

Managing Discounts

Discounts and vouchers play an important role in your daily relationships with your customers. Typically, customers like two things when shopping:

- Feeling special, unique.
- Getting good prices.

Both can be achieved with customized discounts, and this is precisely where vouchers come into play – or more precisely, price rules.

"Price rules" can take two forms:

- **Cart rules.** It enables you to create per-customer voucher codes, but also much more.
- **Catalog price rules.** Enables you to assign price reductions by category, brand, supplier, attribute or feature.

For instance, you can set a rule that would say that Spanish customers belonging to the "Good clients" group would get 10% off on your electronics category and all Sony products for the first week of July.

This chapter contains the following sections:

- [Cart Rules](#)
- [Catalog Price Rules](#)

