



Offer discount coupons on Shopify product pages

Source: <https://getsitecontrol.com/usecase/show-discount-on-shopify-product-page/>



Nina De la Cruz

5 min read

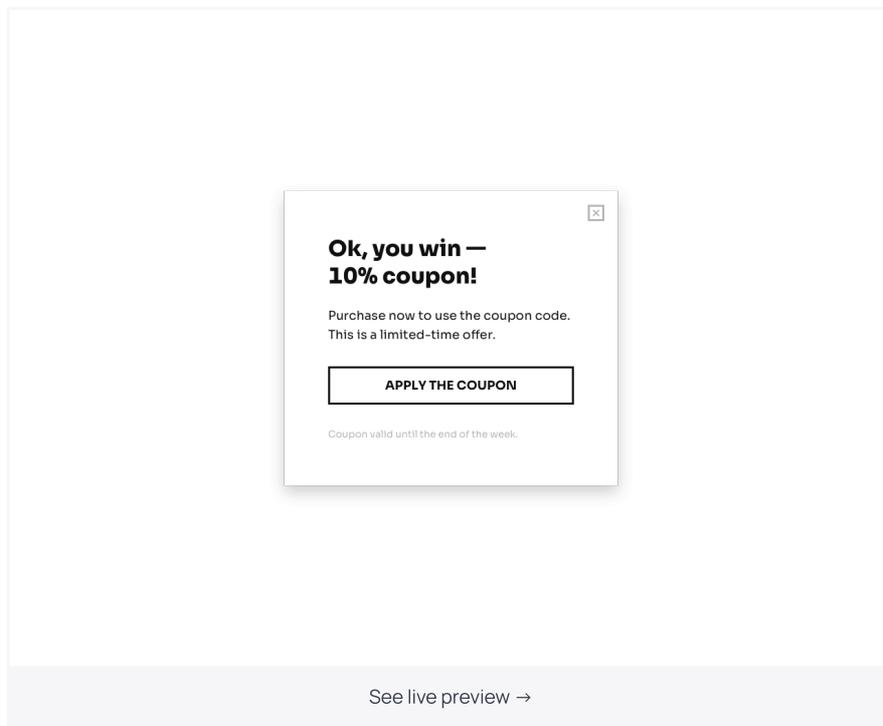
Nothing encourages customers to make a purchase more than discounts. But what's the most efficient way to offer a discount coupon?

A lot of Shopify store owners will say it's popups.

In this quick guide, we'll show you how to display a discount coupon on Shopify and allow customers to apply it upon button click. You'll be able to place special offers sitewide or on selected product pages based on various conditions, such as:

- product vendor
- cart total amount
- number of items in the cart
- and many more!

To offer a discount, you can use Getsitecontrol sticky bars, slide-ins, or modal popups like this one:



Once a customer hits the button, the discount coupon will be automatically applied to the cart and the popup will close.

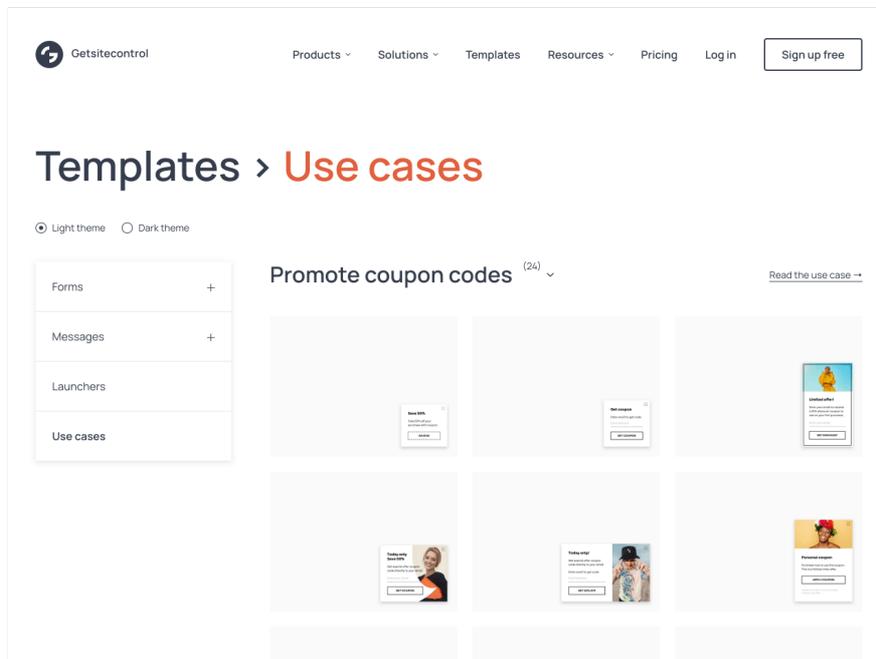
Want to implement this scenario in your store? Below, we'll show you how to do that.

