



M2: Coupon Sender for Reorder Stimulation

User Guide

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INTRODUCTION

'Coupon Sender for Reorder Stimulation' extension allows generating coupons for customers who haven't placed orders for some period of time and send them these coupons as a trigger to place an order.

The extension will track all your clients who haven't bought anything from you within a specified timeframe and automatically will send them discount coupons. You only need to adjust settings and prepare for more orders.

Main Features:

- **Adjust coupons up to your needs.** Customize your coupons according to your product type choosing the amount of discount, notification period, coupon lifetime, and the way it's shown to the customer. All that it takes to make your customer retention strategy tailored to your product type and business.
- **Notify customers via email or popup.** Choose to send coupons directly to emails or display them via a pop-up once a customer visits your website.
- **Specify who gets coupon discount.** Specify if only newsletter subscribers get a discount coupon to better target your offer.
- **Display customer's coupons in a separate section.** Coupons are stored in a customer's account. A customer adds as many products to cart as he wishes and then applies the coupon to the entire sum.

SETTINGS

General Settings

Before configuring the extension, please, check that cron is run.

To configure the Coupon Sender for Reorder Stimulation extension go to Admin panel

Stores



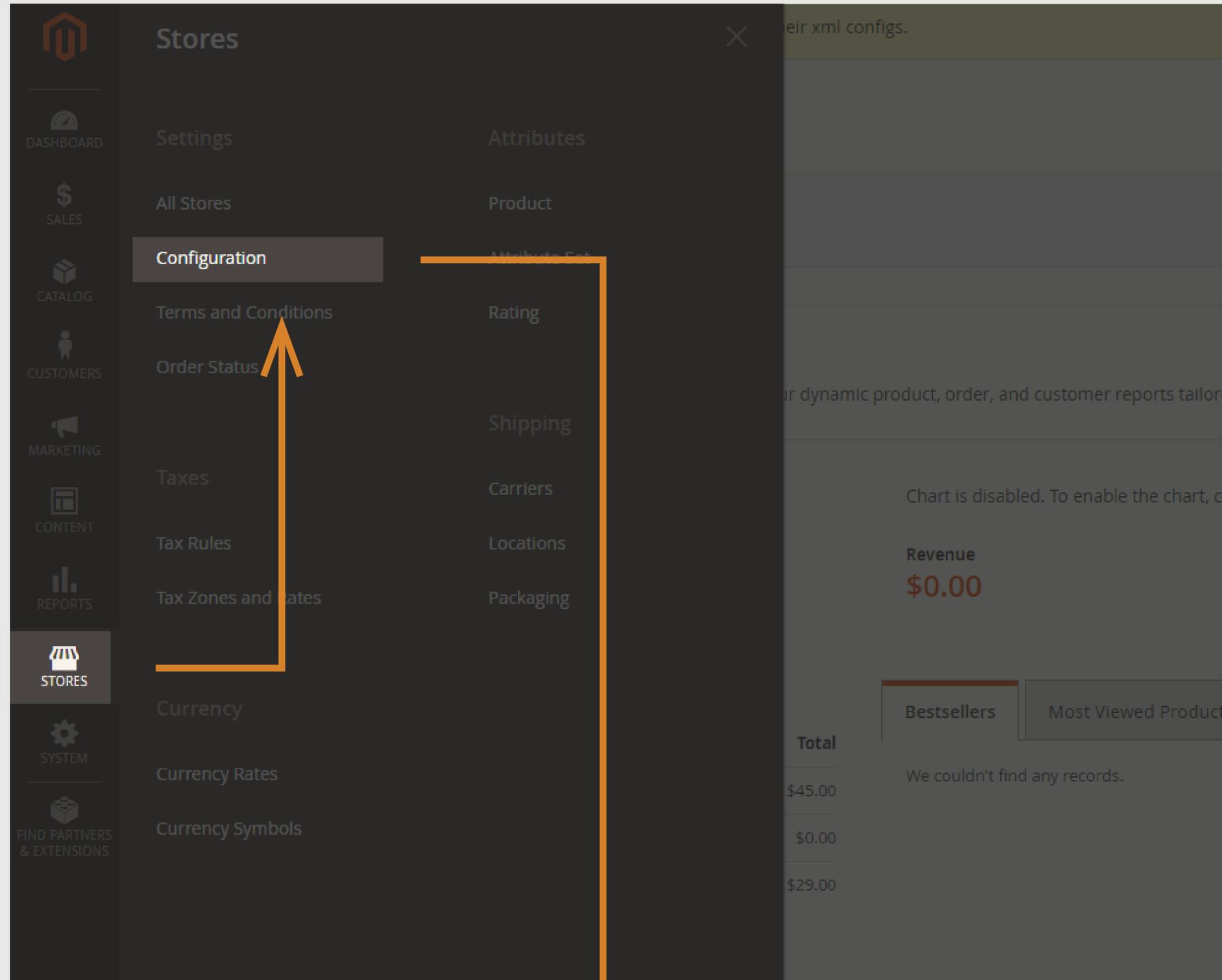
Configuration



Extait Modules



Coupon Sender for Reorder Stimulation



Configuration

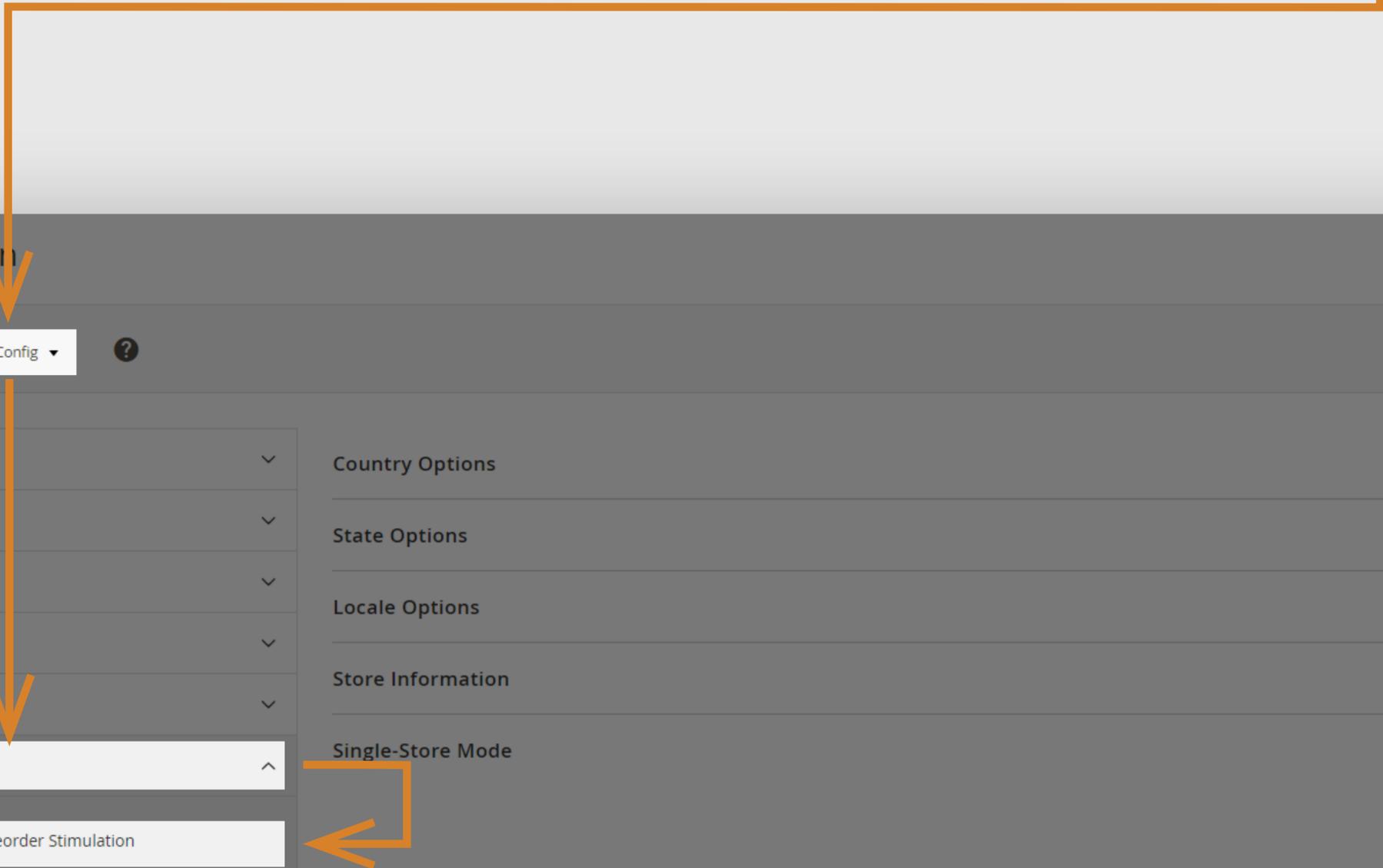
Store View: Default Config

Save Config

- GENERAL
- CATALOG
- CUSTOMERS
- SALES
- DOTMAILER
- EXTAIT MODULES**
- SERVICES
- ADVANCED

- Country Options
- State Options
- Locale Options
- Store Information
- Single-Store Mode

