

A POWER COUPONS GUIDE FOR WOOCOMMERCE STORE OWNERS

The WooCommerce Promotion Playbook

7 Discount Campaigns That Actually Increase Profit (Not Just Revenue)

- Real stats and ROI math for every campaign
- Step-by-step setup instructions you can follow today
- The exact discount strategies used by profitable WooCommerce stores
- A 90-day implementation roadmap
- Margin-safe promotion frameworks (not just 'slap a coupon on it')

Built by the team behind Power Coupons for WooCommerce

Trusted by 10,000+ stores | From the makers of CartFlows & Astra

What's Inside

Introduction Why Most WooCommerce Discounts Lose Money

Campaign 1 The Invisible Discount — Auto-Apply Rules That Protect Your Margins

Campaign 2 The AOV Booster — Spend-More-Save-More Tiers That Grow Every Cart

Campaign 3 The Repeat Buyer Engine — Store Credits That Bring Customers Back

Campaign 4 The BOGO That Actually Makes Money — Without Destroying Margins

Campaign 5 The Set-and-Forget Campaign — Schedule Every Sale Months Ahead

Campaign 6 The Free Shipping Trigger — Shipping Thresholds That Grow Carts

Campaign 7 The Gift Card Revenue Machine — Selling Store Credit Before a Product

Your 90-Day Plan The Implementation Roadmap

What's Next Your Promotion Stack, Ready to Go

FREE IN POWER COUPONS

This playbook is built around Power Coupons for WooCommerce. Every campaign can be set up using the free plugin from WordPress.org. Campaigns that use Pro-only features are clearly marked throughout. Download free: wordpress.org/plugins/power-coupons

Introduction

Why Most WooCommerce Discounts Lose Money

Here is a hard truth most WooCommerce store owners do not want to hear: your coupon strategy is probably costing you more money than it makes.

Not because coupons are bad. They are one of the most powerful tools in ecommerce. The problem is how most stores use them: a coupon code field at checkout, a few promo codes floating around the internet, and a prayer that the right people use the right discount at the right time.

That is not a promotion strategy. That is a margin leak with a marketing budget attached to it.

The numbers tell the story

62% of U.S. shoppers actively search for promo codes before completing an online purchase — including customers who would have paid full price without one. [1]

46% of customers abandon their cart when a discount code does not apply automatically at checkout. [2, 5]

70% of online stores have a coupon code field in their checkout but do not auto-apply discounts — sending shoppers off-site to hunt for codes. [3]

\$2.8B projected global losses to coupon fraud and unauthorized code redemptions — codes shared on forums, scraped by bots, and stacked by deal hunters. [4]

Every one of these problems is a symptom of the same root cause: most stores treat discounting as a code distribution problem instead of a rule-based system. They create a coupon, share it, and hope for the best. There is no control over who gets the discount, when it triggers, or whether the person even needed a discount to buy.

The self-assessment: How much are you leaking?

Answer these five questions honestly. Every "yes" is a margin leak you can fix.

- Do you have a visible coupon code field at checkout? (If yes, 62% of your buyers are Googling for a code before they pay.)
- Have you ever forgotten to turn off a promotion? (If a BFCM deal ran into December, you gave away margin for free.)
- Do you know your discount-to-revenue ratio? (If not, you cannot tell whether promotions are profitable.)
- Are you running more than one coupon or discount plugin? (Plugin conflicts cause checkout errors that kill sales silently.)
- Do customers need to manually enter a code to get their discount? (Every friction point is a cart abandonment risk.)

If you answered "yes" to two or more, you are leaving real money on the table. This playbook will show you exactly how to fix each one.

What this playbook will teach you

The seven campaigns in this guide are not theoretical. They are the exact promotion strategies used by profitable WooCommerce stores doing \$1,000 to \$50,000 per month in revenue. Each campaign includes the strategy behind it, the math that proves it works, step-by-step setup instructions, and the specific Power Coupons features you need to run it.

The campaigns are ordered by impact. Campaign 1 stops the most common margin leak. Campaign 7 adds a new revenue stream. By the end, you will have a complete promotion system that runs itself — not a pile of coupon codes and crossed fingers.

