Scratch & Win Coupons For Magento 2 - User Guide

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Overview

Scratch & Win Coupons extension for Magento 2 by Zestard allows the store admin to display a scratch coupon block on the front-end of the website. Admin can offer a discount as even a small discount amount is appreciated by the store visitors/customers. Discount & Offers always attracts more customers to buy the products which indirectly leads to growth in sell, with the help of this extension admin can provide discounts without any complex process.

The store visitors can scratch, the coupon code and avail the discount by submitting the form and based on the settings made at the backend the customer can either directly see the code or receive the code in the email. In addition to this, this extension helps in increasing the visitors on the website.

The store admin can easily attract the customers by providing them with exciting offers, improve their store experience and also gain more profit. With the help of this Scratch & Win Coupons extension, the store admin can get the email id of the customers which can be used for email marketing.

For Eg: If a Merchant wants to increase their sales by providing discounts to the customers, Scratch & Win is the best option through which customers will always come to your store to scratch & avail the offers available. This extension helps you to increase the audience at your store leading to increase in your sales.

With the flexible settings available the Merchants can choose on which pages they want to show the discount section along with Discount type & the coupon code Length.

Our extension also allows Admin to adjust the look & feel of the Scratch & Win section depending on the store theme. Admin can always write attractive sentences that can make more visitors come & scratch the code to avail discounts. Admin can always choose up to how many days the coupon will be valid once scratched. This extension also shows you the graph of the Number of coupons used/generated for the selected date range to analyze the statistics of the discounts.

Main Features

Admin Oriented

- The admin can select the pages of the site where they want to display the scratch box.

- Admin can choose whether to display the scratch section in the header or in popup.

- Admin can customize the look & feel of the scratch section from the backend itself.

- Admin gets an option to edit the expiry days of the discount coupon.

- Admin can either offer a fixed amount discount, fixed percentage discount or the random percentage discount based on their needs from the backend.

- Ability to choose whether to display the coupon on the website itself or to send the coupon in the email once they submit the basic form.

- Ability to view the statistical graph of the coupons generated and used.

- Admin can view the list of coupons that are generated along with the customer details who have received the coupons.

- Ability to set after what duration will the coupon be again displayed to the same customer.

- Ability to set the coupon code length which will be generated at the front-end once the customers scratch for code.

Customer Oriented

- Customers can scratch and check for the discount they avail.

- Customers can just fill up the basic details to get the coupon code.

- Once the customer submits the form, they will get the coupon either on the website or in the email based on the setting made by the admin.

- Customers can then use the coupon during their first purchase at either cart or checkout page.

Note: Our extension only allows the coupons to be used at the cart/checkout page if the customers have not placed any previous orders.

Reasons to choose Zestard's Scratch & Win Coupons?

Easy to configure & use	Ability to choose pages on which the discount section will be visible	Set look & feel of discount section based on your store theme
Set validation for the coupons scratched	Set the character length for the coupons being generated	Set Discount Type as a Fixed amount or Percentage range
Ability to view the statistical graph of coupons generated vs used	Highlight the section attractive sentences	Ability to choose the scratch cursor for frontend
Enhance user experience	Flexible settings	Give offers to attract more customers

Installation Guide

Once you have purchased & downloaded our extension follow the below steps to install the extension. The easiest way to install a Magento 2 extension is by using SFTP or FTP. To do this, first, download our Scratch & Win Coupons module and follow the below steps.

In short, for Professionals or Techie Person

1. Unzip the extension.

2. Login to your root directory via FTP or SFTP.

3. Go to your remote directory app/code/

4. Create directory Zestardtech and under that create subdirectory Scratchandwin.

5. Now upload all the unzipped code into the Scratchandwin directory.

6. Then open your SSH or Terminal.

7. Go to your root directory and RUN below 5 commands step by step:

   - php -f bin/magento module:enable Zestardtech_Scratchandwin –-clear-static-content

   - php bin/magento setup:upgrade

   - php bin/magento setup:di:compile

   - php bin/magento setup:static-content:deploy -f

   - php bin/magento cache:clean

8. If you didn't get any error during the commands execution process then our extension is successfully installed in your store.

To Note: If you face any error during this process then please either share the screenshots or share credentials of your store at our email id **support@zestard.com** and will help you install the extension properly.

Detailed Installation Instructions

Step 1: Connect to FTP and upload the unzip directory.

- Connect to your site using FTP or SFTP. Go to your remote directory app/code/

- Create directory Zestardtech and under that create subdirectory Scratchandwin. Now upload all the unzipped code into this directory.

Step 2: Run Commands

- Open your SSH or Terminal.

