How To Set Discount Conditions Based on Customer Purchase History

Discount Conditions · https://rextheme.com/docs/discount-conditions-based-on-purchase-history/

Rewarding loyal customers and incentivizing repeat purchases are essential strategies for long-term business growth. With the **Dynamic Discount Plugin by RexTheme**, you can create discount conditions based on your customers' purchase history, ensuring a personalized shopping experience that keeps them coming back.

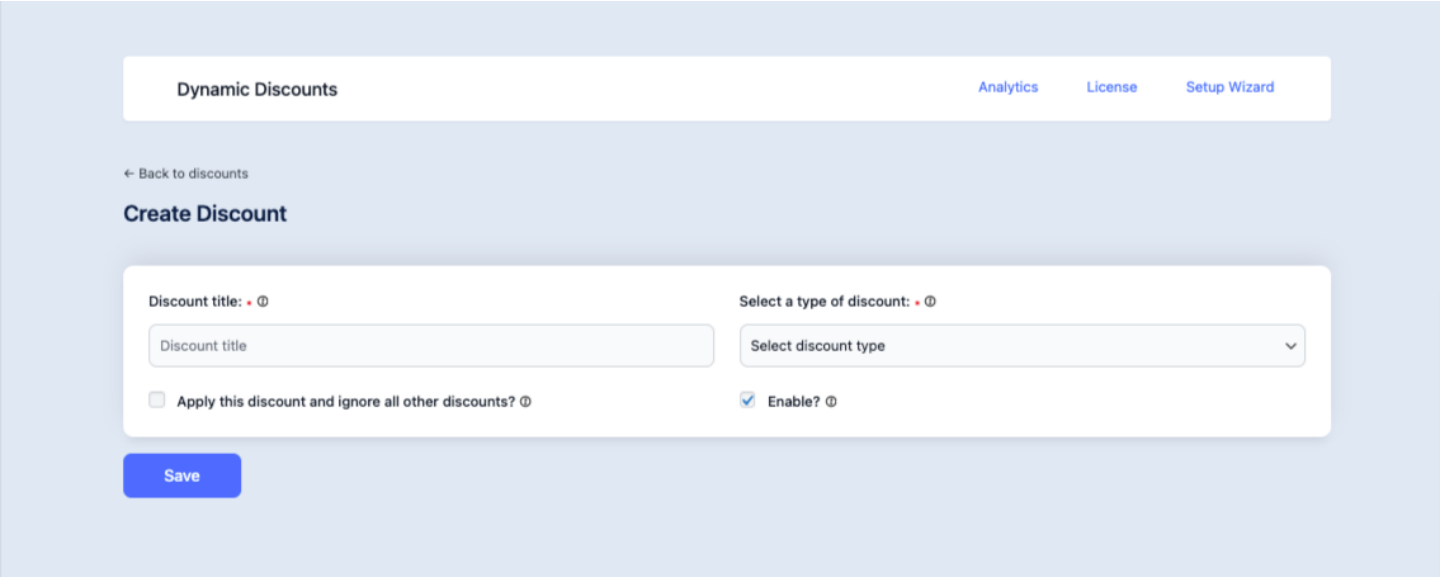
This feature allows you to configure discounts based on factors like total spending in the past. By targeting customers who meet specific purchase criteria, you can boost retention rates and drive more sales, all while building stronger relationships with your customers.

In this guide, we'll show you how to configure discount rules based on customer purchase history, helping you craft a winning loyalty and retention strategy.

Let's get started!

Dynamic Discounts Options

After you have installed and activated the plugin and the License, hover on WooCommerce and click on **Dynamic Discounts**. Clicking on the **+ Create New** it will take you to the Create Discount section.