Coupon Sender for Reorder Stimulation



Configuration

Store View: Default Config ? Save Config

GENERAL ▼ General settings ⌵

CATALOG ▼

CUSTOMERS ▼

SALES ▼

DOTMAILER ▼

EXTAIT MODULES ▲

Coupon Sender for Reorder Stimulation

SERVICES ▼

ADVANCED ▼

Module Status [store view] Enable ▼
Enable or Disable Coupon Sender for Reorder Stimulation Module

Coupon Generation Frequency [store view] 15 min ▲
Coupons are generated according to cron settings. Coupons are shown in Cart Price Rules grid after cron job is completed.

Popup Notification Settings ⌵

Email Notification Settings ⌵

Set 'Enable' to start working with the module.

Set the time, how often coupons will be generated.

In the 'Coupon Generation Frequency' field, you specify the frequency with which the script is run to generate the coupon.

Popup Notification Settings

The screenshot shows the 'Configuration' page in a Magento admin interface. The top navigation bar includes a search icon, a notification bell, and a user profile labeled 'admin'. Below the navigation bar, there is a 'Store View' dropdown set to 'Default Config' and a 'Save Config' button. The left sidebar contains a menu with categories: GENERAL, CATALOG, CUSTOMERS, SALES, PROMOTIONS, NOTMAILER, EXTAIT MODULES, SERVICES, and ADVANCED. The main content area is titled 'General settings' and 'Popup Notification Settings'. The 'Show Popup Notification' dropdown is open, showing options: Never, Periodically (selected), Once, and Always. Below this is a 'Notify in' dropdown with options: Once and Always. A text input field is labeled 'Set notification period in days'. A 'Message' text area is present, with a note below it: 'This message will be shown to customers in popup notification'. The bottom section is titled 'Email Notification Settings'.

Select Popup notification frequency, how often a notification is shown to a customer.

Configuration

Store View: Default Config ? Save Config

GENERAL ∨

CATALOG ∨

CUSTOMERS ∨

EXTAIT MODULES ∧

Coupon Sender for Reorder Stimulation

SERVICES ∨

ADVANCED ∨

General settings ∨

Popup Notification Settings ∨

Show Popup Notification [store view] Periodically ∨
Popup notification will be shown on customer login

Notify in [store view] 3
Set notification period in days

Message [store view]
This message will be shown to customers in popup notification

Email Notification Settings ∨

Set the number of days to show popup to the customer. Once a day means once in 24 hours. Option is available only for Periodically notifications.

Type in the message to be shown on the popup.

Popup is shown when the customer signs in the system only. If the customer is authorized and admin enables popup notification, it will be shown only when the customer signs in next time.

Email Notification Settings

Select customer group to send notifications.

Send Email Notification [store view] Yes

Set 'Yes' to enable email notifications.

Only Subscribers [store view] Yes

Send email notification only for newsletter subscribers

Select email notification template. To create or edit email template go to Marketing > Email Templates.

Sender [store view] General Contact

Use system value

Select contact to send notifications from.

Template [store view] Extait. Coupon Sender for Reorder Stimulation (Default)

Use system value

Subject [store view] Spacial for you

Enter Subject of the notification.

This text will be sent to customers as email subject

Message [store view] Use this coupon and buy with discount

Enter a text to be displayed in the email notification.

This message will be sent to customers as email content

Email notifications are sent when cron job is completed.