Before you get started, you'll need to install Getsitecontrol on your website. [Find Getsitecontrol in the Shopify app store](#) and hit [Install](#) to start your free trial. Then follow the steps from the guide below.

Step 1. Select a popup template

The fastest way to get started is by picking a template from the [popup gallery designed](#)

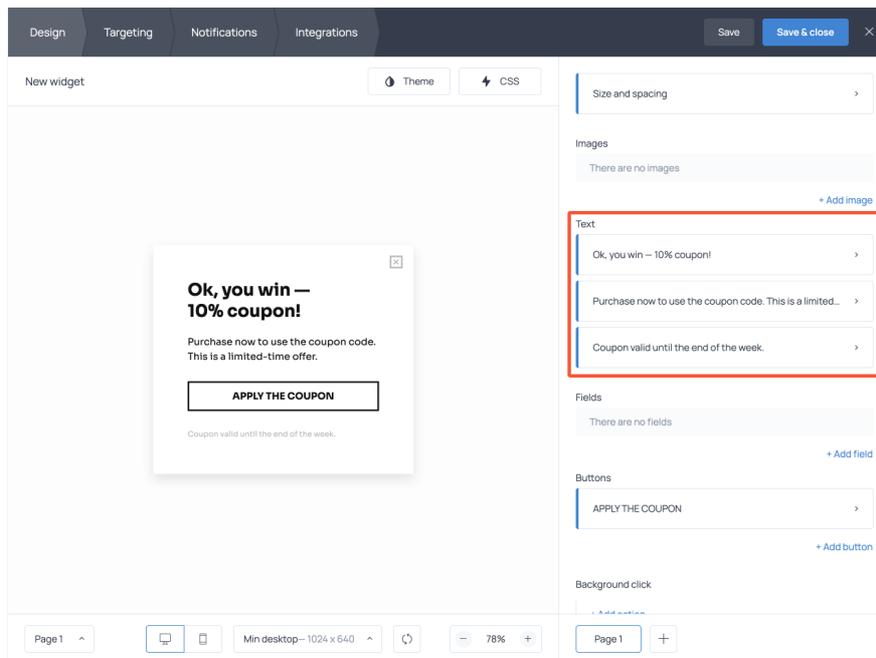
for Shopify. Click through the templates to see them in action until you find the one that meets your requirements.



Once you find a popup you like, follow the prompts on the right-hand side to add it to your Getsitecontrol dashboard.

Step 2. Customize the copy and design

On the first screen you can change the offer description, text on the action button, and design. Just click on the elements you want to change and proceed with your adjustments.