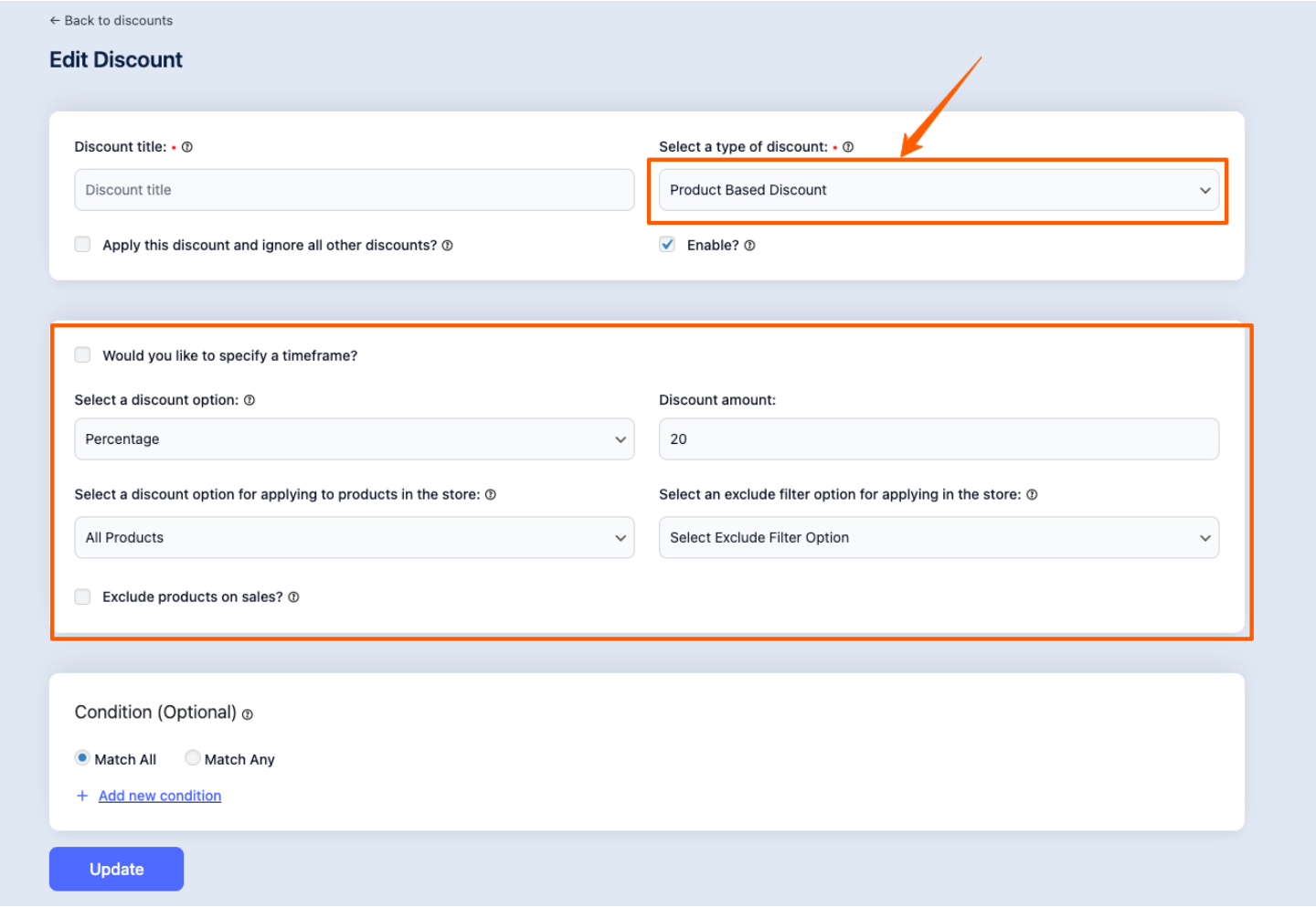
Creating Discount Conditions Based on Customer Purchase History