COUPON GENERATION RULES

To create coupon generation rules go to

Marketing



Coupon Generation Rules



The screenshot shows the Magento Marketing menu. The 'MARKETING' menu item is highlighted in the left sidebar. The main menu items are:

- Promotions
 - Catalog Price Rule
 - Cart Price Rules
 - Coupon Generation Rules**
- Communications
 - Email Templates
 - Newsletter Template
 - Newsletter Queue
 - Newsletter Subscribers
- Social
 - Connect to Facebook
- SEO & Search
 - URL Rewrites
 - Search Terms
 - Search Synonyms
 - Site Map
- User Content
 - Reviews
- Marketing Automation
 - Automation Studio
 - Exclusion Rules

At the bottom of the page, there is a 'Total' section with a 'Revenue' of '\$0.00' and a message: 'We couldn't find any records.' There are also tabs for 'Bestsellers' and 'Most Viewed'.

Click to create a new rule.

Add New Rule

Filters | Default View | Columns

Actions | 3 records found | 20 per page | 1 of 1

Number of coupons generated by this rule.

Number of days that should pass since last order date to generate coupons.

Select the action to apply to this rule.

ID	Discount Percent	Coupon Generation Period (in Days) since Last Order Date	Coupon Lifetime	Rule Name	Status	Send Email	Number of Generated Coupons	Action
1	7	7	21	3% discount coupon	Disable	Once	0	Select
2	7	14	7	7% discount coupon	Disable	Once	0	Select
3	15	1	21	15 % discount	Enable	Periodically	2	Select

New Coupon Generation Rule

← Back

Reset

Save and Continue Edit

Save and close

General Settings

Set 'Yes' to enable the rule.

Enable Rule Yes

If you disable the rule all coupons generated by this rule become unavailable to the customer, even if customers have been already notified about coupons. Coupons become available for customers when the rule is enabled.

Set coupon generation period:
number of day that should pass since
last customer order to generate
coupon.

Coupon Generation Period *

3

Enter a number between 1 and 100

7

Period of time (in days) since customer's last order to generate a coupon

Example:

Last customer's order date is 24.01.2018.

'Coupon generation period' is set 1 day, to generate and send coupon the next day.

Cron job is completed.

Coupon is generated, displayed in customer's account on 25.01.2018.

Popup is shown and email notification is sent if these options are enabled.

Coupon Lifetime *

15

Period of time (in days) when customer can apply the coupon

Rule Name *

3% discount coupon

Set the discount amount in percent.

Period of time (in days) since customer's last order to generate a coupon

Example:

Last customer's order date is 24.01.2018.
'Coupon generation period' is set 1 day, to generate and send coupon the next day.
Cron job is completed.
Coupon is generated, displayed in customer's account on 25.01.2018.
Popup is shown and email notification is sent if these options are enabled.

Coupon Lifetime *

15

Period of time (in days) when customer can apply the coupon

Set the number of days during which customer can apply the coupon.

Enter Rule Name.

Rule Name *

3% discount coupon

Stores *

- All Store Views
- Main Website
 - Main Website Store
 - Default Store View

Apply the rule for specific stores

Select stores that can use this rule.

If email notification is enabled, you can configure it for particular Coupon generation rule.

The screenshot displays the configuration interface for a coupon rule. At the top, there is a section for 'Default Store View' with a sub-label 'Apply the rule for specific stores'. Below this is the 'Email Notification Settings' section. It contains two main fields: 'Send Email Notification' and 'Email Sending Frequency'. The 'Send Email Notification' field is a dropdown menu currently showing 'Periodically', with a blue highlight on the selected option. The 'Email Sending Frequency' field is a text input box containing the number '2'. A red asterisk is next to the label 'Email Sending Frequency'. A horizontal orange line is drawn across the interface, passing through the 'Send Email Notification' dropdown and the 'Email Sending Frequency' input box. At the bottom left, there is a copyright notice: 'Copyright © 2018 Magento Commerce Inc. All rights reserved.'

Default Store View

Apply the rule for specific stores

Email Notification Settings

Send Email Notification

Periodically

Periodically

Once

Email Sending Frequency *

2

Set email sending interval in days

Select type of notification.

Set email sending interval in days. Option is available only for periodically notification.

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Coupons are generated when the cron job is completed.

