

Gift Cards

04/30/2025 3:09 pm CDT

Overview

Sellercloud facilitates customer engagement by allowing you to add gift cards and store coupons for your [Customers](#). This feature enables you to attract new buyers and encourage repeat purchases. You can use it to create promotions, leverage it as a form of payment, or even a refund method. Distributing coupon codes or gift cards proves to be an impactful strategy for boosting sales, prompting customers to redeem their discounts, and building a loyal customer base. The [Client Setting Enable Order Gift Certificates/Cards](#) must be enabled for this workflow.

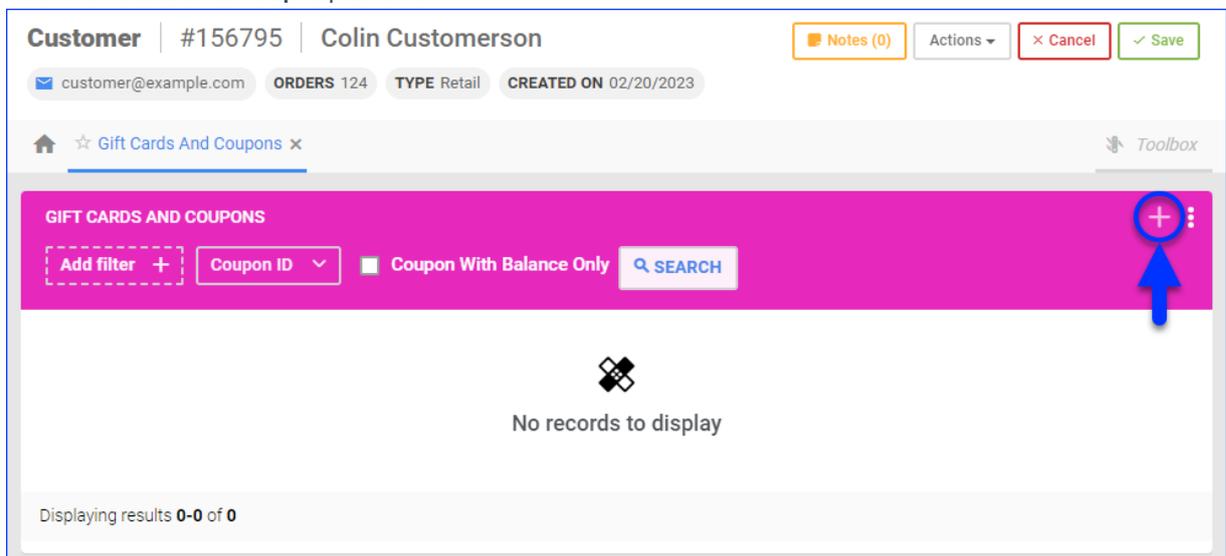
Add Gift Cards

You can add gift cards and coupons to your customers manually or import them in bulk.

Individually

To add a gift card to a customer:

1. Go to **Customers > Manage Customers** and find the customer you want to update.
2. Click the customer's **ID** to open the customer details page.
3. Click **Toolbox** and select **Gift Cards And Coupons**.
4. Click **Edit**.
5. Click the **Create New Coupon** plus icon.



6. Enter the **Coupon Code** and **Amount**. You can add the amount as currency or a percentage.
7. Optionally, check **One Time Use Only**.
8. Click **Create**.

