One Coupon, Different Discount Amounts per User Role

Pro Features · https://wpfactory.com/docs/setting-role-based-discounts/

With Coupon by User Role for WooCommerce a single coupon code can carry a different value for each user role. Subscribers might get 10% off while wholesale customers get 20%, all from the same code, so you run one promotion instead of juggling several codes.

Free or Pro?

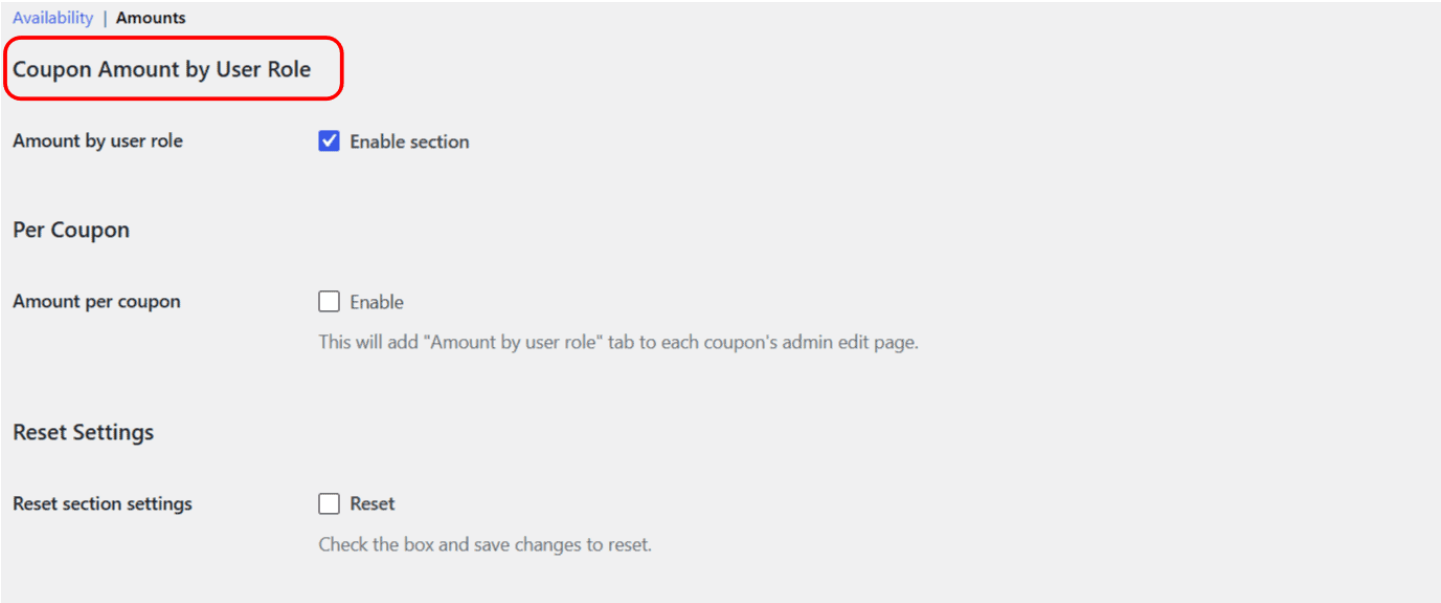
Per-role amounts are **free** for the eight standard roles. Custom user roles (for example a wholesale or membership role) require Pro.

How it works

Each coupon gets an **Amount by user role** tab. The value you enter for a role overrides that coupon's standard **Coupon amount** when a matching customer applies the code. The number follows the coupon's **Discount type**, so it is a percentage on a percentage coupon and a currency value on a fixed coupon.

Set it up

1. Go to **WPFactory > Coupon by User Role** (also reachable at **WooCommerce > Settings > Coupon by User Role**).
2. Open the **Amounts** section and tick **Amount per coupon** under **Per Coupon**, then save.
3. Open a coupon under **Marketing > Coupons** and select the **Amount by user role** tab.
4. Enter an amount per role. Leave a role blank to use the coupon's standard amount. `0` is a valid amount and means a zero discount, not "ignore".
5. Update the coupon.



The step-by-step settings walkthrough, including the full options table, lives in how to set a coupon amount by user role.

When a customer has several roles

If a customer holds more than one role, the first role with a non-empty amount on that coupon is applied. There is no automatic highest-wins or lowest-wins logic, so plan overlapping roles deliberately, or use the exceptions approach described in handling users with multiple roles.

Use cases

- Reward loyalty tiers: bigger discounts for higher-value roles, one code for the campaign.
- Wholesale pricing: a steeper amount for a wholesale role than for retail customers (custom role, Pro).
- Registration incentives: a smaller guest discount and a larger customer discount to encourage sign-up.