- Go to your root directory and RUN below 5 commands step by step:

  ○ php -f bin/magento module:enable Zestardtech_Scratchandwin
    −-clear-static-content

```
[root@server magento232]# php -f bin/magento module:enable Zestardtech_Scratchandwin --clear-static-content
The following modules have been enabled:
- Zestardtech_Scratchandwin

To make sure that the enabled modules are properly registered, run 'setup:upgrade'.
Cache cleared successfully.
Generated classes cleared successfully. Please run the 'setup:di:compile' command to generate classes.
Generated static view files cleared successfully.
```

  ○ php bin/magento setup:upgrade

```
[root@server magento232]# php bin/magento setup:upgrade
Cache cleared successfully
File system cleanup:
/home/idroidso/public_html/magento232/generated/code/Composer
/home/idroidso/public_html/magento232/generated/code/MSP
/home/idroidso/public_html/magento232/generated/code/Magento
/home/idroidso/public_html/magento232/generated/code/Symfony
The directory '/home/idroidso/public_html/magento232/generated/metadata/' doesn't exist - skipping cleanup
Updating modules:
Schema creation/updates:
```

   ○ php bin/magento setup:di:compile

```
[root@server magento232]# php bin/magento setup:di:compile
Compilation was started.
```

   ○ php bin/magento setup:static-content:deploy -f

```
[root@server magento232]# php bin/magento setup:static-content:deploy

Deploy using quick strategy
frontend/Magento/blank/en_US          2300/2300          ============================ 100% %  12 secs
frontend/Magento/blank/en_US          2300/2300          ============================ 100% %  12 secs
```

   ○ php bin/magento cache:clean

```
[root@server magento232]# php bin/magento cache:clean
Cleaned cache types:
config
layout
block_html
collections
reflection
db_ddl
compiled_config
eav
customer_notification
config_integration
config_integration_api
full_page
config_webservice
translate
vertex
```

- If you didn't get any error during the commands execution process then our
  extension is successfully installed in your store.

Step 3: To confirm Installation and activation.

- To complete the installation you need to log out of your Magento Admin and login back.

- Open your SSH or Terminal and run this command **php bin/magento module:status Zestardtech_Scratchandwin** and if you get Output as **Module is enabled** then our extension is installed properly in your store.

To Note: If you face any error during this process then please either share the screenshots or share credentials of your store at our email id **support@zestard.com** and will help you install the extension properly.

User Guide

How to Configure Scratch and Win Extension?

After installing the extension just follow the below steps to set up a coupon code feature in your store.

1. Frontend view of Scratch and Win Coupons Section.
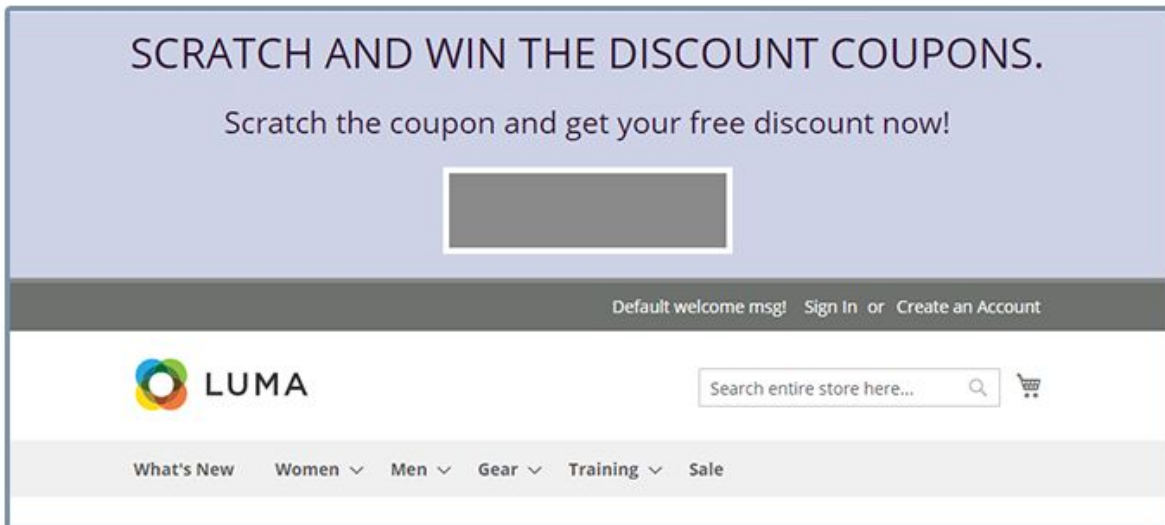
2. Once the Coupon is scratched the form will appear for the customer to get the coupon code.

