

PROMO ENGINE

for WooCommerce

Complete User & Developer Documentation
Version 1.1.0 · Author: Ernest Aryee

Table of Contents

1. Introduction & Requirements
2. Installation
3. Campaign Manager
4. Discount Engine
5. Frontend Components
6. Discount Forms
7. Shortcodes Reference
8. Developer Settings
9. Troubleshooting
10. Changelog

1. Introduction & Requirements

Promo Engine is an all-in-one WooCommerce promotion plugin. Create a campaign in three steps and everything else — product badges, popup overlays, notification bars, countdown timers, and promotional banners — activates automatically and cleans itself up when the campaign ends.

The Discount Forms module lets you gate discount codes behind a registration form, collecting customer emails and phone numbers before issuing WooCommerce coupon codes automatically.

What Makes It Different

- Zero configuration for the store owner — publish a campaign and everything goes live
- Hook-based pricing — no database price modifications, fully reversible
- Smart CTA links — popup and banner links go directly to the discounted category or product
- Gated discount forms — collect customer data before issuing codes
- Multiple campaigns run simultaneously with configurable overlap rules

Requirements

WordPress	6.0 or higher
WooCommerce	7.0 or higher
PHP	8.0 or higher
Elementor Pro	Optional — enhances popup template editing

Browser Support

All modern browsers. Internet Explorer is not supported.

2. Installation

Method A — WordPress Admin Upload


1. Log in to your WordPress admin dashboard
2. Go to Plugins → Add New → Upload Plugin
3. Click Choose File and select promo-engine.zip
4. Click Install Now, then Activate Plugin
5. Ensure WooCommerce is active — Promo Engine will show a warning if it is not

Method B — FTP Upload

6. Extract promo-engine.zip to your computer
7. Upload the promo-engine folder to /wp-content/plugins/ via FTP
8. Go to Plugins in your WordPress admin and activate Promo Engine

First-Time Setup

9. After activation, go to Promo Engine in the left admin menu
10. Default settings (green colour scheme) are applied automatically
11. Go to Promo Engine → Discount Forms and click Repair DB to ensure the submissions database table is created
12. Go to Promo Engine → Settings to customise colours and thresholds to match your brand

 If you are updating from a previous version, always click Repair DB under Discount Forms after uploading the new zip. This ensures any new database columns are added.

3. Campaign Manager

Campaigns are the core of Promo Engine. Each campaign defines a discount, its scope, and what the customer sees on the frontend. Everything activates the moment you publish.

Creating a Campaign

Go to Promo Engine → + New Campaign. The wizard has four steps.

Step 1 — Discount

Campaign Name	Displayed in the popup and notification bar. e.g. "Summer Sale"
Discount Type	Percentage (%) or Fixed Amount
Discount Value	The amount to discount. 10 = 10% off. Leave at 10 for a 10% campaign.
Custom Badge Label	Optional. Overrides the auto-generated badge text. e.g. "HOT DEAL"

Step 2 — Scope

Scope determines which products the discount applies to.

All Products	Every published product in the store is discounted
Categories	Search and select specific product categories
Specific Products	Search and select individual products
Tags	All products with the selected tag(s)

You can also configure include/exclude rules and overlap behaviour on this step.

Exclude Products	Products never discounted, even if in scope
Exclude Categories	Entire categories removed from scope
Force Include	Overrides exclusions — these products are always discounted
Overlap: Coexist	Stacks additively with other active campaigns
Overlap: Override	This campaign wins on shared products, others are suppressed

Step 3 — Settings

Configure schedule and what visitors see.

Start Date/Time	Leave blank to start immediately on publish
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End Date/Time	Leave blank to run indefinitely. Set to enable countdown timer.
Popup	Enable/disable the campaign popup overlay
Popup Frequency	Once per session Once per day Every page load Unlimited
Notification Bar	Enable/disable the sticky header banner
Countdown Timer	Shows on product pages. Requires an end date for the timer.
Floating Button	Fixed bottom-right button that opens the popup

Campaign Lifecycle

- Draft — not visible to visitors
- Scheduled — will activate automatically on the start date
- Active — discount, badges, popup, bar, and timer are all live
- Paused — manually stopped. Edit and save to reactivate.
- Expired — end date passed. All effects removed automatically.

