

Add Free Product to Cart

For Magento 2



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Getting Around

Starting from v. 1.5.3 if a store contains Klarna module it's necessary to install Aheadworks AfptcKlarna module which is included in the zip.file that customers download from the Market Place and it is available via composer.

Add Free Product to Cart for Magento 2 automatically adds to cart discounted or free products of various types and visibility attributes: simple, configurable, downloadable, "not visible individually". This functionality is governed by scenario rules, pre-configured on the backend. Customers get informed on active promo campaigns via customizable banners and popups. Admins track the success of their promo campaigns with the help of the comprehensive dashboard of the extension.

Compatibility: Magento Open Source 2.3.X - 2.4.X, Magento Commerce using on-prem (EE) 2.3.X - 2.4.X, Magento Commerce on Cloud (ECE) 2.3.X - 2.4.X.

For support please contact: awsupport@aheadworks.com

Introducing Add Free Product

The **Add Free Product to Cart** extension for Magento 2 has a rule-based performance. Admins can create, edit and delete the rules on the backend to describe campaign scenarios. The scenarios get triggered when customers top-up their carts with some products which are associated with the rules. These products are then either added to the carts automatically or are displayed to shoppers via a popup giving an option of choice of a promo product.

It is important to note here, that with respect to the logic of the extension, and mainly that of tracking rejected offers, **auto-adding doesn't work on the Cart page.**

M2 Add Free Product to Cart On Backend

Extension Settings

The **Text in the Popup Header** option will be applied only if all items in the popup are offered against the same rule. In case of multiple rules, the text from 'Stores->Config' will be used.

To configure the extension proceed to **Stores > Configuration > Aheadworks Extensions > Add Free Product to Cart**.

General Settings

Default Title Of Popup
[store view]
Will be displayed if a customer is eligible for several promo offers at a time

Hide options of configurable products
[store view]

Where to Display Promo Popup
[store view]

Validate subtotal
[website]

The configuration page of the extension ('General Settings') includes the following parameters to tweak:

- **Default Title Of Popup** - the title of the popup to be displayed in case of several active promo offers;
- **Hide options of configurable products** - the Yes/No option ("Yes" makes sense if your offer contain both configurable and simple products);
- **Where to display promo popup** - the place of the popup display (on cart and checkout pages only, or on any page as soon as the contents of the cart are associated with the rule);

- **Validate subtotal** - allows including or excluding taxes from the subtotal of the cart when working out the rule.

To complete the settings, click the '**Save Config**' button on the top right.

Dashboard

To manage the scenario rules of the campaigns and track their performance proceed to **Marketing > Add Free Product to Cart > Rules**. This is where you will see the Scenario grid as well as the board with some financial indicators of thereof.

Only **invoiced orders** are considered in *Total Sales, Average Cart Total, Promo Items Per Order*. Then **reindex** should be done.

ID	Title	Scenario	Coupon	Status	From	To	Priority	Action
4	Rule 2	Buy X Get Y		Enabled			1	Select
1	Rule 1	Buy X Get Y		Enabled			0	Select

The dashboard displays the following info:

- **Active promo campaigns** - the number of active promos;

- **Total sales** - the total amount of all orders with at least 1 promo item, \$\$;
- **N% of all sales** - the percentage of total sales which were stimulated by the promos;
- **Orders** - the total number of orders with at least 1 promo item;
- **N% of all orders**- the percentage of the total of orders stimulated by promos;
- **Avg cart total of orders with promo items, \$\$;**
- **Avg cart total of all orders, \$\$;**
- **Promo Items per order** - the average quantity of promo items per order.

Note that when the admin filters the grid against a website, the dashboard displays information about that website only, in the currency of the website.

The rule grid features the following columns:

- **id** - the identification number of the scenario;
- **Title** - the title of the rule;
- **Scenario** - the title of the scenario;
- **Coupon** - the name of the coupon, if part of the scenario;
- **Status** - indicates whether the scenario is enabled or disabled;
- **From / to** - the dates of promo activity;
- **Priority** - the decimal numeric for sorting the overlaying rules;
- **Action** - the Select active link with two alternatives: Edit and Delete.

The functionality of the grid makes it possible to enable, disable and delete the rules both in bulk and individually. For the former, select the rules and use the **Actions** dropdown on the top left of the grid.

To edit the rule click Select in the corresponding Action cell, and select 'Edit'. Alternatively, click on the row of the chosen rule.

To design a new rule, click the **Add New Rule** button on the top right of the page.

Creating Rules

The **New Rule** page is made of four blocks: **General Settings**, **Rule Settings**, **Popup Settings** and **Promo Settings**.

General Settings

New Rule ← Back Reset Save and Continue Edit Save

General Settings

Title * [global]

Description * [global]

Visible for admin only. For frontend description see the options in "Promo" section

Enable * [global] Yes

Active From [global]

Active To [global]

Customer Groups * [global] NOT LOGGED IN
General
Wholesale
Retailer

Rule Priority * [global]

Zero is a top priority

Discard Subsequent Rules * [global] No

Offer Only Those Products Which Are In Stock * [global] Yes

The General Rules block features the following parameters for set-up:

- **Title** - the name of the rule;
- **Description** - the description of the rule (visible only on the backend);

- **Enable** - the Yes/No alternative;
- **Active From / To** - the dates of validity of the promo;
- **Customer Groups** - restriction on the customer groups to fall under the promo campaign;
- **Rule Priority** - the decimal numeric to prioritize overlapping promos (zero is a top priority);
- **Discard Subsequent Rules** - the Yes/No alternative;
- **Offer only those products which are in stock** - the Yes/No alternative.