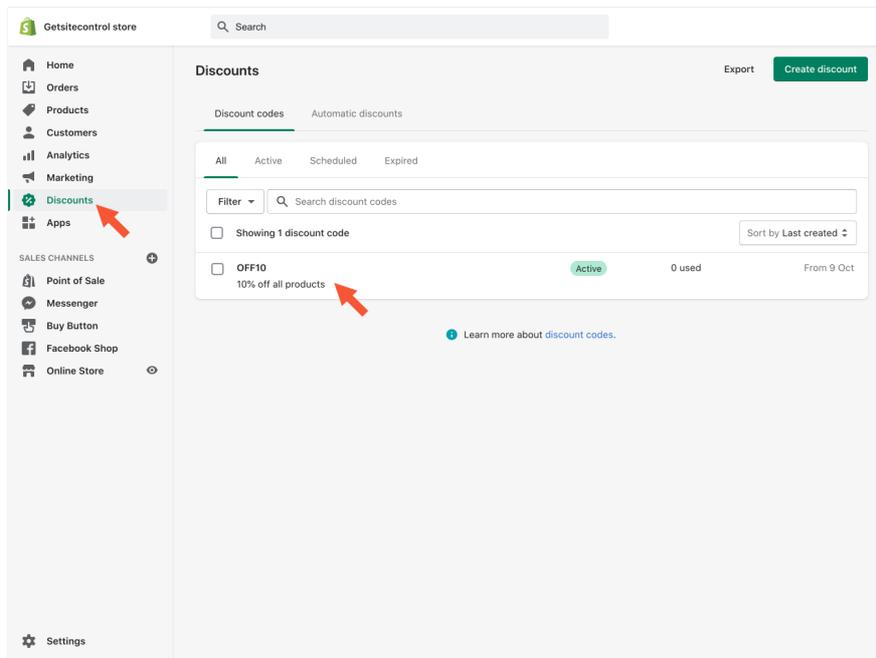


Step 3. Assign a discount coupon link to the button click

Your goal is to let customers apply the automatic discount coupon upon a button click, right?

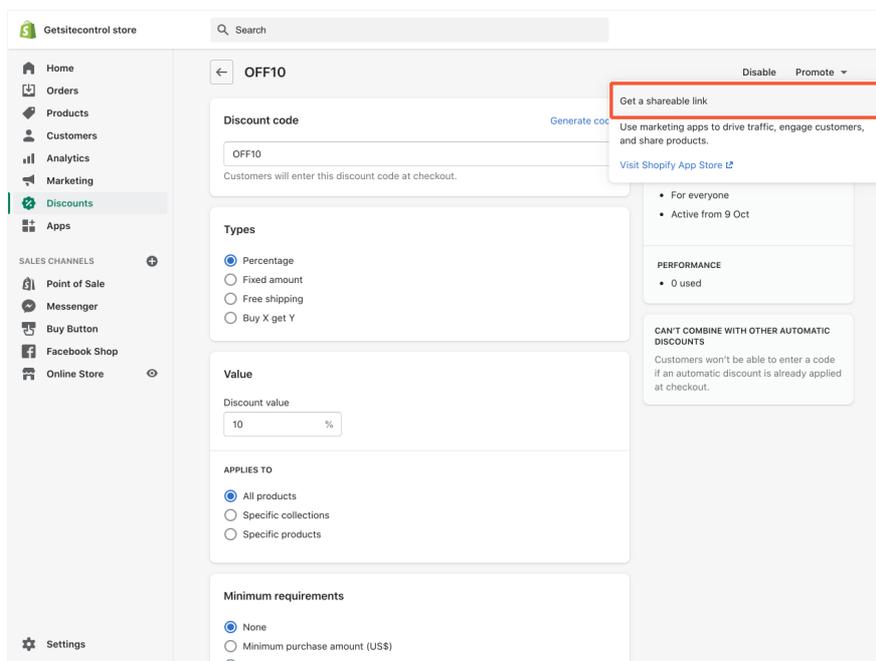
To implement that, you need to create a discount code URL in your Shopify dashboard and assign it to the button on the popup.

That's quite easy! For starters, open your Shopify dashboard and go to [Discounts](#):



Create a new coupon or use an existing one. In our case, the name of the coupon is **OFF10**

Next, use the **Promote** dropdown menu and get a shareable link to the discount you've just created.



The link will look something like that:

<https://yourstore.com/discount/OFF10>

Now, if you've been using Shopify for some time, you probably know that when a customer uses such a link, they will be redirected to the homepage of your store. It's not too convenient, but that's just how Shopify works. Luckily, we have a solution!

