

## **Ultimate Coupons™**

### **Product Description**

Ultimate Coupons is the ultimate coupon module. The module just does just that and allows you to create coupon codes that can then be given to your customers to receive discounts. These coupon codes can be redeemed a few different ways depending on the type of coupon. The most common is a checkout type coupon that allows you to grant a discount on your customers order by having them enter this special code. Another type of coupon is a Group Coupon. A Group Coupon allows your customer to join a Price Group and / or an Availability group by entering a special coupon code created by you. You might also elect to create dynamic sub-coupons based on certain actions in your store.

The module features a robust administrative interface including full Store Morph templates. Additional features include:

- Flat rate and percentage discount coupons
- Free shipping coupons
- Instant product coupon
- Instant group coupons for Price Groups and Availability Groups
- Coupon types – Multiple Use, One Time Use, One Per Customer
- Start and end dates for each coupon
- Maximum use setting
- Maximum discount setting
- Minimum basket sub-total setting
- Affiliate code setting
- Reduce tax setting
- Coupon notes
- Sub-coupons
- Product inclusion and exclusion assignments
- Minimum qty and basket value for each product
- Eligible country assignment
- Eligible state assignment
- Eligible price and availability group assignment

### **Support**

Support is offered on all Sebenza modules via our online helpdesk. Module support includes, but not limited to, installation issues, compatibility, and module usage.

Requests outside of the modules scope will be addressed on a case by case scenario. In most cases these requests will on a custom development basis at our current hourly rate.

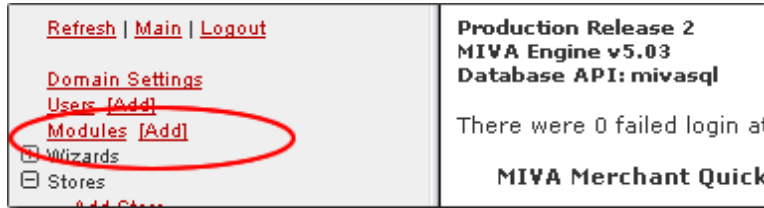
Before contacting support, please refer to not only this document... but also to our [online FAQ center](#).

URL: <http://www.sebenza.com/>

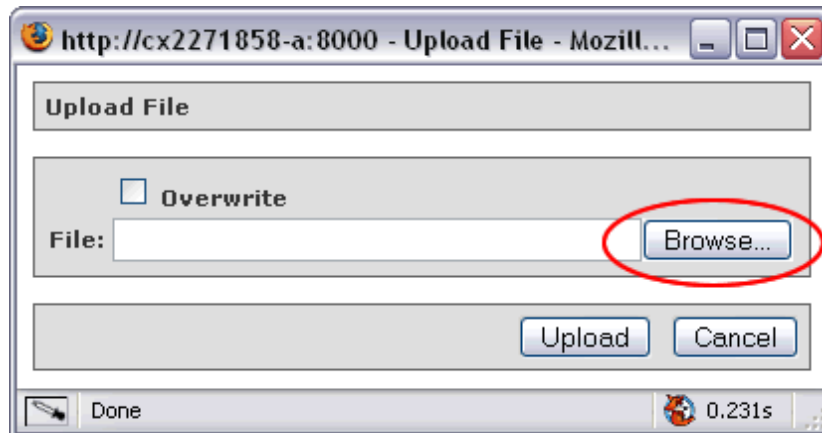
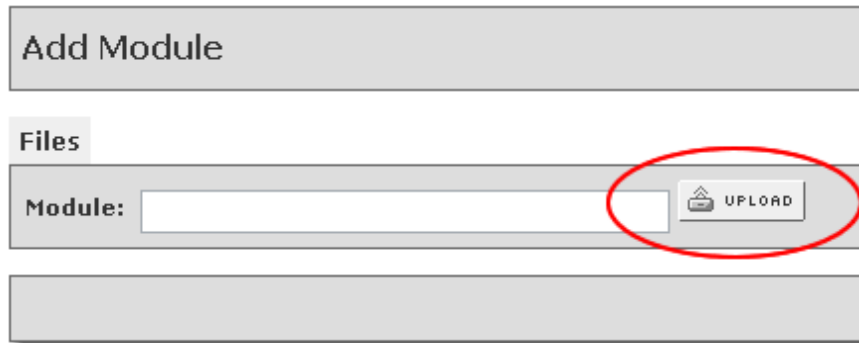
## Installation Instructions

**Step 1.** After purchasing the MIVA Merchant 5 module, download it to your computer. If it was supplied as a Zip file, unzip it to a convenient directory. Winzip is a popular tool for un-zipping files and is available [here](#).