If the **Offer Only Those Products Which Are In Stock** functionality is enabled, customers will see only those products which are in stock (Qty > 0) regardless of whether the backorder is enabled or not. It means that you are able to offer only those items which are available now.

Should all promo products go out of stock, the above option enabled, the rule will be automatically disabled and the promo banners associated with the rule will disappear from the frontend.

Rule Settings

This is where you opt for a **scenario**: "Buy X get Y", "Spend \$X get Y", "Coupon", set **frequency of response**, select **products** to participate in the campaign and decide on either a fixed-value- or %-**discount**.

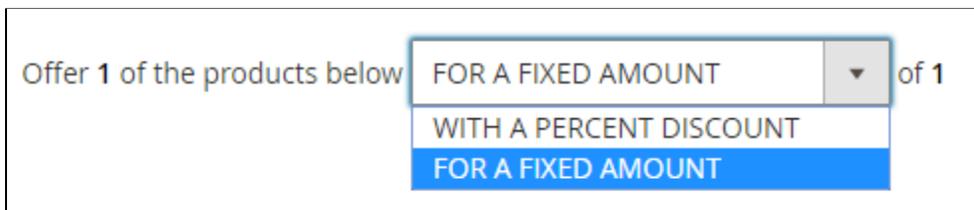
Depending on the chosen scenario the block features a combination of the following parameters for set-up:

- **Scenario** - the Buy X Get Y, Spend \$X get Y, Coupon alternatives;
- **Every time / First Time / Every Nth Time** - the frequency of response of the scenario to the rule;
- **When a user entered this coupon code** - the text of the promo code;
- The "If" block - the conditions to define the scenario;

- **For a Fixed Amount / With A Percent Discount** - the character of the discount, and the number of products to fall under the discount;
- The "**Products**" block - the native Magento "Add Products" functionality to add products to the campaign.

The first four parameters are different for different scenarios. The other two stay the same.

The **discount condition** allows setting the (decimal integer) **number of products** (in the Products promo list) which fall under the discount, the **% or fixed-value character of the discount** and the **value of the discount/promo price**. Clicking on the number here will open a text box to alter that number, clicking the character of the discount will open a switch-box to choose between the two alternatives.



Conditions in our extension work the same as native Cart Price Rules. So non-application of discounts to the selected product in the "Product" block when adding two items to the cart is correct behavior.

The **Product** block herein allows adding products to the promo, as well as removing them from it. Furthermore, you can configure selected parent-products.

The **Products grid** features the following columns:

- **id** - the identification number of the product;
- **Name** - the name of the product;
- **SKU** - the stock keeping unit number of the product;
- **Thumbnail** - the image of the product;
- **Configuration** - the active link to the Product Configuration popup (available for parent-products only);

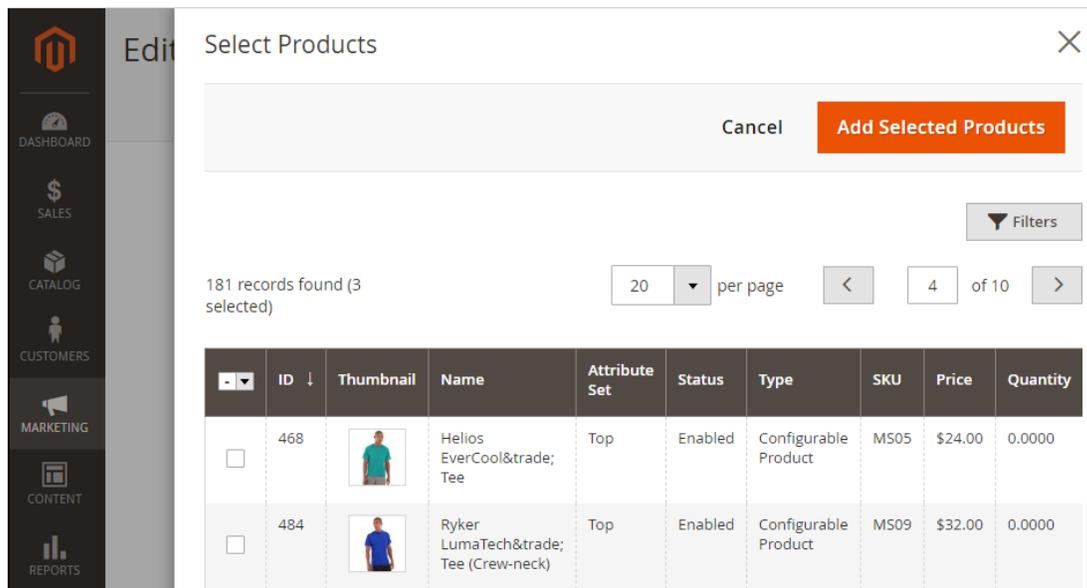
- **Actions** - the Remove action link.



The screenshot shows a popup window titled "Add Products". At the top right, there are navigation arrows and a page indicator "1 of 1". Below this is a table with the following data:

ID	Name	Thumbnail	Type	SKU	Configuration	Actions
15	Affirm Water Bottle		simple	24-UG06		Remove

To add a product to the rule, click the **Add Products** button on the top left of the grid. The **Select Products** popup will appear on the page.