All generated coupons are displayed in Cart Price Rules grid. To view generated coupons go to

Marketing



Cart Price Rules

ID	Rule	Coupon Code	Start	End	Status	Web Site	Priority
1	Buy 3 tee shirts and get the 4th free			--	Active	Main Website	0
2	Spend \$50 or more - shipping is free!			--	Active	Main Website	0
3	20% OFF Ever \$200-plus purchase!*			--	Active	Main Website	0
4	\$4 Luma water bottle (save 70%)	H20		--	Active	Main Website	0
5	3% discount coupon	vSWLUEXksk	Mar 20, 2018	Apr 4, 2018	Active	Main Website	0
6	3% discount coupon	aWmsFLHZza	Mar 20, 2018	Apr 4, 2018	Active	Main Website	0
7	3% discount coupon	OBsqFMtTal	Mar 20, 2018	Apr 4, 2018	Active	Main Website	0
8	10% discount	sOFWPWvILn	Mar 20, 2018	Apr 1, 2018	Active	Main Website	0
9	10% discount	Nnqnc4babn	Mar 20, 2018	Apr 1, 2018	Active	Main Website	0
10	10% discount	z1AdLU3Ot5	Mar 20, 2018	Apr 1, 2018	Active	Main Website	0

Applied coupons are removed from the Cart Price Rules Grid.

Customers do not receive notifications about coupons generated by regular Cart Price rules.

EXAMPLE

You'd like to generate coupons for customers who haven't place the order for 7 days and longer.

You create the rule and set coupon generation period 7 days.

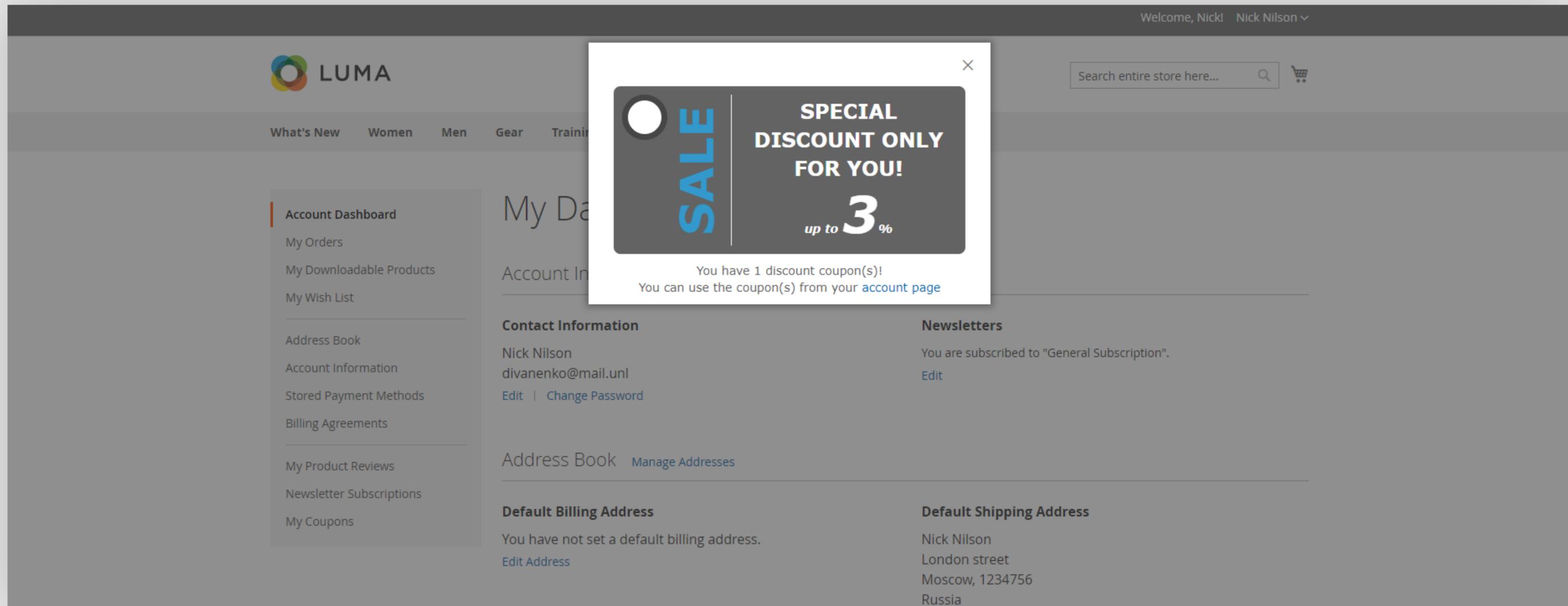
When cron is run system checks current day and the customer's last order date.

- If the last order was placed 7 days ago and earlier the system generates the coupon for this customer.
- If the last order was placed 4 days ago, then the system generates the coupon for this customer in 3 days, in case if the last order date doesn't change.

