How to Set Attribute Specific Discount For Product Variants

Discount Conditions · https://rextheme.com/docs/how-to-set-attribute-specific-discount-for-product-variants/

Offer smart, targeted discounts based on product attributes such as color, size, or condition. With the **Dynamic Discount for WooCommerce** plugin by RexTheme, you can apply discounts only to products that match specific attributes. Perfect for promoting selected variants or clearing certain stock.

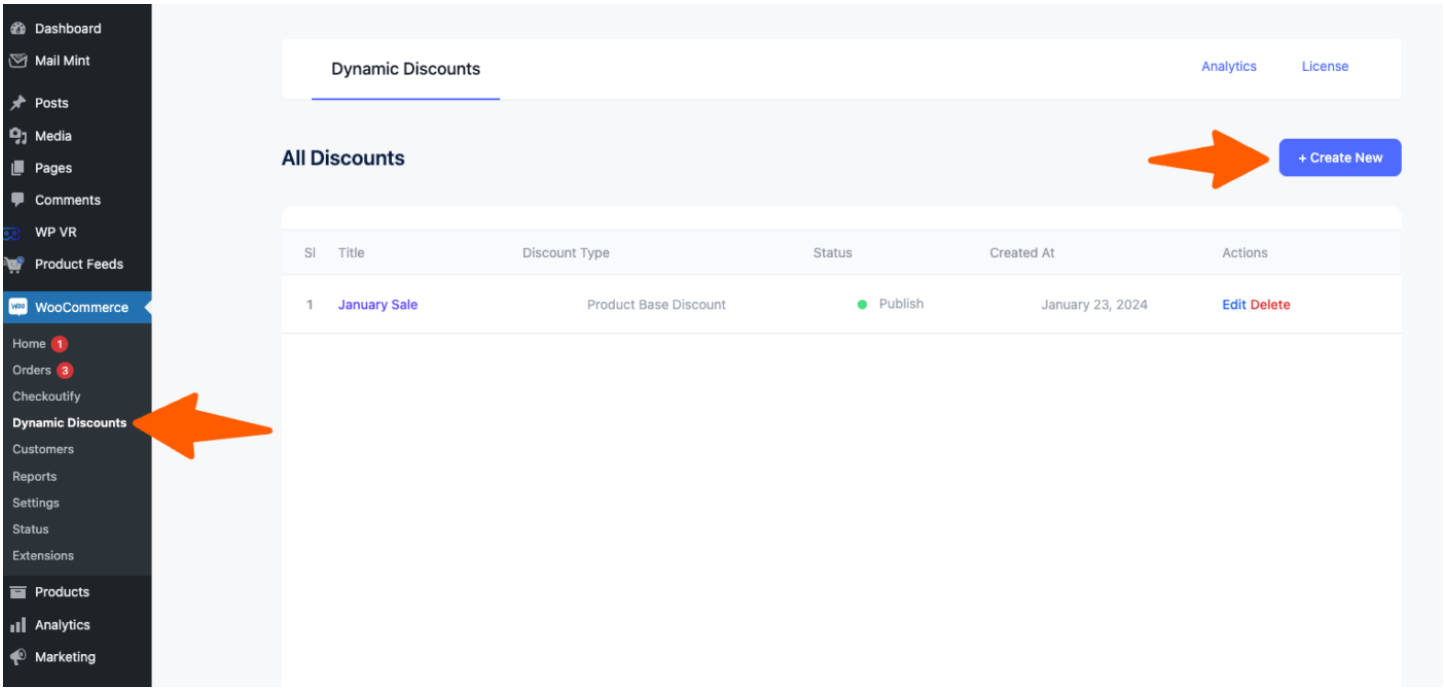
This guide will walk you through how to:

- Apply discounts to products with specific attributes.
- Combine attribute conditions with other discount rules for advanced promotions.

Before starting, make sure your license is activated.

