

Create a coupon code

Make a code customers type at checkout for free shipping, a set amount off or a percentage off, and decide who can use it.

Add-on Online store

A coupon is a code you hand out, and customers type it in at checkout to get money off. You choose the code, the kind of money off and who can use it.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

These steps are for stores that show **Manage Store** under **Store** in the side panel. If yours doesn't, email us and we'll check what your store offers.

Steps

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Manage Store**.
3. Click **Marketing**, then **Discount Coupons**.
4. Click **+ Add New Coupon**.
5. Type a **Name**. Only you see it, so use whatever helps you remember.
6. Set the **Code**. Click the generate link for a random one, or type your own, such as welcome10. Capital letters don't matter.
7. Choose the money off: free shipping, a set amount off or a percentage off.
8. To limit the coupon, click the limits link (see below), then click **Apply**.
9. Click **Save**.

Limits you can set

- **Orders:** all orders, or only orders whose subtotal is over an amount you choose.
- **Number of Uses:** no limit, **Once per customer** or **Single use**. The once-per-customer check goes by email address, so someone who uses a different address can use the code again.
- **Customers:** **All**, or **Repeat customers only**, meaning people signed in to your store who have at least one paid order. You can mention a repeat-customer coupon in your order confirmation email.
- **Products and categories:** click **Limit by Product** or **Limit by Category** and pick which ones the coupon covers.

Good to know

- Money off applies to the items in the order, not to shipping. If you charge for shipping, a 100% coupon still leaves the shipping to pay. For free shipping, choose that kind of coupon instead.
- Customers see an **Apply a coupon** box in their cart once at least one coupon is turned on.
- Giving away a free order with a 100% coupon? Turn on **Skip payment method selection if the order total is zero** in your store's control panel. Without it, customers may get a warning that they can't pay a zero total.
- Share the code however you like: an email, a news post on your site or a flyer.
- For a gift card with a set value, see Sell gift cards.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store? Email us the code you want, what it gives and who can use it, and we'll take care of it. We reply within one business day. See Request a change.

Related guides: Put a product on sale · Schedule a sale · Sell gift cards · Ask customers to join your email list at checkout · Give a group of customers special prices

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