To prevent that from happening, you need to expand the discount URL by adding this piece

`?redirect={{$location_fullpath}}`

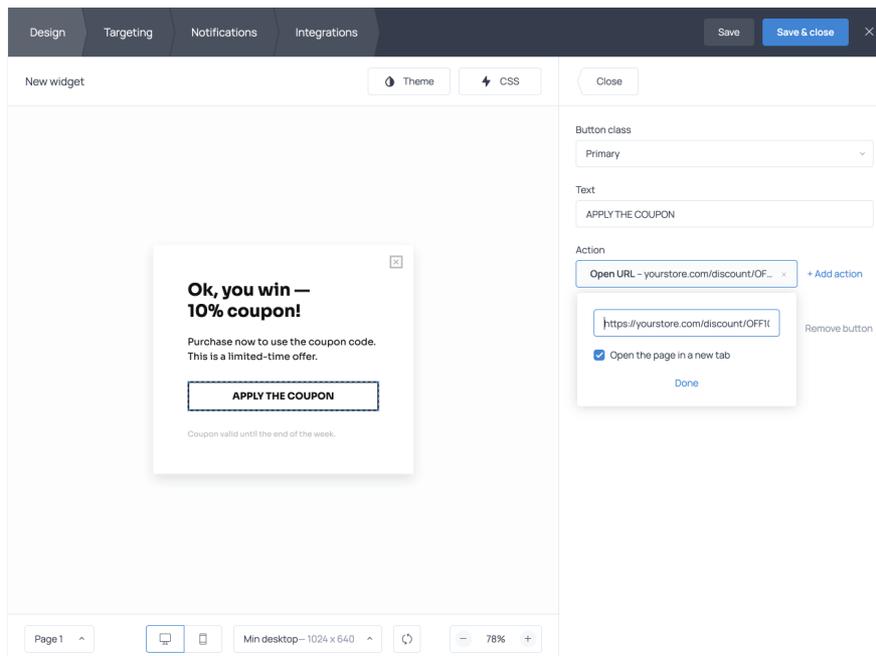
It will ensure that your customer stays on the same page and doesn't get redirected after applying the coupon.

As a result, this is what your link should look like:

[https://yourstore.com/discount/OFF10?redirect={{\\$location_fullpath}}](https://yourstore.com/discount/OFF10?redirect={{$location_fullpath}})

Again, the first part of the URL is the discount link you generated in your Shopify dashboard. The second part of the URL is the add-on to keep customers on the same product page where the offer has popped up.

Once the discount link is ready, you need to add it to the button settings in the Getsitecontrol dashboard. To open the button settings, click on the button text on the right-hand side menu and find Action:

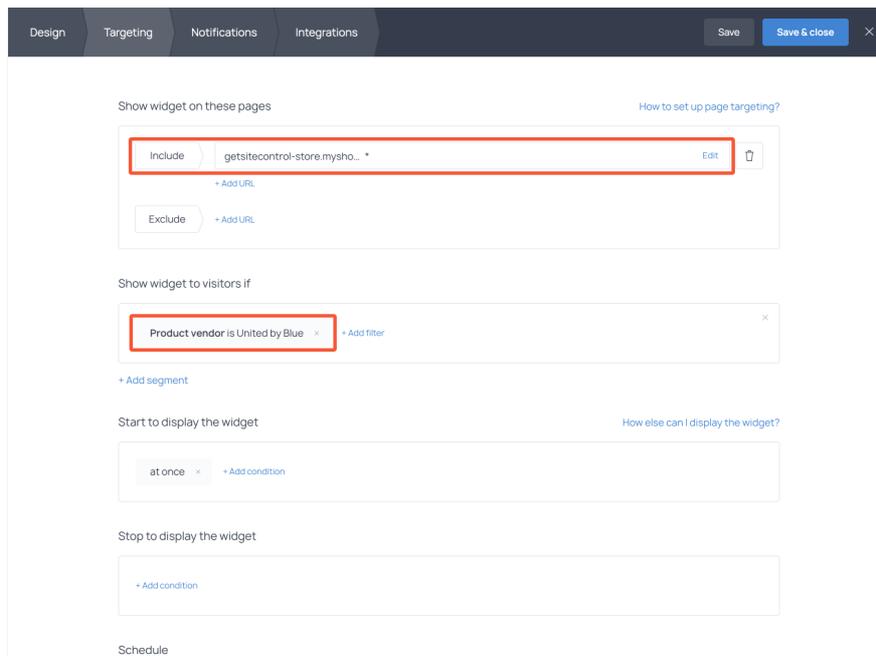


Then, select the Add action menu and pick Open URL, then paste the URL you've just generated. Change the text on the button if needed, too.