**Step 2.** Next, upload your new module to your MIVA Merchant administration panel via the “Add” link to the right of the “Modules” link in the left navigation.



**Step 3.** Click the “Upload” button and select the module to be uploaded and installed. After you select the module click the “Add” button.



Now your module is installed to your MIVA Merchant Domain. Next, we will need to assign the module to the store you want to use it with.

**Step 4.** Click “Order Fulfillment Configuration” within the left navigation under your selected store.

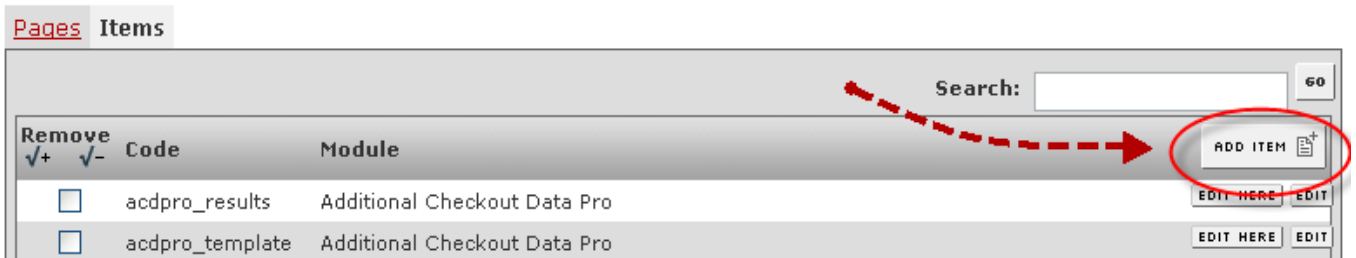
**Step 5.** Find the “Ultimate Coupons” module, select the checkbox, and hit “Update”.

**Step 6.** After you hit the “Update” button, a new tab was created called “Ultimate Coupons”. Click on the “Ultimate Coupons” tab. Now that the module is assigned to the store, you will need to enter your license number. Enter your purchased license number and click “Update”. If you do not have a valid license number please contact Sebenza.

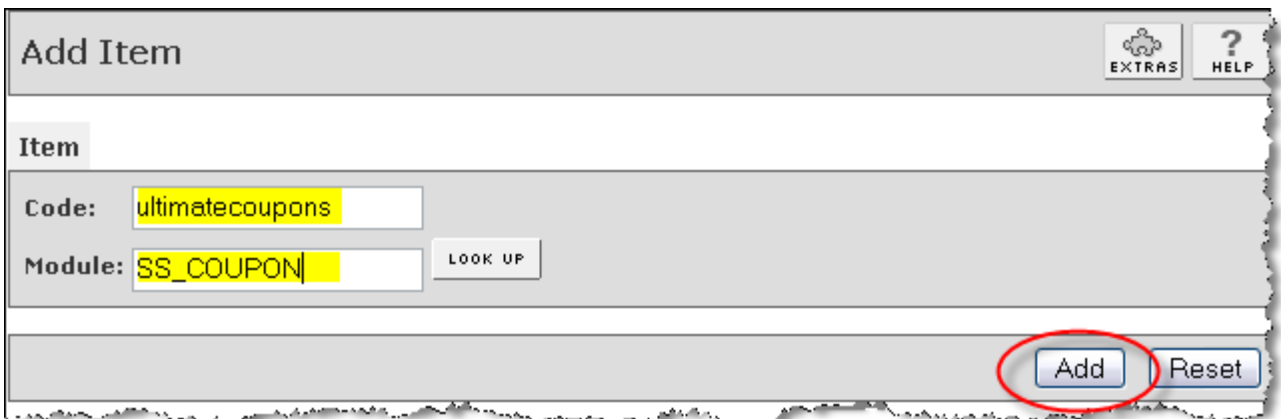
**Step 7.** An “Item” with the code of “ultimatecoupons” should have been created during installation. To confirm, click on “Pages”, then click “Items” and pagination the list until you find “ultimatecoupons”.



If you do not see it listed, you will need to manually create it. To create the Item manually, click the “ADD ITEM” button.



Next, specify “ultimatecoupons” for the Code and “SS\_COUPON” for the Module and click “Add”.



