

Discount Extensibility

Discount extensibility allows you to utilize custom attributes as additional discount conditions, giving you more flexibility over how discounts are applied in your implementation.

While configuring customer, B2B, order, or location attributes, you can indicate whether they are enabled for discounts. Then, the attributes can be used to define specific conditions in discount configurations.

Use Cases

The following sections describe example scenarios in which discounts may be useful with custom attributes.

B2B and Customer Attributes

B2B and customer attributes can be used as conditions for both line item and order-level discounts. Both types require the shopper to be logged into their account in order to apply the discount, and can be applied in either the cart or checkout. These may be useful in scenarios such as:

- Offering discounts to Harvard alumni based on whether an "alumni" attribute is set to "Harvard."
- Offering discounts to customers using long-term payment plans based on whether a "paymentTermMonths" attribute is set to at least "3".

Order Attributes

Order attributes can only be used as condition for order-level discounts and can be applied in either the cart or checkout. They may be useful in scenarios such as:

- Offering discounts for deliveries based on whether a "deliveryInfo" attribute is not null.
- Offering discounts on orders with completed feedback surveys based on a "feedbackSurvey" attribute set to "true."

Location Attributes

Location attributes can only be used as condition for line item-level discounts and can be applied in either the cart or checkout. They may be useful in scenarios such as:

- Offering discounts for frozen items from locations with a "supportsRefrigeration" attribute set to "true."

- Offering discounts for eCommerce-specific locations based on a "storeType" attribute set to "ecomm."

Enable Attributes for Discounts

You must make the attribute available to discounts in its configurations in order to use it as a discount condition. For more information about creating and configuring attributes in general, see the following documentation:

- [B2B Attributes](#)
- [Customer Attributes](#)
- [Order Attributes](#)
- [Location Attributes](#)

In the general settings of each attribute type, locate and toggle on the **Available for Discounts** option and click **Save**. The below example shows the option for a B2B attribute.

Display Group
Admin Only

Value Source
Admin Entered

Available for Discounts ⓘ

The below example shows the option for a customer attribute.

Value Source *
Admin or Shopper Entered ▼

Input Type *
Yes No ▼

Available for Discounts ⓘ

The below example shows the option for an order attribute.

Options

Required

Editable ⓘ

Hidden from shopper ⓘ 🔒

Available for Discounts ⓘ

The below example shows the option for a location attribute.

Display Group

Admin Only

Available for Discounts ⓘ

Create Discounts with Attribute Conditions

Once enabled, you will be able to select the attribute in discount configurations. While [configuring a discount](#):

1. Locate the Attribute Conditions section.

Attribute Conditions

Build conditions based on custom attributes for customer, order and locations. Add

| Attribute Type | Attribute Name | Operator | Value(s) | |
|-------------------------------|----------------|----------|----------|---|
| customer.b2baccountattributes | tenant~txtbxNN | eq | 2 | ⋮ |
| location.attributes | tenant~TN60 | eq | 11 | ⋮ |

2. Click **Add**.
3. Select an **Attribute Type** (B2B, Customer, Order, or Location) from the drop-down menu.
4. Select the attribute you want to add from the **Attributes** drop-down menu.
5. Select the **Operator Type**. The available operators will depend on the attribute's data type.
6. If you select a comparison operator, another field will appear where you should enter the value that the attribute should be compared to. For example, you may set the operator type as "greater than" and the value as "2."
7. Click **Add**. This attribute and its selected logic will now be displayed in the Attribute Conditions table.

Add Condition ✕

Attribute Type ▼

Attributes ▼

Operator Type ▼

Cancel Add