CREATE COUPON ✕

Coupon Code *

Amount * \$ ▼

Type StoreCoupon ▼

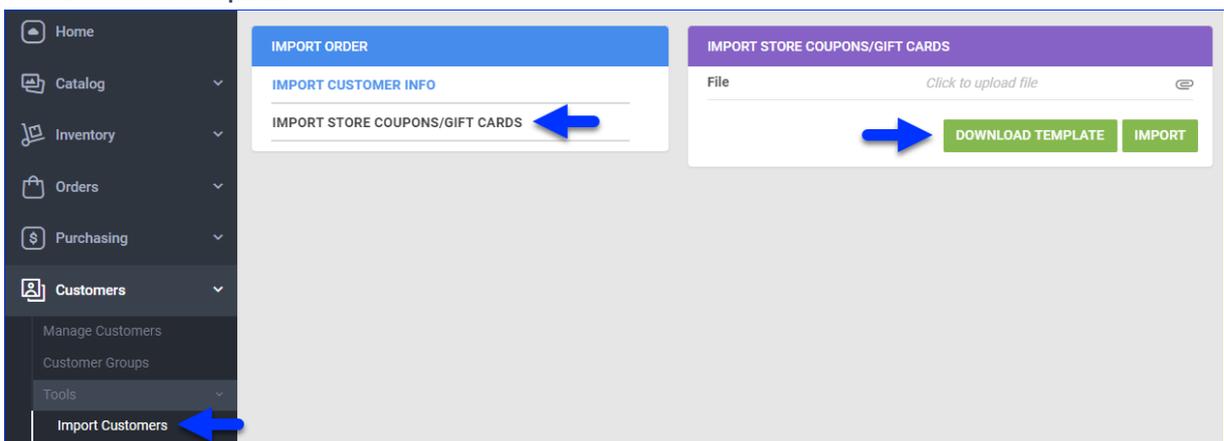
One Time Use Only

CANCEL **CREATE**

In Bulk

To bulk import gift cards and coupons:

1. Go to **Customers > Tools > Import Customers**.
2. Select **Import Store Coupons/Gift Cards**.
3. Click **Download Template**.



4. Update the template and save it:

The screenshot shows a Google Sheets spreadsheet with the following data:

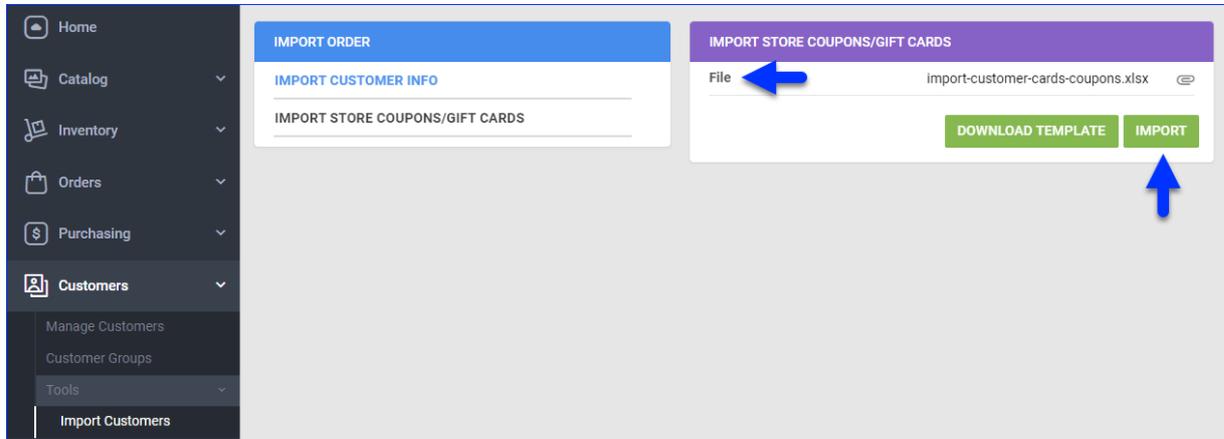
	A	B	C	D	E
1	UserName (required)	CouponCode (required)	CouponType	GeneratedOn	TotalAmount (required)
2	customer@example.com	235643	GiftCard	12/12/2023	50
3	customer@example.com	356865	StoreCoupon	12/12/2023	100

- a. **UserName** – The email address associated with the customer’s profile in Sellercloud.
- b. **CouponCode** – The coupon code.
- c. **CouponType** – The coupon type – either **GiftCard** or **StoreCoupon**.
- d. **GeneratedOn** – The gift card or coupon’s issue date.

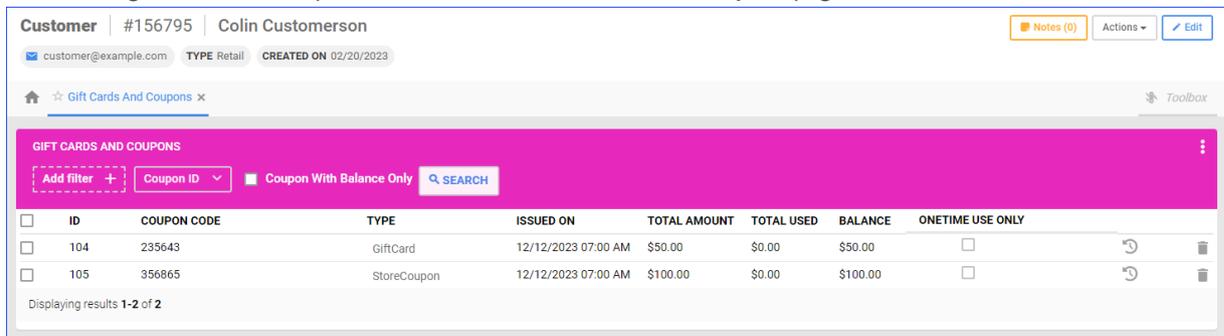
e. **TotalAmount** – The total amount.