3. Customers can scratch to check the discount & they will receive coupon code in Email.
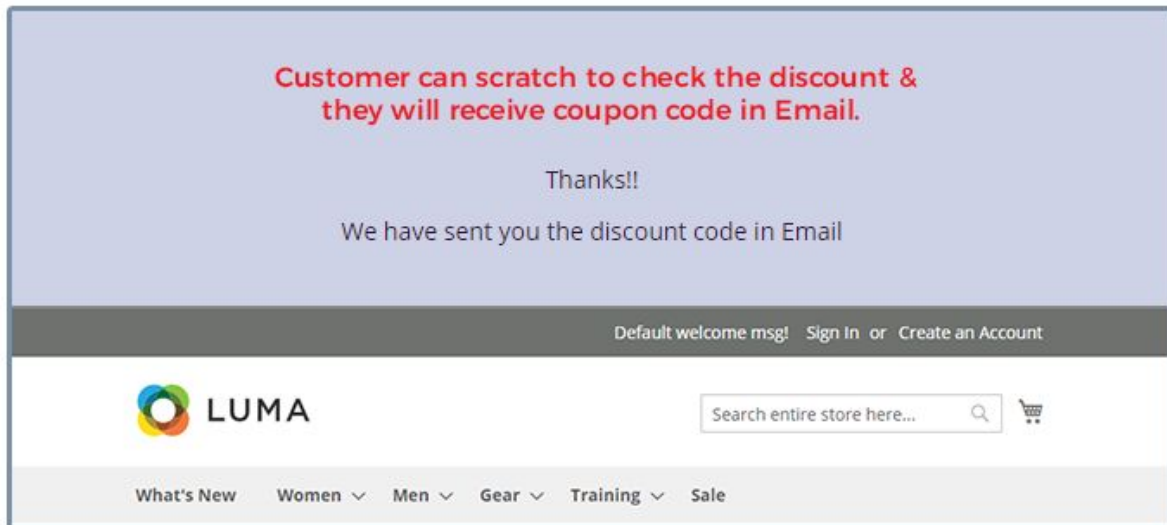
4. Email Template sent to the customer for receiving the coupon code.
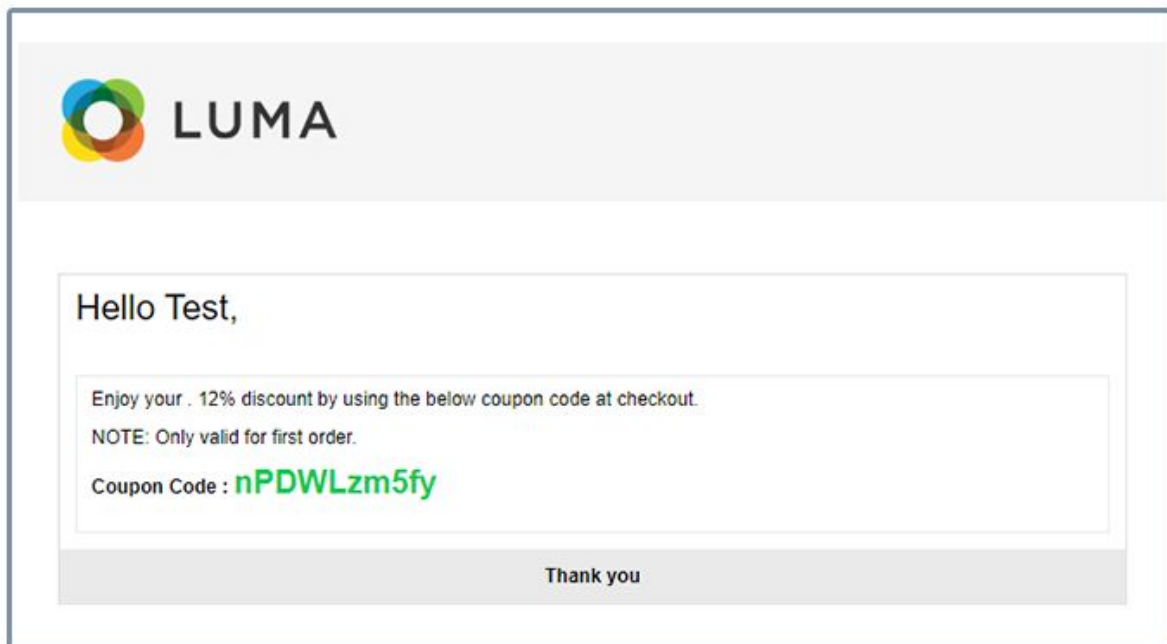