How to Set a WooCommerce Coupon Amount by User Role

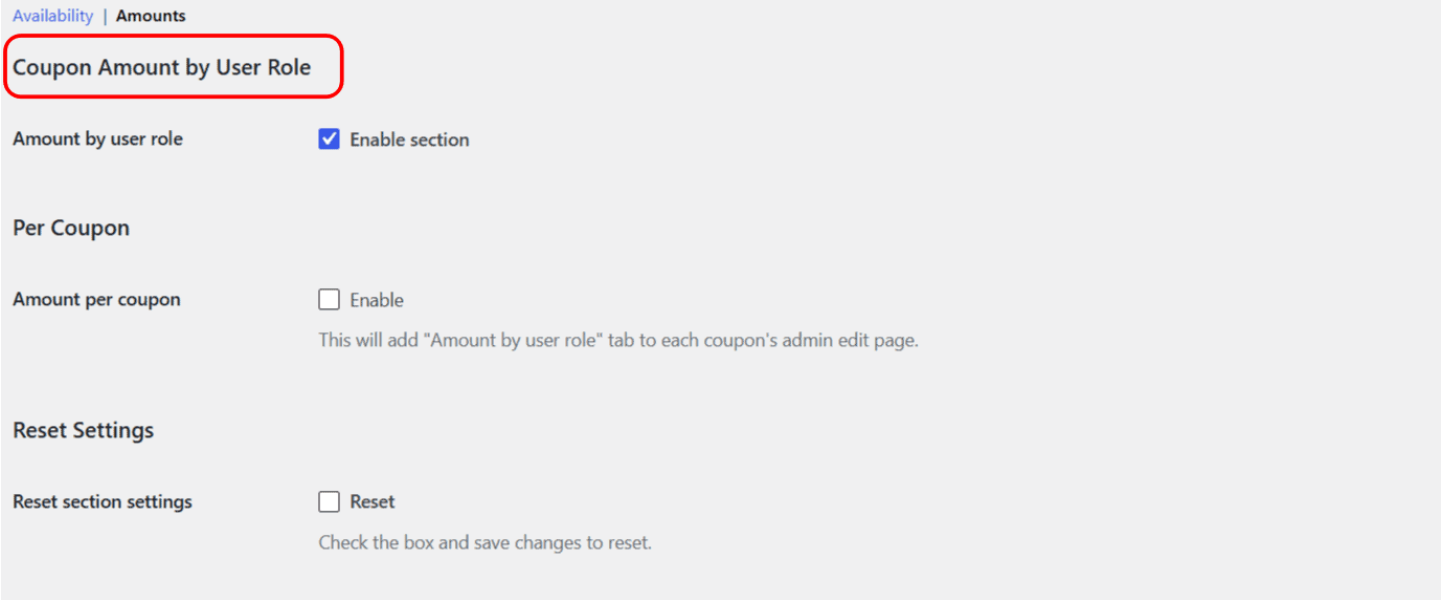
To give the same coupon a different value for different user roles, use the Amounts feature in Coupon by User Role for WooCommerce. One coupon code can then discount, say, 10 for subscribers and 15 for customers, with no need for separate codes.

Is this free or Pro?

The Amounts feature is **free** for the eight standard roles (Guest, Administrator, Editor, Author, Contributor, Subscriber, Customer, Shop manager). Only support for **custom** user roles requires Pro. You do not need Pro to set per-role amounts for the standard roles.

Step 1: turn on Amount per coupon

1. Go to **WPFactory > Coupon by User Role** (also reachable at **WooCommerce > Settings > Coupon by User Role**).
2. Open the **Amounts** section.
3. Confirm **Amount by user role** is ticked (the **Enable section** switch, on by default).
4. Under **Per Coupon**, tick **Amount per coupon** (**Enable**). This adds an **Amount by user role** tab to every coupon's edit page.
5. Click **Save changes**.



Step 2: set the amounts on a coupon

1. Go to **Marketing > Coupons** and open (or create) a coupon.
2. Open the **Amount by user role** tab in the coupon data panel.
3. Enter an amount for each role you want to target. Leave a role blank to fall back to the coupon's standard **Coupon amount**. A value of `0` is allowed and treated as a real amount, so enter it only if you mean a zero discount.

4. Update the coupon.

How the value is interpreted

The per-role amount replaces the coupon's own **Coupon amount** for matching users. It is interpreted according to the coupon's **Discount type**: for a percentage coupon the number is a percent, for a fixed cart or fixed product coupon it is a currency value. If you change the discount type later, review your per-role amounts, because the same numbers are now read differently.

Options reference

Label	Option ID	Type	Default	Free/Pro
Amount by user role (Enable section)	`alg_wc_coupon_by_user_role_amount_section_enabled`	Checkbox	`yes`	Free
Amount per coupon (Enable)	`alg_wc_coupon_by_user_role_amount_per_coupon`	Checkbox	`no`	Free
Per-role amount (per coupon, stored as meta)	`_alg_wc_coupon_by_user_role_amount`	Text (one per role)	Empty	Free (standard roles), Pro (custom roles)

Users with more than one role

If a customer holds several roles, the first role that has a non-empty amount set on the coupon wins. There is no automatic "highest" or "lowest" selection, so set your amounts with that in mind when roles overlap.

Troubleshooting

- **No Amount by user role tab on the coupon.** Enable **Amount per coupon** in the Amounts section and save, then reload the coupon edit page.
- **The coupon uses its standard amount instead of the role amount.** The role field was left blank, or the logged-in user does not have that role. Blank means "use the standard amount".
- **A custom role is missing.** Custom roles are a Pro feature.



COUPON BY USER ROLE FOR WOOCOMMERCE

The Amounts feature is free for the standard roles. To give your custom roles their own coupon values, upgrade to Coupon by User Role for WooCommerce Pro.

Get Coupon by User Role Pro →

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