

amasty

For more details see how the [Special Occasion Coupons for Magento 2](#) extension works.

Special Occasion Coupons for Magento 2

Generate and grant your shoppers discount coupons for birthdays, newsletter subscriptions, order placement or any other event you want to. Use appealing email templates to draw customers' attention and build their loyalty.

- Generate coupons based on multiple events
- Send promo codes to customers automatically
- Choose the date of dispatch and set the expiry period for each coupon type
- Automatically delete unused coupons
- Use predefined or custom email templates

General Settings

To configure the extension, go to **Stores → Configuration → Amasty Extensions → Special Occasion Coupons**.

General

Email Sender
[store view]

General Contact



Remove not used Coupons after
Creation (days)
[store view]

30

Indicate -1 if you would like not to remove coupons automatically

Cronjob Information

Customer Birthday

New Registration

Newsletter Subscription

Wishlist Created

No Customer Activity

Order Placed

One More Year With Us

Email Sender - choose a sender for emails.

Remove not used Coupons after Creation (days) - set the period after which the expired coupons will be automatically deleted. Thus, you can clean your promotions section from obsolete coupons. Indicate -1 if you would like not to remove coupons automatically.

Cronjob Information

In this tab, you can see coupon cronjobs statuses.

Cronjob Information

Current Time 2020-12-10 09:12:23

Cron (Last 5)

amasty_birth_send	pending	2020-07-18 02:34:22
amasty_birth_send	pending	2020-07-18 02:34:22
amasty_birth_send	pending	2020-07-18 02:34:22
amasty_birth_send	success	2020-07-18 02:34:22

You can manage cron tasks in the **System → Cron Tasks List** section.

Cron Tasks List

demouser ▾

Run Cron

Last Cron Activity: 6 hours 55 minutes ago

Filters

Default View ▾

Columns ▾

Actions ▾

317 records found

20 ▾

per page

<

1

of 16

>

<input type="checkbox"/>	ID	Job Code	Status	Messages	Created At	Scheduled At	Executed At	Finished At
<input type="checkbox"/>	1390	amasty_birth_send	SUCCESS		Jul 18, 2020 2:34:22 AM	Jul 18, 2020 2:35:00 AM	Jul 18, 2020 2:35:17 AM	Jul 18, 2020 2:35:17 AM
<input type="checkbox"/>	1391	amasty_birth_send	PENDING		Jul 18, 2020 2:34:22 AM	Jul 18, 2020 2:40:00 AM		
<input type="checkbox"/>	1392	amasty_birth_send	PENDING		Jul 18, 2020 2:34:22 AM	Jul 18, 2020 2:45:00 AM		
<input type="checkbox"/>	1393	amasty_birth_send	PENDING		Jul 18, 2020 2:34:22 AM	Jul 18, 2020 2:50:00 AM		
<input type="checkbox"/>	1422	amazon_payments_process_queued_refunds	SUCCESS		Jul 18, 2020 2:34:22 AM	Jul 18, 2020 2:35:00 AM	Jul 18, 2020 2:35:17 AM	Jul 18, 2020 2:35:17 AM
<input type="checkbox"/>	1423	amazon_payments_process_queued_refunds	PENDING		Jul 18, 2020 2:34:22 AM	Jul 18, 2020 2:40:00 AM		

Customer Birthday

You can configure the automatic dispatch of emails with warm greetings and discounts on a specified date. Also, the extension is protected from abuse: the coupon code can be sent only once per year even if the user changed his birth date.

Customer Birthday

Enabled <small>[store view]</small>	Yes
Send Coupon After (days) <small>[store view]</small>	0
Indicate 0 for the same day, or -1,-2, etc to send the coupon before the date.	
Email Template <small>[store view]</small>	Birthday Coupon (Default)
Discount type <small>[store view]</small>	Percent of product price discount
Discount Amount <small>[store view]</small>	5
Expire Coupon in (days) <small>[store view]</small>	1
Coupon Uses <small>[store view]</small>	1
Uses per Customer <small>[store view]</small>	1
Apply for Customer Group Only <small>[store view]</small>	<div>NOT LOGEED IN General Retailer Wholesale</div>
Min Order Amount <small>[store view]</small>	0

Enabled - set to Yes to generate automatic coupons for customers' birthdays.