Multiple Campaigns

Multiple campaigns can run simultaneously. Overlap behaviour determines how they interact on shared products.

 If two Override campaigns both target the same product, the one with the higher Priority Index (set in Developer Settings) wins.

Campaign Shortcode

Each campaign card on the dashboard shows its shortcode. Copy it to embed that campaign's banner anywhere.

```
[promo_banner campaign_id="123"]
```

4. Discount Engine

Promo Engine uses WooCommerce price filter hooks to apply discounts at runtime. No price values are written to the database — discounts are calculated on the fly and are fully reversible the moment a campaign expires.

How Pricing Works

- The plugin hooks into `woocommerce_product_get_price` and variation equivalents
- All calculations use `_regular_price` as the base — never the already-reduced active price
- This prevents compounding discounts when a product already has a manual sale price
- WooCommerce sale date meta is written on activation so products display as on-sale natively
- On expiry, sale date meta is cleared and all prices return to normal instantly

Overlap Calculation

When multiple Coexist campaigns both cover a product, discounts stack additively.

💡 Example: Campaign A = 10% off all products (Coexist). Campaign B = 50% off Product X (Override). Result: Product X gets 50% only (Override suppresses Campaign A on that product). All other products get 10% off from Campaign A.

Cart & Checkout Display

- Product Price column — shows original price struck through with discounted price
 - Subtotal column — shows the discounted subtotal
 - Cart Totals — shows a "You save X% — saving Y" row
 - Coupon label — shows the discount percentage as a green badge next to the coupon code
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5. Frontend Components

Product Badge

A ribbon badge is automatically applied to product thumbnails on shop pages and product detail pages when a campaign covers that product.

- Position: top-left corner, ribbon style
- Label: auto-generated from discount value e.g. "save 10% off"
- Custom label: set per campaign in Step 1 of the wizard
- Style: configurable in Developer Settings (colour, text colour, border radius)

Notification Bar

A sticky banner injected below the site header when a campaign is active and the bar is enabled.

- Auto-text: "10% OFF Everything — Ends in 2 days"
- Click links to the discounted category or product (smart URL routing)
- Countdown timer in bar when campaign has an end date
- Dismissible per session via close button
- Enable/disable per campaign in Step 3 of the wizard

Popup

A full-screen overlay popup shown after a 3-second delay.

- Shows the discount amount, campaign name, scope description, and optional countdown timer
- Frequency: once per session, once per day, every page load, or unlimited
- Clicking the CTA links to the relevant discounted category or product
- Keyboard accessible — Escape key closes it
- Enable/disable and set frequency per campaign in Step 3 of the wizard

Floating Button

A fixed bottom-right pill button visible during an active campaign.

- Shows the discount amount e.g. "10% OFF"
 - Clicking it opens or closes the popup
 - Has a pulse animation to attract attention
 - Enable/disable per campaign using the Floating toggle in Step 3
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Countdown Timer

Injected below the product price on single product pages.

- Shows hours, minutes, seconds when campaign has an end date
- Shows "SALE ON NOW" badge when campaign has no end date
- Enable/disable per campaign using the Countdown toggle in Step 3

Stock Urgency Labels

Shown on product cards and product pages for products covered by an active campaign.

- "Only X left" — when stock is at or below the Low Stock Threshold (set in Developer Settings)
- "Selling fast" — shown on products that do not manage stock

6. Discount Forms

Discount Forms let you collect customer registrations before issuing a WooCommerce coupon code. The customer fills a form, the plugin generates their code and sends it by email automatically.

