How to Disable or Invalidate WooCommerce Coupons by User Role

How to · https://wpfactory.com/docs/effortless-targeted-promotions/

To disable or invalidate WooCommerce coupons for specific user roles, use Coupon by User Role for WooCommerce. It lets you decide, per user role, whether coupons work at all, so you can reserve promotions for the customers you actually want to reward.

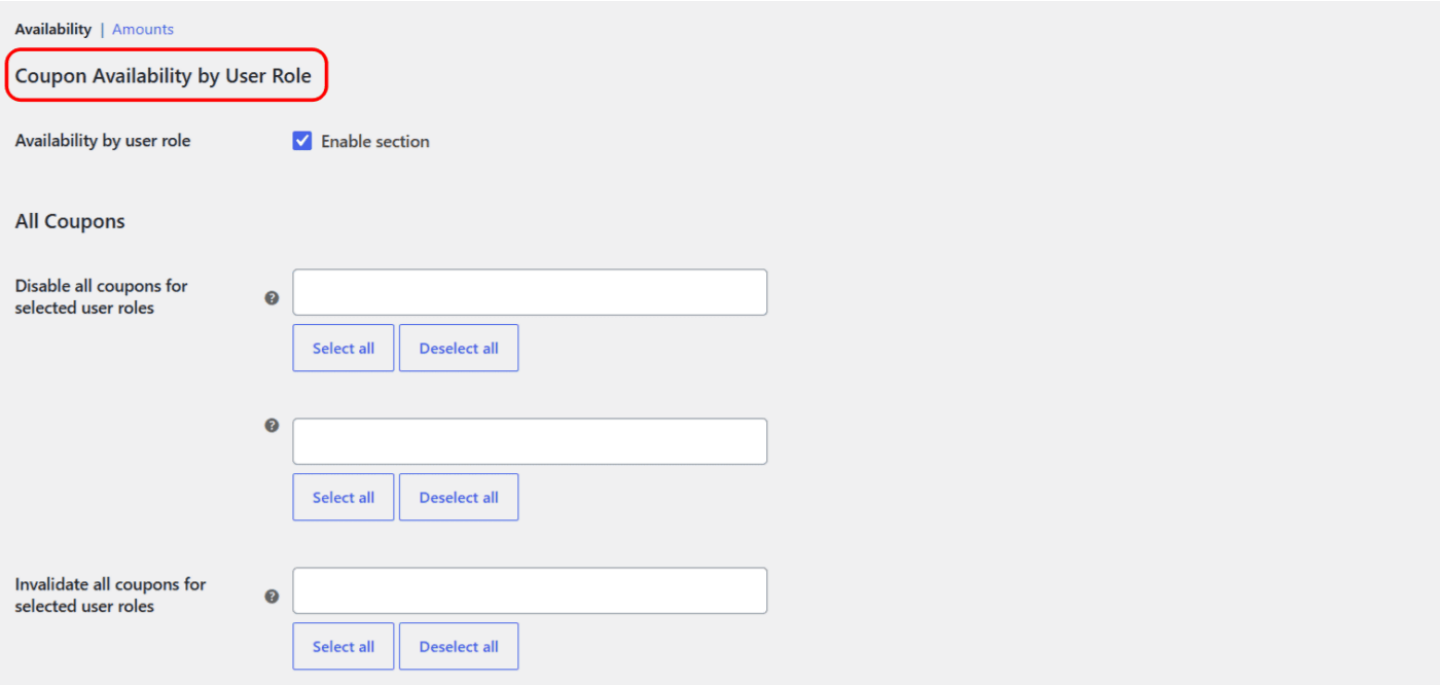
Disable vs invalidate: pick the right one

Coupon by User Role gives you two different tools. They are not the same:

- **Disable**: coupons are removed completely for the selected roles. The coupon code field disappears from the cart and checkout, so those users cannot enter a code at all.
- **Invalidate**: the coupon code field stays visible, but any code entered by the selected roles is rejected with a message you control. Use this when you want people to see that a promotion exists and be nudged to register or upgrade.