Send Coupon After (days) - send coupons before, after of right on the birthday. Indicate 0 for the same day, or **-1,-2**, etc to send the coupon before the date. For example, if you set **-5**, the coupon will be sent 5 days before the birthday. In case you want to send coupons 3 days after the birthday, set **3**. To send coupons on the same day, specify **0**.

Email Template - choose a suitable template for emails.

Discount type - set the strategy for a discount. 3 options are available:

- Percent of product price discount
- Fixed amount discount
- Fixed discount amount for the whole cart

Discount Amount - specify the particular discount amount (fixed or percentage, depending on the value selected above).

Expire Coupon in (days) - set the period after which coupons will expire.

Coupon Uses - fill in how many times one coupon can be used.

Uses per Customer - specify how many times a particular customer can use the birthday coupon.

Apply for Customer Group Only - make coupons available for particular customer segments.

Min Order Amount - you can also stimulate bulk purchases and make coupon application available for specific order amounts.

New Registration

You can also use pre-configured coupons for new customers. All the settings are the same as in the [birthday coupons](#). Just choose a suitable email template to notify shoppers.

New Registration

Enabled <small>[store view]</small>	Yes
Send Coupon After (days) <small>[store view]</small>	0
Indicate 0 for the same day, or -1,-2, etc to send the coupon before the date.	
Email Template <small>[store view]</small>	Registration Coupon (Default)
Discount type <small>[store view]</small>	Percent of product price discount
Discount Amount <small>[store view]</small>	5
Expire Coupon in (days) <small>[store view]</small>	1
Coupon Uses <small>[store view]</small>	1
Uses per Customer <small>[store view]</small>	1
Apply for Customer Group Only <small>[store view]</small>	<div>NOT LOGEED IN General Retailer Wholesale</div>
Min Order Amount <small>[store view]</small>	0

Newsletter Subscription

To enlarge your customer email base, you can also give coupons for newsletter subscription. The coupons will be sent in the email for a successfull subscription, so here you don't have to select the **Send Coupon After (days)** and **Email Template** options. The rest settings are identical to [birthday coupons](#).

Newsletter Subscription

Enabled <small>[store view]</small>	Yes
Discount type <small>[store view]</small>	Percent of product price discount
Discount Amount <small>[store view]</small>	5
Expire Coupon in (days) <small>[store view]</small>	1
Coupon Uses <small>[store view]</small>	1
Uses per Customer <small>[store view]</small>	1
Apply for Customer Group Only <small>[store view]</small>	<div style="border: 1px solid #ccc; padding: 5px;"><p>NOT LOGEED IN</p><p>General</p><p>Retailer</p><p>Wholesale</p></div>
Min Order Amount <small>[store view]</small>	0

Important: To send the coupon in the subscription success email, please add the following variable to the subscription success template:

```
{{var subscriber.getCoupon()}}
```

To do this please go to **Marketing → Communications → Email Templates** and click the 'Add New Template' button.

Email Templates

[Add New Template](#)

Search [Reset Filter](#) 0 records found 20 per page 1 of 1

ID	Template	Added	Updated	Subject	Sender	Template Type	Action
		From To	From To				
No Templates Found							

Choose Newsletter **Subscription Success** template and click the 'Load Template' button.

New Template

← Back

Reset

Convert to Plain Text

Preview Template

Load Default Template

Template *

Template Information

Template Name *

Template Subject *

Template Content *

- Reset Password
- Magento_Directory**
- Currency Update Warnings
- Magento_Email**
- Footer
- Footer (Magento/luma)
- Header
- Magento_Newsletter**
- Subscription Confirmation
- Subscription Success**
- Unsubscription Success
- Magento_ProductAlert**
- Cron Error Warning
- Price Alert
- Stock Alert
- Magento_Sales**
- Credit Memo Update
- Credit Memo Update (Magento/luma)
- Credit Memo Update for Guest
- Credit Memo Update for Guest (Magento/luma)
- Invoice Update

Insert the variable in the template and specify the text you need:

Template Subject *

Insert Variable...

Template Content *

```

{{template config_path="design/email/header_template"}}

{{trans "You have been successfully subscribed to our
newsletter."}}

Get a discount coupon and start shopping right now! {{var
subscriber.getCoupon()}}

{{template config_path="design/email/footer_template"}}

```

Once you save the template, please go to **Stores → Configuration → Newsletter** and choose the template you saved for the 'Success Email Template' setting .

