

eCart Discount Examples

Discounts can be a useful eCommerce strategy that can boost sales and increase revenue for your online store. With eCart, you can easily implement all kinds of discounts, whether for a short-term marketing campaign, or as an incentive to attract more visitors to your site.

This Solution Recipe will show you how to set up a number of common discounts in your eCart.

What Do You Need to Start?

- Dreamweaver CS3 or 8
- eCart 4.0 or higher
- Dreamweaver dynamic site (ASP-JS, ASP-VB, ColdFusion or PHP)

Introduction

Each of these Solution Recipes assume that you have already created your eCart object and have run through the Checkout Wizard for your online store. To get started, follow the next few steps, then proceed with any of the Solution Recipes below.

1. Double-click to open the **cart.php** page.
2. From the **Insert Menu** of the Menu bar, select **WebAssist**, then **eCart**.
3. Click on **eCart** object.
4. Select the **BlueSkyCart** from the eCart panel.
5. Click **Edit**.
6. In the eCart object window, select the **Discounts** tab.

10% off subtotal

This example shows you how to provide your customers with a 10% discount on their cart subtotal.

7. Click **Add** to create a new discount.

8. In the Name field enter **10% off cart subtotal**.

9. Under Triggers, click **Add**.

Notice that the Conditions menu list is now activated.

10. Select **Subtotal for the entire carts contents** from the following menu list.

11. From the symbol menu list, select the > or **GT** (greater than) symbol.

12. Enter **0** in the text field for value.

This will set the trigger to apply the discount when there is anything with a value greater than 0 in the cart.

13. In the calculation menu list, select **Based on the cart subtotal**.

14. Select **times** from the menu list below.

15. Enter **.10** to represent 10 percent.

16. Click **OK**.

10% of if bought before a certain day

This example shows you how you can provide a simple 10% discount on all items sold on your website before a certain date. This type of discount is ideal for holiday sales, where you can set your sale to end automatically.

1. Click **Add** to create a new discount.

2. In the Name field enter, **July Sale - 10% off**.

3. Under Triggers, click **Add**.

Notice that the Conditions menu list is now activated.

4. Select **If today is before a certain day**.

5. Enter **08/01/2008** in the menu list below.

This will make our sale automatically end on the 1st of August.

6. Select **Based on the cart subtotal** from calculation menu list

7. Then select **times** from the menu list below.

8. Enter **.10** to represent 10 percent. When you are finished click OK.

\$10 off subtotal when specific item purchased

This example shows you how you can provide your customers with \$10 off when a specific item is purchased.

1. Click **Add** to create a new discount.
2. Enter **\$10 off subtotal for Product** in the Name field.
3. Under Triggers, click **Add**.

Notice that the Conditions menu list is now activated.

4. Select **Presence of an item in the cart** from this menu list.
5. Enter **5** in the If Item text field.

Note: 5 is the Item ID for the product that we wish to apply this discount to.

6. From the menu list select **exists**.

This will ensure that the discount will be applied whenever the item is added to the cart.

7. In the calculation menu list, select **Flat rate**.
8. Enter **10** to represent a flat rate of \$10.
9. Click **OK**.

10% off subtotal if over \$100

This example will show you how you can provide your customers with a 10% discount when they purchase \$100 or more of merchandise from your online store.

1. Click **Add** to create a new discount.
2. In the Name field enter **10% off subtotal if over \$100**.
3. Under Triggers, click **Add**.

Notice that the Conditions menu list is now activated.

4. Select **Subtotal for the entire cart contents** from this menu list.
5. Select the **>=** or **GTE** symbol from the menu list below.
6. Enter **100** in the value text field.
7. In the calculation menu list select **Based on the cart subtotal**.
8. Select **times**.
9. Enter **.10** to represent 10 percent.
10. Click **OK**.

10% off subtotal if more than 3 items bought

This example shows you how you can provide your customers with a specific discount based on the quantity of items in their cart. For this example, we will be providing a 10% discount on purchases of 3 items or more.

1. Click **Add** to create a new discount.
2. Enter, **10% off 3 or more items** in the name field.
3. Under Triggers, click **Add**.

Notice that the Conditions menu list is now activated.

4. Select **Subtotal for any column** from this menu list.
5. From the Column menu list select **Quantity**.
6. Select the **>=** or **GTE** symbol from the menu list below.
7. Enter **3** in the value text field.
8. Select **Based on the cart subtotal** in the calculation menu list.
9. Select **times**.
10. Enter **.10** to represent 10 percent.
11. Click **OK**.

10% off subtotal if more than 3 of a specific item in cart

This example shows you how you can provide your customers with a 10% discount when they purchase 3 or more of a specific item.

1. Click **Add** to create a new discount.
2. Enter **10% off when 3 or more of item** in the Name field.
3. Under Triggers, click **Add**.

Notice that the Conditions menu list is now activated.

4. Select **Quantity of specific item in cart** from this menu list.
5. Enter **2** in the item menu list.

Note: 2 is the Item ID for the item that we wish to apply this discount to.

6. Select the **>=** or **GTE** symbol from the menu list below.
7. Enter **3** in the value text field.
8. Select **Based on the cart subtotal**, in the calculation menu list.
9. Select **times**.
10. Enter **.10** to represent 10 percent
11. Click **OK**.

No tax on subtotal over \$100

This example shows you how you can deduct the tax from all purchases of \$100 or more.

1. Click **Add** to create a new discount.
2. Enter **No tax if over \$100** in the Name field.
3. Under Triggers, click **Add**.

Notice that the Conditions menu list is now activated.

4. Select **Subtotal for the entire cart contents** from this menu list.
5. Select the **>=** or **GTE** symbol from the menu list below.
6. Enter **100** in the text field for value.

7. Select **Flat rate** from the calculation menu list.
8. Enter the code that references the Tax value. This differs depending on the document type you are working with.

PHP users enter:

```
$this->GetTax( )
```

ASP users enter:

```
BlueSkyCart.GetTax( )
```

ColdFusion users enter:

```
#WA_eCart_GetTax(BlueSkyCart)#
```

Note: Where it says BlueSkyCart (ASP and Coldfusion only), this is the name of the cart we are using in this Solution Recipe. The name of your cart, which is visible in the eCart object panel, may be different.

9. Click **OK**.

Free shipping when over \$100

This example shows you how you can provide customers with free shipping on all purchases of \$100 or more.

1. Click **Add** to create a new discount.
2. Enter **Free shipping if over \$100** in the Name field.
3. Under Triggers, click **Add**.

Notice that the Conditions menu list is now activated.

4. Select **Subtotal for the entire cart contents** from this menu list.
5. Select the **>=** or **GTE** symbol from the menu list below.
6. Enter **100** in the value text field.
7. Select **Flat rate** in the calculation menu list.
8. Enter the code that references the Shipping cost value. This differs depending on the document type you are working with.

PHP users enter:

```
$this->GetShipping()
```

ASP users enter:

```
BlueSkyCart.GetShipping()
```

ColdFusion users enter:

```
#WA_eCart_GetShipping(BlueSkyCart)#
```

Note: Where it says BlueSkyCart (ASP and Coldfusion only), this is the name of the cart we are using in this Solution Recipe. The name of your cart, which is visible in the eCart object panel, may be different.

9. Click **OK**.