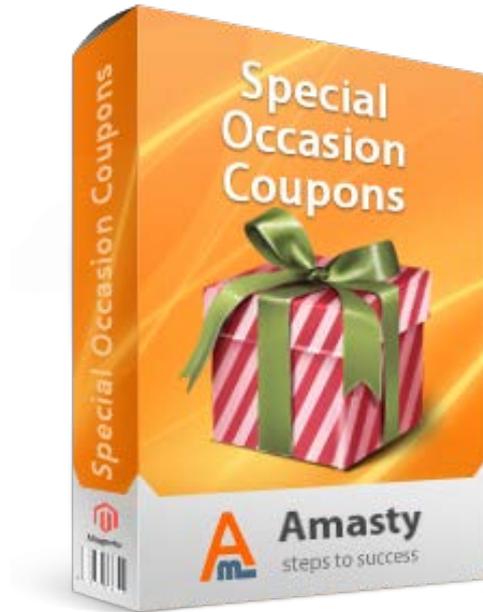


# Special Occasion Coupons



## Magento Extension User Guide

**Official extension page:** [Special Occasion Coupons](#)



**User Guide:** [Special Occasion Coupons](#)

Support: <http://amasty.com/contacts/>

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# 1. Special Occasion Coupons– General Settings

There are two general settings that take effect for all types of coupons – ‘Email sender’ and ‘Remove not used Coupons after Creation (days)’.

Current Configuration Scope:  
Default Config

**Configuration**

- CUSTOMERS
  - Newsletter
- AMASTY EXTENSIONS**
  - Special Occasion Coupons**

**Special Occasion Coupons**

**General**

Email Sender: General Contact

Remove not used Coupons after Creation (days): 30  
▲ Indicate -1 if you would like not to remove coupons automatically

[Ambirth Log Table](#) Log is empty

**Customer Birthday**

Please go to admin panel -> System -> Configuration -> Special Occasion Coupons to configure the extension.

‘Remove not used Coupons after Creation (days)’ lets you indicate the period after which coupons will be deleted. This helps you to clean your promotions section from obsolete coupons.

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



## 2. Special Occasion Coupons– Birthday Coupon Settings

### Special Occasion Coupons

Save Config

#### General

#### Customer Birthday

Enabled	Yes	[STORE VIEW]
Send Coupon After (days)	0	[STORE VIEW]
	<small>▲ Indicate 0 for the same day, or -1,-2, etc to send the coupon before the date.</small>	
Email Template	Birthday Coupon (Default Template from Local	[STORE VIEW]
Discount type	Percent of product price discount	[STORE VIEW]
Discount amount	10	[STORE VIEW]
	<small>▲ List free gifts SKUs for the 'Auto add promo items' discount type.</small>	
Expire coupon in (days)	5	[STORE VIEW]
Coupon Uses	1	[STORE VIEW]
Uses per Customer	1	[STORE VIEW]
Apply for Customer Group Only	NOT LOGGED IN General Wholesale Retailer QAAAA	[STORE VIEW]
Min Order Amount	3	[STORE VIEW]

If you set 'Enabled' to 'No', birthday coupons will not be sent.

You can send birthday coupons, before, after or right on the birthday. If you indicate '-5', the coupon will be sent 5 days before birthday. Specify '0' (zero) for the coupon to be sent right on birthday or let's say '3' for it to be sent 3 days after birthday.

You can also specify email template for the coupon, discount type (percent, fixed per product and fixed per whole cart), discount amount, expiry period and the number of coupon uses.

It is also possible to select customer groups for the coupon to get applied



### 3. Special Occasion Coupons– Registration Coupon Settings

If you set 'Enabled' to 'No', registration coupons will not be sent.

Specify '0' (zero) for the registration coupon to be sent right on the day of registration or let's say '3' for it to be sent 3 days after registration.

You can specify email template for the coupon, discount type (percent, fixed per product and fixed per whole cart), discount amount, expiry period, the number of coupon uses and minimal order subtotal for the coupon to get applied.

General		
Customer Birthday		
New Registration		
Enabled	Yes	[STORE VIEW]
Send Coupon After (days)	0	[STORE VIEW]
	<small>▲ Indicate 0 for the same day.</small>	
Email Template	Registration Coupon (Default Template from L	[STORE VIEW]
Discount type	Percent of product price discount	[STORE VIEW]
Discount amount	5	[STORE VIEW]
	<small>▲ List free gifts SKUs for the 'Auto add promo items' discount type.</small>	
Expire coupon in (days)	5	[STORE VIEW]
Coupon Uses	1	[STORE VIEW]
Uses per Customer	1	[STORE VIEW]
Apply for Customer Group Only	NOT LOGGED IN General Wholesale Retailer QAAAA	[STORE VIEW]
Min Order Amount	2	[STORE VIEW]



## 4. Special Occasion Coupons– Newsletter Subscription Coupon Settings

General			
Customer Birthday			
New Registration			
Newsletter Subscription			
Enabled	Yes	[STORE VIEW]	
	▲ To send the coupon in the subscription success email please add <code>{{var subscriber.getCoupon()}}</code> variable to the subscription success template.		
Discount type	Percent of product price discount	[STORE VIEW]	
Discount amount	10	[STORE VIEW]	
	▲ List free gifts SKUs for the 'Auto add promo items' discount type.		
Expire coupon in (days)	7	[STORE VIEW]	
Coupon Uses	1	[STORE VIEW]	
Uses per Customer	1	[STORE VIEW]	
Apply for Customer Group Only	NOT LOGGED IN General Wholesale Retailer QAAAA	[STORE VIEW]	

If you set 'Enabled' to 'No', newsletter subscription coupons will not be generated.