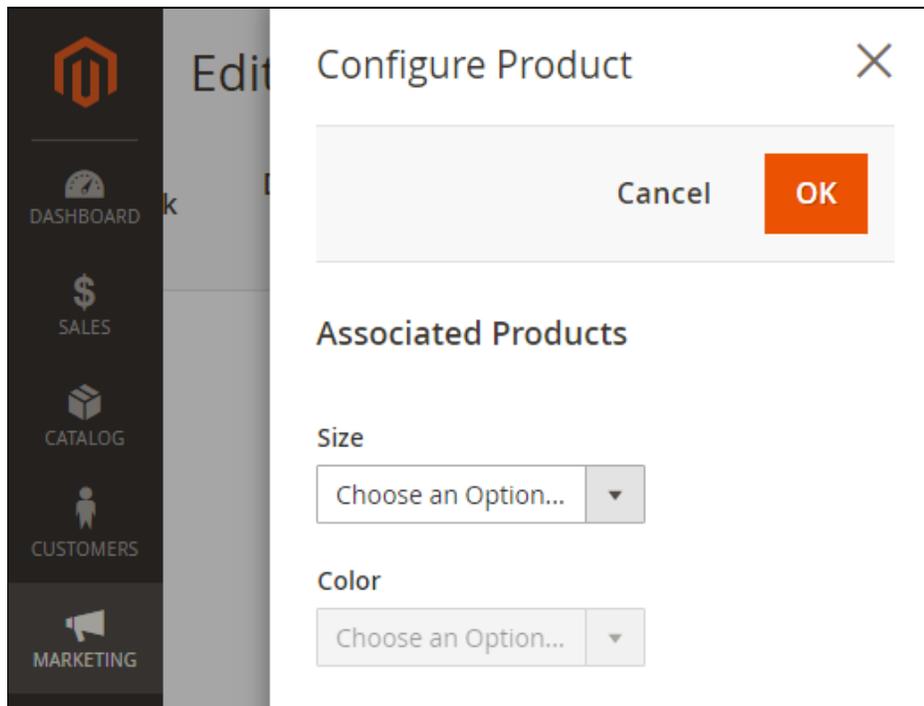
The screenshot shows a "Select Products" popup window. It features a sidebar on the left with navigation icons for Dashboard, Sales, Catalog, Customers, Marketing, Content, and Reports. The main area contains a table with the following data:

<input type="checkbox"/>	ID ↓	Thumbnail	Name	Attribute Set	Status	Type	SKU	Price	Quantity
<input type="checkbox"/>	468		Helios EverCool™ Tee	Top	Enabled	Configurable Product	MS05	\$24.00	0.0000
<input type="checkbox"/>	484		Ryker LumaTech™ Tee (Crew-neck)	Top	Enabled	Configurable Product	MS09	\$32.00	0.0000

Additional UI elements include a "Cancel" button and an orange "Add Selected Products" button at the top right, a "Filters" dropdown, and pagination information: "181 records found (3 selected)", "20 per page", and "4 of 10".

Select the products for the rule using the tick-boxes in the first column of the grid and click the **Add Selected Products** button on the top right.

Should you choose a parent-product, you will later be able to **configure** it with the help of the Configure active link in the Product grid (see the previous picture).



The **Configure Product** popup allows setting the desired size and color of the product. The SKU and price of the configured product will get updated in the Products grid automatically. Click OK to finalize the configuration.

Buy X Get Y

This scenario defines a situation when you want customers to get the Y product for free or with a discount should they get interested in product X.

This is the only block where the frequency of response of the scenario to the rule makes sense.

- **First time** - customers will get the promo item or offer only for the first time when the conditions of the rule are met. *E.g. A customer receives a promo product only for the first product X, disregarding how many Products X they are buying;*

- **Every time** - customers will get the promo item or offer every time when the conditions are met. *E.g. With every Product X a customer can get Product Y;*
- **Every Nth time**- customers will get the promo item or offer every second, third or Nth time. *E.g. For every 3 Products X a customer will get 1 Product Y.*

To **add a condition** to the scenario click the green "Cross" button  and choose one of the following:

- **Product Attribute Combination** - opens up the "If an item is **FOUND** in the cart with **ALL** of these conditions true" condition and allows selecting a product attribute to define the item;
- **Products Subselection** - opens up the "If **total quantity is ...** for a subselection of items in cart matching **ALL** of these conditions:" and allows selecting a product attribute to define the item;
- **Conditions Combination (default condition)** - opens up the "If **ALL** of these conditions are **TRUE**:" and allows choosing one of the conditions herein.

Use the '**ALL**', '**TRUE**', '**IS**', '...' and other clickable parameters to choose a meaningful variation and shape up the condition to your needs.

A Note From A Developer

When "total quantity" condition with "Every time" and "Every Nth time" is created the behaviour is the same as when "First Time" is chosen. Moreover, when in "Every Nth time" "N" is greater 1, a promo-product isn't offered. To set a promo-product "N" should be equal 1.

To **delete a condition** click the red "Cross" button  .

