Bold Discounts Pricing & Overview

Discounts Powered by Bold Price Rules is a powerful eCommerce app that lets you quickly create large-scale sales on your site without the use of discount codes. These discounts are displayed to all customers that visit your store through the Online Store sales channel.

Bold Discounts allows you to apply discounts to products, variants, collections, or your entire store in just a few clicks. You can activate your sales immediately or schedule them to begin at a future date.

You can also display a sales clock or sales icon to show your customers which items are on sale, and for how long.

Availability & installation

Bold Discounts can be installed from the Shopify app store using the link below.

Note: The link below will direct you to Bold Discounts **Version 1**. Please install via the link and contact our Customer Success team to request the version be switched to Discounts Powered by Price Rules.

- **Shopify:** Bold Discounts

Bold Discounts requires an install on your Shopify theme in order to function correctly. Each theme on your Shopify store is different. This means that if you switch themes in the future, the install needs to be installed to the new theme as well. For further instructions, please view our Installation Guide for Bold Discounts.

Pricing

Feature	Dev & Sandbox Shops	Essentials
Price per month	**Free**	**$19.99**
Create unlimited discounts	✔	✔
Storewide sales in seconds	✔	✔
Scheduled sales	✔	✔
Intelligent stacking logic	✔	✔
Custom sales icons	✔	✔
Live countdown timers	✔	✔
Sync prices across sales channels	✔*	✔*

✔* **Sync prices across sales channels** requires the **Admin Price Sync** feature to be enabled in Bold Discounts. Please view Discounting Information & Overview for more information on how to enable this feature.

Features

Create unlimited discounts

Bold Discounts allows you to create as many discount groups as needed, allowing you to place each product into a separate discount group and offer unique discounts across all of your products. These discounts are then displayed to all customers that visit your store through the Online Store sales channel.

Pro-Tip: If you would like to apply discounts to specific customers rather than to all customers, this can be achieved by using Bold Custom Pricing.

Storewide sales in seconds

Discounts groups that are activated in Bold Discounts are live on the storefront in seconds, thanks to a connection API that Discounts uses to apply the discounts to the storefront.

Scheduled sales

While creating a discount in Bold Discounts, you can set a start and end date for when you would like the discounts to apply and stop on the storefront.

Using a start and end date automatically turns on the discount and turns off the discount, without the need of any manual intervention.

Intelligent stacking logic

Intelligent stacking logic allows the best discount to apply to a product if a product is tied into multiple discount groups in Bold Discounts.

Example:
Product A is $20.
Product A is in **both** Discount A and Discount B.
Discount A offers a 50% discount.
Discount B is a $5-off sale.
Product A would have Discount A's rules applied, as your customers would receive this item for $10 instead of $15.

Custom sales icons

Bold Discounts provides you with the ability to display icons on your products that are in an active discount in the app.

Bold Discounts comes with three default sales icons that you can choose from: A tag, starburst, or banner.

If you have your own sales icon that you would like to use rather than one of the three default options above, you can upload your own sales icon in Bold Discounts.

Live countdown timers

Bold Discounts offers a customizable sales clock to display on your storefront. You can use this clock to express a sense of urgency to your customers in making a purchase.

The text in the countdown timer, as well as the remaining time in days, hours, minutes and seconds can all be adjusted in Bold Discounts to fit your store needs.

Sync prices across sales channels

With Bold Discounts, discounts set for products in the app can change the price field set on the storefront for your products. This feature requires the Admin Price Sync feature to be enabled.

Changing the price field to include the discounts reflects the discounts on all sales channels that use the price field set in Shopify to display product prices, such as Shopify POS, Facebook, etc.

Integrations

Bold Discounts integrates with some of our other apps. These integrations either allow customers to receive the best discount if both of the apps use the connection API,

otherwise, both apps may simply exist on the same store without any interference between each other.

Please view **Bold Discounts' Bold Integrations** for more information on the available integrations.