FREE IN POWER COUPONS

Every campaign maps directly to Power Coupons features. Campaigns 1, 2, 4, and 6 work entirely with the free plugin. Campaigns 3, 5, and 7 use Pro features. Get started free at wordpress.org/plugins/power-coupons

CAMPAIGN 1

The Invisible Discount

Auto-apply rules that protect your margins

1

The most profitable discount is the one your full-price buyers never see.

The problem: Your coupon code field is a margin killer

Here is what happens every time a customer reaches your checkout and sees a "coupon code" field: they stop. They open a new tab. They search for "[your store name] coupon code." They find one on RetailMeNot, Honey, or a deal forum. They come back and apply it.

That customer was going to buy anyway. They did not need a discount. But you just gave them one — because your checkout had a text field that triggered a Pavlovian "let me find a code" response.

78% of Gen Z shoppers say they actively search for a discount code before every digital transaction. And deal-hunting is not limited to younger shoppers — 90% of Boomers use coupon codes to save money. [1]

The average shopper spends 5 to 10 minutes searching for digital coupons. That is 5 to 10 minutes where they are off your site, potentially finding a competitor, and definitely finding a code that eats into your margin.

The solution: Invisible, rule-based discounts

Instead of giving everyone a coupon code and hoping the right people use it, you set conditions. The discount only appears when those conditions are met — automatically, silently, without a code field.

Campaign ideas you can implement today:

- Cart total over \$75? Auto-apply 10% off. No code. No hunting. No margin leak on smaller orders.
- First-time buyer with 3+ items? Auto-apply free shipping. They feel rewarded. You controlled the trigger.

- Returning customer who has not ordered in 60 days? Auto-apply a \$5 credit. Win-back without a blanket code.
- Customer adds a product from your clearance category? Auto-apply 15% off that category only. Full-price items stay protected.
- Order contains a specific product bundle? Auto-apply a bundle discount. Incentivizes the combination you want to sell.

The math: What margin recovery looks like

Metric	Before (with code field)	After (auto-apply rules)
Monthly revenue	\$8,000	\$8,000
Orders/month	160	160
Avg discount per order	\$6.40 (on 72% of orders)	\$4.80 (on 45% of orders)
Monthly discount cost	\$737	\$346
Monthly margin saved	—	\$391
Annual margin saved	—	\$4,692

That is nearly \$5,000 per year recovered — not by running fewer promotions, but by making sure discounts only go to customers who actually need them to convert.

Step-by-step setup in Power Coupons

- 1 Go to WordPress Dashboard > Power Coupons > Add Coupon
- 2 Name your coupon (e.g., "Auto 10% Over \$75") and set discount type to Percentage, amount to 10
- 3 Go to the Settings tab and toggle "Auto-Apply This Coupon" to ON
- 4 Go to the Rules tab > Add Condition > Cart Total > Is Greater Than > \$75
- 5 (Optional) Add an exclusion: Category > Is Not > "Sale Items" to protect already-discounted products
- 6 Publish. The discount now auto-applies for every qualifying cart. No code needed.

FREE IN POWER COUPONS

Auto-apply and cart conditions are both available in Power Coupons Free. No Pro license needed for this campaign. Download at wordpress.org/plugins/power-coupons

Advanced ideas for this campaign

- Stack multiple auto-apply rules with different conditions. A customer can qualify for "10% off over \$75" AND "free shipping over \$100" simultaneously — each triggered independently.
- Use product-specific conditions: auto-apply a discount only when a specific high-margin product is in the cart.
- Create role-based auto-apply rules: wholesale customers get one discount tier, retail customers get another.
- Use usage restrictions to cap auto-apply discounts: limit to one use per customer so returning buyers do not stack the same introductory offer.
- Remove the coupon code field entirely from your checkout using Power Coupons settings.

CAMPAIGN 2

The AOV Booster

Spend-more-save-more tiers that grow every cart

2

The best upsell does not feel like an upsell. It feels like a reward they almost have.

Why tiered discounts beat flat discounts

A flat 10% off coupon gives your customer no reason to spend more. They get the same deal whether their cart is \$40 or \$400. But a tiered structure — 5% off at \$50, 12% off at \$100, 18% off at \$150 — creates a psychological pull toward the next tier.

