USER GUIDE

Online shop guide

Set up and run your shop: card designs, shop front, products, variants, stock and warehouses, shipping, orders, coupons, promotions, settings and the launch checklist.

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CHAPTER 1

🚀 Getting started with Cardynex Shop

What the shop edition is, how you get it, what changes in your dashboard and the five set-up steps to your first sale.

What is the shop edition?

Cardynex comes in **trade editions**: the same platform, arranged for one kind of business. The **Shop** edition is made for fashion and gift shops, groceries, home and electronics stores and anyone who sells products:

- your **card** is your shop front: open or closed, the offer of the day, delivery, and your products one tap away;
- your **dashboard** puts the shop first and hides tools a shop does not need;
- a **set-up checklist** on the dashboard home walks you to your first sale.

The first chapters of this guide explain what is special about the shop edition. The shop itself (categories, products, stock, shipping, orders, coupons, promotions, reviews, settings) follows, starting with Getting started with your online shop.

How you get the edition

Way	What happens
Sign up as a shop	When you turn your account into a business and pick the shop trade, the edition is switched on.
From the shops page	The "for shops" page of the website starts the sign-up with the shop trade already chosen.
Buying the shop package	Buying the shop package puts an account that has no edition yet into the shop trade.
Ask support	An administrator can switch your edition, or back to the general dashboard, at any time. Nothing is deleted.

Note

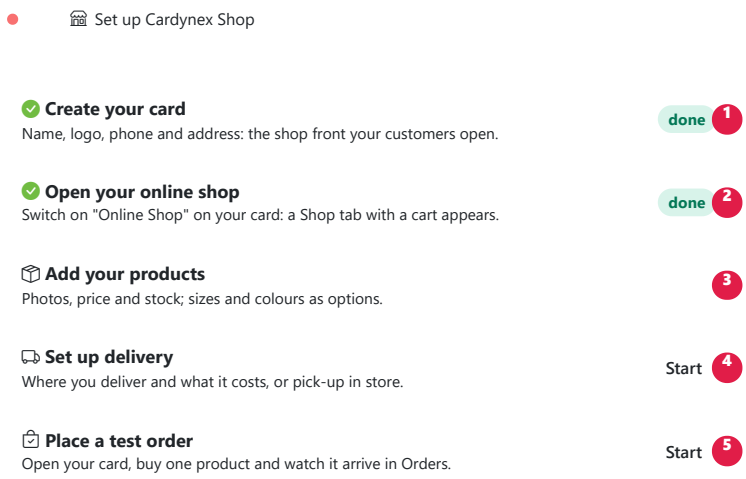
The edition only arranges your dashboard. What you can use still depends on your **plan**: a step or page that needs a module your plan lacks leads to the plans page instead.

What changes in your dashboard

Part	In the shop edition
Menu order	**Shop** comes first, then **Card features**, **Customer management**, **Customer club** and **Marketing**.
Hidden tools	Booking, patients, the food menu, flashcards, quizzes, the listings board and the photo studio are hidden. Booking comes back if your plan includes it (a shop that also takes appointments).
Words	Staff are called **Team**; customers stay **Customers** and orders **Orders**.
Add-on store	Modules for shops come first under **For your trade**; good companions under **Grow your business**; the rest under **More modules**.
New cards	A new card starts in the retail category with the Boutique card design.

The set-up checklist

Until every step is done, the dashboard home shows a checklist with your progress. Each step opens the right page; a step that needs a module your plan does not include shows **See plans** instead.



#	Step	Done when	Where
1	Create your card	you have a card	New card
2	Open your online shop	a card has **Online Shop** switched on	the card's edit page
3	Add your products	the shop has one product	Products
4	Set up delivery	one shipping method is active	Shipping
5	Place a test order	the first order arrived	your card's Shop tab

> **Tip**
>
> The shop pages of the dashboard open only once a card sells online. Until then, steps 3 and 4 lead to the card's edit page, so you can switch on **Online Shop** first.

The checklist disappears by itself when all five steps are done. In its place the dashboard home may then show up to two growth offers.

Set up in 7 steps

1. **Fill in your card**: name, logo, cover photo, phone, address and **Working Hours**. See Card designs.
2. **Switch on** **Online Shop** on the card's edit page: a Shop tab with a cart appears on your card.
3. **Build your catalogue**: Categories, then Products with photos, price and stock. Mark your best products **Featured**: they open your card's home.
4. **Set up delivery** in Shipping: zones, methods and a **Free Shipping Threshold** if you offer one.
5. **Start an offer** in Promotions if you have one: the card shows it in the shop-front strip.
6. **Place a test order** from your card and handle it in Orders.
7. **Go through the** launch checklist before your first real customers.

Where everything is

Chapter	What it explains
Card designs	Boutique and Market, what visitors see, changing the design
Your shop front	which dashboard settings fill the strip and the product picks on your card
Growing your business	growth offers, the add-on store, the customer club, hybrid shops
Launch checklist and FAQ	checks before opening, recipes, answers, glossary
Online shop guide	every page of the shop dashboard in detail

CHAPTER 2

🚀 Getting started with your online shop

What the online shop does, how customers buy, what you need first and where to begin.

What is it for?

The **Shop/E-Commerce** section of your dashboard turns your digital card into a **complete online shop**: clothing, homeware, books, cosmetics, handmade goods, digital files — anything you sell and send.

- You set up **products** with pictures, prices, categories and, when needed, **variants** (size, colour…).
- You keep **stock** for each product in one or more **warehouses**; every order takes it off automatically and a cancelled order puts it back.
- You decide the **shipping methods** (flat rate, free or by weight) and the **shipping zones** (the countries you send to).
- **Coupons** (discount codes) and **promotions** (automatic discounts or free shipping) help you sell more.
- You follow each order from "pending payment" to "delivered"; the customer gets e-mails, an SMS and an online invoice.
- Buyers whose order was delivered rate and review the products.

How customers buy

1. **They open your shop**: the shop section of your card (through its link or QR code). Products of public cards also appear in the site's product marketplace.
2. **They pick a product**: browse the categories or search, open the product window and, if the product has variants, choose one.
3. **They complete the cart**: set quantities and, if they have one, enter a **Coupon code**. Running promotions are taken off automatically.
4. **They fill in** **Customer Information**: name, e-mail or phone, address, country and **Shipping Method**.
5. **They review the order** and place it with a **verification code** (SMS or e-mail).
6. **"Order Confirmed!"**: if online payment is active for your business they get a payment link; otherwise they pay on delivery. **View Receipt** opens the online invoice.

