



Coupon Rewards

Product Review Reminder for Magento 2

Incentivize reviews by automatically sending discount coupons to customers who submit reviews through the [Product Review Reminder](#) extension. This guide covers setting up cart price rules and configuring coupon delivery.

How Coupon Rewards Work

1. Customer receives review invitation email
2. Customer submits a review through the review form
3. System generates a unique coupon code
4. Coupon email is automatically sent to the customer
5. Customer uses coupon on their next purchase

Step 1: Create a Cart Price Rule

Before configuring coupons in Review Reminder, create a cart price rule in Magento.

1. Go to **Marketing** → **Promotions** → **Cart Price Rules**
2. Click **Add New Rule**

Rule Information

Setting	Recommended Value
Rule Name	Review Reward Coupon
Status	Active
Customer Groups	Select applicable groups
Coupon	Specific Coupon
Use Auto Generation	Yes (Required!)

Actions

Configure the discount:

Setting	Example
Apply	Percent of product price discount

Setting	Example
Discount Amount	10 (for 10% off)
Maximum Qty Discount	0 (unlimited)
Discount Qty Step	0
Free Shipping	No

Labels

Set coupon description shown in cart:

- **Default Store View:** "Review Reward - 10% Off"

4. Click **Save Rule**

Step 2: Configure Profile for Coupons

Enable coupons in your invitation profile.

1. Go to **Marketing → Review Reminder → Invitation Profiles**
2. Edit your profile
3. Navigate to **Coupon** section:

Setting	Description
Attach Coupon	Yes
Cart Rule	Select the rule you created
Default Coupon Template	Select coupon email template

4. Click **Save**

Step 3: Configure Coupon Behavior

Set when coupons are sent in global configuration.

1. Go to **Marketing → Review Reminder → Configuration**
2. Under **Configuration:**

Setting	Options
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Send coupon on	First review only / Every review / Custom
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- **First review only:** One coupon per order, sent after first review
- **Every review:** Coupon for each product reviewed

Coupon Email Templates

Default Template

The extension includes a default coupon template. To customize:

1. Go to **Marketing → Email Templates**
2. Click **Add New Template**
3. Load **Review Reminder Coupon** template
4. Customize content
5. Save with a new name
6. Select in profile's **Default Coupon Template**

Template Variables

Available variables for coupon templates:

Variable	Description
``	The generated coupon code
``	Customer's name
``	Order number
``	Reviewed product name

Country-Specific Coupon Templates

Send different coupon emails based on billing country.

1. Edit your profile
2. Go to **Override default email templates** section
3. Scroll to coupon template mappings
4. Click **Add relation**

5. Select **Country** and **Template**

6. Repeat for additional countries

Best Practices

Coupon Value

- **Too low** (< 5%): May not motivate reviews
- **Sweet spot** (10-15%): Good balance of incentive and margin
- **Too high** (> 20%): May attract low-quality reviews

Coupon Validity

In your cart price rule, set reasonable expiration:

- **30-60 days**: Encourages timely redemption
- **No expiration**: May reduce urgency

Minimum Order

Consider adding minimum order value to cart rule:

- Prevents abuse on very small orders
- Maintains healthy margin

Usage Limits

In cart price rule settings:

- **Uses Per Coupon**: 1 (each code single-use)
- **Uses Per Customer**: Consider limiting repeat usage

Tracking Coupon Performance

Review Conversion

Monitor how many review invitations result in reviews:

1. Compare sent emails vs reviews submitted
2. Track via Email Queue (Sent vs Reviewed)

Coupon Redemption

Track coupon usage in cart price rule:

1. Go to **Marketing** → **Cart Price Rules**
2. Open your review coupon rule
3. Check **Times Used** statistic

Troubleshooting

Coupons Not Being Generated

- Verify **Use Auto Generation** is enabled on cart rule
- Check cart rule is **Active**
- Verify profile has **Attach Coupon** enabled

Coupon Email Not Sent

- Check **Send coupon on** configuration matches your expectation
- Verify coupon email template is selected
- Review Processing Log for errors

Invalid Coupon Code Errors

- Check cart rule conditions (customer groups, dates, etc.)
- Verify coupon hasn't expired
- Ensure coupon hasn't already been used

Example Setup

"10% Off Next Order" Reward

Cart Rule:

- Coupon: Specific Coupon, Auto Generation
- Apply: Percent of product price discount
- Amount: 10
- Min order: €25

Profile Settings:

- Attach Coupon: Yes
- Cart Rule: (select above rule)
- Send coupon on: First review only

Result: Customer reviews a product → Receives unique 10% off code → Valid on orders €25+

Need More Help?

Documentation:

- [All Help Articles](#) - Complete documentation overview

Support:

- [Contact Support](#) - Get help from our team

For a complete overview of features and configuration options, see the Product Review Reminder extension on magmodules.eu

All articles for Product Review Reminder

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Quick Start Guide
2	Configuration
3	Invitation Profiles

Troubleshooting

1	Troubleshooting
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Grids

1	Processing Log
2	Email Queue
3	Unsubscribed Customers

Background

1	CLI Commands
2	Coupon Rewards (current)
3	Email Templates