5. Customer can scratch to check the discount & they will see the coupon code once they submit the form.
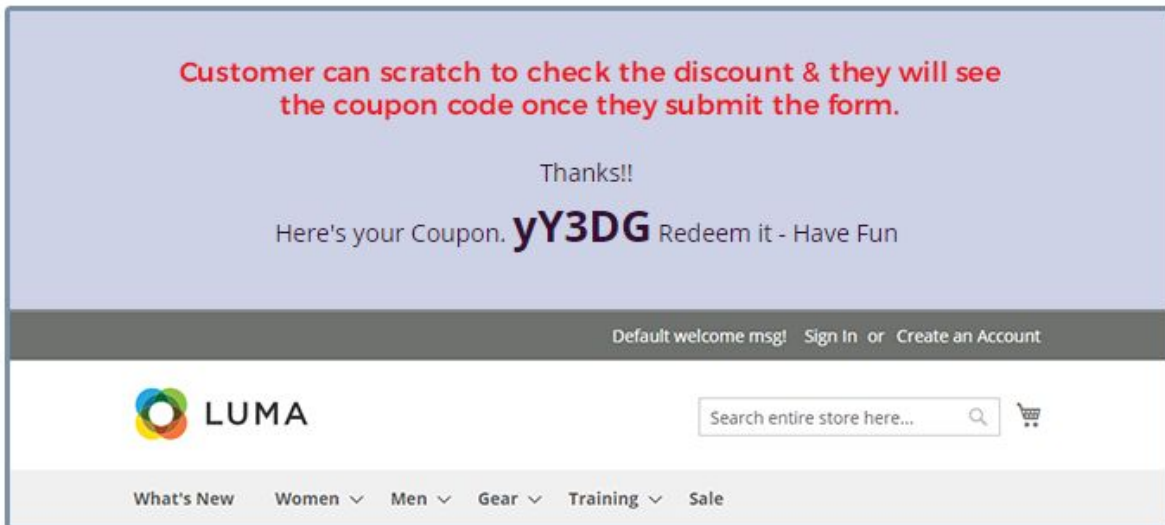
6. Customers can see the scratch and win coupons section in a popup by clicking on the Scratch and Win Exciting Offers button.
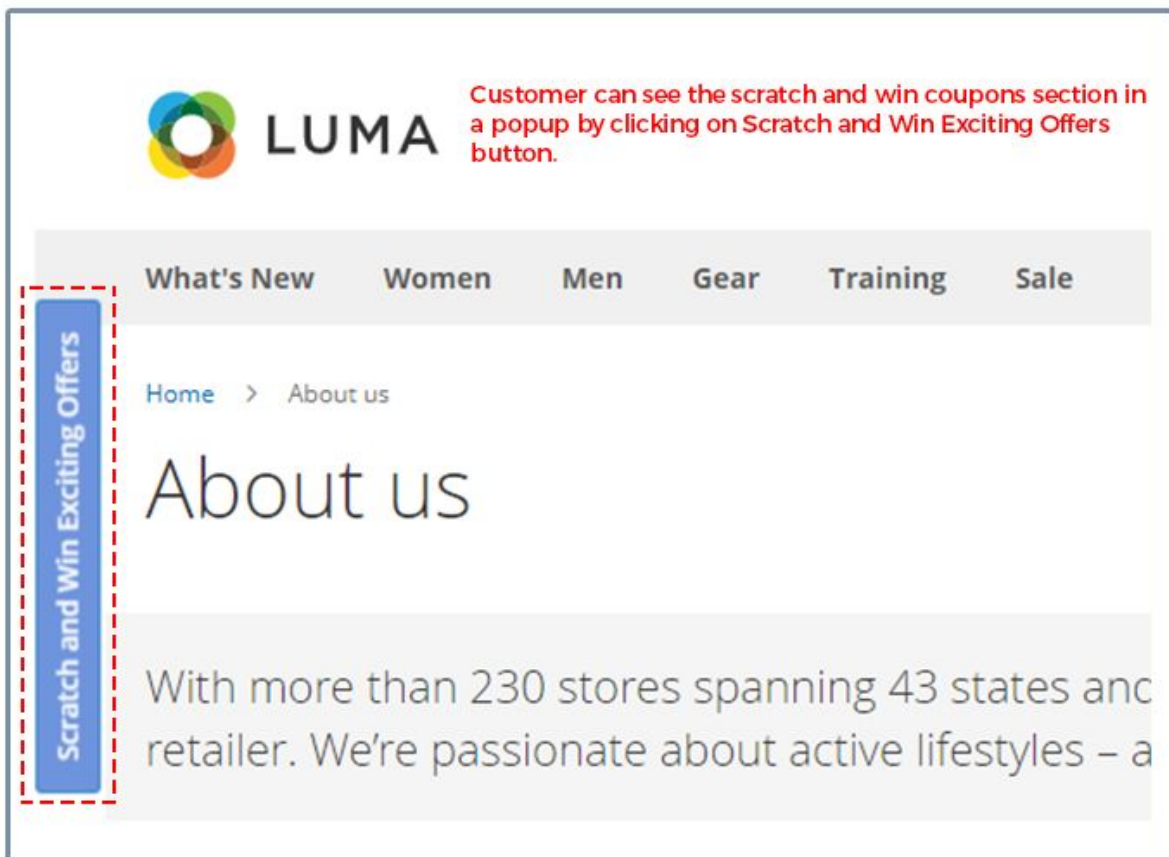