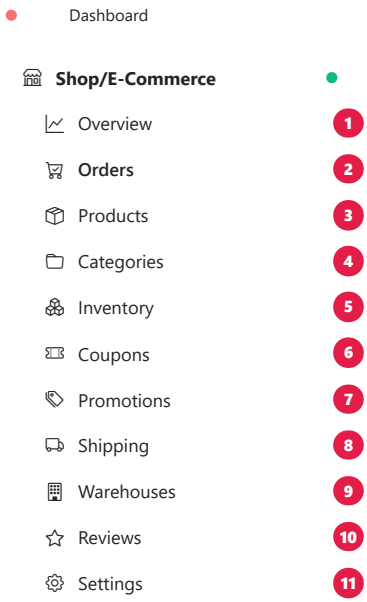
> ⓘ **Note**
>
> Every amount (prices, discounts, tax, shipping) is calculated on the server. If a price changes while the customer is browsing, they are told before the order is placed.

Before you start

Requirement	Details
A plan that includes it	The online shop must be part of your plan; without it the **Shop/E-Commerce** menu does not appear in the sidebar.
"Online Shop" switched on for the card	On the card's edit page, switch on **Online Shop**. Until at least one card has a shop, the shop pages do not open.
At least one category	Every product belongs to a category.
A warehouse	For products whose stock is tracked.

> 💡 **Tip**
>
> A green dot next to **Shop/E-Commerce** in the sidebar means at least one of your cards has an active shop.

Map of the menu



#	Menu	Used for	Chapter
1	**Overview**	Revenue, orders, sales chart, best sellers	Overview
2	**Orders**	Follow orders from payment to delivery, invoices, export	Orders
3	**Products**	Products, variants, prices and pictures	Products
4	**Categories**	Multi-level product categories	Categories
5	**Inventory**	Stock of each product in each warehouse	Warehouses & inventory
6	**Coupons**	Codes customers enter	Coupons
7	**Promotions**	Automatic discounts and free shipping	Promotions
8	**Shipping**	Shipping zones and methods	Shipping
9	**Warehouses**	Where your goods are kept	Warehouses & inventory
10	**Reviews**	Buyers' ratings and reviews	Buyer reviews
11	**Settings**	Tax, orders, coupons, notifications, display	Settings

Set up in 8 steps

This order saves you going back and forth:

1. **Complete the settings**: in Settings set the shop name, tax, minimum order amount and notifications.
2. **Create a warehouse**: in Warehouses add your main warehouse with **Primary** ticked.
3. **Define shipping**: in Shipping create a zone (the countries you send to) and at least one shipping method.
4. **Create categories**: in Categories add the main categories, and subcategories if you need them.
5. **Add products**: in Products enter each product with picture, price and category; create the variants of products that come in several options.
6. **Give them stock**: from the product page or Add Stock enter how many of each product you have in the warehouse.

7. **Place a test order**: open your card and buy something as a customer would.
8. **Follow the order**: in Orders take it all the way to **Delivered** to learn the cycle.

On your phone

- The sidebar becomes a **menu drawer** opened from the menu button at the top; a **tab bar** at the bottom gets you to the main areas of the dashboard.
- Wide tables (orders, inventory…) scroll sideways inside their own box while the rest of the page stays put.
- On the settings page, the list of sections sits above the form.

Patterns shared by every page

- **Choosing the shop**: if more than one card has an active shop, a **Shop** : drop-down sits at the top of the pages. Orders, inventory, coupons, promotions, shipping and warehouses always belong to the shop chosen there, and the choice is kept on the next pages.
- **The Card filter**: the product and category lists show the products of every shop together; this filter separates them.
- **Filters**: choose the options and press **Filter** ; the page address changes too, so you can bookmark a filtered view.
- **Safe deleting**: deleting a product, category, coupon or warehouse explains first what goes; on delete pages you type DELETE to confirm. Switching something off is usually the safer choice.

CHAPTER 3

Overview

The shop's main page; revenue, orders, sales chart, order statuses and best sellers at a glance.

What the overview shows

The **Overview** menu opens the **Shop Dashboard**, the page you visit every day to see how sales are going and which orders are waiting. Two shortcuts sit at the top: **Add Product** and **View Orders**.

With more than one shop, every number on this page belongs to the shop chosen in the **Shop**: drop-down at the top.

Stat tiles

Tile	Tells you	Note
Total Revenue	The sum of **Delivered** orders since the start (**All time**)	Orders not delivered yet or cancelled do not count.
Total Orders	All orders, whatever their status	Underneath: today's orders. "Today" follows your account's time zone.
Active Products	Active, not deleted products	Underneath: how many stock lines are at or below their low-stock threshold.
Avg Rating	Average rating of published reviews	Underneath: the number of reviews.

> **Important**
>
> Revenue and "sold" counts come only from **Delivered** orders. Once an order has been handed over, always move it to **Delivered** (see Orders).

The Sales Overview chart

The chart shows **revenue** and **number of orders** day by day. Change the period with the menu next to the title: **7 Days**, **30 Days** or **90 Days**. It counts **Shipped** and **Delivered** orders, and dates follow your calendar and language.

The Order Status chart

A donut showing the share of each status: **Pending Payment**, **Confirmed**, **Processing**, **Shipped**, **Delivered**, **Cancelled**, **Refunded** and **Returned**. Only statuses with at least one order appear.

Recent Orders

The ten latest orders with number, customer e-mail, amount, status and date. The eye button of a row opens the order and **View All** goes to the full order list. With no orders yet you see **No orders yet**.

Top Products

The five products with the most units in delivered orders, with picture, units sold, price and stock (**in stock** or **Out of stock**). Until the first order is delivered you see **No products sold yet**.

Quick Actions

At the bottom: **Add Product**, **Add Category**, **Create Coupon**, **Manage Orders**, **Inventory** and **Settings**.

> **Tip**
>
> Check the low-stock number under **Active Products** every day; when it is above zero, go to Inventory and restock before the goods run out.

CHAPTER 4

Card designs for shops

The Boutique and Market designs, what your customers see on them and how to change the design.

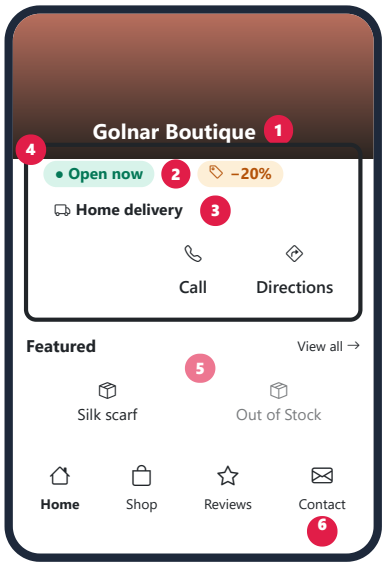
Two designs made for selling

Your card is your shop window: people open it from Instagram, a QR code on a bag or a link in a message. The shop edition has two card designs built for that moment. Both show the same parts; only the look differs.

Design	Look	Suits	Product strip title
Boutique	ink black and cream with a rose-gold accent, serif headings, tall product photos	fashion, jewellery, beauty and gift shops	**Featured** (or **New in the shop**)
Market	fresh green and sunny yellow, rounded tiles, square photos	grocery, home, electronics and everyday stores	**Today's picks**

A new card of a shop account starts with **Boutique**; you can switch at any time (see Changing the design).