80% of shoppers are willing to meet a spending threshold to unlock a reward. Setting thresholds 10–30% above your current AOV can drive incremental purchases. [7]

24% more is spent by consumers who have access to tiered discount coupons compared to those who do not, according to RetailMeNot research. [8]

The median AOV for ecommerce in 2025 was \$74.12 across paid advertising channels. If your store sits near that number, a well-placed tier at \$95 can push a meaningful percentage of carts up by \$20 or more per order. On 200 orders per month, that is \$4,000 in additional revenue without a single new customer.

How to set your tier thresholds (using real data)

Do not guess your tiers. Use your actual order data:

- 1 Pull your last 90 days of orders from WooCommerce > Analytics > Orders
- 2 Find your current AOV (total revenue / total orders)
- 3 Set Tier 1 at your AOV (this catches most carts)
- 4 Set Tier 2 at AOV + 30% (the "stretch" tier most customers can reach)
- 5 Set Tier 3 at AOV + 60% (the aspirational tier for high-value carts)

Example tier structure for a store with \$70 AOV:

Tier	Cart Minimum	Discount	Customer Saves	You Still Earn
Tier 1	\$70	5% off	\$3.50	\$66.50
Tier 2	\$95	12% off	\$11.40	\$83.60
Tier 3	\$115	18% off	\$20.70	\$94.30

Notice the pattern: even at the highest discount tier, you earn more per order (\$94.30) than your current AOV (\$70). The customer feels like they are saving. You are making more. Both sides win.

The progress bar: Your secret weapon

A tiered discount only works if the customer knows it exists. A cart progress bar is the visual nudge that makes it irresistible. When a shopper sees "You are \$12 away from 12% off" in their cart, something clicks psychologically. The near-miss effect — the same thing that makes slot machines addictive — kicks in. They add one more item.

FREE IN POWER COUPONS

Cart conditions and auto-apply work together in Power Coupons Free. Create three separate auto-apply coupons, each with a different cart-total condition (\$70, \$95, \$115). The right one triggers automatically.

POWER COUPONS PRO

The visual progress bar is a Power Coupons Pro feature. It shows customers exactly how close they are to the next discount tier — right in the cart. Pro starts at \$59/year.
cartflows.com/power-coupons-for-woocommerce/

More AOV campaign ideas

- Free gift at threshold: "Add \$15 more and get a free sample set." Use the Add Products feature to auto-add the gift when cart hits the target.
- Category-specific tiers: 10% off all accessories when any full-price item is in the cart. Grows cart without discounting your hero products.

- Quantity-based tiers: Buy 2 get 5% off, buy 3 get 10% off, buy 5 get 15% off. Works for consumables.
- Weekend flash tiers: Friday-to-Sunday only, double the normal tier percentages. Creates urgency without a coupon code.
- New customer AOV boost: First-time buyers see a slightly lower threshold to make the first purchase feel rewarding.

CAMPAIGN 3

The Repeat Buyer Engine

Store credits that bring customers back without a campaign

3

A customer with \$8 in store credit is 3x more likely to return than one with a 10% off email.

The repeat purchase problem

Most WooCommerce stores have a one-and-done problem. A customer buys, gets a thank-you email, and disappears. The next sale starts from zero — more ads, more discounts, more effort.

65% of a company's revenue comes from the repeat business of existing customers. Yet the average ecommerce repeat purchase rate is only 28.2%. [11, 12]

5X cheaper to retain an existing customer than acquire a new one. A 5% increase in customer retention can boost profits by 25% to 95%. [11]

4.8X more is spent by repeat customers compared to first-time buyers, and 35% of an ecommerce store's revenue is generated by just the top 5% of customers. [14, 13]

Why store credits beat loyalty points

Most loyalty programs fail because they use abstract points. "You have 347 points!" means nothing to a customer. They do not know what 347 points are worth. They do not know how to use them. They forget they exist.

Store credit is different. "You have \$8.50 in credit" is a concrete, tangible amount sitting in their account. It feels like money they have already earned. Leaving it unused feels like losing money — and loss aversion is one of the strongest psychological drivers in buying behavior.