7. Scratch and Win Coupons Section in the popup.
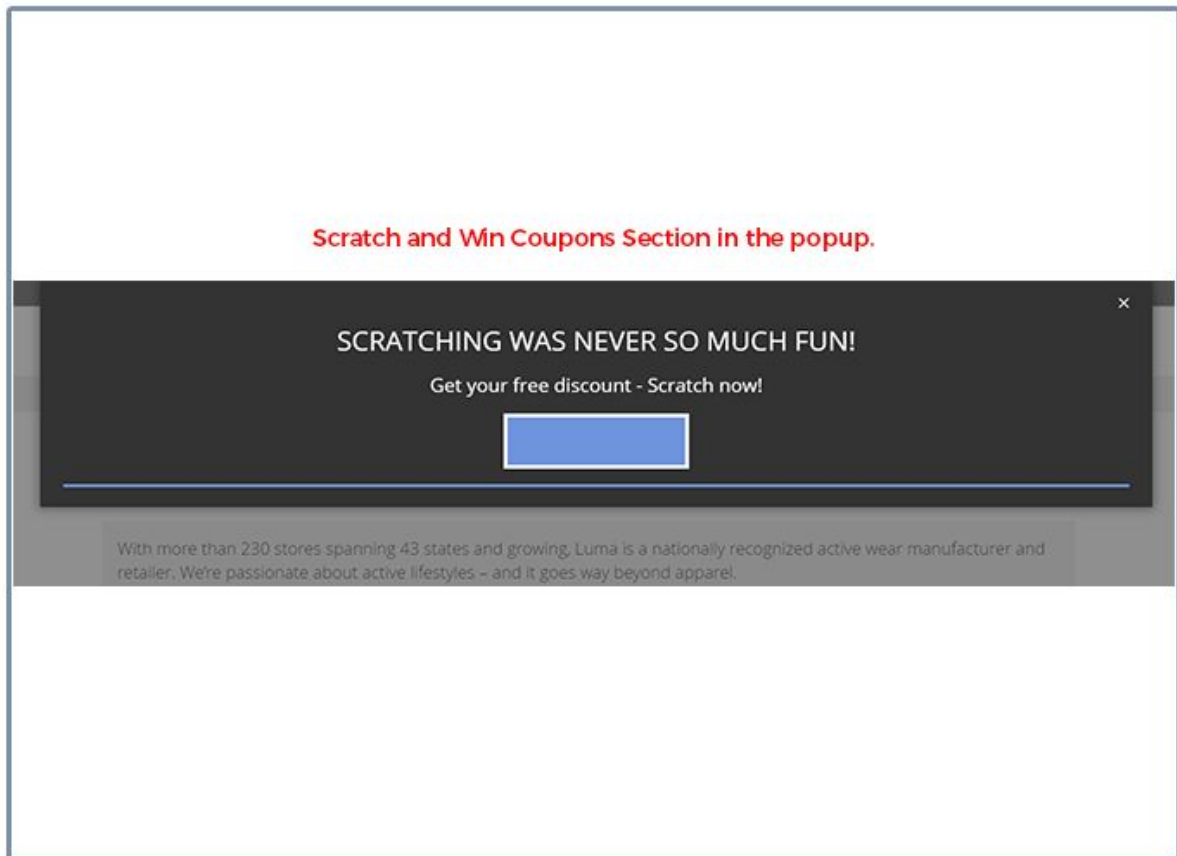
8. The Scratch and Win Coupons Section will open in the popup and the form will appear once the Coupon is scratched for the customer to get the coupon code.