What your customers see



#	Part	Comes from
1	**Cover** with your logo, name and tagline	the card's logo, cover photo and tagline
2	**Open now / closed**	the card's **Working Hours**
3	**Offer and delivery chips**	your running promotion and your active shipping methods (Your shop front)
4	**Action strip**: shop, call, directions	the card's switched-on features
5	**Product strip**: up to eight products; a tap opens the product	products marked **Featured**, else the first products by name
6	**Tabs**: home, shop, reviews, contact…	the card's switched-on features

On a phone the card fills the screen. From a tablet up it becomes a website: a top bar with your name and a **Shop now** button, a wide cover, the tabs as a sticky bar and your contact details beside every tab.

The open / closed status

Customers see	When
Open now	the current time is inside today's working hours
Closed now + **You can still order online**	outside the hours, and the card sells online
nothing	the card shows no working hours

The action strip

Button	Appears when	Opens
Shop now	**Online Shop** is on	the Shop tab
Call	the card has a phone number	the phone's dialler
Directions	a location with a map point or a directions link	maps, in a new tab

Changing the design

Open Cards, then **More** → **Card design** on the card (or **Card design** at the top of the card's edit page).

Part of the page	Shows
For your trade	**Boutique** and **Market**
More designs	**Standard** (the classic Cardynex card) and designs made for every trade
Current design	the badge on the design the card uses now

1. **Press** **Preview** : your own card opens in a new tab with that design. Only you see it; nothing is saved.
2. **Press** **Use this design** on the one you like. The card changes at once; content, links and QR codes stay the same.

Designs of other trades (restaurant, clinic…) are not offered to a shop. If your card has a design made especially for you, the page says "This card uses a design made especially for you. To change it, contact support."

Colours

Each design has its own colours, used on the cover, buttons, product strip and the Shop tab with its cart. If you set your own primary colour on the card, the design uses **your colour** for its accent; with the default colour the design's accent stays.

CHAPTER 5

Your shop front

Which settings in your shop dashboard fill the strip under the cover and the product picks on your card's home, and how to keep them selling.

Your card works from your shop data

You never edit the shop front by hand. The two shop designs read your shop dashboard and show the best of it:

On the card	Filled by	Set it in
Offer chip	your running promotion	Promotions
Delivery chip	your active shipping methods	Shipping
Product strip	featured products, else the first by name	Products
Badges on products	stock and compare-at price	the product form

The offer chip

When a promotion is **running**, its name appears as a chip under the cover; a tap opens the Shop tab. A promotion is running when:

- **Active** is on;
- now is between its **Start Date** and **End Date**;
- its **Usage Limit** is not reached (0 = unlimited).

If several promotions run at once, the chip shows the one with the highest **Priority** (on a tie, the one that started last).

> **Tip**
>
> Give promotions short names customers understand at a glance: "Summer sale −20%", "Free delivery this week". The chip shows the name, nothing else. All fields: Promotions.

The delivery chip

Chip	When
Home delivery	at least one shipping method is **Active**
"Free delivery from" + amount	an active method has a **Free Shipping Threshold**; the lowest one is shown
no chip	no active shipping method (pick-up only, or delivery not set up yet)

Details of zones, methods and thresholds: Shipping.

The product strip

The home tab opens with up to eight products: photo, name and price.

Shows	When
your products marked Featured	at least one product is featured
the first eight products by name	none is featured

Each product carries what a customer needs to decide:

On the product	When
Out of Stock badge, faded	the product cannot be bought right now
"% OFF" badge and the old price struck through	the product has a **Compare At Price** higher than its price
"From" + lowest price	the product has variants with different prices

A tap opens the same product sheet as in the Shop tab, so the customer can add it to the cart right away.

> **Tip**
>
> Feature six to eight products with good photos and stock. Change them with the seasons: the strip is the first thing your customers see.

Keep it honest

- End a promotion by switching it off or setting its end date: the chip disappears at once.
- When you stop delivering, switch your shipping methods off, and the delivery chip goes.
- Keep stock right: a featured product that is sold out still shows, with the **Out of Stock** badge. Unfeature it if it will not come back.

CHAPTER 6

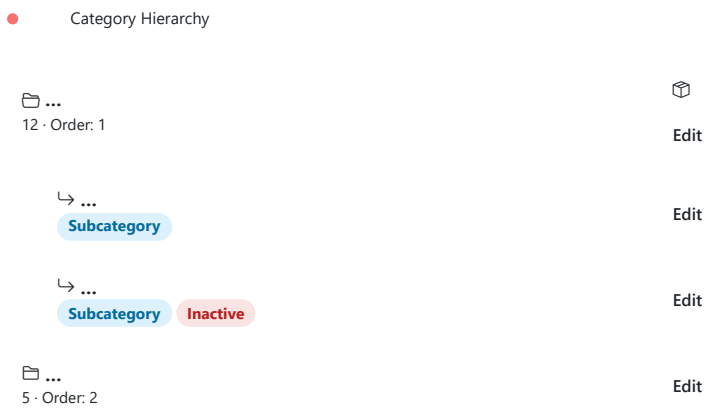
Categories

The tree of categories and subcategories of your shop; creating, ordering, switching off and safe deleting.

What categories do

Categories are your shop window: in the shop section of the card, customers first see **tiles of the main categories** and reach subcategories and products from there. Every product is in **at least one category** and can be in several.

Categories are **multi-level**: "Clothing → Men → Shirts". There is no limit, but two or three levels are easier for customers.



Note

In the shop, a main category's tile only appears when it or its subcategories hold at least one active product. Empty categories stay hidden from customers.

The category list

Shop/E-Commerce → **Categories** opens **Product Categories**.

- **Category Hierarchy**: the category tree, with the number of categories and of active ones.
- **Expand All** and **Collapse All** open or close every branch.
- **Card filter**: with several shops, show **All Cards** or the categories of one card. Each main category also shows its card's name.

Each row shows:

Part	Details
Picture and name	The category picture (if any) and its name.
Subcategory	The category sits under another one.
Inactive	Switched off: not shown in the shop.
Products and order	The number of products in this category and its display order.

Row buttons

Button	Does
View Products	Opens the product list with only this category's products.
Edit	Opens the category form.
Delete	Opens the delete confirmation (see below).

Creating and editing a category

Press **Add Category**. Next to the form, **Live Preview** shows how the tile looks.

Field	Details
Card	Only with several shops: which card's shop shows the category. A category with subcategories or products cannot move to another card.
Category Name	The name customers see.
Parent Category	Choose a parent to make a subcategory; **(top level)** makes a main category. The parent must belong to the same card, and a category cannot be its own parent.
Icon	An icon for the category.
Display Order	**Lower numbers appear first**. Equal numbers sort alphabetically.
Description	A short description.
Category Image	The tile picture; recommended 400 × 400 px, JPG or PNG.
Active Category	Off = not shown in the shop and not offered in the product form.

Switch off or delete?