50% repeat purchase rate among customers who redeem loyalty rewards, compared to just 10.7% for those who do not — a 4.7x improvement. [10]

Campaign setup: The earn-and-redeem loop

- Basic setup: Earn 5% back on every order as store credit. A \$100 order earns \$5 in credit. Customer comes back, credit auto-applies.
- Tiered earning: 5% back on orders under \$100, 8% back on orders over \$100, 10% back on orders over \$200.
- Category bonus: Double credits on purchases from a specific category you want to promote.
- Referral credits: Give \$10 in store credit for every referred friend who makes a purchase.
- Birthday credits: Auto-issue \$15 in store credit on the customer's birthday.
- Review reward: \$5 store credit for leaving a product review. You get social proof AND a return visit.
- Win-back credits: Auto-issue \$10 in credit to customers who have not ordered in 90 days.

The margin math for store credits

Metric	Without Credits	With 5% Credits
Avg customer LTV (12 months)	\$120 (1.5 orders)	\$210 (3.2 orders)
Cost of credit per customer	\$0	\$10.50
Net LTV after credit cost	\$120	\$199.50
Repeat purchase rate	22%	38%

POWER COUPONS PRO

Loyalty rewards and store credits are Power Coupons Pro features. Set earn rates, redemption rules, and auto-apply behavior from one dashboard. Credits auto-apply at checkout — zero friction. Pro starts at \$59/year or \$199 lifetime. cartflows.com/power-coupons-for-woocommerce/

CAMPAIGN 4

The BOGO That Makes Money

Buy-one-get-one without destroying margins

4

Most BOGO deals lose money because the store owner set them up wrong. Here is the version that works.

93% of consumers have used a BOGO offer at some point, and 66% say it is their actively preferred discount type. BOGO deals tap into the psychology of 'free' — one of the most powerful words in marketing. [15]

The 6 BOGO formats (and when to use each)

Format	How It Works	Best For
Buy X Get X Free	Buy 2 shirts, get 1 free	Clearing inventory, volume push
Buy X Get Y Free	Buy a blender, get free filters	Cross-selling, accessory attach
Buy X Get Y at X% Off	Buy jeans, get belt at 50% off	AOV growth, margin control
Spend \$X Get Y Free	Spend \$100, get free tote bag	Cart total growth, brand gift
Spend \$X Get Y at X% Off	Spend \$75, get sale item at 30% off	Clearance + AOV combo
Spend \$X Get Free Shipping	Spend \$50, free shipping	Simplest AOV lever

When BOGO makes money vs. when it does not

The critical variable is your product margin. A BOGO on a 65% margin product is profitable. A BOGO on a 25% margin product can lose money on every transaction.

Product Price	Margin	BOGO Cost	Net Profit (Buy 2 Get 1)	Verdict
\$50	65% (\$32.50)	\$17.50	\$47.50 on 3 units	Profitable

Product Price	Margin	BOGO Cost	Net Profit (Buy 2 Get 1)	Verdict
\$50	40% (\$20.00)	\$30.00	\$10.00 on 3 units	Marginal
\$50	25% (\$12.50)	\$37.50	-\$0.50 on 3 units	Money loser

BOGO campaign ideas beyond the basics

- Category-restricted BOGO: Run "Buy 2 Get 1" on accessories only, keeping your high-margin hero products at full price.
- BOGO as a product introduction: "Buy any moisturizer, get the new serum free." You eat the serum cost but create a customer who now uses both products.
- Seasonal BOGO ladder: Start with "Buy 3 Get 1" in November, escalate to "Buy 2 Get 1" on Black Friday, then "Buy 1 Get 1" for Cyber Monday.
- BOGO + minimum quantity: "Buy 2 Get 1 Free" only when the cart has 4+ total items.
- BOGO on slow movers with a margin buffer: Use BOGO to clear inventory on products with 60%+ margins.
- Customer-role BOGO: Wholesale customers get "Buy 5 Get 2 Free." Retail customers get "Buy 2 Get 1 Free."

FREE IN POWER COUPONS

BOGO deals, cart conditions, and usage restrictions are all available in Power Coupons Free. Set up all 6 BOGO formats from WordPress Dashboard > Power Coupons > Add Coupon. Download at wordpress.org/plugins/power-coupons

CAMPAIGN 5

The Set-and-Forget Campaign

Schedule every sale months ahead

5

The store owner who builds Black Friday in September wins. The one who starts in November scrambles.