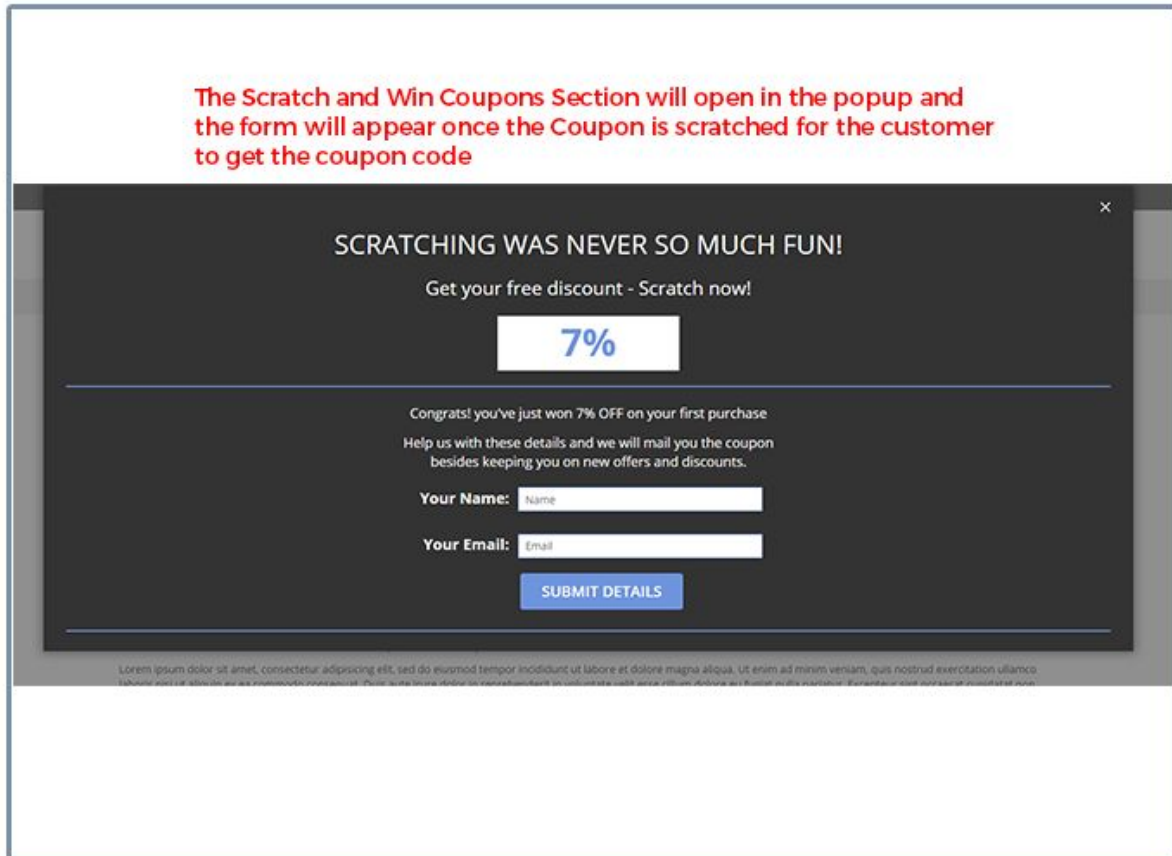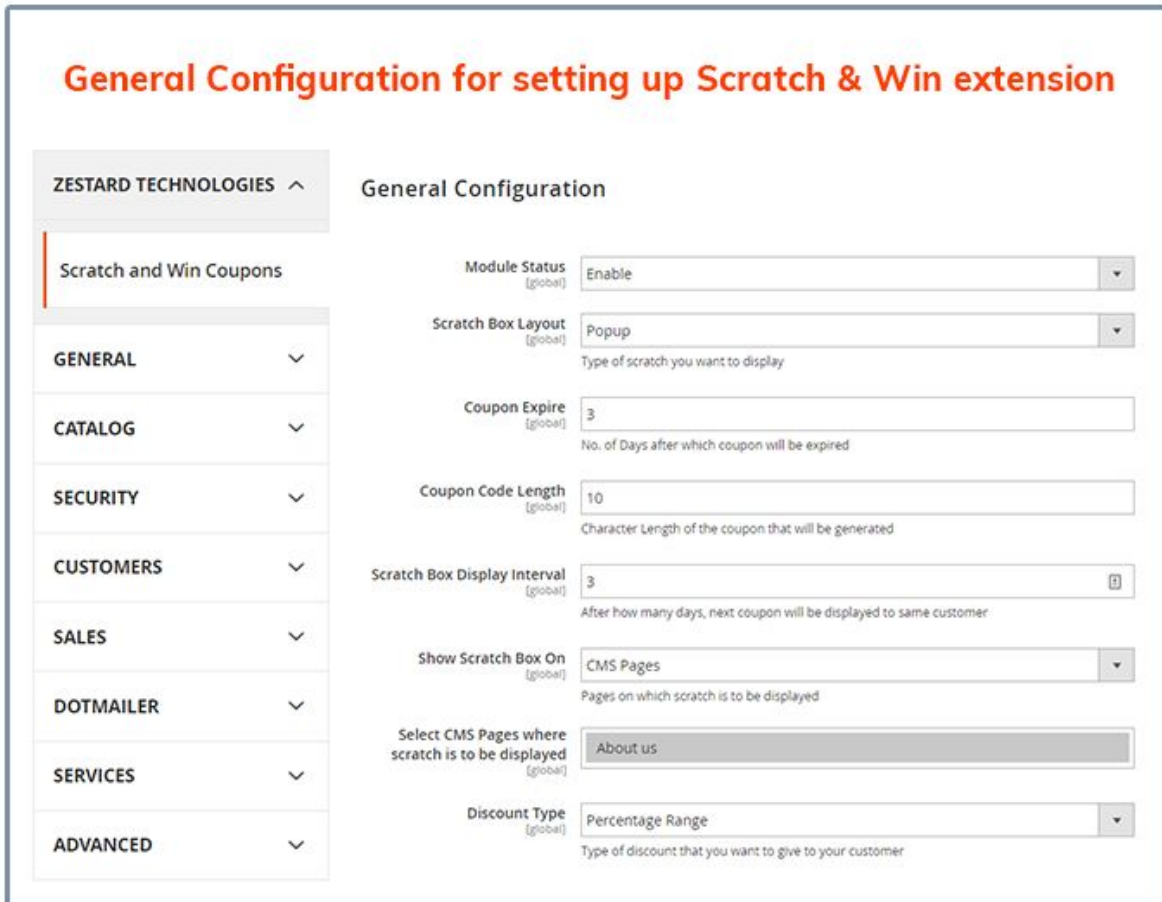
9. Once the form is submitted, the customer will able to check the discount & will see the coupon code in a popup.
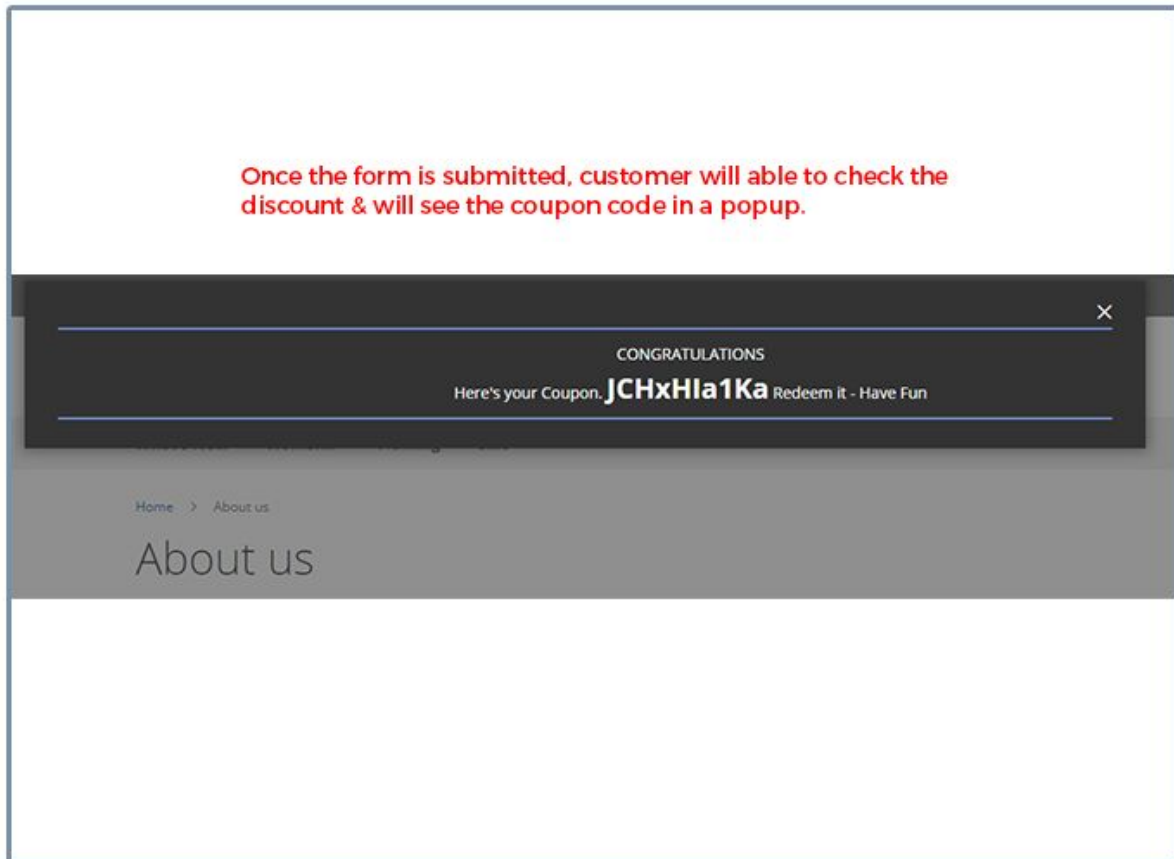
10. General Configuration for setting up Scratch & Win extension.