Edit "My first offer" rule ← Back Delete Reset Save and Continue Edit **Save**

Rule Settings ⌵

Scenario [global] Buy X Get Y ⌵

Every time when criteria below are met

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

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

SKU is **MJ06** ⊗

+

+

Offer 1 of the products below **FOR A FIXED AMOUNT** of 1

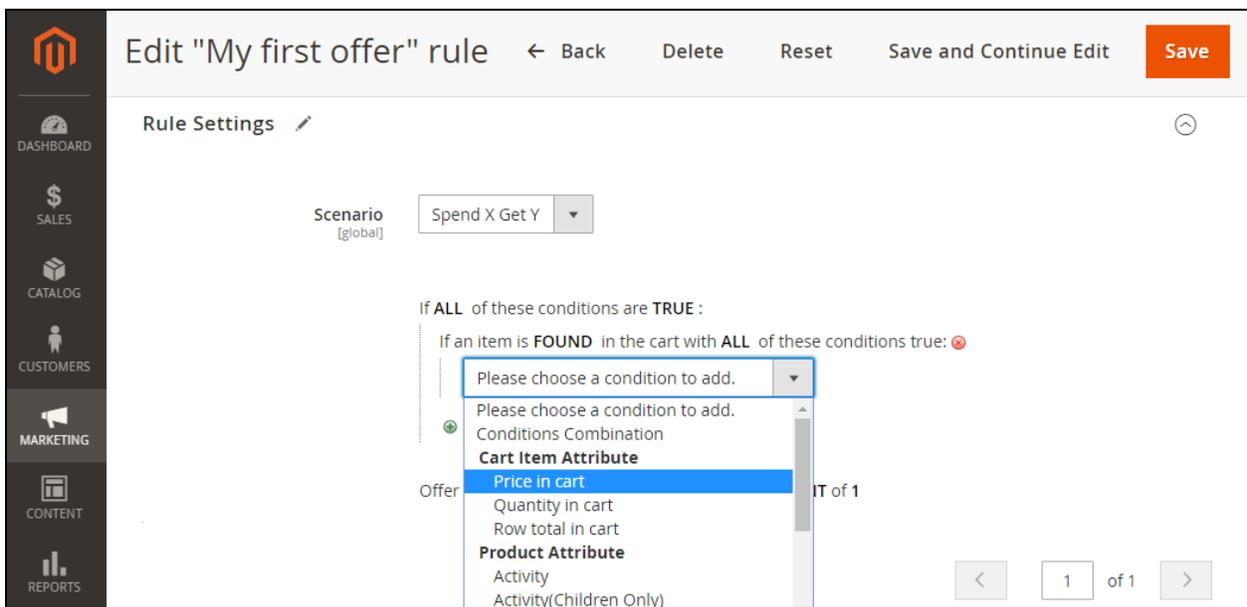
Add Products ⌵

< 1 of 1 >

ID	Name	Thumbnail	Type	SKU	Configuration	Actions
15	Affirm Water Bottle		simple	24-UG06		Remove

Spend \$X Get Y

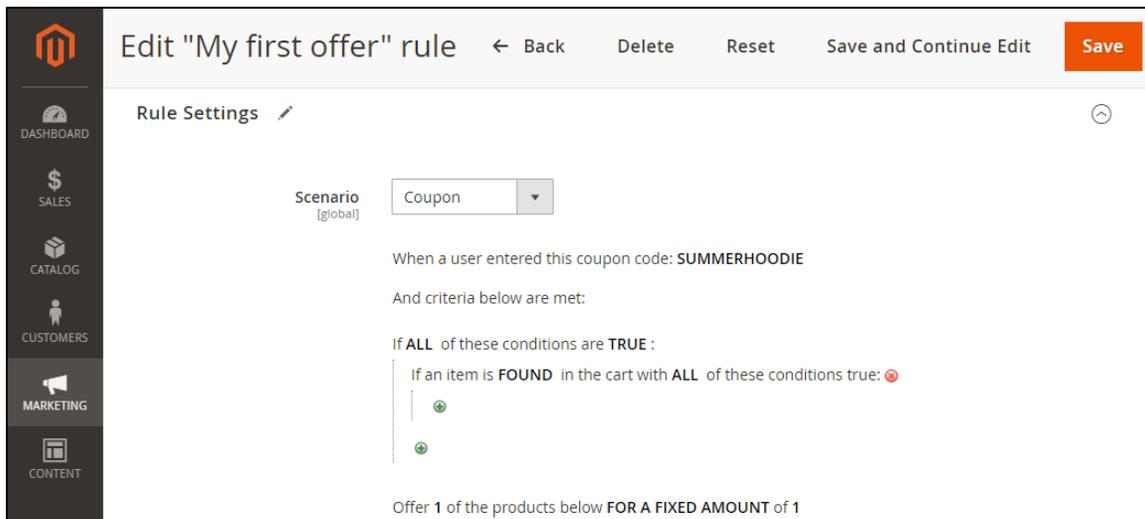
This scenario defines a situation when you want customers to get the Y product for free or with a discount should the sum in the cart run over \$X.



The default condition is the same here. At the same, alongside the product attributes it allows **car item attributes** and **cart attributes** to define the condition.

Coupon

This scenario defines a situation when you want (selected) customers to use a predefined coupon at cart to get a discount on the items in it.