FRONTEND OVERVIEW

Popup Notification

Coupon popup is shown when the customer signs in the account



Coupon is shown according to periodicity settings.

Email Notification



Jennie Doe,

You have a coupon with 15 % discount.

Use the coupon code fX7YMHMmID in your shopping cart, or apply the coupon from your account page

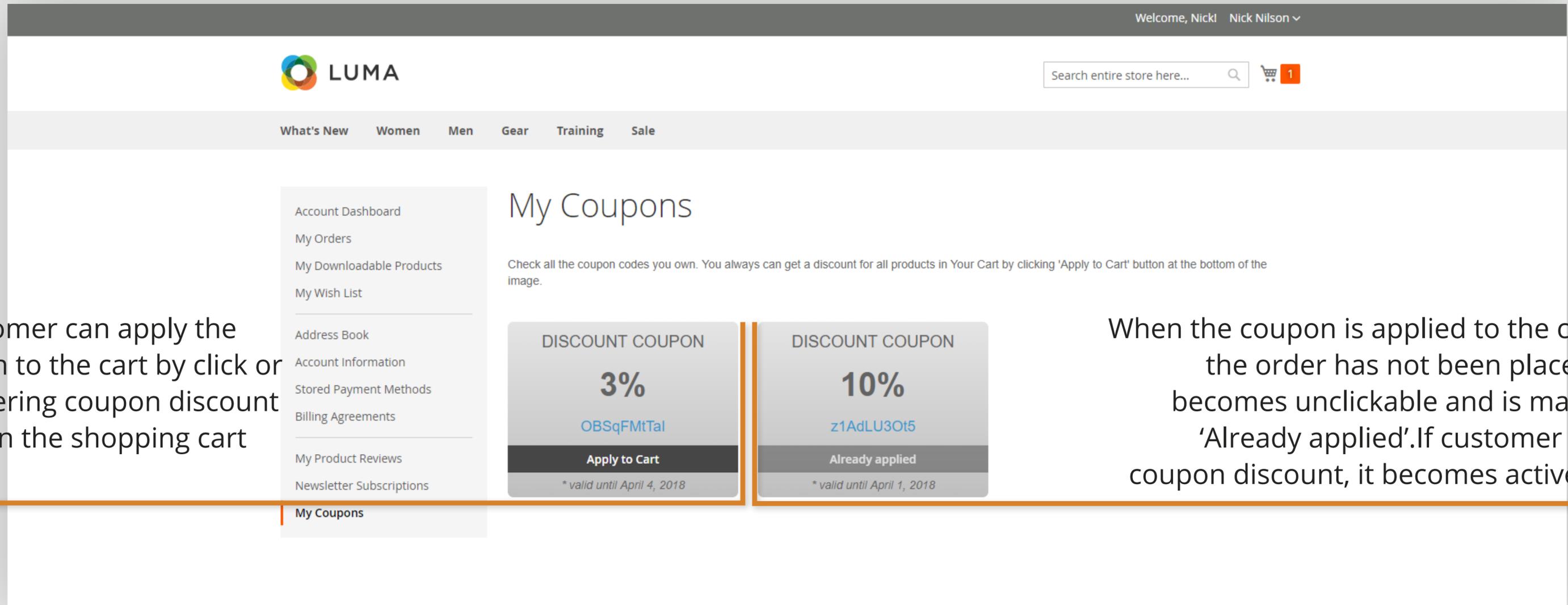
[About Us](#)

[Customer Service](#)

- Customer receives email notification if he belongs to customer group selected in general settings (all users or only subscribers).
- Emails are sent to customer according to periodicity settings.

Customer Account

Customer can view all coupons on 'My Coupons' page in the account.



A customer can apply the coupon to the cart by click or by entering coupon discount code on the shopping cart page.

When the coupon is applied to the cart, but the order has not been placed yet it becomes unclickable and is marked as 'Already applied'. If customer cancels coupon discount, it becomes active again.

- When the order is placed, the coupon is removed from the 'My Coupons' page in the customer's account, as well as from the Cart Price Rules Grid in Admin.
- When the coupon is applied there is notification sent to the customer and admin.
- When the extension is disabled, 'My Coupons' page is removed from customers' accounts, but if the coupon was generated a customer can apply it by copying the discount code from the email.



Thank you for buying our extension!

In case you have any questions, feel free to contact support:

<https://extait.com/support>