- **Module Status:** Select "Yes" to enable the extension.

- **Scratch Box Layout:** Select layout for the scratch box section**.**

- **Coupon Expire**: Specify the number of days the coupon will expire after being scratched.

- **Coupon Code Length:** Specify the coupon code length that needs to be generated.

- **Scratch Box Display Interval:** Specify the number of days after which the scratch will be displayed to the same customer again.

- **Show Scratch Box On:** Select pages on which scratch needs to be displayed.

- **Discount Type:** Type of discount that you want to give to your customers.

11. Improve Look & Feel for scratch coupon code depending on your theme.

- **From percentage:** Enter the Start range of the percentage for the discount.

- **To percentage:** Enter End range of the percentage for the discount.

- **Allow free shipping:** Select "No" if you don't want to allow free shipping to customers with the generated coupons.

- **Background Color:** Choose the background color of the scratch box displayed in the front.

- **Text Color:** Enter the Text color of the scratch box displayed on the front.

- **Theme Color:** Choose Theme color for the Scratch & WIn coupons section.

- **Frontend Scratch Cursor Type:** Select the type of Scratch cursor you want to use in front.

- **Frontend Discount Display Type:** Select "Email" if you want to send the coupon code in the email to the customers.

- **Popup Button Text:** Enter the title which will appear for the Scratch & Win section in the front.

- **Frontend Main Title:** Enter the title which will appear for the Scratch & Win section in the front.

- **Scratch Box Title:** Additional text message that is visible just above the scratch area.

12. Set up configuration related to the Scratch & Win section based on your requirement.

- **Form Email Title:** Enter the Email from which email will be sent.

- **Form Name Title:** Enter the from the name which will be displayed in the email.

- **Form Heading:** Enter the success message which will be displayed once the coupon is scratched by the customers.

- **Form Subheading:** Enter the title for the form which will be displayed on the website.

- **Form Button Text:** Enter the text of submit Button text which will appear in the front.