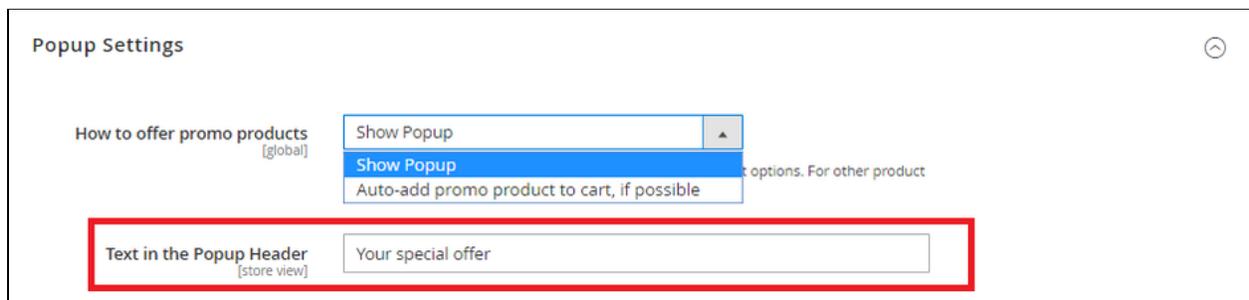


The conditions configuration is the same here. The only difference is that the **name of the Coupon** has to be suggested to make things work.

Popup Settings

This is where you set the parameters for the popup which will bear the promo:

- **How to offer promo products** - the two alternatives: Show Popup and Auto-add promo product to cart, if possible;
- **Text in the Popup Header** - the alternative text to the default one, indicated in the Settings.



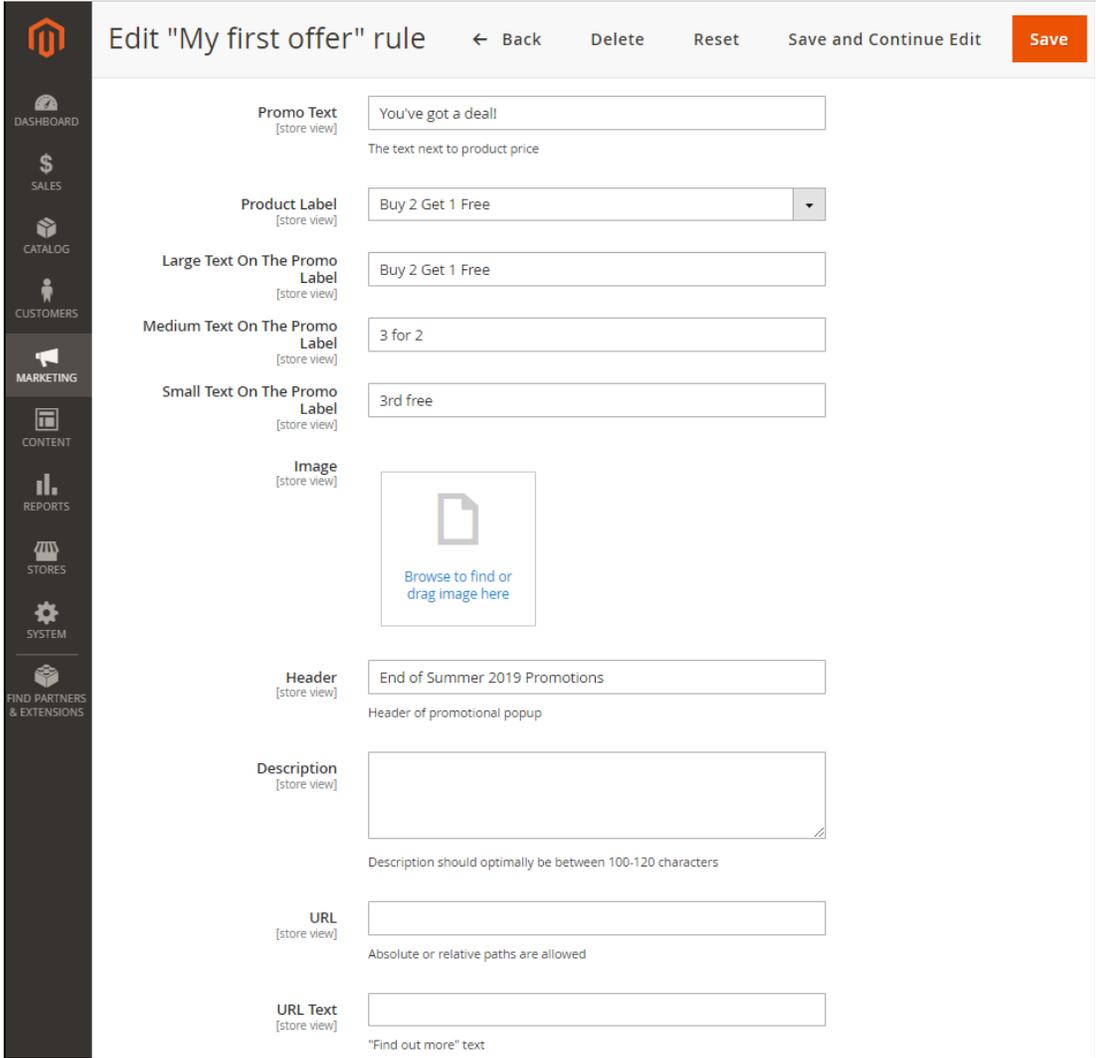
The **How to offer promo products** applies to a single promo product of a simple type and without options. For other product types and quantities a popup will always

be displayed.