5. Click **File** and upload the updated file.

6. Click **Import**.



7. The details get added to the specified customers' **Gift Cards And Coupons** page.



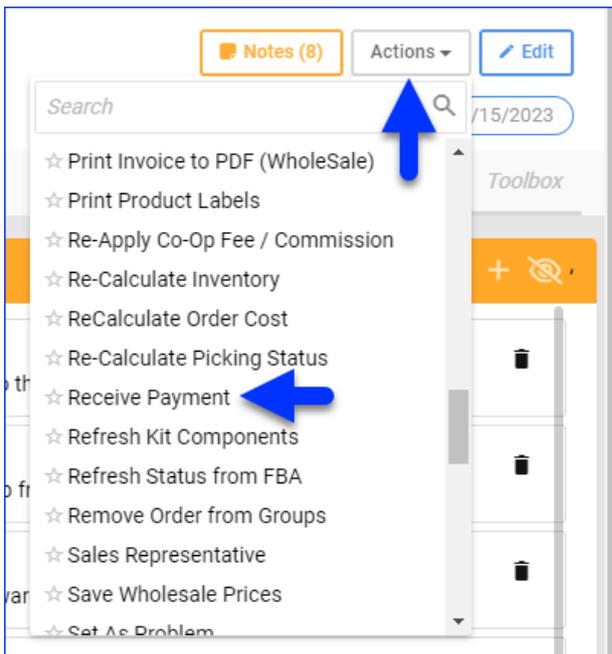
Use Cases

If a customer has an unused gift card or store coupon balance, you can use it for order payments. You can also provide refunds in the form of gift cards or coupons.

Receive Payments

To receive a gift card or coupon payment:

1. Go to the [Order Details Page](#).
2. Click **Actions** and select **Receive Payment**.



3. The **Gift Card** icon next to the **Operation Type** dropdown menu indicates that the customer has an unused balance. Click **Operation Type** and select **Receive Manual Payment**.
4. Enter the **Amount**.
5. Set the **Payment Method** to **Gift Certificate/Card**.
6. Select the **Gift Card** (or store coupon) to use for the payment.
7. Click **Receive Payment**.

GENERAL INFO	
Operation Type	Receive Manual Payment
Amount *	\$125.00

PAYMENT INFO	
Payment Method *	Gift Certificate/Card
Gift Card *	ID=105, Code=356865, Balance=100

PAYMENT INFO	
Authorized for:	\$0.00
Total:	\$125.00
Received:	\$0.00
Refunded:	\$0.00
Remaining:	\$125.00

ORDER TOTAL	
Subtotal	\$125.00
Shipping & Handling	\$0.00
Discount Total	\$0.00
Tax	\$0.00
Grand Total	\$125.00

Issue Refunds

To add a new gift card or coupon as a refund for an order:

1. Go to the [Order Details Page](#).

2. Click **Actions** and select **Issue Refund**.
3. Set the **Refund Method** to **Gift Certificate/Card**.
4. Set the **Type** to **GiftCard** or **StoreCoupon**.

The screenshot shows a form with two main sections: 'GENERAL INFO' and 'OTHER INFO'. At the top, there are two buttons: 'CANCEL' (grey) and 'REFUND' (green). The 'GENERAL INFO' section contains two rows: 'Operation Type' set to 'Issue Refund' and 'Amount To Refund *' set to '\$125.00'. The 'OTHER INFO' section contains three rows: 'Refund Method' set to 'Gift Certificate/Card', 'Type *' set to 'GiftCard', and 'Coupon Code *' set to '235643'. Blue arrows point to the 'Refund Method' and 'Type' fields.

5. Enter the **Coupon Code**. You can't add funds to an already existing gift card or coupon. You must enter a new code to add a new gift card or coupon.
6. Click **Refund**.

