

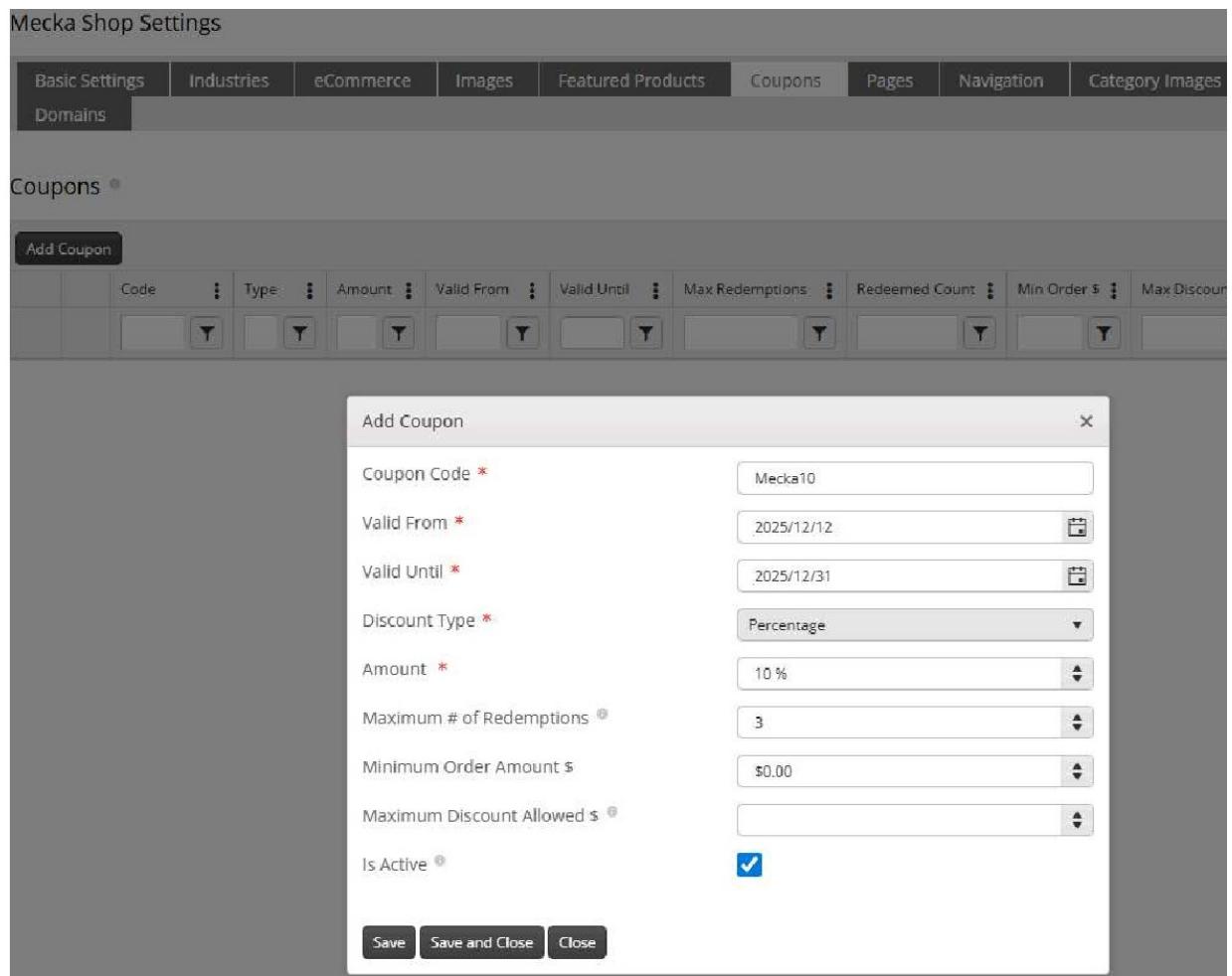
Coupons

12/17/2025 2:23 pm EST

B2C Shop Screen

Coupon Management / Mecka Shop (UI & APIs)

- Work Item #4415 - Mecka B2B UI/API: Discount/Coupon Management tab o Summary: Added a new Discount/Coupon Management tab to B2C Shop Page for creating, editing, viewing, and soft-deleting coupons (list/detail UI + APIs).



The screenshot shows the 'Mecka Shop Settings' interface. At the top, there is a navigation bar with tabs: Basic Settings, Industries, eCommerce, Images, Featured Products, Coupons, Pages, Navigation, and Category Images. The 'Coupons' tab is currently selected. Below the navigation bar, there is a sub-navigation bar with tabs: Domains, Coupons, and a 'Add Coupon' button. The 'Coupons' tab is selected. The main area shows a table with columns for Code, Type, Amount, Valid From, Valid Until, Max Redemptions, Redeemed Count, Min Order \$, and Max Discount %. The 'Add Coupon' dialog box is open in the foreground, overlaid on the main table. The dialog box has fields for Coupon Code (Mecka10), Valid From (2025/12/12), Valid Until (2025/12/31), Discount Type (Percentage), Amount (10 %), Maximum # of Redemptions (3), Minimum Order Amount (\$0.00), Maximum Discount Allowed (\$0.00), and Is Active (checked). At the bottom of the dialog box are three buttons: Save, Save and Close, and Close.

- Work Item #4533 - API for shop to get a coupon by name o Summary: New API implemented for shops to validate/apply coupon codes by display name (case-insensitive), checking dates, redeem limits, min order, and max discount constraints.
- Work Item #4533 - Tooltips for Coupon Management page o Summary: Added explanatory tooltips on coupon properties (e.g., Max Redemptions, Max Discount Amount, multiple-coupon behavior) to the Coupon

Management UI.

- Work Item #4534 - Mark coupon as redeemed in B2C process o Summary: B2C checkout updated to increment coupon redeem counts, create CouponRedemptions linking to orders, and store discount amounts at order and order-item level.
- Work Item #4750 - Modify order email and SPs to include coupon discounts o Summary: Updated stored procedures (b2c.Get_OrderDetails, b2c.Get_Orders, b2c.Add_Order) and order email template to include coupon discount amounts stored on orders/items.

How to Use the Coupon Feature in Mecka

1. Access the Coupon Feature

- * Log in to your Mecka account.
- * Navigate to the **Marketing** or **Promotions** section (depending on your dashboard layout).
- * Select **Coupons** from the available options.

2. Create a New Coupon

- * Click **Create Coupon** or **Add New Coupon**.
- * Fill in the required details:
 - * **Coupon Code**: The unique code customers will enter.
 - * **Discount Type**: Choose between:
 - * Percentage discount (e.g., 10% off)
 - * Fixed amount discount (e.g., \$5 off)
 - * **Start and End Dates**: Define the validity period.
 - * **Usage Limits**:
 - * Per customer
 - * Total number of uses

3. Configure Advanced Settings (Optional)

- * **Minimum Purchase Requirement**: Set a minimum order value for coupon eligibility.
- * **Applicable Products or Categories**: Restrict the coupon to specific items.
- * **Customer Segmentation**: Target specific customer groups if needed.

4. Activate and Share

- * Review all details for accuracy.
- * Click **Save** or **Activate** to make the coupon live.
- * Share the coupon code with customers via:
 - * Email campaigns
 - * Social media
 - * Website banners

5. Track Coupon Performance

- * Go to the **Reports** or **Analytics** section.
- * Monitor:
 - * Number of redemptions
 - * Revenue generated from coupon usage
 - * Customer engagement metrics