The forgotten coupon problem

It is 9:30 AM on December 1st. Your Black Friday "30% off everything" deal was supposed to end at midnight on November 30th. You forgot to turn it off. It has been running for nine and a half hours.

Thirty-one orders have gone through at 30% off. You just gave away \$1,400 in margin because you did not have scheduling.

This is not a hypothetical. It happens to WooCommerce stores every single sale event. Manual promotion management means manual mistakes — and every mistake costs real money.

Your 12-month seasonal promotion calendar

Month	Event	Campaign Type	Duration
January	New Year / Clearance	Tiered discounts on winter stock	Jan 1-15
February	Valentine's Day	Gift cards + bundle deals	Feb 7-14
March	Spring Sale	BOGO on new arrivals	2 weeks
April	Easter / Spring Clean	Category clearance	1 week
May	Mother's Day	Gift card push + free wrapping	May 1-12
June-July	Summer Sale	Tiered spend-more-save-more	2-3 weeks

Month	Event	Campaign Type	Duration
August	Back-to-School	Bundle discounts	Aug 1-20
September	Fall Launch	Early access for loyalty members	1 week
October	Pre-BFCM Warmup	Double loyalty credits	Last 2 weeks
November	BFCM	Stacked: BOGO + free ship + tiers	Nov 25-Dec 2
December	Holiday / Year-End	Gift cards + last-chance clearance	Dec 1-26

How to pre-build your BFCM campaign (today)

- Create all your BFCM coupons now — BOGO, tiered discounts, free shipping, loyalty double-points. Give each a clear name: "BFCM-BOGO-2026", "BFCM-Tier2-2026".
- Set start date/time: November 27, 2026 at 12:00 AM. Set end date/time: December 2, 2026 at 11:59 PM.
- Stack compatible rules: a customer can qualify for BOGO + free shipping + loyalty credits simultaneously.
- Test before the event: use a test customer account to verify all rules trigger correctly.
- Schedule your email campaign to go out the moment the sale starts — your promotions and your emails are synced.

More scheduling campaign ideas

- Flash sale Fridays: Pre-schedule a different category deal every Friday at noon, ending Monday at midnight.
- Happy hour discounts: Schedule a 2-hour window (e.g., 7-9 PM) with double discounts on slow weekday evenings.
- Product launch countdown: Schedule a "first 48 hours" discount for a new product launch. Auto-expires, creating scarcity.
- Loyalty member early access: Schedule the sale to start 24 hours early for logged-in customers with loyalty credit.
- Post-holiday recovery: Schedule a "Thank You" sale for the week after Christmas.

POWER COUPONS PRO

Coupon scheduling with auto-start and auto-expiry is a Power Coupons Pro feature. Build campaigns weeks in advance — they go live and turn off exactly when you set them. No midnight logins. No forgotten deals. Pro starts at \$59/year.

cartflows.com/power-coupons-for-woocommerce/

CAMPAIGN 6

The Free Shipping Trigger

Shipping thresholds that grow cart value, not cost

6

Free shipping is not a discount. It is a pricing lever. Most stores use it wrong.

48% of online shoppers abandon their cart due to extra costs like shipping. Free shipping is the number one incentive that drives purchase completion. [6]

58% of customers actively add items to their cart to qualify for free shipping thresholds. The threshold does not just remove a barrier — it creates a buying incentive. [7]

The free shipping threshold formula

Most stores either offer free shipping on everything (which eats margin) or do not offer it at all (which causes abandonment). The profitable middle ground is a conditional free shipping threshold.

The formula: Free Shipping Threshold = Your Current AOV + 20-30%

If your AOV is \$65, set free shipping at \$80-\$85. This is close enough that most customers can reach it with one more item, but high enough to grow every qualifying cart by \$15-\$20.

Scenario	AOV	Shipping Cost	Your Cost	Cart Lift
No free shipping	\$65	\$7.99 (customer pays)	\$0	None
Free shipping on all	\$65	\$0 (you pay)	\$7.99/order	None
Free shipping at \$85	\$82 (lifted)	\$0 (you pay)	\$7.99/order	+\$17/order

In the threshold scenario, you pay \$7.99 per qualifying order in shipping costs — but each qualifying cart grew by \$17 on average. Net gain: \$9+ per order. Multiply by 200 orders per month and you are looking at \$1,800 in additional monthly revenue from a free shipping rule.