**Step 8. (Checkout Coupon)** To display the coupon redemption template on your checkout, the modules “Item” tag needs to be inserted to your OSEL page template.

For the OSEL page template you will insert the following Item tag:

```
<mvt:item name="ultimatecoupons" param="redeem" />
```

**Note:** The item tag above can't be located within any <FORM></FORM> tags. See below image for example.

```

Code: OSEL
Name: Checkout Shipping/Payment Selection
Template:
<tr><td align="left" valign="bottom">
  <mvt:item name="hdft" param="header" />
</td></tr>

<tr><td align="left" valign="top" width="100%">
  <mvt:item name="tax" />
  <br>
  <mvt:item name="customer" />
  <br>
  <mvt:item name="basket" />
  <br>
  <mvt:item name="ultimatecoupons" param="redeem" />
  <br />

  <form method="post" action="&mvt:global:secure_sessionurl;">
  <input type="hidden" name="Screen" value="OPAY">
  <input type="hidden" name="Action" value="SHIP,PSHP,CTAX">
  <input type="hidden" name="Store_Code" value="&mvt:global:Store_
  <table border="0" cellpadding="2" cellspacing="0">

```

**Step 9. (Optional - Instant Product Coupon)** To display the instant product coupon redemption template on your product display, the modules "Item" tag needs to be inserted to your PROD page template.

For the OSEL page template you will insert the following Item tag:

```
<mvt:item name="ultimatecoupons" param="prod" />
```

**Note:** The item tag above should be located within the same <FORM></FORM> tags as the AddToBasket button.

```

<tr><td align="left" valign="middle">
  <mvt:item name="fonts" param="body_font">
  Quantity:
  <input type="text" name="Quantity" value=1 size=4>
  <mvt:item name="buttons" param="AddToBasket" />
</mvt:item>
  <mvt:item name="ultimatecoupons" param="prod" />
</td></tr>
</form>
<tr><td align="left" valign="middle" colspan="2">&nbsp;</td></tr>
<tr><td align="left" valign="middle" colspan="2">
  <mvt:item name="fonts" param="body_font">

```

**Step 10. (Optional - Instant Group Coupon)** To display the instant group coupon redemption template on your customer edit display, copy the template code from the below template example and insert that to your ACED page template to your desire.

**Note:** The template code can't be located within any existing <FORM></FORM> tags.

## General Settings

The modules general settings are located under Order Fulfillment Configuration... The same place you entered your modules license key. The following is a description of the modules settings:

- **Allow multiple coupons** – This will allow multiple coupons to be used. If unchecked, the customer will only be able to redeem one coupon. This does not apply to instant product coupons.
- **Basket Label** – This text will be the discount description in the customers shopping basket after redeeming any coupons. It will prefix the coupon code being used.
- **Sub-Coupon Key Count** – When using sub-coupons, this will determine how long to make the dynamically generated coupon code.
- **Key Type** – When using sub-coupons, this option allows you to specify the key (coupon code) format. The format can be numeric, alpha-numeric, or alpha.
- **Template** – This template controls the look and feel of the coupon redemption on the checkout page template . An example is in this document below.
- **Product Template** – This template controls the look and feel of the instant product coupon redemption on the PROD page template. An example is in this document below.
- **Delete All Expired Coupons** – When this option is checked, all expired coupons will be expired. Any associated sub-coupons will also be deleted. If you have specified a sub-coupon expiration time limit, these will also be checked and deleted if expired.