Now, when your customers click the button, the coupon will be applied to the cart whether it contains items or not.

Step 4. Decide where and when to show the discount coupon

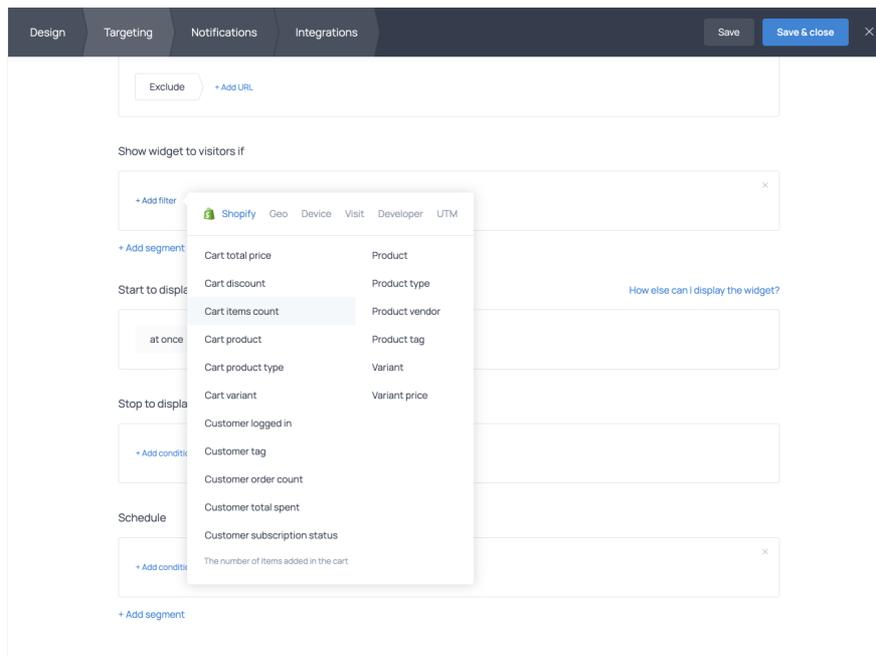
The Targeting tab gives you full control of who will see the discount offer. By default, the popup will be displayed on every page of your store – that's what your full web address in the Include field means.



To set the conditions for when to display the coupon, find **Show widget to visitors if contr** and add the desired filter.

In the example above, we chose to display the discount coupon on product pages associated with a particular vendor. Other options include:

- Total cart price
- Number of items in the cart
- Discount applied to the cart
- Types of products
- Product tags or ID
- Whether a customer is logged in
- Amount spent by the customer
- Variant ID or price



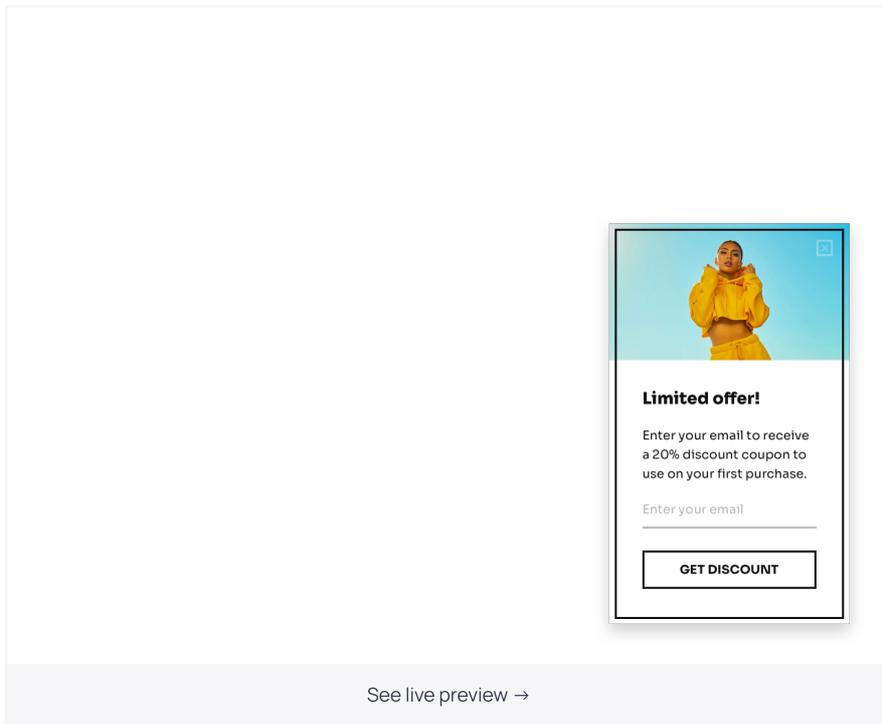
Lastly, scroll down a bit and find the **Stop to display the widget** option. Open the menu and select **Submission**. This means that the coupon will stop popping up after the customer hits the button and applies the discount. You can stop displaying the widget forever or for some time: hours or days.