Action	What happens
Switching off **Active Category**	Hidden from the shop; the category, its subcategories and product links stay and come back whenever you switch it on.
Delete	The category **and all its subcategories** are deleted for good. Products are not deleted, they just leave these categories.

> ⚠ **Warning**
>
> A product whose only category is deleted has no category left and cannot be found through the category tiles. Before deleting, use **View Products** and move those products to another category. When you next edit such a product, the form asks you to choose at least one category.

Tips

- Arrange categories the way **customers** look for things ("Gifts for her", "Under 50") — not only the way your stockroom is organised.
- Give main categories a picture; picture tiles get more clicks.
- A product can be in "Shirts" and in "Sale" at once; you do not need to create it twice.

CHAPTER 7

Products

The product list, filters and bulk actions, the product form, variants, the product page and CSV export.

Product types

Each product has one of four **Product Type** s:

Type	For	Price and stock
Simple Product	A single item: a book, a mug	The product's own price and stock.
Configurable Product	An item with options: a T-shirt in several sizes and colours	Each **variant** has its own price and stock; the customer picks one before adding to the cart.
Bundle/Kit	Several items sold together	Like a simple product: one price, one stock.
Digital Product	A file, an e-book, a course	No shipping; a cart of digital products only asks for no address or shipping method.



The product list

Shop/E-Commerce → **Products** . At the top: **Export** and **Add Product** .

Filters

Filter	Options
Search	Name, SKU or description text
Card	Only with several shops: **All Cards** or one card
Category	**All Categories** or one category
Status	**All Status** , **Active** , **Inactive**
Type	**All Types** , **Simple** , **Configurable** , **Digital** , **Bundle/Kit**
Stock	**In Stock** (more than 10, or stock not tracked), **Low Stock** (1 to 10), **Out of Stock**

Choose, then press the search button. Each page shows 8 products.

Columns

Column	Details
Product	Picture, name (link to the product page), type, number of variants, and a star for featured products.
SKU	The product's unique code.
Price	Price, struck-through price and discount percentage; for products with options, the variants' price range.
Stock	Free stock in active warehouses; **Out** = sold out, **N/A** = stock not tracked.
Categories	The first two categories and how many more.
Sales	Units sold in delivered orders.
Actions	**View** , **Edit** , **Delete** .

Bulk actions

Tick rows (or the header box for all) and a bar appears with the number selected: **Activate** , **Deactivate** or **Delete** .

Export

Export downloads the products you have filtered as a CSV file (name, SKU, type, price, compare-at price, stock, categories, active). It opens correctly in Excel, Persian text included.

The product form

Press **Add Product** or **Edit** . Next to the form, **Live Preview** shows the product card as customers see it.

Basic Information

Field	Details
Card	Only with several shops. Changing the card also changes the category list.
Product Type	One of the four types above.
Product Name	The name customers see.
Slug	The Latin part of the product's address; leave empty to build it from the name.
SKU	The unique stock code; filled in for you, or enter your own.
Categories	At least one (up to 5). **Create new category** opens the category form in a new tab.
Short Description	A sentence or two under the name in the list.
Full Description	The full text in the product window.

Pricing

Field	Details
Price	The selling price. Products with options get a price per variant.
Compare At Price	The price before discount; must be higher than the price. Customers see it struck through with the discount percentage.
Cost Price	What the item costs you; never shown to customers.

Inventory & Orders

Field	Details
Track Inventory	On = sales depend on warehouse stock, and every order takes stock off. Off = sold without counting stock (made-to-order or unlimited goods).
Allow Backorders	On = orders are accepted even when stock has run out (pre-orders).
Min Order Qty / **Max Order Qty**	The smallest and largest quantity per order; the maximum cannot be below the minimum.

Shipping Dimensions

Weight (kg), **Length (cm)**, **Width (cm)** and **Height (cm)**. The weight is used by "weight based" shipping methods (see Shipping).

Product Image and Variant Attributes

- **Product Image**: required for a new product; recommended 800 × 800 px, JPG or PNG.
- **Variant Attributes**: only shown for a **Configurable Product**; it reminds you to add the variants on the product page after saving.

Switches

Switch	Effect
Active	Off = not in the shop, but kept in the dashboard.
Featured	Featured products are shown first in the shop.
Digital	Like the digital type: no shipping needed.
Taxable	The tax from the settings applies to this product.

> ⚠ **Warning**
>
> A product with **Track Inventory** on is **out of stock until you give it stock**, and customers cannot buy it. Right after creating a product, press **Add Stock** on its page (see Warehouses & inventory).

The product page

Click a product's name.

- **Pictures and details**: type, status, featured, price, SKU, categories and description.
- **Product Stats**: **Total Sold** (units in delivered orders), **In Stock** (stock in active warehouses), **Avg Rating** and, for products with options, **Variants**.
- **Quick Actions**: **Add Variant** (products with options only), **Add Stock** and **Edit Product**.
- **Inventory**: the product's stock lines per warehouse with **Quantity**, **Available** and status.
- **Recent Reviews**: the five latest published reviews.

Variants

For a **Configurable Product**, press **Add Variant** on the product page and create one variant per option (for example "Large – Red"):

Field	Details
Variant Name	What customers see on the option button, like "Large – Red" or "64GB – Black".
SKU	This variant's unique code.
Price	This variant's price.
Compare At Price	The variant's struck-through price; must be higher than the price.
Weight (kg)	If it differs from the product's weight.
Display Order	The order of the option buttons.
Digital File	Digital products only.
Active	Off = this option is not offered.
Default Variant	The option the product window opens with.

Then give **each variant** stock (**Add Stock**).

Deactivate or delete?

Action	What happens
Deactivate	The product leaves the shop; all its data, stock and reviews stay.
Delete	The product and its variants leave the shop and the dashboard lists. Past orders keep its name and price.

> **Tip**
>
> For an item that is temporarily unavailable, **Deactivate** it or just set its stock to zero instead of deleting it; you keep its reviews and sales figures.

CHAPTER 8

Warehouses & inventory

Where your goods are kept and how many you have; the primary warehouse, stock lines, low-stock alerts and what orders and cancellations do.

How stock works

Your shop's stock is made of **stock lines**. Each line says: "of this product (or this variant), in this warehouse, we have this many".

- A simple product has one line per warehouse; a product with options has one line per **variant** per warehouse.
- Customers can only buy what has **free stock**: the total of its lines in **active warehouses**, minus what is reserved.
- Every placed order takes stock off automatically: first from the **primary warehouse**, then from the others if needed. Two customers cannot buy the last item at the same moment.
- When an order is **cancelled**, its items go back to the primary warehouse; if a cancelled order is reopened, they are taken off again.



Note

A product with **Track Inventory** off needs no stock line and can always be ordered. A product with **Allow Backorders** keeps taking orders after its stock runs out.

Warehouses

Shop/E-Commerce → **Warehouses**. Even if you only have one room or one shelf, create a warehouse: stock is always kept in a warehouse.