Send by Email

Sending coupon codes or gift cards via email can be an effective way to increase sales, remind customers of their unused discounts, and build a loyal customer base. You can create [Email Templates](#) that include your customers' gift cards or coupons with the following [Email Placeholders](#):

- **#{CustomerCouponsList?#}** - Populates all of the customer's coupons/gift cards and their corresponding details.
- **#{CustomerCouponsListActiveOnly?#}** - Populates the customer's unused coupons/gift cards and their corresponding details.

Below is an example email template:

—

Subject: *Don't Miss Out on Your Discount!*

Dear **#{FirstName?#}**,

We noticed you have a coupon code that you haven't used yet.

COUPON CODE/S: **#{CustomerCouponsListActiveOnly?#}**

Don't miss out on the opportunity to save on your next purchase. Thank you for your continued support!

Kind Regards,
Your Name

Overview

Sellercloud facilitates customer engagement by allowing you to add gift cards and store coupons for your [Customers](#). This feature enables you to attract new buyers and encourage repeat purchases. You can use it to create promotions, leverage it as a form of payment, or even a refund method. Distributing coupon codes or gift cards proves to be an impactful strategy for boosting sales, prompting customers to redeem their discounts, and building a loyal customer base.

The [Client Setting Enable Order Gift Certificates/Cards](#) must be enabled for this workflow.

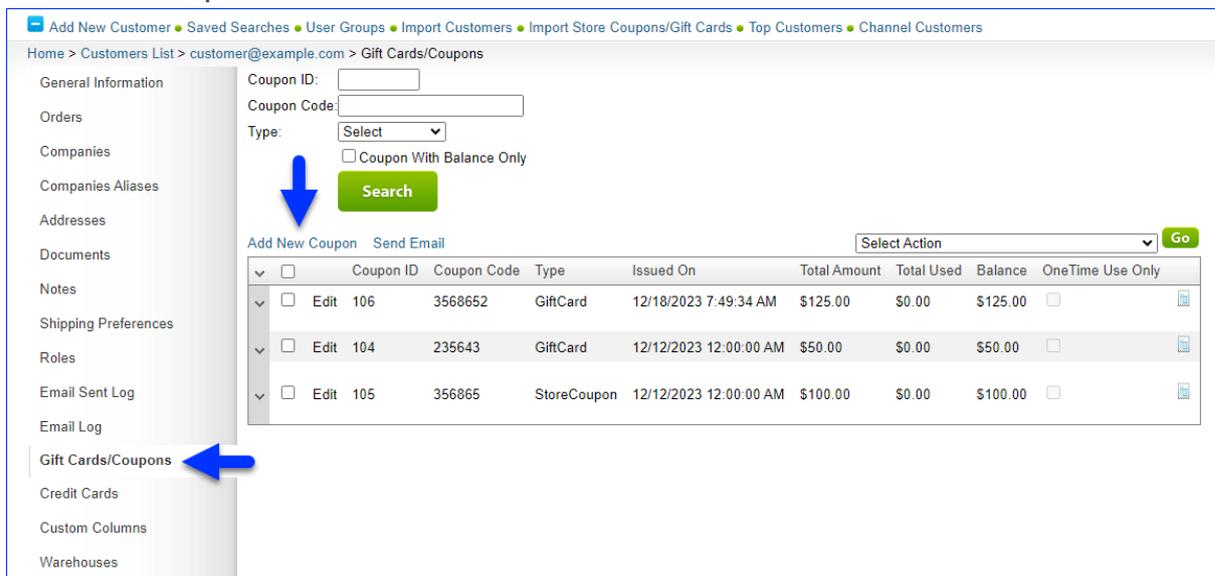
Add Gift Cards

You can add gift cards and coupons to your customers individually or import them in bulk.

Individually

To add a gift card to a customer:

1. Select **Customers** from the menu on top.
2. **Search** for customers, then click **Edit** next to the one you want to update.
3. Select **GiftCards/Coupons** from the options on the left.
4. Click **Add new coupon**.



The screenshot shows the Sellercloud interface for adding a gift card to a customer. The breadcrumb trail is: Home > Customers List > customer@example.com > Gift Cards/Coupons. The left sidebar menu has 'Gift Cards/Coupons' highlighted with a blue arrow. The main content area has a 'Coupon ID' field, a 'Coupon Code' field, a 'Type' dropdown menu, and a 'Search' button. Below the search fields is a table of existing coupons with columns for Coupon ID, Coupon Code, Type, Issued On, Total Amount, Total Used, Balance, and OneTime Use Only. A blue arrow points to the 'Search' button.