Promo Settings

This block is available only when the "Buy X Get Y" scenario is chosen. This is where you can configure the promo described by the scenario rule.

Most features here (marked with an asterisk (*) in the list below) are integrated from the Product Labels extension. If you do not have Product Labels preinstalled, these features will not be available here for configuration.



The screenshot displays the 'Edit "My first offer" rule' configuration page in the Magento Admin. The interface includes a sidebar with navigation options: DASHBOARD, SALES, CATALOG, CUSTOMERS, MARKETING, CONTENT, REPORTS, STORES, SYSTEM, and FIND PARTNERS & EXTENSIONS. The main content area is titled 'Edit "My first offer" rule' and features several configuration fields:

- Promo Text** [store view]: Input field containing 'You've got a deal'. Description: 'The text next to product price'.
- Product Label** [store view]: Dropdown menu showing 'Buy 2 Get 1 Free'.
- Large Text On The Promo Label** [store view]: Input field containing 'Buy 2 Get 1 Free'.
- Medium Text On The Promo Label** [store view]: Input field containing '3 for 2'.
- Small Text On The Promo Label** [store view]: Input field containing '3rd free'.
- Image** [store view]: Placeholder for an image with the text 'Browse to find or drag image here'.
- Header** [store view]: Input field containing 'End of Summer 2019 Promotions'. Description: 'Header of promotional popup'.
- Description** [store view]: Text area for the promotion description. Description: 'Description should optimally be between 100-120 characters'.
- URL** [store view]: Input field for the promotion URL. Description: 'Absolute or relative paths are allowed'.
- URL Text** [store view]: Input field for the URL text. Description: '"Find out more" text'.

At the top right of the configuration area, there are buttons for 'Back', 'Delete', 'Reset', 'Save and Continue Edit', and a prominent orange 'Save' button.

The block presents the following parameters for set-up:

- **Promo Text** - the message to reflect the promo call to action;
- **Image** - the image that will be displayed next to the promo items in the popup;
- **Image Alt** - the alternate text for an image;
- **Header** - the text for the header of the promo popup;
- **Description** - the brief description of your current promo that your customers will see if they click on the promo image;
- **URL** - the link to the page you want to redirect your customers to, should they want to read more information on the campaign;
- **URL Text** - the message to encourage customers to follow the above mentioned link.

If scenario conditions are set as excluding (e.g. cart does not contain) - the Promo block will be displayed on all products in the store. Thereby, the merchant may want either to disable the promo options or reconfigure the rule so that it doesn't contain any excluding conditions at the top level.

Sample Rules

a) Buy X Get Y - SKU condition

I want to offer discounted Y products or grant complimentary Y ones to the customer who has topped-up his/her cart with one of the X products. The customer may use this promo only once.

New Rule ← Back Reset Save and Continue Edit Save

Rule Settings

Scenario [global]

First time when criteria below are met

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 [OK] [Cancel] [Delete]

Search Reset Filter 2146 records found

20 per page 1 of 108

<input type="checkbox"/>	ID	Type	Attribute Set	SKU	Product
<input type="checkbox"/>	<input type="text"/>				
<input checked="" type="checkbox"/>	1	Simple Product	Bag	24-MB01	Joust Duffle Bag
<input checked="" type="checkbox"/>	2	Simple Product	Bag	24-MB04	Strive Shoulder Pack
<input checked="" type="checkbox"/>	3	Simple Product	Bag	24-MB03	Crown Summit Backpack

b) For a number of products

I want to offer the Y product with a 30% discount to those customers who have topped up their carts with at least 5 items of the X category.

New Rule ← Back Reset Save and Continue Edit Save

Rule Settings

Scenario [global]

First time when criteria below are met

If ALL of these conditions are TRUE:

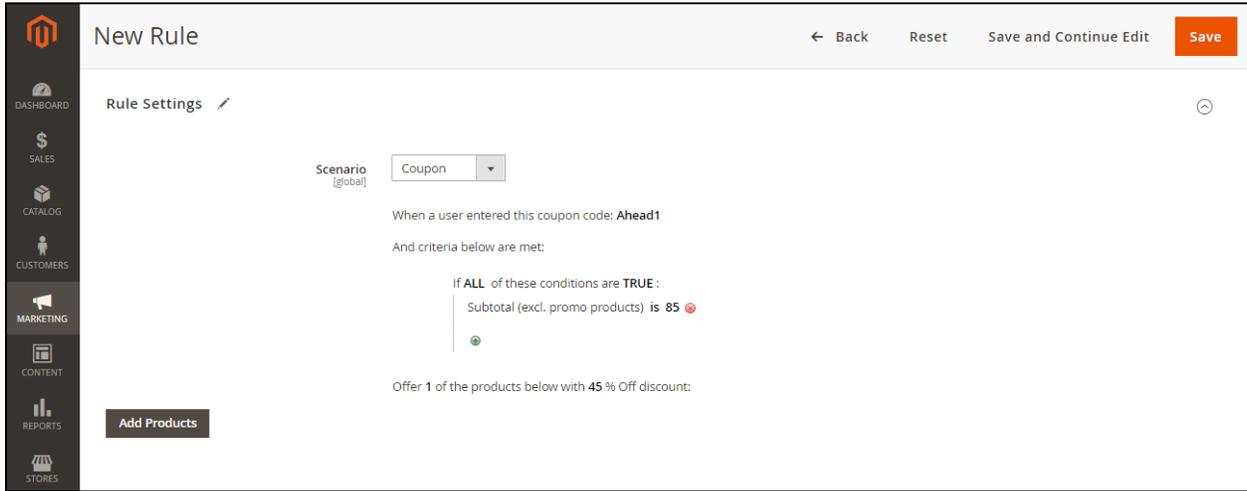
If total quantity is 5 for a subselection of items in cart matching ALL of these conditions:

Category is 13

Offer 1 of the products below with 30 % Off discount:

c) Coupon (subtotal excluding promo products)

I want to offer the Y product with a 45% discount to those customers who have topped-up their carts to at least \$85. I want to select customers myself, and restrict their number to those only known to me with a coupon code "Ahead1".



M2 Add Free Product to Cart On Frontend

The frontend functionality of the extension is intuitive and does not require customers to configure any settings or carry out any special cart management.

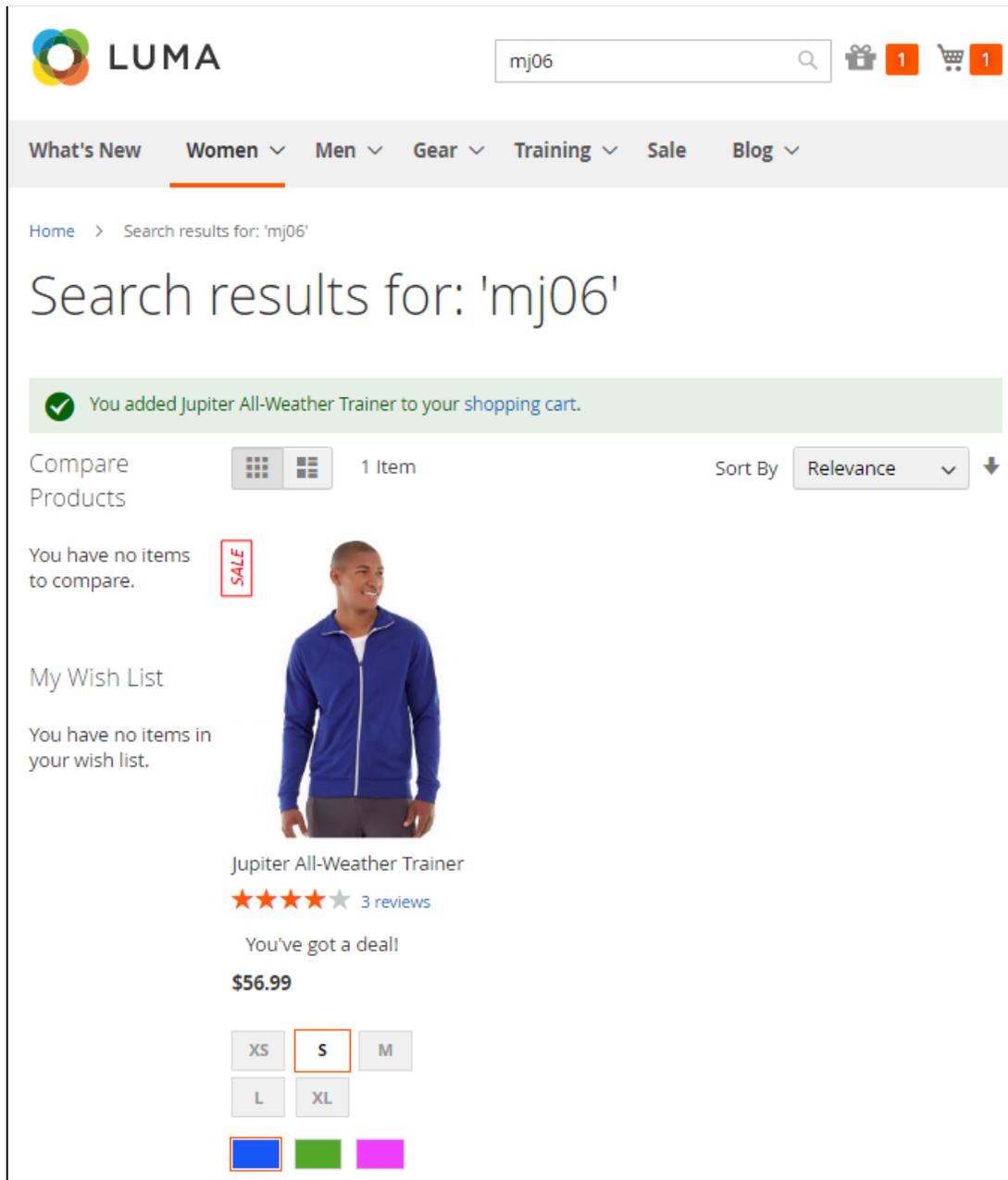
Let's consider the following sample campaign to see the embodiment of the features above on the storefront:

Campaign: Offer the Affirm Water bottle for just 1 USD to customers who intend to buy a Jupiter All-Weather Trainer (of any size and color).