The table shows **Name** (with a **Primary** badge for the primary warehouse), **Code**, **Address** and **Status**; manage them with **Edit** and **Delete**.

The warehouse form

Field	Details
Name	A name for you, like "Main store" or "High Street shop".
Code	A short, unique code like WH-LON.
Address Line 1 / **Address Line 2**	The warehouse address.
City, **State**, **Postal Code**, **Country**	The rest of the address.
Phone / **Email**	How to reach the warehouse (optional).
Latitude / **Longitude**	Map position (optional).
Active	Off = this warehouse's stock is not sold and not counted.
Primary	Orders are taken from here first, and items of cancelled orders come back here.

> **Important**
>
> Deleting a warehouse also deletes **all its stock lines**. If you no longer use a warehouse, switch it off instead.

The inventory page

Shop/E-Commerce → **Inventory** opens **Inventory Management**.

Alerts

Two alert boxes appear at the top, each with the first three items:

- **Out of Stock**: lines with no free stock left.
- **Low Stock**: lines with free stock between 1 and their **Low Stock Threshold**.

The Stock Levels table

Column	Details
Product / Variant	The product name and, for products with options, the variant name.
SKU	The variant's or product's code.
Warehouse	Where this stock is.
Available	Free stock (quantity minus reserved).
Reserved	Stock set aside. Orders take stock off directly, so this is usually zero.
Stock Level	A coloured bar: green = enough, yellow = low, empty = none.
Status	**In Stock**, **Low Stock** or **Out of Stock**.
Actions	**Update** to change the quantity.

Adding stock

1. **Press** **Add Stock**: at the top of the inventory page, or on a product page (which limits the list to that product).
2. **Choose the** **Product / Variant**: simple products appear by name, products with options as "Product - Variant".
3. **Choose the** **Warehouse**: the primary warehouse is preselected.
4. **Enter the** **Quantity** **and** **Low Stock Threshold** and press **Add Stock**.

Each product or variant has only one line per warehouse; if it already exists, the form says "This variant already has a stock line in that warehouse." In that case, edit that line with **Update**.

Changing quantities

Press **Update** in the inventory table. The **Update Inventory** form has two fields:

Field	Details
Quantity	The physical count in this warehouse (after a delivery or a stock-take, for example).
Low Stock Threshold	At or below this number the line counts as low stock and shows in the alerts.

Tip

Update the quantity on the day new goods arrive. Set the low-stock threshold to about one week of sales so you have time to reorder before an item runs out.

CHAPTER 9

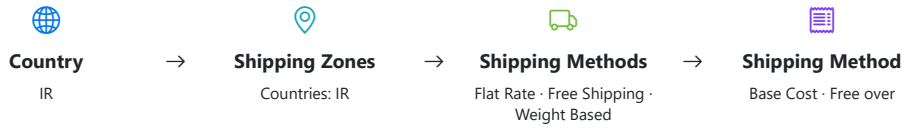
Shipping

Shipping zones (which countries you send to) and shipping methods (how much and how long); flat rate, free and by weight.

How shipping works

The **Shipping Management** page has two parts:

- **Shipping Zones** : each zone is one or more **countries**, for example "Germany" or "EU".
- **Shipping Methods** : each method (for example "Standard post" or "Express courier") has a cost, a delivery time and the zones it is offered in.



At checkout:

1. **The customer chooses their country.** If you have active zones, the list only contains their countries and choosing one is required. With no zones at all, every country is listed.
2. **Only methods offered there are shown**: methods with an active zone containing that country; the one with the lowest **Base Cost** is preselected.
3. **Each method's cost is calculated for that cart** (free above an amount, weight rates) and shown before the customer chooses.

> **Note**
>
> A cart with only digital products needs no shipping: neither an address nor a shipping method is asked for.

Shipping zones

Press **Add Zone** :

Field	Details
Zone Name	A name for you, like "Germany" or "Neighbours".
Countries	Two-letter country codes, one per line or separated by commas: `DE` , `AT` , `CH` . Full country names are not accepted.
Active	Off = this zone's countries are no longer offered.

Each zone is listed with its countries and status, with **Edit** and **Delete** buttons. Deleting a zone does not delete methods; it only removes those countries from them.

Shipping methods

Press **Add Method** :

Field	Details
Method Name	What customers see, like "Standard post".
Type	**Flat Rate** (one fixed cost), **Free Shipping** (always free) or **Weight Based** (by cart weight).
Zones	The zones this method is offered in.
Base Cost	The flat-rate cost; for weight-based methods, the cost of carts heavier than the last bracket.
Weight rates	**Weight Based** only: one bracket per line, "up to kg = cost".
Free Shipping Threshold	When the cart (after discounts) reaches this amount, the method is free. Empty = never.
Min Delivery Days / **Max Delivery Days**	The delivery time shown next to the method.
Active	Off = not offered.

Weight rates example

If you write these three lines in **Weight rates**: `2 = 5`, `5 = 9` and `10 = 15`,

Cart weight	Cost
Up to 2 kg	5
Over 2 up to 5 kg	9
Over 5 up to 10 kg	15
Over 10 kg	**Base Cost**

The cart weight is the **Weight (kg)** of its products (or variants) times their quantities, so enter your products' weights.

Each method is listed with its type, base cost, **Free over**, weight brackets, zones and delivery time, with **Edit** and **Delete** buttons. Deleting a method does not change the shipping cost of past orders.

> **Tip**
>
> A "free shipping" promotion (see Promotions) makes every method free for a period; you do not need to change the methods.

Example set-up

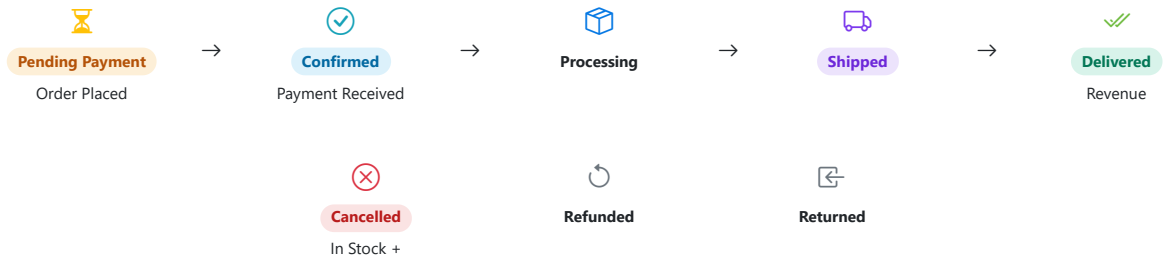
1. **Zone "Domestic"** with your country's code.
2. **Method "Standard post"**: **Flat Rate**, 3–5 days, free above an amount.
3. **Method "Express courier"**: a higher **Flat Rate**, 0–1 days. If it only covers your city, say so in its name; zones work by country, not by city.

CHAPTER 10

Orders

From placing to delivery; the statuses and what each does, order details, the online invoice, search and CSV export.