	Coupon ID	Coupon Code	Type	Issued On	Total Amount	Total Used	Balance	OneTime Use Only
<input type="checkbox"/>	106	3568652	GiftCard	12/18/2023 7:49:34 AM	\$125.00	\$0.00	\$125.00	<input type="checkbox"/>
<input type="checkbox"/>	104	235643	GiftCard	12/12/2023 12:00:00 AM	\$50.00	\$0.00	\$50.00	<input type="checkbox"/>
<input type="checkbox"/>	105	356865	StoreCoupon	12/12/2023 12:00:00 AM	\$100.00	\$0.00	\$100.00	<input type="checkbox"/>

5. Enter the **Coupon Code** and **Amount**. You can add the amount as currency or a percentage.
6. Optionally, check **One time use only**.
7. Click **Save**.

Home > Customers List > customer@example.com > Gift Cards/Coupons Detail

General Information

Orders

Companies

Companies Aliases

Addresses

Coupon Code

Amount \$

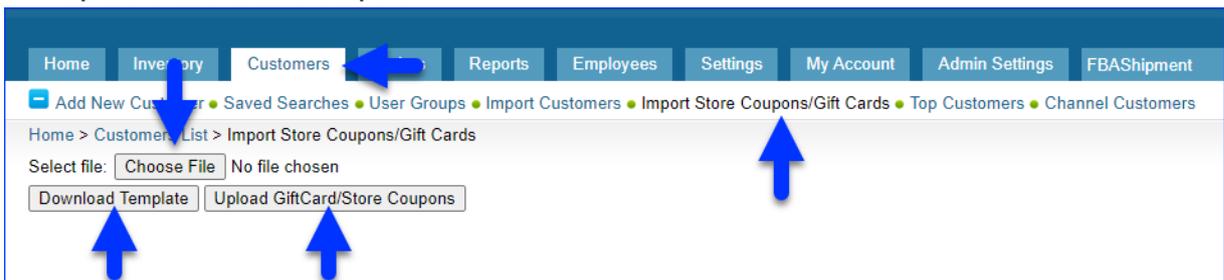
Type

One time use only

In Bulk

To bulk import gift cards and coupons:

1. Select **Customers** from the menu on top.
2. Select **Import Store Coupons/Gift Cards** from the options on the left.
3. Click **Download Template**.
4. Update the template and save it:
 - a. **UserName** – The email address associated with the customer’s profile in Sellercloud.
 - b. **CouponCode** – The coupon code.
 - c. **CouponType** – The coupon type – either **GiftCard** or **StoreCoupon**.
 - d. **GeneratedOn** – The gift card or coupon’s issue date.
 - e. **TotalAmount** – The total amount.
5. Click **Choose File** and upload the updated file.
6. Click **Upload GiftCard/Store Coupons**.



7. The details get added to the specified customers' **Gift Cards And Coupons** page.

Use Cases

If a customer has an unused gift card or store coupon balance, you can use it for order payments. You can also provide refunds in the form of gift cards or coupons.

Receive Payments

To receive a gift card or coupon payment:

1. Go to the [Order Details Page](#).
2. Click **Select an Action**, select **Receive Payment**, and click **Go**.

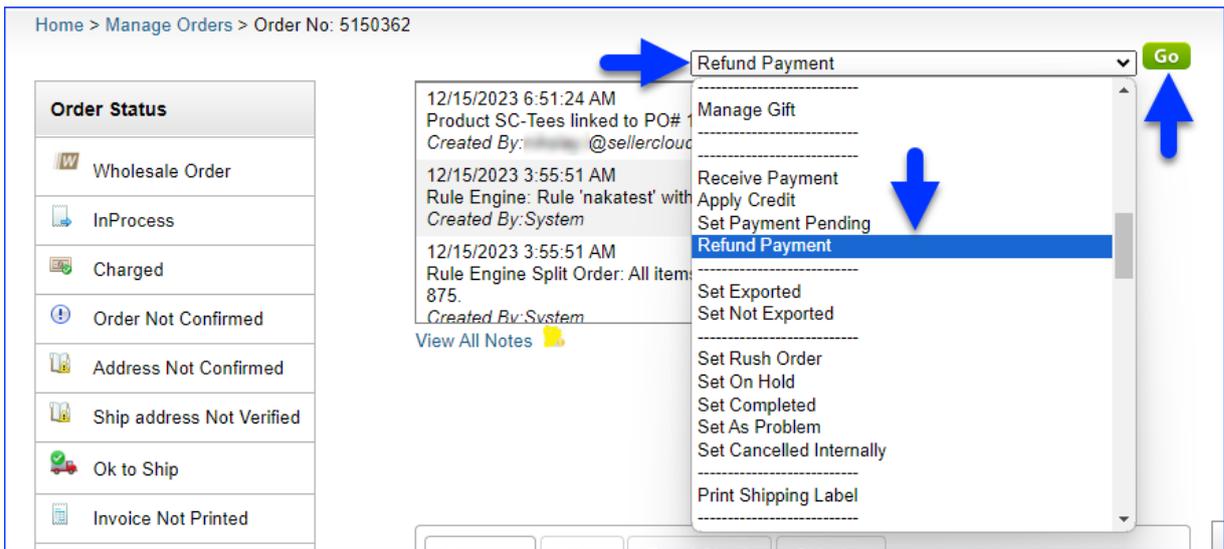
3. The green link on top indicates if the customer has an unused balance. Click **Pay via Gift Certificate/Card**.

4. Enter the **Amount**.
5. Select the **Gift Card** (or store coupon) to use for the payment.
6. Click **Pay Now**.

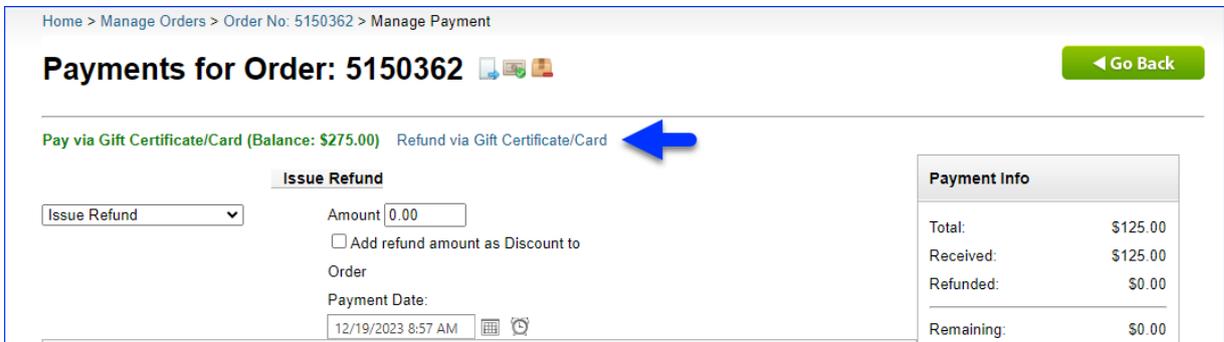
Issue Refunds

To add a new gift card or coupon as a refund for an order:

1. Go to the [Order Details Page](#).
2. Click **Select an Action**, select **Refund Payment**, and click **Go**.



3. Click Refund via Gift Certificate/Card.

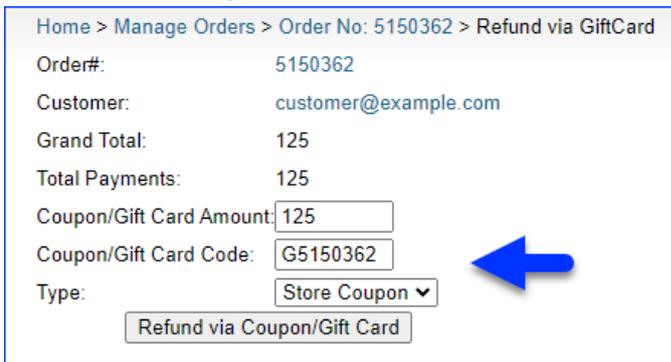


4. Enter the Coupon/Gift Card Amount.

5. Set the Type to Gift Card or Store Coupon.

6. Enter the Coupon/Gift Card Code. You can't add funds to an already existing gift card or coupon. You must enter a new code to add a new gift card or coupon.

7. Click Refund via Coupon/Gift Card.



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