You can specify discount type (percent, fixed per product and fixed per whole cart), discount amount, expiry period, the number of coupon uses and minimal order subtotal for the coupon to get applied.

For newsletter subscription coupons to be sent, please add `{{var subscriber.getCoupon()}}` variable to the subscription success template. To do this please go to System -> Transactional Emails and click 'Add New Template' button. See the next page for further instructions.



## 4. Special Occasion Coupons– One Year With Us Coupon Settings

If you set 'Enabled' to 'No', coupons for this occasion will not be generated.

### Special Occasion Coupons

You can specify discount type (percent, fixed per product and fixed per whole cart), discount amount, expiry period, the number of coupon uses and minimal order subtotal for the coupon to get applied.

Order Placed	
One More Year With Us	
Enabled	No
Email Template	One More Year With Us Coupon (Default Templ
Discount type	Percent of product price discount
Discount amount	5
	▲ List free gifts SKUs for the 'Auto add promo items' discount type.
Expire coupon in (days)	1
Coupon Uses	1
Uses per Customer	1
Apply for Customer Group Only	NOT LOGGED IN General Wholesale Retailer QAAAA
Min Order Amount	0

You can create email template only for this occasion



## 5. Special Occasion Coupons– Add Newsletter Coupon Variable to Templates

### New Email Template

[Back](#)[Reset](#)[Convert to Plain Text](#)[Preview Template](#)[Save Template](#)

#### Load default template

Template \*

Newsletter subscription success

Locale \*

English (United States)

[Load Template](#)

**Choose Newsletter subscription success template and click 'Load Template' button.**

#### Template Information

Template Name \*

Newsletter success

Template Subject \*

Newsletter subscription success

[Insert Variable...](#)

Template Content \*

```
Newsletter subscription success
{{depend subscriber.getCoupon()}}
<p>Feel free to use this coupon: {{var subscriber.getCoupon()}} </p>
<p>Please note that it expires in {{config path='ambirth/newsletter/coupon_days'}}
day(s)</p>
{{/depend}}
```

**Then in the template you can either use `{{var subscriber.getCoupon()}}` variable to include the coupon. Or the following depend construction:**

```
{{depend subscriber.getCoupon()}}
<p>Feel free to use this coupon: {{var subscriber.getCoupon()}} </p>
<p>Please note that it expires in
{{config path='ambirth/newsletter/coupon_days'}} day(s)</p>
{{/depend}}
```

**If you use depend construction, the coupons text block will be sent only when subscription coupons are enabled in configuration section.**



## 6. Special Occasion Coupons– Choose the Template in Newsletter Configuration

Current Configuration Scope:  
Default Config

Design

Currency Setup

Store Email Addresses

Contacts

Reports

Content Management

► CATALOG

Catalog

Inventory

Google Sitemap

RSS Feeds

Email to a Friend

► THE FIND

Feed

► CUSTOMERS

Newsletter

Once you save the template, please go to System -> Configuration -> Newsletter and choose the template you saved for 'Success Email Template' setting .

### Newsletter

Save Config

Subscription Options		
Success Email Template	Newsletter Success	[STORE VIEW]
Unsubscription Email Sender	General Contact	[STORE VIEW]
Unsubscription Email Template	Newsletter unsubscription success (Default Te	[STORE VIEW]
Success Email Sender	General Contact	[STORE VIEW]
Confirmation Email Template	Newsletter Confirmation	[STORE VIEW]
Need to Confirm	Yes	[STORE VIEW]
Confirmation Email Sender	General Contact	[STORE VIEW]
Allow Guest Subscription	Yes	[STORE VIEW]



## 7. Special Occasion Coupons– No Customer Activity Coupon Settings

Inactivity is defined by the last login. You set period after last login when 'no activity' coupon should be sent. Minimal period is 1 day.

You can specify email template for the coupon, discount type (percent, fixed per product and fixed per whole cart), discount amount, expiry period, the number of coupon uses and minimal order subtotal for the coupon to get applied.

If you set 'Enabled' to 'No', no activity coupons will not be sent. These coupons are only sent once a year, so this feature won't spam the inactive customers.

