



Coupons & Gift Certificates

Your Online Menu Ordering website provides you with a number of powerful features that you can use to increase sales and revenue.

A coupon or gift certificate is a code number that you give or sell to a customer. Typically, coupons are distributed by:

- ***email blasts to existing customers***
- ***email promotions to prospective customers***
- ***text messaging promotions***
- ***traditional advertising like newspaper ads, pennysavers promos, radio spots, etc.***

With the Coupons & Gift Certificates feature you can easily create Coupons or Gift Certificates redeemable at your restaurant for a dollar amount or percentage off to use in advertising or special promotions.

The customer may then enter that number into the Guest Check when ordering to receive a discount of 0 to 100% or a specific dollar amount.

You may create any number of concurrent coupons for different promotions. For example, these promotions could all be running at the same time:

Code: "Ford001" - Any Ford employee who enters "Ford001" receives a 10% discount

Code: "Ford002" - Any Ford employee who enters "Ford002" receives a 5% discount

Code: "Ford003" - Any Ford employee who enters "Ford003" and orders more than \$20 receives a 15% discount

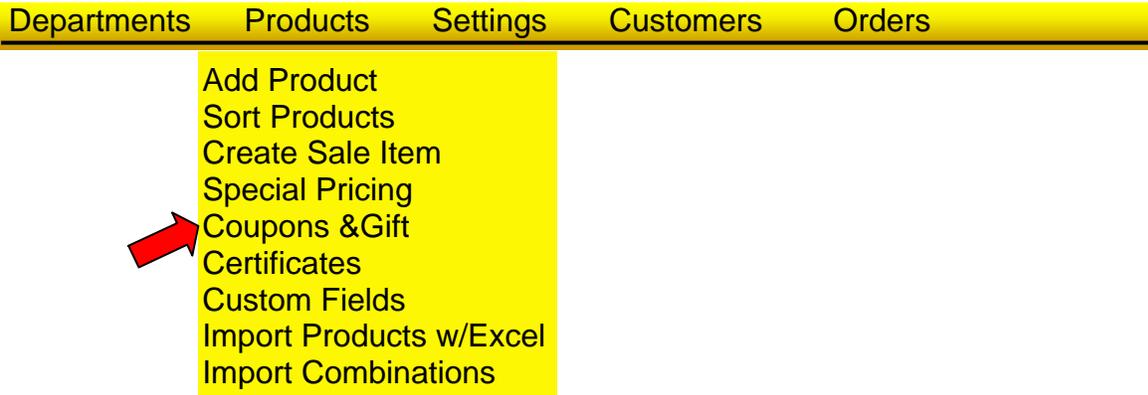
Code: "Ford004" - The first 100 Ford employees who enter "Ford004" during the next 7 days and order more than \$10 receive \$5.00 off their order.

With a typical Gift Certificate promotion, a gift certificate would be created as a product, and purchasers of the certificate would be issued a certificate code when the certificate is purchased. The holder of the code may then purchase a product or products based on the parameters of the particular certificate. A merchant may set up any number of different certificates.

Gift certificates and coupons are created in the same interface. Generally, gift certificates are used once and are purchased by a customer and given by that customer to another customer who will redeem it at a future time. Coupons are generally issued by the merchant for use by customers to provide a discount for promotional purposes, free merchandise, etc.

Setting up Coupons & Gift Certificates

On the gold Toolbar, click “Coupons & Gift Certificates ” from the “Products” dropdown menu.



This will open the Coupons and Gift Certificates screen.

Coupons and Gift Certificates						
Code	Valid	Expires	Minimum	Amount	Used	
(No Gift Certificates Found)						
[Create New Coupon or Gift Certificate]						

Click “Create New Coupon or Gift Certificate” to open the “Gift Certificate” screen.

Gift Certificate	
Code:	<input type="text"/>
Valid:	<input type="text" value="07/23/2009"/>
Expires:	<input type="text" value="07/23/2009"/>
Number Available:	<input type="text" value="1"/>
Minimum:	\$ <input type="text"/>
<input checked="" type="radio"/> Set Amount	\$ <input type="text" value="0.00"/>
<input type="radio"/> Percentage	<input type="text"/> %
Shipping Discount	<input type="checkbox"/>

[\[Duplicate\]](#)

Code

The code, or identification, that a specific coupon or certificate will have. To use the coupon, the customer must enter this code on the Guest Check when they check out.

Valid

The date from which the certificate is active.

Expires

The date from which the certificate is no longer valid.

Number Available

This determines how many certificates or coupons are available. Typically, Gift Certificates would be "1".

Minimum

The minimum that the customer must buy for the certificate to take effect. You may enter "0" so that no minimum purchase is required.

Set Amount

If you would like a flat dollar amount discount, select this option, then type the amount, i.e. 5.00 discounted in the box to the right of it.

Percentage

If you would like the discount to be a percentage of what is bought, i.e. 10%, select this option, then type in the percentage in the corresponding box.