AMASTY DEMO CONFIG	▼
GENERAL	▼
CATALOG	▼
SECURITY	▼
CUSTOMERS	▲
<ul style="list-style-type: none"> Newsletter Customer Configuration Wish List Promotions Persistent Shopping Cart 	
SALES	▼

General Options

Subscription Options

Allow Guest Subscription <small>[store view]</small>	Yes	▼
Need to Confirm <small>[store view]</small>	No	▼
Confirmation Email Sender <small>[store view]</small>	Customer Support	▼
Confirmation Email Template <small>[store view]</small>	Subscription Confirmation (D	▼
	Email template chosen based on theme fallback when "Default" option is selected.	
Success Email Sender <small>[store view]</small>	General Contact	▼
Success Email Template <small>[store view]</small>	Subscription success with a c	▼
	Subscription Success (Default)	
	Subscription success with a coupon	
	New Pickup Order	
	New Pickup Order For Guest	
Unsubscription Email Sender <small>[store view]</small>	Customer Support	▼

Wishlist Created

To get insights about customer shopping preferences, you can motivate them to use wishlists more often by granting coupon for adding an item to a wishlist. All options as for the [birthday coupons](#) are available for wishlists as well.

Wishlist Created

Enabled <small>[store view]</small>	Yes
Send Coupon After (days) <small>[store view]</small>	0
Indicate 0 for the same day, or -1,-2, etc to send the coupon before the date.	
Email Template <small>[store view]</small>	Wishlist Created Coupon (Default)
Discount type <small>[store view]</small>	Percent of product price discount
Discount Amount <small>[store view]</small>	5
Expire Coupon in (days) <small>[store view]</small>	1
Coupon Uses <small>[store view]</small>	1
Uses per Customer <small>[store view]</small>	1
Apply for Customer Group Only <small>[store view]</small>	<div>NOT LOGEED IN General Retailer Wholesale</div>
Min Order Amount <small>[store view]</small>	0

No Customer Activity

To return customers, you can give discounts when a shopper hasn't been at your store for a particular number of days. Just activate the option, set the **Send Coupon After Last Log-In (days)** option to the required value and choose the email template. Other settings are described in the [birthday coupons](#) section.

No Customer Activity

Enabled <small>[store view]</small>	Yes
Send Coupon After Last Log-In (days) <small>[store view]</small>	30
Email Template <small>[store view]</small>	Last Log-In Coupon (Default)
Discount type <small>[store view]</small>	Percent of product price discount
Discount Amount <small>[store view]</small>	5
Expire Coupon in (days) <small>[store view]</small>	1
Coupon Uses <small>[store view]</small>	1
Uses per Customer <small>[store view]</small>	1
Apply for Customer Group Only <small>[store view]</small>	<div>NOT LOGEED IN General Retailer Wholesale</div>
Min Order Amount <small>[store view]</small>	0

Order Placed

If you enable this section, customers will receive a discount coupon for their next purchases once they place an order in your store. As usual, see the description for each setting in the [birthday coupons](#) section.

Order Placed

Enabled <small>[store view]</small>	Yes
Email Template <small>[store view]</small>	Order Placed Coupon (Default)
Discount type <small>[store view]</small>	Percent of product price discount
Discount Amount <small>[store view]</small>	5
Expire Coupon in (days) <small>[store view]</small>	1
Coupon Uses <small>[store view]</small>	1
Uses per Customer <small>[store view]</small>	1
Apply for Customer Group Only <small>[store view]</small>	<div>NOT LOGEED IN General Retailer Wholesale</div>
Min Order Amount <small>[store view]</small>	0

One More Year With Us

Using this option, you can thank your long-term customers with coupons. Just configure all the settings as in the previous steps.

One More Year With Us

Enabled <small>[store view]</small>	Yes
Email Template <small>[store view]</small>	One More Year With Us Coupon (Default)
Discount type <small>[store view]</small>	Percent of product price discount
Discount Amount <small>[store view]</small>	5
Expire Coupon in (days) <small>[store view]</small>	1
Coupon Uses <small>[store view]</small>	1
Uses per Customer <small>[store view]</small>	1
Apply for Customer Group Only <small>[store view]</small>	<div>NOT LOGEED IN General Retailer Wholesale</div>
Min Order Amount <small>[store view]</small>	0

Find out how to install the **Special Occasion Coupons** extension via [Composer](#).

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