Follow the steps below to navigate to the Dynamic Discount Dashboard:

Hover on **WooCommerce dashboard** > **Dynamic Discounts**. As you can see, it will take you to the page where you can create a discount rule. On top, you will see a Button **+ Create New.**

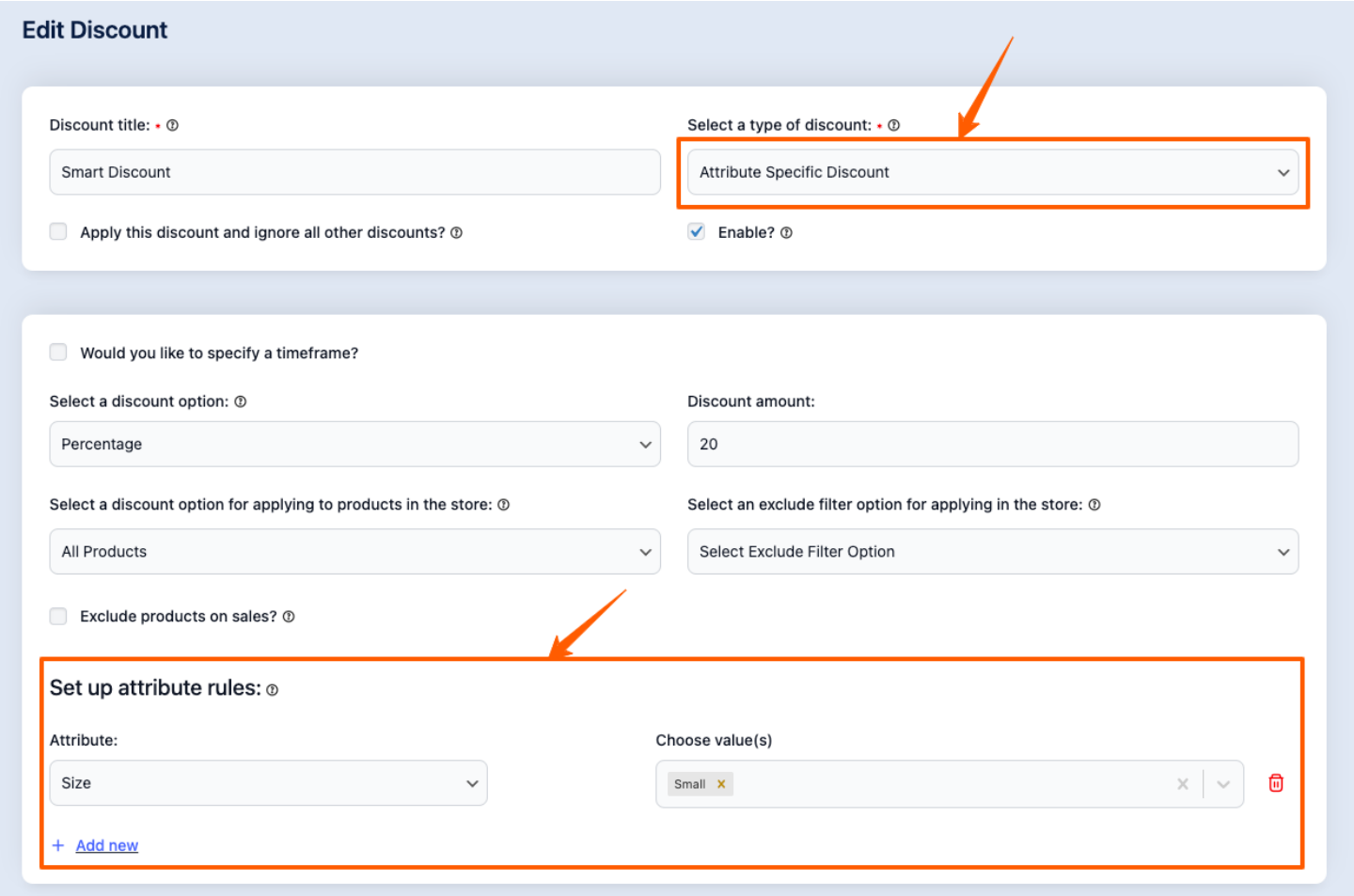


Creating ATTRIBUTE SPECIFIC DISCOUNT

1. Give your discount a title.

From the Discount type dropdown,

Select **Attribute Specific Discount** and 2 new sections will be added below.



2. Select the Discount Option:

- Percentage Discount
- Fixed Discount

Select the Discount Amount

Now **"Select the Discount option for applying to products in the store"**. You select the Discount Rule for

- All Products
- Specific Products
- Specific Category
- Specific Tag

You can also exclude products based on:

- Product
- Category
- Tag

3. Now for Set up Attribute Rules

Select the Attribute and Choose the Value (You can choose multiple values for the attribute)

Example:

Discount Option: Percentage

Discount Amount: 20

Attribute: Size

Choose Value: Small

Now all the "Small" size variants of your products will get a 20% discount applied on them.

4. Now click on the **Save** button.

That’s it, **Attribute Specific** Discount Rule is created.

Now that you are familiar with how the **Dynamic Discounts for WooCommerce** plugin works, in the other documentation you’ll learn about the other discount types