## Coupon Settings

- **Coupon Code** Your unique identifier for your coupon
- **Coupon Type**
  - Multiple Use** – Coupon can be used multiple times
  - One Per Customer** – Coupon can be used only once for each customer. This is checked against the customers billing email address, session\_id, and customer id number. Note that even with these checks in place, it is not 100% fraud proof.
  - One Time Use** – When selected, the coupon can only be used once.
  - Group** – When this is selected, your customer will automatically be joined to a specified price and / or availability group. If the customer has items in their basket before entering this coupon code, their basket contents will be updated to reflect the new price group pricing.
- **Value** This is the discount value for the coupon. This can be a flat rate or a percentage. For percentages, enter your value like so: 10%. If greater than 0.00 and you selected the coupon to be a free shipping coupon, this discount will be in addition to the free shipping discount.
- **Free Shipping Coupon** Check this box, if the coupon is to credit the customer for specified shipping methods. If you selected “Free Shipping Coupon”, a shipping method selection will appear after the coupon has been created.
- **Instant Product Coupon** Check this box, if the coupon is an instant product coupon and can be redeemed on the PROD page.
- **Free Product Coupon** Check this box if you want the coupon to insert a free product to the customers basket. When you select this option, a new tab for the coupon will appear allowing you to select what product(s) will be inserted into the customers basket.
- **Start Date** Date the coupon is active from.
- **End Date** Date the coupon is active to.
- **Max Use** This setting allows you to specify a maximum usage for the coupon. For example, if you only wanted the first 50 customers to use the coupon.
- **Max Discount** Maximum discount value that will be applied to the order. This setting does not apply to free shipping discounts. So, the max discount would only apply to the additional discount of a free shipping coupon.
- **Minimum Sub-Total** Minimum basket sub-total before coupon can be applied.
- **Affiliate Code** If you would like to credit an affiliate based the coupon code used. This is great for when you are advertising via print media and want to track the sales.
- **Reduce Tax** Check this box if you would like the coupon to reduce the sales tax value.
- **Note** Here you can specify any coupon notes that you may want reference at a later time

## How to create a coupon

1. From the main coupon list, click the “**ADD**” button.
2. Specify your coupon settings accordingly and click “**Update**”.
3. Now that your coupon has been created, you will see some additional tabs for the coupon. They are:

**Sub-Coupons** – This feature allows you to create unique coupons codes that use the coupons main settings. Example of this is if you wanted to give a customer a unique coupon code for creating an account or some other type of action. Please read below on how to integrate this feature.

Within the Sub-Coupons tab is a setting to specify a time limit for your expiration. This setting is in minutes. For example, if you wanted a dynamically created sub-coupon to expire within 15 minutes of its creation, you would enter 15 for this setting. Another example: 43200 Minutes = 30 Days

**Products** – This tab will allow you to specify any products to include or exclude from the coupon calculation.

- Required when using Instant Product Coupons

**Countries** – Specify eligible countries (Optional). If any countries are selected, only customers will the same “bill to” country will be able to redeem the coupon.

**States** - Specify eligible states (Optional). If any states are selected, only customers will the same “bill to” state will be able to redeem the coupon.

**Price Groups** – Include or exclude price groups from the coupon

**Availability Groups** - Include or exclude availability groups from the coupon

If you selected “Free Shipping Coupon”, a shipping method selection will appear after the coupon has been created. A “Free Shipping Coupon” can be used in conjunction with a flat rate or percentage discount. When this combination is used, two discounts will display to the customer. One for the shipping discount and one for the other discount.

## Sub-Coupons

Sub-coupons are unique coupon codes that utilize the main coupons settings. This is more of a coupon management tool for when you are creating several instant sub-coupons. An example of using sub-coupons would be if you wanted to dynamically create a unique coupon code for users that create an account... or maybe refer a friend.

These coupon codes are created by using an Item tag. Here is an example for when a new user account is created:

```
<mvt:if expr="g.Screen EQ 'SFNT' AND g.Action EQ 'ICST' ">
  <p>
    Thank you for creating an account. In appreciation, we have created a coupon code for you. Your coupon code
    is: <mvt:item name="ultimatecoupons" param="DEMO" />
  </p>
</mvt:if>
```

In the example above, replace “DEMO” with the actual code for the coupon you are wanting to create sub-coupons for.

Within the Sub-Coupons tab is a setting to specify a time limit for your expiration. This setting is in minutes. For example, if you wanted a dynamically created sub-coupon to expire within 15 minutes of its creation, you would enter 15 for this setting. Another example: 43200 Minutes = 30 Days

## Google Checkout Compatibility

Ultimate Coupons is compatible with Google Checkout, but with limited features. The coupon module will only allow one coupon to be used per order when checking out via Google Checkout. The only types of coupons allowed are flat rate discounts, percentage discounts, and free shipping coupons.