The life of an order



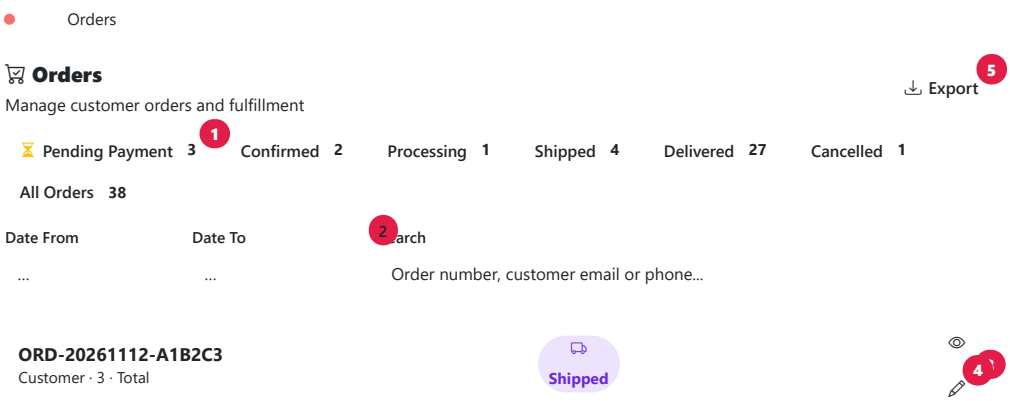
Status	Means	What happens
Pending Payment	Just placed, not paid yet (or paid on delivery).	Stock was taken off when it was placed.
Confirmed	Accepted.	When the customer pays online, the order moves here by itself and **Payment Received** appears in the timeline.
Processing	Being prepared and packed.	—
Shipped	Handed to the post or courier.	The shipping time is recorded and, if **Send Shipping Update Emails** is on, the customer gets a "your order is on its way" e-mail.
Delivered	Received by the customer.	Counts in revenue and "sold" numbers, and the customer is asked to rate the products.
Cancelled	Will not be fulfilled.	Items whose stock is tracked go back to the primary warehouse.
Refunded	The money was paid back.	Make the refund yourself; this status only records it.
Returned	The goods were sent back.	Stock does not come back by itself; if the goods are fine, add them in Inventory.

Customers with an account on the site get a notification at every status change.

> **Important**
>
> Only **Delivered** orders count in revenue, charts, "top products" and product sales, and only buyers of delivered orders can write reviews. Once an order has been handed over, always move it to **Delivered** .

The order list

Shop/E-Commerce → **Orders** .

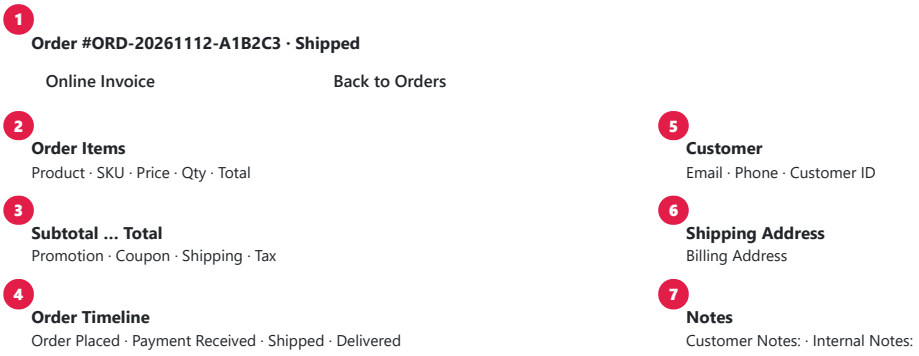


1. **Status cards**: how many orders are in each status; click one to see only those. **All Orders** shows them all.
2. **Filters**: **Date From**, **Date To** and **Search** (order number, customer e-mail or phone), then **Filter**.
3. **An order row**: number, customer (e-mail and phone), number of items, amount (and discount), status, date and time.
4. **View** opens the order and **Update Status** the status form.
5. **Export**: downloads the orders you have filtered as a CSV file.

Each page shows 20 orders, newest first.

The order page

Click an order number.



1. **Header**: number and status, when it was placed, and the **Online Invoice**, **Update Status** and **Back to Orders** buttons.
2. **Order Items**: product (and variant), **SKU**, **Price**, **Qty** and line total. Names and prices are recorded at purchase time and do not change when you edit the product later.
3. **Totals**: **Subtotal**, **Promotion**, **Coupon**, **Shipping**, **Tax** and **Total** (see below).
4. **Order Timeline**: **Order Placed**, **Payment Received**, **Shipped**, **Delivered** or **Cancelled**, with date and time.
5. **Customer**: e-mail, phone and, for customers with an account, **Customer ID**.
6. **Shipping Address** and **Billing Address**.
7. **Notes**: **Customer Notes:** (the customer's note and the shipping method they chose) and **Internal Notes:** (your own note).

How the total is made up

Σ	Subtotal	1,200,000
−	Promotion	120,000
−	Coupon	50,000
+	Shipping	60,000
+	Tax	103,000
=	**Total**	**1,193,000**

The items' total, minus the promotion and the coupon, plus shipping and tax. If **Include Tax in Displayed Price** is on in the settings, tax is already inside the prices and is not added.

Changing the status

1. **Press** **Update Status** (in the list or on the order page).
2. **Choose the** **New Status**; the current status and amount are shown above. Any status can be chosen, going back included.
3. **The** **Status Change Effects** **box** explains what the change does (e-mail, stock back…).
4. **Optionally write** **Internal Notes**, for example the parcel's tracking number. The customer never sees them.
5. **Save**. A message confirms the change "from … to …".

> **Tip**
>
> A cancelled order can be moved to another status again; its items are then taken off the stock again.

The online invoice

Online Invoice opens the order's digital invoice — the same page the customer opens from the e-mail or SMS link. Print it or save it as PDF from there. Your shipping policy, return policy and business registration number from the settings appear on it too.

Automatic messages

When	Who	What	Setting
Order placed	Customer	Confirmation e-mail with items, totals and invoice link	**Send Order Confirmation Emails**
Order placed	Customer	SMS with the invoice link (uses SMS credit)	**Text the Invoice Link**
Order placed	You	"New order" e-mail and dashboard notification	Always
Shipped	Customer	"Your order is on its way" e-mail	**Send Shipping Update Emails**
Delivered	Customer	"How was your order?" e-mail to rate the products	Always

CSV export

Export above the list downloads the orders you are looking at (same status, dates and search) as a CSV file: number, date, status, e-mail, phone, items, subtotal, discount, shipping, tax and total.

Example: for last month's sales report, click the **Delivered** card, set **Date From** and **Date To** to the first and last day of the month, and press **Export**.

CHAPTER 11

🎟 Coupons

Discount codes customers enter at checkout; percentage or fixed amount, with dates, a usage limit and product limits.

What is a coupon?

