Generate a Coupon Code in an Email

How to · https://wpfactory.com/docs/generate-coupon-code-in-email/

Additional Custom Emails & Recipients for WooCommerce can create a unique, single-use discount coupon on the fly and print its code straight into an email. Use it to reward a new customer, thank someone after purchase, or run a win-back message, each recipient getting their own personal code.

The shortcode

```
[generate_coupon_code amount="10"]
```

Placed in a custom email's content, this creates a coupon and outputs its code. The `amount` attribute is required and sets the discount value.

What the coupon looks like

When the shortcode runs, the plugin creates a WooCommerce coupon with these properties:

Property	Value
Discount type	Percentage discount
Amount	The `amount` you passed (for example `10` means 10%)
Coupon code	The recipient's first name, made unique with a numeric suffix if that name is already taken (for example `Maria`, then `Maria-1`)
Usage limit	1 use total, and 1 use per user
Restricted to	The recipient's email address
Applies before tax	Yes

Because the coupon is locked to the recipient's email and limited to a single use, each generated code is personal and cannot be shared.

It needs a user context

The coupon is built from the recipient's user account: the code comes from their first name and the restriction comes from their email. So the shortcode only produces a coupon when the email runs with a **user** in context. If there is no user, the shortcode outputs nothing.

User context is present for the account-related triggers, which pass a user to the email:

- Created customer notification
- Reset password notification
- Customer address saved
- Customer address changed

Order triggers put the *order* in context, not a user object, so `[generate_coupon_code]` returns empty in a purely order-based email. To send a coupon after purchase, trigger the email on a customer account event, or on a custom trigger whose first argument is a user ID.

Example

A welcome email that greets a new customer and hands them a 15% coupon:

```
Welcome aboard, [user_prop key="first_name"]!

Here is 15% off your first order. Use code:
[generate_coupon_code amount="15"]

This code is yours alone and can be used once.
```

Set this email's trigger to **Created customer notification** so a user is in context and the code generates.

Notes and cautions

- The shortcode creates a real coupon each time the email is sent. Re-sending the same email generates another coupon (with a new suffixed code), so avoid placing it in an email that fires

repeatedly for the same person.

- The discount is always a percentage in this version; the `amount` is the percent value.
- The coupon is published immediately and appears under **Marketing > Coupons**, so you can audit or revoke generated codes there.

Reward customers automatically

Additional Custom Emails & Recipients for WooCommerce Pro lets you run several coupon emails at once, each on its own trigger and audience. Get the plugin to turn your notifications into a loyalty channel.



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