Creating a Discount Form

Go to Promo Engine → Discount Forms → New Discount Form. The wizard has four steps.

Step 1 — Coupon Details

Form Name	Internal name and banner headline fallback
Discount Type	Percentage (%) or Fixed Amount
Discount Amount	The coupon value. 10 = 10% off.
Min. Order Amount	Coupon is only valid above this cart total
Coupon Expiry	Optional date after which the coupon stops working
Code Mode — Unique	A fresh WooCommerce coupon is created per registration. Single use.
Code Mode — Shared	Everyone gets the same pre-set code. Set the code below.
Code Mode — Reusable	One code, each user can use it once.
Product Restrictions	Optionally limit the coupon to specific products or categories

Step 2 — Form Fields

Email is always collected and cannot be removed. Toggle additional fields on or off. Each field label can be customised.

- Phone Number
- First Name
- Last Name
- Company
- Custom Field

Step 3 — Display

Banner Headline	Overrides the auto-generated headline on the frontend banner
Subline	Secondary text below the headline
Button Label	Text on the submit button. Default: "Claim My Code"
Background Colour	Per-form banner background. Useful for differentiating multiple forms.

Text Colour	Per-form text colour override
Visible	Show in [pe_discount_forms] carousel. Uncheck to hide from carousel.
Active	Whether the form accepts submissions. Inactive forms reject all submissions.


How Submissions Work

13. User fills the form and clicks the button
14. Plugin validates the fields server-side
15. A WooCommerce coupon is generated according to the Code Mode setting
16. The registration is saved to the wp_pe_form_submissions database table
17. A branded HTML email is sent to the user with their code and a Shop Now button
18. If the same email submits again, the same code is resent — no duplicates

Viewing Submissions

Go to Promo Engine → Discount Forms, then click Submissions on any form card. You will see a table of all registrations with email, extra fields collected, the code sent, and the date.

Click Export CSV to download all submissions as a spreadsheet with a UTF-8 BOM for Excel compatibility.

 The Export CSV file includes all fields configured at the time of export. Submissions include the customer IP address which is stored for your records but not displayed in the table by default.

Repair DB

If submissions are not saving, click Repair DB in the Discount Forms admin header. This recreates the database table. This is needed after plugin updates when the database schema changes.

7. Shortcodes Reference

[promo_banner]

Embeds a campaign product carousel banner. When multiple campaigns are active, they rotate as a carousel with dot navigation.

```
[promo_banner]
[promo_banner campaign_id="123"]
[promo_banner product_id="42"]
[promo_banner style="minimal"]
```


Attribute	Default	Description
campaign_id	none	Show a specific campaign only. Find the ID on the dashboard.
product_id	none	Feature a specific product from the active campaign.
style	default	"minimal" renders a light variant suitable for light backgrounds.
limit	6	Maximum number of products to show in the product carousel.

[pe_discount_forms]

Embeds discount registration forms. All active + visible forms show in a carousel. Each form has an inline registration form on the banner.

```
[pe_discount_forms]
[pe_discount_forms form_id="df_1234567890"]
```

Use form_id to embed a specific form regardless of its visibility setting. Find the form_id on the Discount Forms admin page — each form card shows its shortcode ready to copy.

 The same shortcode can be placed in multiple locations (page, popup, sidebar) and each instance operates independently. A user submitting in a popup will not affect another instance on the page.

8. Developer Settings

Go to Promo Engine → Settings. These settings apply globally across all campaigns and are not exposed to the store owner in the campaign wizard.

Badge Style

Background Colour	Default: #5a8c2e (green). The ribbon badge background on product thumbnails.
Text Colour	Default: #ffffff (white). The badge label text colour.
Border Radius	CSS border-radius value. Default: "0 4px 4px 0" creates the ribbon-cut left edge.

Popup Style

Accent Colour	The highlight colour inside the popup — ring border, button, timer numbers.
Background Colour	The dark popup background. Default: #0f0f1a.