A coupon is a **discount code** (for example `SUMMER20`) that customers enter in the cart. Unlike a promotion, which applies by itself, a coupon is only for people who have the code — ideal for a text to loyal customers, an influencer or making up for a delay.

- Customers enter **one** code per order.
- The coupon applies after the promotion, on what is left.
- If a code is not valid, the customer sees why (expired, below the minimum…) and the order continues without the discount.
- Coupons only work when **Enable Coupon Discounts** is on in the settings.

The coupons page

Shop/E-Commerce → **Coupons**. Three tiles at the top: **Active Coupons**, **Upcoming** and **Expired**.

- **Active Coupons**: switched-on coupons inside their dates, shown as cards with the code, the discount (**OFF**), "Min. order:", the dates and **Usage** (used of the limit; ∞ = unlimited).
- **Other Coupons**: a table of **Expired**, **Upcoming** (not started yet) and **Inactive** (switched off but inside their dates) coupons, with code, discount, period, times used and an **Edit** button.

Creating and editing a coupon

Press **Create Coupon**. Next to the form, the coupon preview (**COUPON PREVIEW**) updates as you type.

Field	Details
Coupon Code	**Customers will enter this code at checkout**. Saved in capitals; it must be unique within your shop (another shop may use the same code).
Discount Type	**Percentage** or **Fixed Amount**.
Discount Value	Above zero; a percentage of at most 100. The discount never exceeds the amount of the eligible items.
Minimum Order Amount	The cart total needed for the code; 0 = no minimum.
Valid From / **Valid To**	The validity period; the end must be after the start. Default: now until 30 days later.
Max Uses	How many times in total; 0 = unlimited. Each placed order counts once.
Applicable Categories	Empty = all categories. If you choose some, the discount applies only to items in them (and their subcategories).
Applicable Products	Empty = all products; as above, for chosen products.
Active	Off = the code is refused.
First Order Only	Only for customers who have no earlier (not cancelled) order with the same e-mail or phone.

Deleting a coupon

Delete opens **Delete Coupon**. A coupon that has been used stays in past orders as the discount amount. To end a campaign it is better to set **Valid To** to today or switch **Active** off; the coupon stays in **Other Coupons** with its usage figures.

Tip

Create one code per advertising channel (for example `INSTA10` and `NEWS10`); the usage count shows which channel sells best.

CHAPTER 12

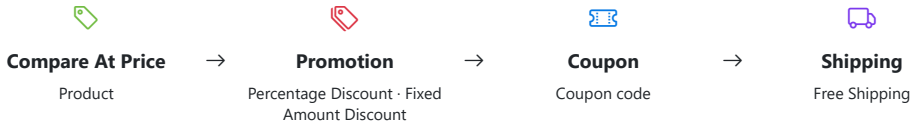
Promotions

Automatic percentage or fixed discounts and free shipping for a period; priority, minimum order, usage limit and limiting to products or categories.

What is a promotion?

A promotion is a **discount without a code**, applied to orders automatically: "15% off this weekend" or "free shipping until Sunday". Running promotions appear as labels at the top of your card's shop (up to three) and are taken off in the cart under their own name.

Type	Effect
Percentage Discount	A percentage of the eligible items' amount.
Fixed Amount Discount	A fixed amount, at most the eligible items' amount.
Free Shipping	Every shipping method becomes free.



Several promotions at once

- **One discount promotion** applies per order: the one with the higher **Priority**; on equal priority, the one that saves more.
- A **free shipping** promotion can apply together with a discount promotion.
- The customer's **coupon** applies after the promotion, on what is left.

The promotions page

Shop/E-Commerce → **Promotions**.

- **Active Promotions**: switched-on promotions inside their period, as cards with type, name, description and dates.
- **All Promotions**: a table of every promotion with **Name**, **Type**, **Discount** (**FREE** for free shipping), **Period**, **Priority**, **Status** (**Active**, **Expired** or **Inactive**) and **Edit** / **Delete** buttons.

Creating and editing a promotion

Press **Create Promotion**:

Field	Details
Promotion Name	What customers see on the label and in the cart; keep it short and catchy.
Description	A note for you.
Type	**Percentage Discount** , **Fixed Amount Discount** or **Free Shipping** .
Discount Value	Required for the two discount types (a percentage of at most 100); leave empty for free shipping.
Start Date / **End Date**	When it runs; default from now until 7 days later.
Priority	**Higher runs first** : when several discount promotions run at once, the higher number wins.
Usage Limit	How many orders may use it; 0 = unlimited. It stops by itself when the limit is reached.
Min Order Amount	The cart total needed for the promotion.
Applicable Products / **Applicable Categories**	Empty = the whole shop. If you choose some, the discount applies only to those products or categories (and their subcategories).
Active	Off = the promotion does not run, even inside its dates.

Note

A promotion does not change the prices in the shop's product list; the discount shows in the cart and on the invoice as its own line with the promotion's name. To show a struck-through price on the product itself, use **Compare At Price** in the product form.

Promotion, coupon or compare-at price?

Tool	Best for
Promotion	A seasonal sale or free shipping for everyone, no code needed.
Coupon	A discount for a particular group (loyal customers, your Instagram followers) who have the code.
Compare At Price	A lasting discount on one product that should show in the list itself.

CHAPTER 13

☆ Buyer reviews

Ratings and reviews of your products; where they come from, public replies, reporting abuse and private order problems.

Where reviews come from

- Only **buyers whose order was** **Delivered** **(or** **Returned** **)** can review that order's products, so every review carries **Verified purchase** .
- When you move an order to **Delivered** , the customer gets a "How was your order?" e-mail with a link to rate it. The link works for a year after delivery.
- A buyer has **one review** per product; buying again updates the earlier review.
- **Problems with the order itself** (late, damaged, wrong item, poor packaging) reach you separately and **privately**, and never lower a product's rating.
- Reviews are checked automatically and by the site's moderators. You can **reply in public** or **report** a review that breaks the policy, but you cannot hide or delete reviews — not even negative ones.

Showing ratings in the shop

In Settings → **Display** , **Show Product Ratings** shows the stars, the number of reviews and the reviews themselves in the product window. Switching it off does not delete reviews; it only hides them from customers.

The reviews page

Shop/E-Commerce → **Reviews** .

Tiles

Tile	Means
Average rating	The average of published reviews.
Unread	Reviews you have not opened yet.
Waiting for your reply	Reviews without a reply, especially 1–2 star ones.
Order problems	Private reports about orders (**unread, private**).

Filters and bulk actions

- **Business Card** , **Rating** , **Reply** (**Not replied** / **Replied**), read state, and **Search** ("Text, author, item...").
- Tick **Select all** or some rows, then **Apply** **Mark as read** from **Bulk Actions** .

One review

Click a review to open it:

- Rating, text, the author's display name, the product and the order.
- Status: **Published** , **In moderation** (not in the shop yet) or **Removed** .
- **Information** : the card, when it was received and the result of the **Automatic check** .
- **Mark as unread** to come back to it later.