New Registration		
Newsletter Subscription		
No Customer Activity		
Enabled	Yes	[STORE VIEW]
Send Coupon After Last Log-In (days)	30	[STORE VIEW]
Email Template	Last Log-In Coupon (Default Template from Lc	[STORE VIEW]
Discount type	Percent of product price discount	[STORE VIEW]
Discount amount	15	[STORE VIEW]
	▲ List free gifts SKUs for the 'Auto add promo items' discount type.	
Expire coupon in (days)	7	[STORE VIEW]
Coupon Uses	1	[STORE VIEW]
Uses per Customer	1	[STORE VIEW]
Apply for Customer Group Only	NOT LOGGED IN General Wholesale Retailer QAAAA	[STORE VIEW]
Min Order Amount	0	[STORE VIEW]



## 8. Special Occasion Coupons– Wishlist Coupon Settings

If you set 'Enabled' to 'No', wishlist coupons will not be sent.

Specify '0' (zero) for the wishlist coupon to be sent right on the day of wishlist creation or let's say '3' for it to be sent 3 days after that.

You can specify email template for the coupon, discount type (percent, fixed per product and fixed per whole cart), discount amount, expiry period, the number of coupon uses and minimal order subtotal for the coupon to get applied.

Newsle			
No Cust			
Wishlist Created			
Enabled	No	[STORE VIEW]	
Send Coupon After (days)	3	[STORE VIEW]	
	▲ Indicate 0 for the same day.		
Email Template	Wishlist Created Coupon (Default Template fr	[STORE VIEW]	
Discount type	Percent of product price discount	[STORE VIEW]	
Discount amount	5	[STORE VIEW]	
	▲ List free gifts SKUs for the 'Auto add promo items' discount type.		
Expire coupon in (days)	5	[STORE VIEW]	
Coupon Uses	1	[STORE VIEW]	
Uses per Customer	1	[STORE VIEW]	
Apply for Customer Group Only	NOT LOGGED IN General Wholesale Retailer QAAAA	[STORE VIEW]	
Min Order Amount	0	[STORE VIEW]	



## 9. Special Occasion Coupons– Order Placed

General		
Customer Birthday		[STORE VIEW]
New Registration		[STORE VIEW]
Newsletter Subscription		[STORE VIEW]
Wishlist Created		[STORE VIEW]
No Customer Activity		[STORE VIEW]
Order Placed		[STORE VIEW]

Enabled	<input type="text" value="No"/>	[STORE VIEW]
Email Template	<input type="text" value="Order Placed Coupon (Default Template from L"/>	[STORE VIEW]
Discount type	<input type="text" value="Percent of product price discount"/>	
Discount amount	<input type="text" value="5"/> <small>▲ List free gifts SKUs for the 'Auto add promo items' discount type.</small>	
Expire coupon in (days)	<input type="text" value="3"/>	
Coupon Uses	<input type="text" value="1"/>	
Uses per Customer	<input type="text" value="1"/>	[STORE VIEW]
Apply for Customer Group Only	<input type="text" value="NOT LOGGED IN"/> General Wholesale Retailer QAAAA	[STORE VIEW]
Min Order Amount	<input type="text" value="0"/>	[STORE VIEW]

**If you set 'Enabled' to 'Yes', the coupon will be sent right after the order is placed.**

**You can specify email template for the coupon, discount type (percent, fixed per product and fixed per whole cart), discount amount, expiry period, the number of coupon uses and minimal order subtotal for the coupon to get applied.**



## 10. Special Occasion Coupons – Cooperation with Auto Add Promo Items

### Special Occasion Coupons

 Save Config

General		
Customer Birthday		
Enabled	<input type="text" value="No"/>	[STORE VIEW]
Send Coupon After (days)	<input type="text" value="0"/>	[STORE VIEW]
	▲ Indicate 0 for the same day, or -1,-2, etc to send the coupon before the date.	
Email Template	<input type="text" value="Birthday Coupon (Default Template from Locale)"/>	[STORE VIEW]
Discount type	<input type="text" value="Percent of product price discount"/>	[STORE VIEW]
Discount amount	<input type="text" value="Percent of product price discount"/> Fixed amount discount Fixed amount discount for whole cart Auto add promo items for the whole cart	[STORE VIEW]

**The module greatly cooperates with our other extension Auto Add Promo Items. If you have Auto Add Promo Items installed, you can send coupons for free gifts for all occasions (birthday, registration, subscription, etc).**



# 10. Special Occasion Coupons – Cooperation with Auto Add Promo Items

## Special Occasion Coupons

 Save Config

General 		
Customer Birthday 		
New Registration 		
Enabled	<input type="text" value="Yes"/>	[STORE VIEW]
Send Coupon After (days)	<input type="text" value="0"/> <small>▲ Indicate 0 for the same day.</small>	[STORE VIEW]
Email Template	<input type="text" value="Registration Coupon (Default Template from Lc)"/>	[STORE VIEW]
Discount type	<input type="text" value="Auto add promo items for the whole cart"/>	[STORE VIEW]
Discount amount	<input type="text" value="mouse5000"/> <small>▲ List free gifts SKUs for the 'Auto add promo items' discount type.</small>	[STORE VIEW]

**To provide a coupon with a free gift please select 'Auto add promo items for the whole cart' discount type. Then in the 'Discount amount' field please specify SKU of the item which should be the free gift.**



# Thank you!

Should you have any questions or feature suggestions, please contact us at:

<http://amasty.com/contacts/>

Your feedback is absolutely welcome!