Notification Bar

Background	The bar background colour. Default: #1a1a2e (very dark navy).
Text Colour	Bar text and icon colour. Default: #ffffff.
Accent Colour	Pulse dot, CTA button, and highlighted text in the bar.

Countdown Timer

Accent Colour	The colour of the countdown numbers and left border on product pages.
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Stock & Urgency

Low Stock Threshold	Show "Only X left" when stock quantity is at or below this number. Default: 5.
Show "Selling fast"	Toggle the "Selling fast" label for products not managing stock.

Performance

Disable popup on mobile	Suppresses the popup overlay on mobile devices. Notification bar and badges remain active.
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Shortcode Reference

The Settings page includes a built-in shortcode reference for both campaign banners and discount forms.

9. Troubleshooting

Discount prices are not showing

- Ensure the campaign status is Active on the dashboard
- Check that the product is within the campaign scope (not excluded)
- If the campaign was just published, clear your caching plugin's cache
- Check for caching plugins — some full-page caches may serve stale prices

Popup is not appearing

- Check that Popup is enabled in the campaign Step 3 settings
- If Frequency is set to "Once per session", open the site in a private/incognito window
- Check your browser console for JavaScript errors that may block the popup
- Some cookie consent plugins block script execution — whitelist Promo Engine scripts

Notification bar is not showing

- Ensure Bar is enabled in the campaign Step 3 settings
- The bar uses `wp_body_open` — confirm your theme calls this action in its header template
- Some themes do not call `wp_body_open` — in that case add `<?php wp_body_open(); ?>` after your opening body tag

Discount form submissions are not saving

- Go to Promo Engine → Discount Forms and click Repair DB
- Check that the form is set to Active in the form settings
- Check your PHP error log for entries beginning with "Promo Engine:"
- Confirm `wp_mail` is configured — use an SMTP plugin like WP Mail SMTP for reliable email delivery

Category/product link goes to shop instead of the specific page

- Re-edit the campaign and save it — an older save may have stored `scope_ids` incorrectly
- Ensure you selected items in the scope selector (green tags should appear in the field)
- For multiple categories/products selected, the link intentionally falls back to shop — there is no clean WooCommerce URL for multiple arbitrary IDs

Countdown timer is not showing on product pages

- Ensure Countdown is enabled in Step 3 of the campaign wizard
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- Without an end date, the timer shows a "SALE ON NOW" badge instead of a countdown
- The timer only appears on products covered by the campaign scope

10. Changelog

Version 1.1.0

- Added Discount Forms system with user registration and automatic coupon email delivery
- Added product restriction fields per discount form (include/exclude products and categories)
- Added per-form banner colour customisation
- Added carousel slide animation with pause-on-interaction
- Added smart CTA URL routing — popup and banner links go directly to discounted category or product
- Fixed form scoping bug when same form embedded in multiple locations
- Fixed scope_ids not saving correctly from the campaign wizard
- Fixed popup visibility — overlay now transitions correctly
- Added floating button component
- Added countdown timer fallback for campaigns without an end date
- Rebuilt multiple-campaign shortcode carousel
- Switched Select2 to local vendor files (no CDN, compliant with WP guidelines)
- Added GPL-2.0 license and readme.txt
- Added privacy policy hook for user data collection disclosure

Version 1.0.0

- Initial release
 - Campaign manager with lifecycle automation (draft, scheduled, active, expired, paused)
 - Hook-based discount engine with overlap/priority resolution
 - Product badge renderer with ribbon style
 - Notification bar with countdown and close button
 - Campaign popup with frequency control
 - Shortcode banner with product carousel
 - Countdown timer on single product pages
 - Stock urgency labels
 - Cart strikethrough prices and savings row
 - Admin wizard with 3-step campaign creation
 - Developer settings panel
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Support

For support enquiries, bug reports, or feature requests, contact the developer directly. Please include your WordPress version, WooCommerce version, PHP version, and a description of the issue.