1. Give your discount a title. Now from the Discount type dropdown, select your desired discount type.

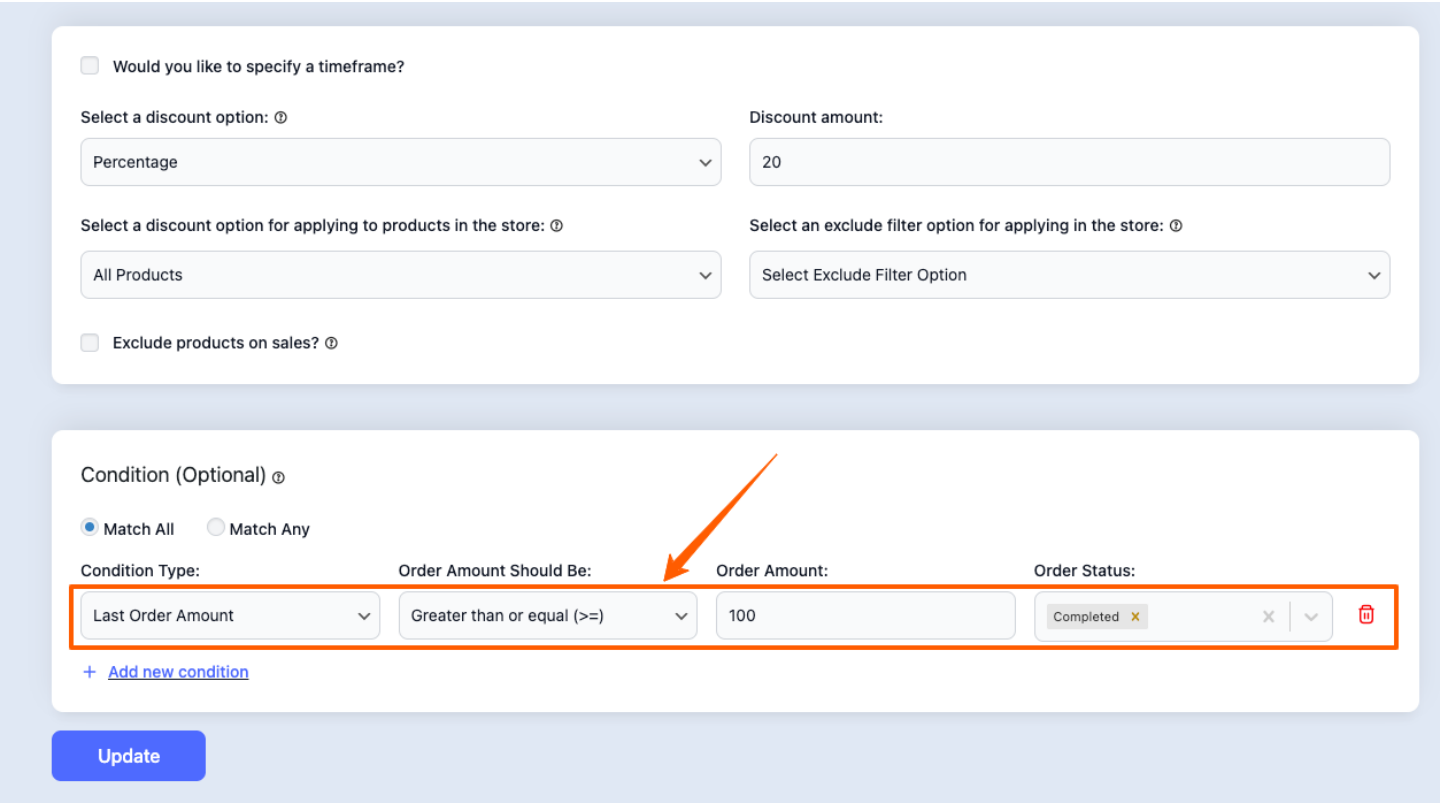
For this guide let's choose the **Product Based Discount** and 2 new sections will be added below.

2. Now, choose a discount option from the dropdown, set a discount amount, and select how the discount will be applied to products in the store.

For this guide let's select the discount option as **Percentage**, Discount amount **20%**, apply to **All products**



3. Next, in the **Condition Field**, add a new condition to grant customers who previously spent $100 with Order Status **"Completed"** a 10% discount. Configure the condition as shown in the screenshot below.



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

That's it Discount Rule is created.

Now that you are familiar with how the **Dynamic Discounts for WooCommerce** plugin works, in the upcoming documentation you'll learn about more useful features.

Need Help?

If you encounter any issues or need assistance, visit our support page to contact us directly with the necessary details for personalized help.