How to Set a Redirect URL Per Coupon

Pro Features · https://wpfactory.com/docs/woocommerce-redirect-url-per-coupon/

Set a different redirect URL for each coupon

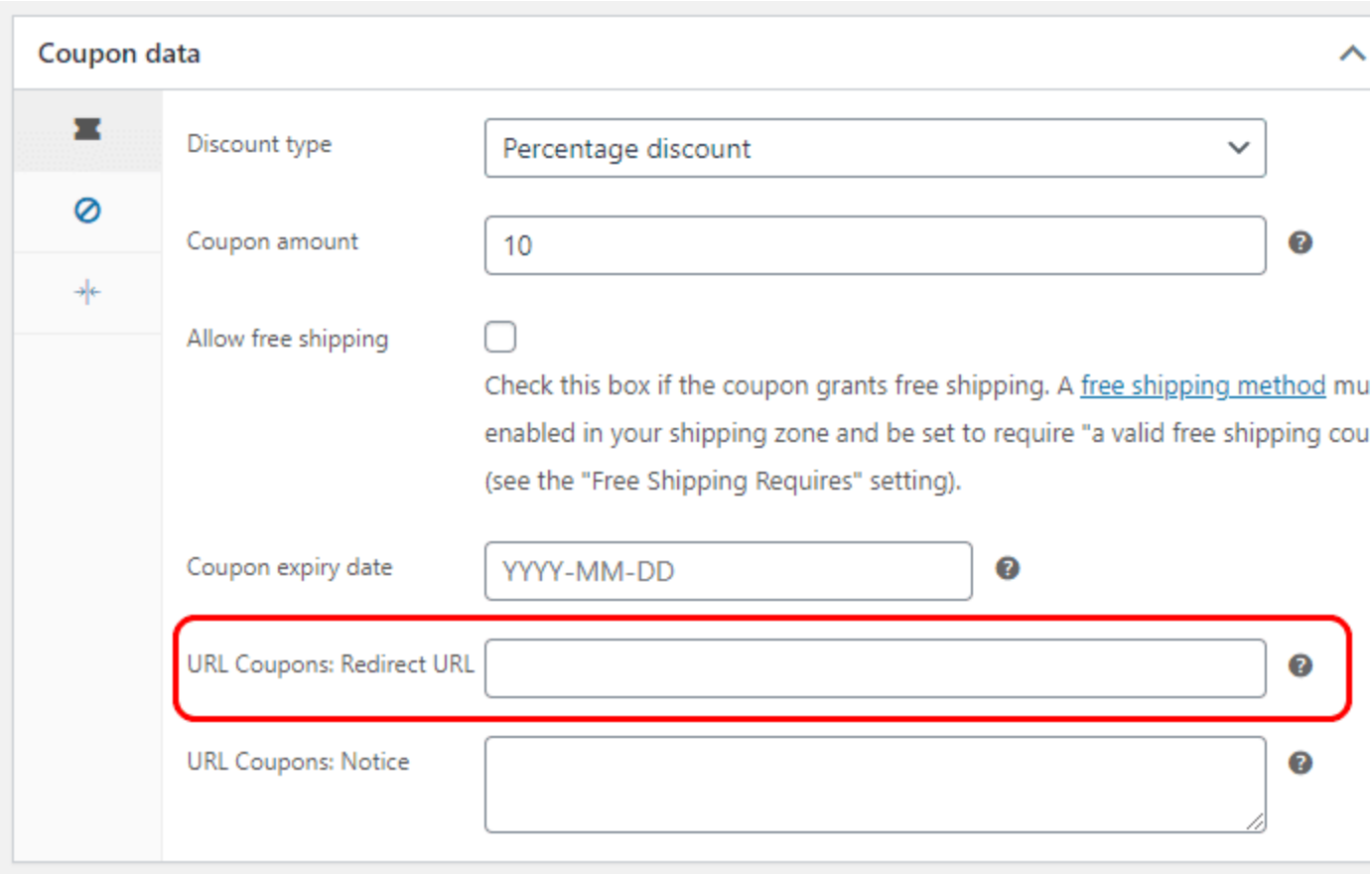
Setting a redirect URL per coupon lets you send customers to a different page depending on which coupon they used, so a summer-sale link and a free-shipping link can each land on their own landing page after the discount is applied. This is a Pro feature of Coupons & Add to Cart by URL Links for WooCommerce.

Before you start

- WooCommerce, active.
- URL Coupons Pro (this option is disabled in the free version).
- At least one WooCommerce coupon to edit.

Step-by-step setup

1. Go to **WPFactory > Coupons by URL** (also reachable at **WooCommerce > Settings > URL Coupons**).
2. On the **General** sub-tab, find the **Redirect Options** group.
3. Tick **Redirect URL per coupon > Enable**, then click **Save changes**. This adds a field to every coupon's edit screen.
4. Go to **Marketing > Coupons** and open the coupon you want to target (or create a new one).
5. In the coupon's **General** options you will now see a field labelled **URL Coupons: Redirect URL**. Enter the URL to send customers to after this coupon is applied.
6. Update the coupon.



Options reference

Label	Option ID	Default	Free/Pro
Redirect URL per coupon (Enable)	`alg_wc_url_coupons_redirect_per_coupon`	No	Pro
Per-coupon field (stored as coupon meta)	`_alg_wc_url_coupons_redirect_url`	(empty)	Pro

How it interacts with the global Redirect URL

The plugin also has a global **Redirect URL** option (No redirect, cart, checkout, or a custom local URL). The per-coupon URL wins: if a coupon has a value in its **URL Coupons: Redirect URL** field, the customer is sent there. If that field is empty, the plugin falls back to the global **Redirect URL** setting. If neither is set, the customer stays on the current page.

Use cases

- Route a wholesale coupon to a wholesale catalog page and a retail coupon to the normal shop.
- Send a free-shipping coupon straight to checkout while a browse-and-save coupon lands on a category page.
- Give each marketing campaign its own themed landing page after the discount applies.

Troubleshooting

- **The field does not appear on the coupon.** Confirm you enabled **Redirect URL per coupon** and saved the settings, then reload the coupon edit page.
- **The redirect does not happen.** The redirect only runs when the coupon is applied successfully. Check that the coupon code in the URL is valid and not already applied.
- **The customer lands on the wrong page.** Remember the per-coupon URL overrides the global setting. Clear the coupon's field to fall back to the global **Redirect URL**.



URL COUPONS

This is a Pro feature of URL Coupons. If you are still on the free version, upgrading takes a couple of minutes and unlocks this along with add-to-cart coupons and custom notices.

Get URL Coupons Pro →

Related articles

- How to Show a Custom Notice Per Coupon
- How to Add Coupon Products to the Cart by URL

- URL Coupons: Free vs Pro Versions Compared
- Pro Features of URL Coupons
- Make URL Coupons Work for Guests and Cached Sites