

Shipping Discount

The shipping discount is applied to the shipping price for an order. It applies a percentage or fixed dollar discount to the shipping total, when specific criteria are met.

Shipping discounts are displayed on the order summary page, after the customer selects a shipping preference.

Important Note! Promo Code criteria will not operate on legacy order forms or legacy shopping cart.

1. Go to **E-Commerce > Promotions**
2. Select **Shipping Discount** from the drop-down.
3. Enter the following details...
 - **Name:** The name shows up for customers and Infusionsoft users. It should be short, but descriptive (e.g. 10% Off Shipping Special.)
 - **Description:** The description shows up for customers in the order summary section of the shopping cart and order forms. It can further describe the discount benefits.
 - **Type:** This determines the method of calculation.
 - Select **Percent** if you want to set up a variable discount that is calculated by multiplying the order total by a percent (e.g. .20 for 20%.)
 - Select **Amount** if you want to set up a fixed discount that does not change based on the dollar value of the order. The discount is the same for every purchase, as long as they meet your specified criteria.
 - **Amount:** This is the numerical value for the percent or fixed amount discount.
4. **Save** the discount.
5. Enter Criteria. These criteria define one or more condition that must be true for the discount to apply. If you set up more than one criteria, they must ALL be true to make the purchase eligible for the discount.
6. Select a criteria type from the drop-down: Date Range, Promo Code, Product / Qty, Subscription Program, Order Total
7. Enter the specific criteria parameters (i.e. start/end date, code, etc.)

8. **Save** the criteria.

9. **Save** the discount.
