

# Discounts

## Applying Discounts in your Store

### An overview of discounts

Providing your customers with the promise of a monetary discount or a free gift can be a powerful sales and marketing tool. EROL allows you to set discounts across your store based on order totals; or, on an individual product basis, based on the number of that product purchased.

### Applying a global discount

A global discount is a rule that applies storewide to any customer exceeding a discount trigger rate on their purchase.

For example, if you set your discount trigger rate at £100 and your customer spends £110, then that customer will be awarded a discount or free gift, depending on your setup.

The EROL discount feature allows you to set a trigger value and then offer the option of:

- a) A percentage discount on the customer's purchase
- b) A free gift from the store

To set a global discount:

1. Click Tools > Options...
2. Click the 'Discount' button
3. Insert a trigger value (the value a customer needs to spend in order to trigger the discount/free gift)
4. Select whether the trigger value entitles the customer to a percentage discount or a free gift
5. Set the percentage discount the customer will receive, or select from the store the free gift that will be added to their basket
6. Select whether you wish individual product discounts (if any) to be applied in addition to the global discount.
7. Click 'Save & Close' to commit your discount to the store

### Applying individual discounts

The Discount sub-tab on the Item Pricing tab allows you to set a discount rule for that particular item.

The individual product discount is based not on the number of that particular item purchased (and not total value of order as in the global discounts)

To apply a discount to an individual product:

1. Access the Discount sub-tab on Item Pricing
2. Set the number of items required to be purchased in order to trigger the discount
3. Select whether the discount is a percentage discount, or a free gift. If the discount is a free gift, you can select that gift from anywhere in the store using the dropdown menu

