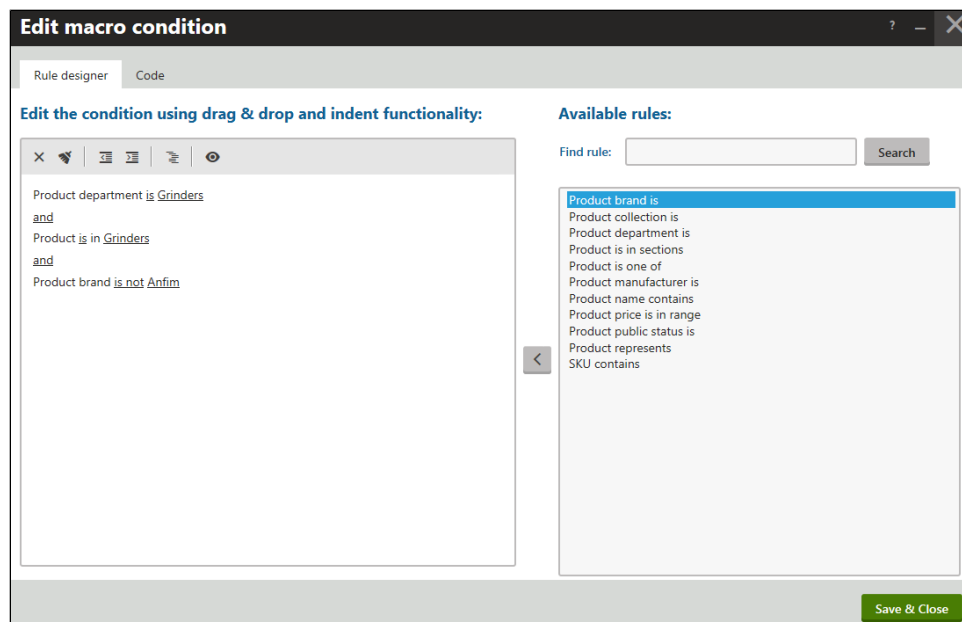


Code name	<p>The unique identifier of the catalog discount (for example used by developers in custom code).</p> <p>Unless there is a reason to set a particular value, you can leave the default (<i>automatic</i>) option, and the system generates an appropriate code name automatically.</p>
Description	<p>To make the catalog discount easier to use and maintain, you can add an explanation about the scenarios for which the discount is intended, etc. The description does not have any functionality, it is just for better orientation.</p> <p>You can add an explanation about the scenarios for which the catalog discount is intended. The description does not affect the discount's functionality, apart from providing information to store managers working in the <i>Catalog discounts</i> application.</p>
Enabled	<p>Indicates if the catalog discount is enabled in the system.</p> <p>While calculating the price of product (or product option) items added to the shopping cart, the system skips disabled discounts.</p>
<b>Basics</b>	
Discount	<p>Specify if you want to apply the discount in percentage or in fixed amount.</p> <ul style="list-style-type: none"> <li>• <b>Percentage</b> – the discount reduces the unit price of products by a percentage.</li> <li>• <b>Fixed amount</b> – the discount reduces the unit price of products by a specific amount in the store's <a href="#">main currency</a>.</li> </ul>
Amount	<p>Specify an exact value of the discount as a percentage or a fixed amount according to <b>Discount</b>. The system reduces the price of the product items that the customer adds to the shopping cart (including all selected product options) by the discount value and then calculates all applicable taxes accordingly.</p> <p>The amount must be a decimal number. When the amount is a percentage, enter a number between 0 and 100. When the amount is fixed, enter a number greater than 0.</p>

Apply to

Enter further conditions that must be fulfilled for the system to apply the catalog discount. By utilizing [rules](#) (user-friendly representations of macro expressions), you can create any condition according to your specific requirements.

Click **Edit** to open the **Edit macro condition** dialog, which allows you to add conditions through a graphical interface.



- To add rules to the condition, double-click rules on the right or click **Add rule** (↵).
- To remove a rule from the condition, select it and click **Delete** (X). Click **Clear all rules** (🗑️) to remove all added rules.
- Click on underlined words in the rule text to configure various rule options.

*SKU contains 1255*

The condition ensures that the catalog discount is only applied if the SKU (product number) contains 1255.

You can also edit macros on the **Code** tab in the **Edit macro condition** dialog. For details about available macro options and syntax, please refer to [Macro expressions](#).

## Duration



Valid from

Specifies the time and date from which the discount can be applied. If you leave the value empty, the discount can be applied at any time before the **Valid to** date.

Valid to

Specifies the time and date until which the discount can be applied. If you leave the value empty, the discount is valid permanently (starting from the **Valid from** date).

## Target customers

Available for	<p>Determines which types of users are able to apply the discount:</p> <ul style="list-style-type: none"> <li>• <b>All visitors</b> – all customers are eligible for the discount.</li> <li>• <b>Registered users</b> – only <a href="#">registered customers</a> are eligible for the discount.</li> <li>• <b>Registered users in selected roles</b> – only registered customers in selected <a href="#">roles</a> are eligible for the discount.</li> </ul> <p>To add roles:</p> <ol style="list-style-type: none"> <li>1. Click <b>Select</b> to open the <b>Select roles</b> dialog.</li> <li>2. Select the required roles.</li> <li>3. Click <b>Select</b>.</li> </ol> <div>  You can add registered customers to roles in the <b>Customers</b> application while editing a selected customer on the <b>Roles</b> tab. </div>
<b>Discount calculation</b>	
Priority	<p>Determines the sequence in which the system applies catalog discounts. The priority must be a number greater than or equal to 1. Enter 1 for the highest priority.</p> <div>  <b>Tip:</b> Keep intervals between priority numbers. If you want to add a new discount between two existing ones, it is easier if their priority values are 10 and 20 rather than 1 and 2. If necessary, you can use decimal numbers to set priorities between whole numbers. </div> <p>The priority determines how the system combines multiple catalog discounts:</p> <ul style="list-style-type: none"> <li>• Discounts on the same level use additive stacking – all discounts are calculated from the same base price.</li> <li>• Discounts on different levels use multiplicative stacking – discounts are calculated based on the reduced price of the previous priority level.</li> </ul> <p>Examples:</p> <ul style="list-style-type: none"> <li>• Two 5% discounts with the same priority – the total catalog discount is 10%.</li> <li>• A 10% discount with priority 1 and 10% discount with priority 2 – the total discount is 19% (10% for the first discount, then 10% calculated from the reduced 90% price for the second discount).</li> </ul>
Apply lower priority discounts	<p>If selected, other catalog discounts with lower priority can also be applied to produce prices. If the check box is cleared, processing of catalog discounts stops with discounts that have the same priority level as the edited discount.</p>