

# Coupon capabilities

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Here's what you need to know about making and activating coupons for your parts eCommerce website.

## What are the different types of coupons?

### Product Coupon

Product Coupons are applied at the individual product level. They are force-applied, meaning that they do not require input from the end-user. Product coupons may be applied to one, all, or select products, which prevents certain products (such as ECU's and Catalytic Converters) from being discounted.

### Shipping Coupon

Shipping coupons are applied at the basket level. They can be force applied or built to require code input from the end user at checkout. Shipping coupons can have a minimum basket requirement, as well as a maximum coupon redemption value.

### Broad Coupon

Broad coupons are applied at the basket level and can apply to all carted products of a certain type (all parts or accessories), or to the cart total (tax and shipping excluded). A common example of a broad coupon would be "\$15 off carts over \$100 with code 15OFF."

## How do coupons work on the SimplePart platform?

### Product Level Coupons

Product Level Coupons are applied to one, many, or all products in a catalog. They do not allow for minimum basket requirements or maximum redemption limits. Product Level coupons must be established by the SimplePart catalog team. The coupon is established at the Tier-1 level, and it then matriculates to all associated Tier-3 sites.

### Basket Level Coupons

Basket Level Coupons are established at each individual, participating Tier-3 dealer site, and can either be force-applied (no customer code entry required), or user-supplied (requires manual customer entry). Basket-level coupons can be established by a dealer employee, or by SimplePart on behalf of the dealer(s).

# Why should you activate coupons?

Running promotions on your website, giving out coupons and sending promotional emails to existing customers are all great ways to generate more sales and build store loyalty. At SimplePart, we regularly run marketing promotions for our dealers and OEM partners.

Our promotions often generate 3x to 4x our clients' typical order volume.

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Got more questions about creating coupons for your parts website? Contact Client Services at [support@simplepart.com](mailto:support@simplepart.com) or call us at (888) 843-0425.

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