## Product Template

```
<table cellpadding="0" cellspacing="2">
<tr><td>
<mvt:item name="fonts" param="body_font">
<b>Coupon: </b>
</mvt:item>
</td><td>
<input type="text" size="20" name="coupon" value="&mvt:global:coupon;" /><br />

<mvt:if expr = "g.CouponMessage EQ 'BLANK'">
  <font color="red"> &nbsp;Please enter a coupon code. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'USED'">
  <font color="red"> &nbsp;The coupon code entered has already been used. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'EXPIRED'">
  <font color="red"> &nbsp;The coupon code entered has expired.</font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'INACTIVE'">
  <font color="red"> &nbsp;The coupon code entered is not active. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'NOTFOUND'">
  <font color="red"> &nbsp;The coupon code entered was not found. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'INUSE'">
  <font color="red"> &nbsp;The coupon code entered has already been added to your order. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'MAXUSE'">
  <font color="red"> &nbsp;The coupon code entered has already reached its maximum usage. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'MULTIPLE'">
  <font color="red"> &nbsp;Only one coupon per order may be used. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'MINSUBTTL'">
  <font color="red"> &nbsp;You basket sub-total does not meet the coupon requirements. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'ADDED'">
  <font color="red"> &nbsp;Coupon has been added to your order. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'STATE'">
  <font color="red"> &nbsp;The coupon code entered is not valid for your state. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'COUNTRY'">
  <font color="red"> &nbsp;The coupon code entered is not valid for your country. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'PRODUCTS'">
  <font color="red"> &nbsp;Required coupon products not found.</font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'PRODQTYMIN'">
  <font color="red"> &nbsp;One more product quantity minimums have not been met.</font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'PRODAMTMIN'">
  <font color="red"> &nbsp;One more product sub-total minimums have not been met. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'FREESHIP'">
  <font color="red"> &nbsp;Your Free Shipping will be reflected on the next screen. </font>
</mvt:if>
<mvt:if expr = "g.CouponMessage EQ 'PGRP' OR g.CouponMessage EQ 'AGRP'">
  <font color="red"> &nbsp;Your account status does not qualify for the coupon code entered. </font>
</mvt:if>

</td></tr>
</table>
<br />
```

## Instant Group Template

```
<br />
<mvt:item name="fonts" param="body_font">
Do you have a members only group code? If so, enter it here:<br />
</mvt:item>
<table cellpadding="0" cellspacing="2">
<tr><td>
<mvt:item name="fonts" param="body_font">
<b>Group Code: </b>
</mvt:item>
</td><td><form action="&mvt:global:secure_sessionurl;" method="post"><td>
<input type="text" size="20" name="coupon" value="&mvt:global:coupon;" />
<input type="hidden" size="20" name="Action" value="RDMCPN" />
<input type="hidden" size="20" name="Screen" value="&mvt:global:Screen;" />
<input type="hidden" size="20" name="Store_Code" value="&mvt:global:Store_Code;" />
<input type="submit" value="Join" />

<mvt:if expr = "g.CouponMessage EQ 'BLANK'">
  <font color="red"> &nbsp;&nbsp;&nbsp;Please enter a group code. </font>
</mvt:if>

<mvt:if expr = "g.CouponMessage EQ 'EXPIRED'">
  <font color="red"> &nbsp;&nbsp;&nbsp;The group code entered has expired. </font>
</mvt:if>

<mvt:if expr = "g.CouponMessage EQ 'INACTIVE'">
  <font color="red"> &nbsp;&nbsp;&nbsp;The group code entered is not active. </font>
</mvt:if>

<mvt:if expr = "g.CouponMessage EQ 'NOTFOUND'">
  <font color="red"> &nbsp;&nbsp;&nbsp;The coupon code entered was not found. </font>
</mvt:if>

<mvt:if expr = "g.CouponMessage EQ 'MAXUSE'">
  <font color="red"> &nbsp;&nbsp;&nbsp;The group code entered has already reached its maximum usage. </font>
</mvt:if>

<mvt:if expr = "g.CouponMessage EQ 'ADDED'">
  <font color="red"> &nbsp;&nbsp;&nbsp;Group code accepted. </font>
</mvt:if>

<mvt:if expr = "g.CouponMessage EQ 'STATE'">
  <font color="red"> &nbsp;&nbsp;&nbsp;The group code entered is not valid for your state. </font>
</mvt:if>

<mvt:if expr = "g.CouponMessage EQ 'COUNTRY'">
  <font color="red"> &nbsp;&nbsp;&nbsp;The group code entered is not valid for your country. </font>
</mvt:if>

</form>
</td></tr>
</table>
```

## Coupon Removal Link

```
<a
href="&mvt:global:secure_sessionurl;Action=REMOVECOUPONS&Screen=&mvt:global:Screen;&Store_Code=&mvt:global:Store_Code">Remove
coupon</a>
```

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