Step-by-step setup

1. Go to **WPFactory > Coupon by User Role** (also reachable at **WooCommerce > Settings > Coupon by User Role**).
2. Open the **Availability** section.
3. Make sure **Availability by user role** is ticked (this is the **Enable section** switch, on by default).
4. Under **All Coupons**, add roles to **Disable all coupons for selected user roles** and/or **Invalidate all coupons for selected user roles**. Use the **Select all** and **Deselect all** buttons to save time.
5. Click **Save changes**.



Options reference

Label	Option ID	Type	Default	Free/Pro
Availability by user role (Enable section)	`wpjup_wc_coupon_by_user_role_plugin_enabled`	Checkbox	`yes`	Free
Disable all coupons for selected user roles	`wpjup_wc_coupon_by_user_role_disabled`	Multiselect	Empty	Free (standard roles), Pro (custom roles)
Disable: Exceptions	`alg_wc_coupon_by_user_role_disabled_exceptions`	Multiselect	Empty	Free (standard roles), Pro (custom roles)

Label	Option ID	Type	Default	Free/Pro
Invalidate all coupons for selected user roles	`wpjup_wc_coupon_by_user_role_invalid`	Multiselect	Empty	Free (standard roles), Pro (custom roles)
Invalidate: Exceptions	`alg_wc_coupon_by_user_role_invalid_exceptions`	Multiselect	Empty	Free (standard roles), Pro (custom roles)

About the exceptions fields

Each list has a matching **Exceptions** field. A user is only affected if they have one of the selected roles *and* none of the exception roles. This matters because a single WordPress user can hold several roles at once: for example a customer who is also a shop manager. Add the role you want to protect to the exceptions list, and the coupon rule will skip anyone who has it. See handling users with multiple roles for a worked example.

Logged-out visitors

Visitors who are not logged in are treated as the **Guest** role. To disable or invalidate coupons for guests, add **Guest** to the relevant list. See coupons for guests and logged-out visitors.

Use cases

- Stop guests from using coupons, so discounts are a reward for registering.
- Reserve a promotion for subscribers by invalidating it for everyone else, while still showing the code exists.
- Prevent staff roles like shop manager from applying customer-only promotions.

Troubleshooting

- **Nothing changes.** Confirm **Availability by user role** is enabled and that you saved changes. Test while logged in as a user who actually has the targeted role.
- **A custom role is missing from the list.** The free version lists the eight standard roles only. Custom roles require Pro.
- **Both a disable and invalidate rule apply.** A disabled role removes the coupon field entirely, so the invalidate message never appears for that role.

Invalidate a Single Coupon by User Role (Per-Coupon Control)

Sometimes you want role rules on one specific coupon rather than across every coupon at once. Coupon by User Role for WooCommerce does this with per-coupon invalidation: a dedicated tab on each coupon's edit page where you pick the roles that cannot use that coupon.