Free shipping campaign ideas

- Tiered free shipping: standard free shipping at \$75, expedited free shipping at \$125. Two thresholds, two incentives.
- Category-specific free shipping: free shipping on "heavy" or "bulky" categories where shipping cost is the main purchase objection.
- First-order free shipping: no threshold for new customers. Remove the #1 barrier to first purchase.
- Loyalty member perk: free shipping with no threshold for customers with store credit balances.
- Combine with progress bar: "You are \$12 away from FREE shipping" shown in real-time in the cart.
- Weekend free shipping: schedule free shipping (no threshold) on weekends only to drive weekend traffic.

FREE IN POWER COUPONS

Free shipping rules with cart conditions are available in Power Coupons Free. Set your threshold, enable auto-apply, and the rule handles itself. Download at wordpress.org/plugins/power-coupons

POWER COUPONS PRO

Add the visual progress bar in cart with Power Coupons Pro. "\$12 away from free shipping" displayed in real-time drives significantly higher threshold completion rates. cartflows.com/power-coupons-for-woocommerce/

CAMPAIGN 7

The Gift Card Revenue Machine

Selling store credit before a product

7

Gift cards are the only product where you get paid before you deliver anything – and 10–15% never get redeemed.

The economics of gift cards

Gift cards are the most underrated revenue tool in ecommerce. They have zero inventory cost, zero fulfillment cost, and they bring a brand-new customer into your store with pre-committed spending power.

- **Prepaid revenue:** You collect the money before delivering any product. Cash flow positive from day one.
- **Breakage rate:** Industry average is 10–15% of gift cards are never redeemed. That is pure profit with zero cost of goods.
- **The top-up effect:** Gift card recipients spend 20–40% more than the card value. A \$50 gift card generates \$60–\$70 in actual purchases.
- **New customer acquisition:** Gift cards bring in customers who may never have found your store otherwise.
- **Higher AOV:** Orders paid (partially) with gift cards tend to have higher cart values because the buyer perceives the card balance as "free money."

Gift card campaign ideas

- Holiday gift card push: "Give \$50, Get \$10 bonus credit." The buyer gets \$60 of value for \$50, you acquire a new customer at \$10 CAC.
- Customer service recovery: Instead of a refund, offer a gift card worth 120% of the issue value. Turns a complaint into a return visit.
- Gift cards as employee rewards: Sell bulk gift cards to local businesses for employee appreciation. B2B revenue stream with zero inventory.

- Gift card + loyalty stack: Gift card recipients who also sign up for loyalty credits are your highest-LTV customers.
- Physical gift card for retail: If you have a physical location or partner stores, physical gift cards drive offline-to-online traffic.
- "Give yourself a gift" campaign: Position gift cards as a self-purchase for budget planning — "Pre-load \$100, shop all month."

POWER COUPONS PRO

Gift cards are a Power Coupons Pro feature. Customers can buy and send digital gift cards directly from your store. Recipients redeem at checkout like store credit. No third-party plugin needed. Pro: \$59/year or \$199 lifetime at cartflows.com/power-coupons-for-woocommerce/

Your 90-Day Promotion Plan

The implementation roadmap — what to launch first, second, and third

Do not launch all seven campaigns at once. Each one builds on the last. This 90-day plan sequences them by impact and complexity — starting with the fastest wins and building toward a complete, self-running promotion system.

Week 1-2: Stop the bleeding

Launch Campaign 1 (Auto-Apply Rules) — This is your highest-ROI first move. Remove the coupon code field from checkout and set up auto-apply rules based on cart conditions. Immediate margin recovery with zero ongoing effort.

Estimated impact: \$300-500/month in recovered margin for a store doing \$8,000/month.

FREE IN POWER COUPONS

Everything in Week 1-2 runs on Power Coupons Free. Install at wordpress.org/plugins/power-coupons and set your first auto-apply rule in under 10 minutes.