- **Success Message:** Enter the success message which is shown to the customers once the form is submitted.
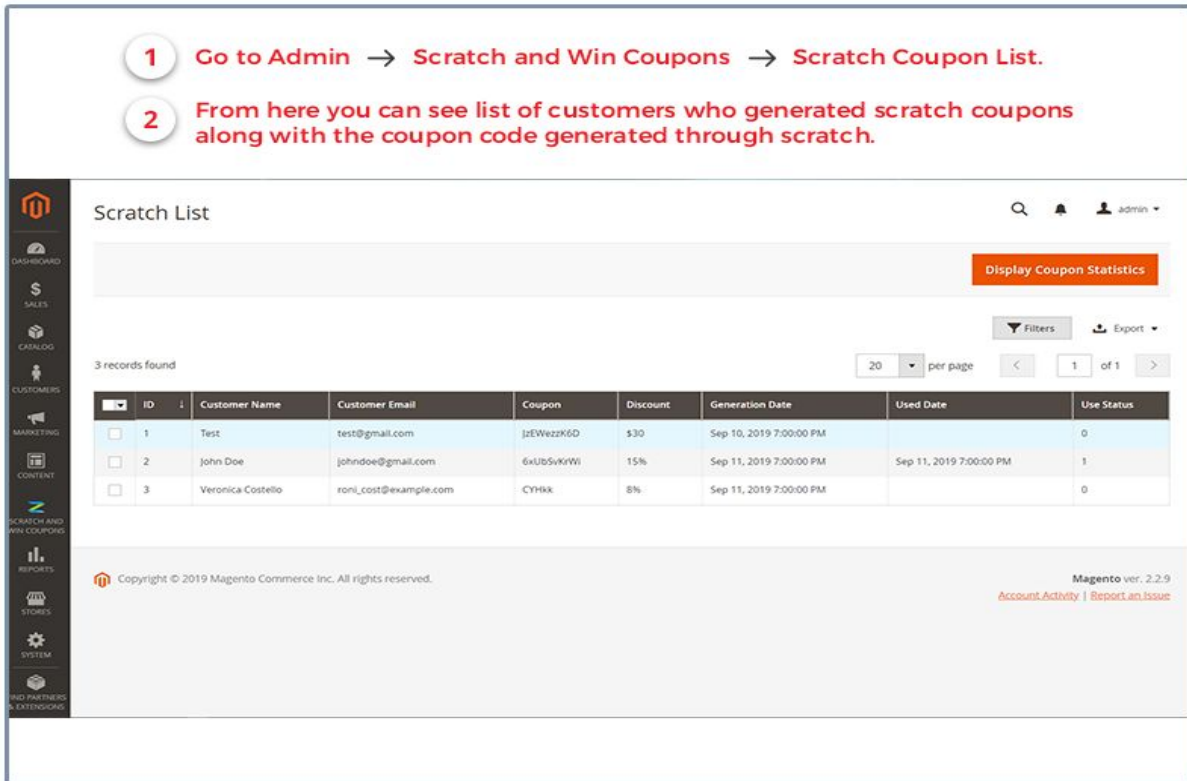
- **Email Template for Customer:** Select an Email template which customer will get for receiving coupon codes.

13. Go to Admin → Scratch and Win Coupons → Scratch Coupon List.

From here you can see a list of customers who generated scratch coupons along with the coupon code generated through scratch.

14. Go to Admin → Scratch and Win Coupons → Scratch Coupon List → Click on the "Display Coupon Statistics" button to see the graph of the Number of coupons used/generated for the selected date range.
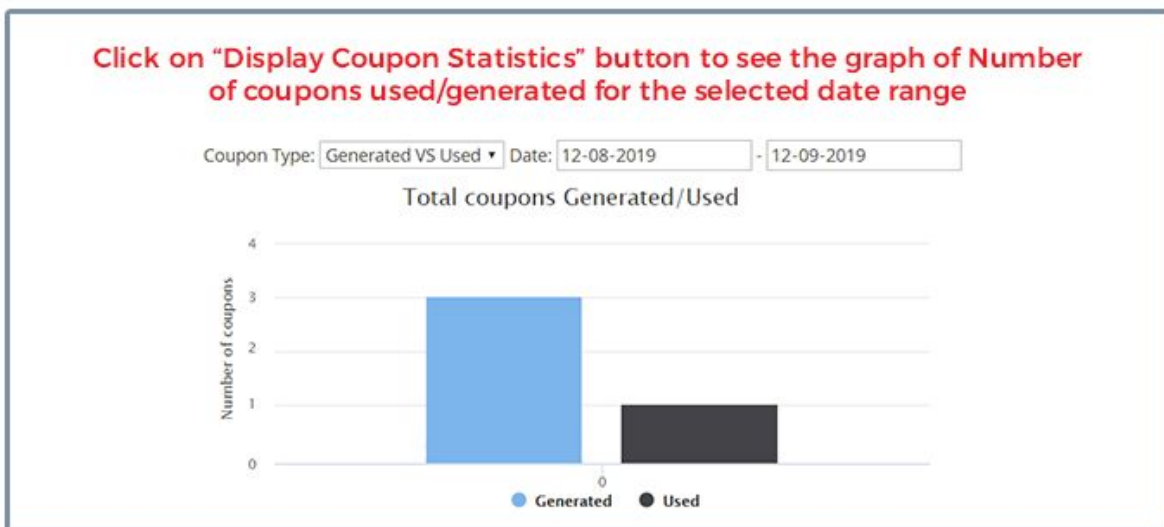
Get Support From Our Team

We are here to help you out if you are facing any issues after installing the extension. Drop us an email at **support@zestard.com** and will get back to you.

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