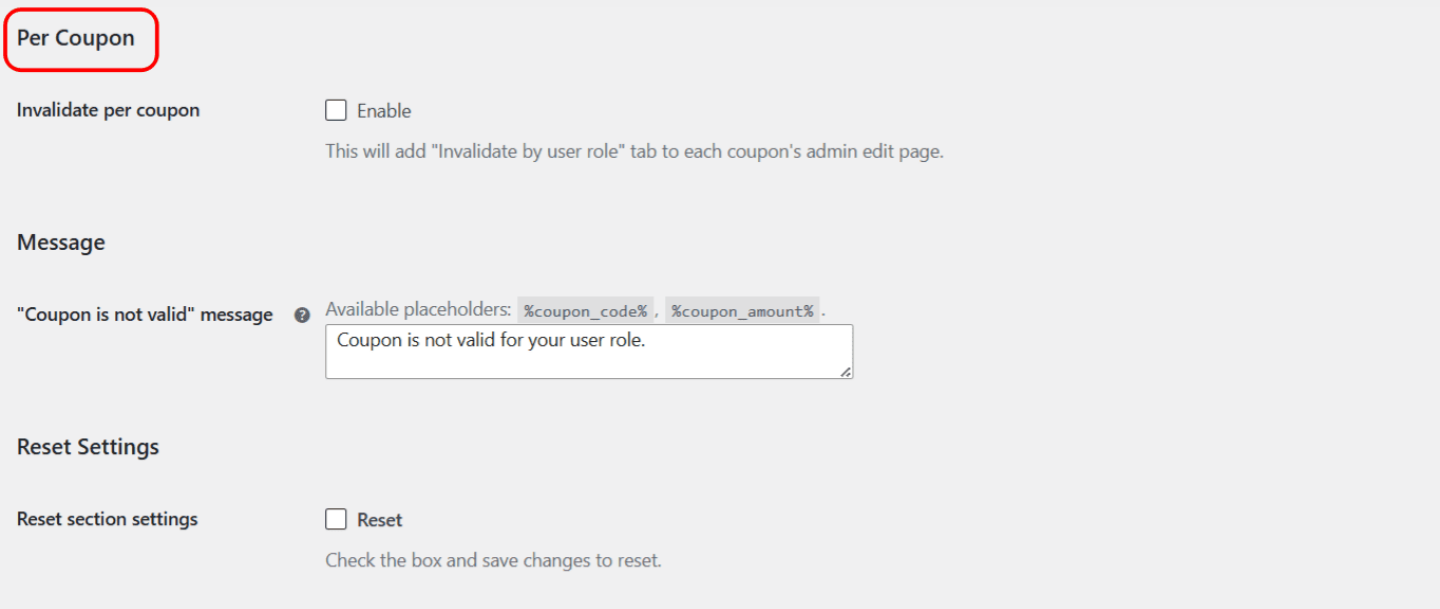
Per-coupon vs all-coupons

- **All coupons** (the Availability section) applies one rule to every coupon in your store.
- **Per coupon** (this feature) targets one coupon at a time, and its roles are added on top of any all-coupons rule.

Per-coupon invalidation is a **free** feature for the standard roles. Only custom user roles require Pro.

Step 1: enable the per-coupon tab

1. Go to **WPFactory > Coupon by User Role** (also reachable at **WooCommerce > Settings > Coupon by User Role**).
2. Open the **Availability** section and scroll to **Per Coupon**.
3. Tick **Invalidate per coupon** (**Enable**). This adds an **Invalidate by user role** tab to every coupon's edit page.
4. Click **Save changes**.



Step 2: set the roles on a coupon

1. Go to **Marketing > Coupons** and open the coupon.
2. Open the **Invalidate by user role** tab.
3. In **Invalidate for roles**, choose the roles that should not be able to use this coupon.
4. Optionally add roles to **Exceptions** to protect users who also hold a role you want to keep eligible.
5. Update the coupon.

Invalidated users still see the coupon code field and can type the code, but it is rejected with your "Coupon is not valid" message.

Options reference

Label	Option / meta key	Type	Default	Free/Pro
Invalidate per coupon (Enable)	`wpjup_wc_coupon_by_user_role_invalid_per_coupon`	Checkbox	`no`	Free

Label	Option / meta key	Type	Default	Free/Pro
Invalidate for roles (per coupon)	`_wpjup_wc_coupon_by_user_role_invalid`	Multiselect	Empty	Free (standard roles), Pro (custom roles)
Exceptions (per coupon)	`_alg_wc_coupon_by_user_role_invalid_exceptions`	Multiselect	Empty	Free (standard roles), Pro (custom roles)

Use cases

- Run a subscriber-only promotion on one code while leaving all other coupons open to everyone.
- Block guests from a single high-value code without changing your store-wide rules.
- Exclude wholesale customers from a retail-only coupon (custom role, Pro).

Troubleshooting

- **No Invalidate by user role tab.** Enable **Invalidate per coupon** in the Availability section and save, then reload the coupon.
- **The code is rejected for the wrong people.** Check the **Exceptions** field and remember a user can have several roles at once.
- **A store-wide rule still fires.** Per-coupon roles are added to, not instead of, the all-coupons Availability rules.



COUPON BY USER ROLE FOR WOOCOMMERCE

These availability rules are free for the standard roles. Coupon by User Role for WooCommerce Pro adds every custom user role on your site, so wholesale, membership, and B2B roles get their own coupon rules.

See what Pro unlocks →

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