You may also want to add the rule for when to start displaying the widget: at once, after a customer has spent a couple of seconds or scrolled down the page, right before they exit the page – or other conditions.

As soon as you set all the parameters, you can save and activate the widget. It will instantly go live in your store.

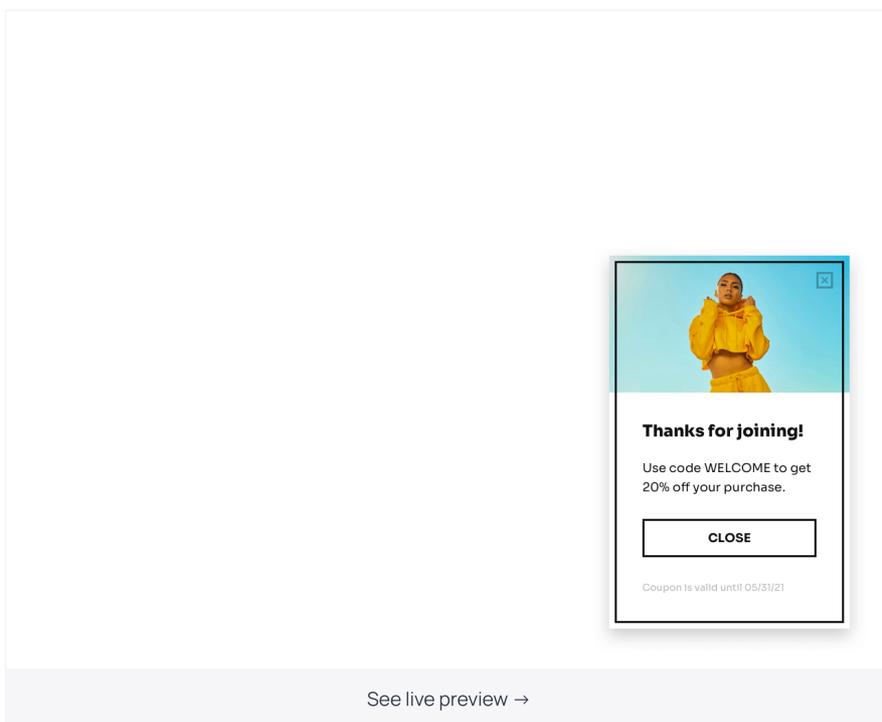
Offer discount coupons in exchange for an email subscription

Before we wrap this up, here is another idea. As a Shopify store owner, you can offer a discount coupon in exchange for an email subscription. This way, you kill two birds with one stone: you get a new subscriber and a sale!



Now, how should you go about delivering the coupon to the new subscribers? You have two options.

First, you can include the coupon code to the submission success message, so that the customers copy and paste it at checkout 📌



The second option is to send the discount code to their inbox using a welcome email or the [Getsitecontrol autoresponder feature](#) – an automatic message sent to new subscribers

Start promoting discount and get more sales

Coupons have proven to drive more sales for ecommerce, so if you're not promoting them in your store yet – it's about time! With Getsitecontrol, you can do that using popups, email subscription forms, and even [surveys](#).

Got any questions? Feel free to shoot us an email at help@getsitecontrol.com.

You're reading Getsitecontrol usecase collection where we talk about the best practices for using website popups. This usecase is a part of [Grow on Shopify](#) section.