Scenario: Buy X Get Y

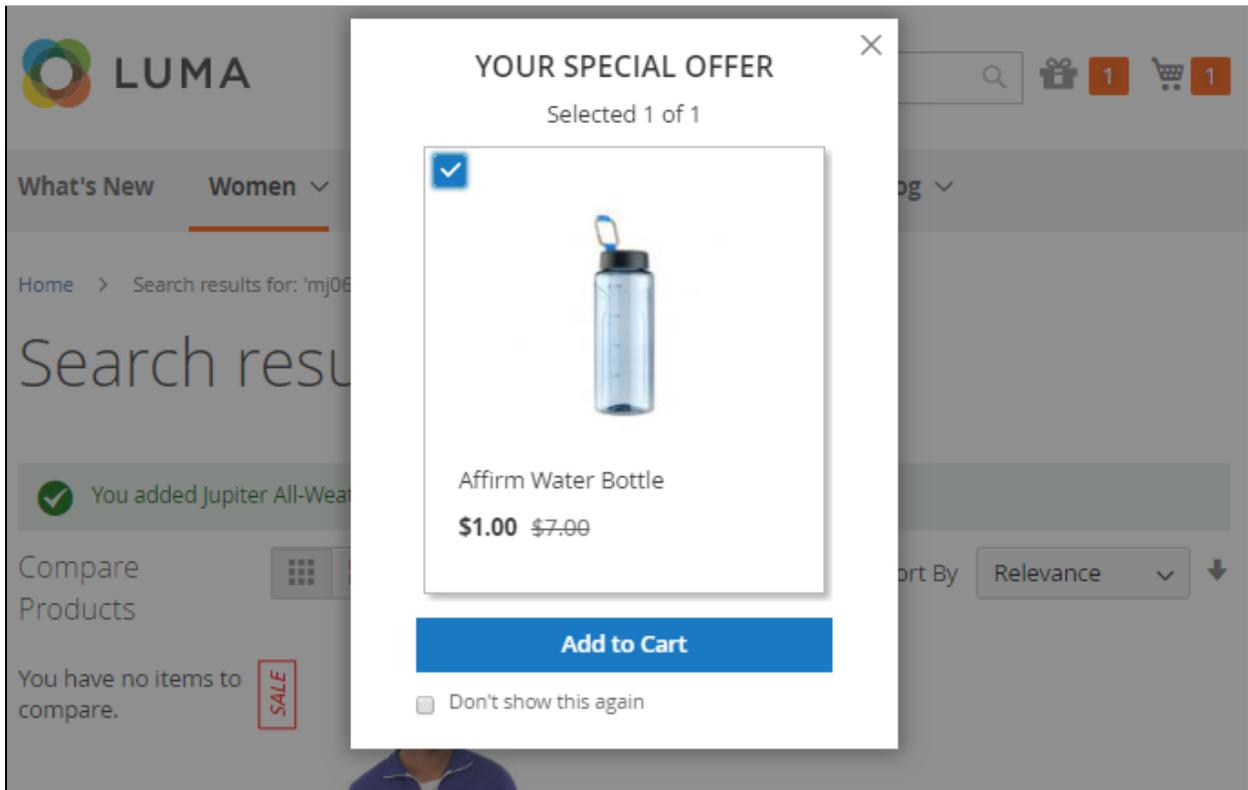
Rule: Every time the customer adds a Jupiter All-Weather Trainer into the cart, never mind other products there, offer one Affirm Water bottle, and not anything else, for just 1 USD.

In the picture below: Once the product X has been added to cart a gift icon with a numeric '1' appears in the top right corner of the page, next to cart.



Clicking the gift icon or proceeding to the cart, the customer will see a popup with the promo product and supporting information on the offer. The customer will be able to decline the offer or add the product to cart.

Rule (continue): The promo is available only for the registered customers. It has the highest priority, above all other current promos, and is valid until the Y product is in stock. No labels and/or special descriptions are to be used to support the popup layout.



Once the customer adds the promo product to cart, he/she will see in the Cart Summary the subtotal, the discounted price (-\$6 in the example, which makes the price of the bottle the target \$1) and the total order price.

Rule (continue): The Y products are offered only via a popup, no auto-add to cart is to be configured.



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Shopping Cart

Item	Price	Qty	Subtotal
  <p>Jupiter All-Weather Trainer Size: S Color: Blue</p>	\$56.99	1	\$56.99
 <p>Affirm Water Bottle 85.71% off</p>	\$1.00	1	\$1.00

Summary

Estimate Shipping and Tax

Subtotal \$63.99
Promo Discount -\$6.00

Order Total \$57.99

[Proceed to Checkout](#)

[Check Out with Multiple Addresses](#)

[Sign In to request a quote](#)

FAQ

1. *Why is the information about the promo is displayed in the order but invoices and credit memos contain the least of it?* In Magento 2.2.6 there are no extension points in invoices and credit memos, unlike in orders. If they are added later, we will also add the necessary information to the invoices and other documents.

2. *Why have the rules been separated from the cart price rules?*

It allowed us to bypass some pitfalls and make a more user-friendly and cleaner interface. The cart price rules already have a lot of settings, and we are sure that adding our options to that extension would make up an enormous challenge for the admin.

For an in-depth look visit Add Free Product to cart demo store at the extension's [product page](#).

Feel free to contact our support team with any questions:

[Submit a help desk ticket](#)

Call us:

US: +1 (646) 480 - 0154

UK: +44 (20) 8133 - 0154