Coupon Role Rules Not Working: Fixes

Troubleshooting · https://wpfactory.com/docs/coupon-role-discounts-fix/

If a role rule in Coupon by User Role for WooCommerce is not behaving as expected, work through the checks below. Most issues come down to the section being off, the wrong role being targeted, or a user holding more than one role.

The rule does nothing

1. Go to **WPFactory > Coupon by User Role** (also reachable at **WooCommerce > Settings > Coupon by User Role**).
2. For disable and invalidate rules, confirm **Availability by user role** (the Enable section switch) is ticked in the **Availability** section.
3. For per-role amounts, confirm **Amount by user role** is ticked in the **Amounts** section.
4. Confirm you added the correct roles to the list and saved changes.
5. Test while logged in as a user who actually holds the targeted role, not as an administrator.

The rule affects the wrong customers

A rule applies when a customer has one of the selected roles and none of the exception roles. A single user can hold several roles at once, so a customer who is also a shop manager may be caught by a rule aimed at customers. Add the role you want to protect to the matching **Exceptions** field. See handling users with multiple roles.

Guests are not affected

Logged-out visitors are the **Guest** role. If a rule should apply to them, add **Guest** to the list. See coupons for guests and logged-out visitors.

Disable and invalidate seem to conflict

If a role is in both lists, disable wins: the coupon field is removed, so the invalidate message never shows for that role. Pick one behavior per role.

The per-coupon tab is missing

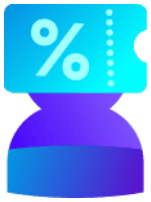
The **Invalidate by user role** and **Amount by user role** tabs only appear after you enable **Invalidate per coupon** or **Amount per coupon** in the settings and save. Reload the coupon edit page afterward.

The coupon still will not apply, with no role rule set

Coupon by User Role runs after WooCommerce's own coupon checks. If the coupon has expired, hit a usage limit, or fails a product, category, or minimum-spend restriction, it is rejected regardless of role. Review the coupon's standard settings under **Marketing > Coupons**.

Still stuck?

Our team answers every ticket on the Coupon by User Role support forum.



COUPON BY USER ROLE FOR WOOCOMMERCE

See every feature and the pricing on the Coupon by User Role for WooCommerce plugin page.

View plugin →

Related articles

- Coupons by User Role: How to Reset a Settings Section
- Coupons by User Role: Developer Hooks and Filters Reference
- Free vs Pro: Coupon by User Role for WooCommerce
- How Coupon Validation by User Role Works
- One Coupon, Different Discount Amounts per User Role