Week 3-4: Quick AOV lift

Launch Campaign 6 (Free Shipping Threshold) — Low effort, visible results. Set your threshold at AOV + 25%, enable auto-apply, and watch carts grow. Add Campaign 2 (Spend-More Tiers) if you have bandwidth.

Estimated impact: \$10-20 AOV increase on 30-50% of orders.

Month 2: Stack AOV strategies

Launch Campaign 2 (Tiered Discounts) + Campaign 4 (BOGO) — Now you have multiple levers working together. Tiered discounts push carts higher. BOGO deals move specific inventory. Both auto-apply without codes.

Estimated impact: 15-25% AOV lift across combined campaigns.

Month 3: Build the retention engine

Launch Campaign 3 (Store Credits) + Campaign 5 (Scheduling) — This is where you shift from one-time discounts to a sustainable system. Store credits drive repeat purchases automatically. Scheduling lets you plan your next 3–6 months of campaigns in one session.

Estimated impact: 10–20% improvement in repeat purchase rate within 90 days of launch.

POWER COUPONS PRO

Month 3 campaigns require Power Coupons Pro (loyalty credits, scheduling). Upgrade at cartflows.com/power-coupons-for-woocommerce/ — \$59/year or \$199 lifetime. 14-day money-back guarantee.

Ongoing: Add revenue streams

Launch Campaign 7 (Gift Cards) once your store has momentum. Gift cards work best when you have an established customer base that can gift to others.

What to measure (your promotion dashboard)

Metric	Where to Find It	Target
Discount-to-revenue ratio	Coupon Reports dashboard	Under 8%
Average order value	WooCommerce > Analytics	15–25% above baseline
Repeat purchase rate	WooCommerce > Customers	Above 30%
Cart abandonment rate	Analytics / GA4	Below 65%
Coupon redemption rate	Power Coupons > Reports	15–25% of orders
Loyalty credit balance	Power Coupons Pro dashboard	Growing month-over-month

Your Promotion Stack, Ready to Go

You now have seven complete promotion campaigns, each with the strategy, the math, the step-by-step setup, and the specific features you need. Here is how every campaign maps to Power Coupons:

Campaign	Key Features Used	Free or Pro?
1. Auto-Apply Rules	Auto-apply, cart conditions	Free
2. Spend-More Tiers	Cart conditions, auto-apply, progress bar	Free + Pro
3. Store Credits	Loyalty rewards, auto-apply	Pro
4. BOGO Deals	BOGO, cart conditions, usage restrictions	Free
5. Scheduled Campaigns	Coupon scheduling, auto-apply	Pro
6. Free Shipping Threshold	Free shipping, cart conditions, progress bar	Free + Pro
7. Gift Cards	Gift cards, loyalty rewards	Pro

Start free. Upgrade when you are ready.

Campaigns 1, 4, and 6 run entirely on Power Coupons Free — auto-apply, BOGO, cart conditions, and free shipping rules. That is enough to stop margin leakage, run profitable BOGO deals, and set smart shipping thresholds.

When you are ready to add loyalty credits, gift cards, coupon scheduling, and the progress bar, Power Coupons Pro unlocks all seven campaigns. \$59/year or \$199 lifetime. 14-day money-back guarantee.

FREE IN POWER COUPONS

GET POWER COUPONS FREE — Download at wordpress.org/plugins/power-coupons. Set up your first auto-apply rule in under 10 minutes. No credit card. No Pro required.

POWER COUPONS PRO

UNLOCK ALL 7 CAMPAIGNS WITH PRO — Loyalty rewards, gift cards, scheduling, progress bar, and full coupon reports. \$59/year or \$199 lifetime. 14-day money-back guarantee.

Built by the team behind Power Coupons for WooCommerce. From the makers of CartFlows, Astra, and more. Trusted by 200,000+ websites worldwide.

Questions? Reach us at cartflows.com/support

Sources

All statistics cited in this playbook are sourced from published research. Numbers in square brackets [1], [2], etc. throughout the text refer to the sources below.

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- [15] Envive.ai, '93% used BOGO; 66% prefer it,' 2026
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- [18] Twilio Segment, '56% repeat after personalized experience,' 2023

Statistics were accurate as of the dates cited. Ecommerce benchmarks vary by industry, store size, and region. Use these figures as directional guidance for your own store's campaigns.