Reply in public

1. **Open** **Write a reply** .
2. **Write**: thank the customer, answer their point and offer a solution. Everyone can read it.
3. **Press** **Publish reply** . Later you can **Edit your reply** or **Remove reply** .

Report a review

If a review is abusive, advertising or off-topic, open **Report this review**, choose the **Reason**, add **Details for the moderator** and press **Send report**. A negative opinion alone is not a reason to remove a review.

Answering a negative review

- Reply quickly; future buyers remember your answer more than the review.
- Apologise and offer a way forward ("contact us and we'll exchange it").
- Don't argue, and never post the customer's personal details.
- If the problem was real (a wrong size in the description, weak packaging), fix it in the product or the shipping.

CHAPTER 14

Shop settings

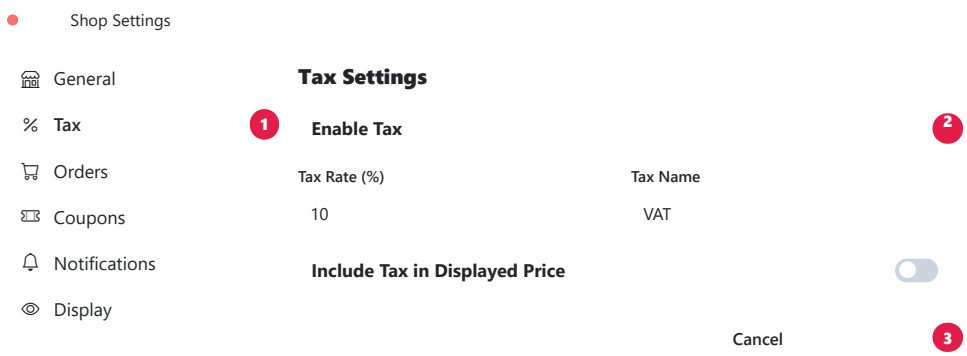
The shop's name and policies, tax, order rules, coupons, e-mail and SMS, and display; separate for every shop.

The settings list

Shop/E-Commerce → **Settings** opens **Shop Settings**. There is one settings card for every card with an active shop; each shop's settings are fully separate.

Each card sums up: **Currency** (from your card and market), **Tax** (rate and name, or **Disabled**), **Min Order**, and **Guest Checkout** and **Coupons** badges when they are on. **Configure Settings** opens that shop's settings page.

The settings page of one shop



1 **Sections**: **General**, **Tax**, **Orders**, **Coupons**, **Notifications** and **Display**. One section shows at a time; on a phone the section list sits above the form.

2 **The section's fields**.

3 **Save Settings** saves every section at once; press it before leaving the page.

General

Field	Details
Shop Name	"This name will be displayed to customers." Used in e-mails, the invoice SMS and the online invoice; empty = the card's name.
Business Type	**Individual**, **Business** or **Enterprise**; for your records, not shown to customers.
Description	A few sentences about the shop, shown at the top of your card's shop section.
Business Registration	Your registration or company number; shown at the bottom of the online invoice.
Return Policy	Your return conditions; shown at checkout (before placing the order) and on the online invoice.
Shipping Policy	Delivery times and conditions; shown at checkout and on the invoice.

The **Card Information** box shows the currency, time zone and card name: "Currency, timezone, and other card settings are managed in your Card settings."

Tax

Field	Details
Enable Tax	On = tax is charged on **Taxable** products.
Tax Rate (%)	For example 19 for 19%; required when tax is on.
Tax Name	What customers see next to the tax amount, like VAT.
Include Tax in Displayed Price	On = your prices already include tax, which is only shown separately; off = tax is added to the total.

Tax is calculated after the promotion and coupon, on the taxable items' share only.

Orders

Field	Details
Order Number Prefix	The start of new order numbers, up to 10 characters; `SHOP-` gives numbers like `SHOP-20261112-A1B2C3`. Earlier orders keep their numbers.
Minimum Order Amount	The smallest cart total that can be ordered; 0 = no minimum. Below it the customer sees a message and cannot continue.
Allow Guest Checkout	"Allow customers to checkout without creating an account". Off = only signed-in users can buy.

Coupons

Enable Coupon Discounts: on = the discount-code box shows in the cart and coupons are accepted. Customers enter one code per order.

Notifications

Field	Details
Send Order Confirmation Emails	After placing an order, the customer gets a confirmation e-mail with items, totals and the invoice link (if they gave an e-mail).
Send Shipping Update Emails	When you mark an order **Shipped**, the customer gets a "your order is on its way" e-mail.
Text the Invoice Link	"After an order, send the customer an SMS with a short link to the online invoice (uses SMS credit)"

The "new order" e-mail to you is always sent.

Display

Field	Details
Show Product Ratings	Stars and reviews in the product window.
Show Stock Count	How many are left, on products whose stock is tracked.

> **Tip**
>
> If you do not keep the warehouse counts up to date, switch **Show Stock Count** off so customers never see a wrong number.

CHAPTER 15

Growing your business

The growth offers on your dashboard home, the add-on store arranged for shops, the customer club for repeat buyers and shops that also take bookings.

Growth offers on your dashboard home

Once the set-up checklist is done, the dashboard home can show a **Grow your business** card with at most two ideas for a shop:

Offer	Why
SEO	"Get your products found on search engines."
Message center	"Answer customer questions in one inbox."

Each offer opens the add-on store or the plans page. **Not now** hides that offer for good; an offer also disappears by itself once your plan includes the module.

The add-on store for shops

Add-ons is arranged in groups:

Group	Holds
For your trade	add-ons of the tools shops use: shop, customer club, marketing, analytics…
Grow your business	the add-ons offered to shops, each with its one-line reason
More modules	everything else you may add

Add-ons of another trade's own tools (food menu, flashcards, photo studio, patient records) are not listed.

A club for repeat buyers

The **Customer club** lets customers join your club from a tablet at the till or from your card. Members are listed in the club, and you can send them e-mails and SMS from there. A shop lives from customers who come back: start the club early.

Shops that also take bookings

A tailor taking fittings, a phone shop booking repairs, a florist with workshops: booking is hidden in the shop edition, but it comes back in your menu as soon as your plan includes it. Your edition, design and words stay the same. How booking works: Online booking guide.

> **Note**
>
> A trade's own tools (food menu, flashcards and quizzes, photo studio, patient records) stay with their trade. If your business is really mainly another trade, ask support to switch your edition.

CHAPTER 16

☑ Launch checklist, recipes and FAQ

What to check before your first real customers, ready-made recipes for common situations, answers and a glossary.

Before opening day

Go through this list once, on a phone, as if you were a customer:

#	Check	Where
1	Card has logo, cover photo, phone, address and correct **Working Hours**	your card
2	**Online Shop** is on and the card shows **Shop now**	your card
3	Every product has a photo, a price and the right stock	Products
4	Six to eight products are **Featured**	Products
5	Shipping zones and methods cover where you deliver; the free-delivery amount is right	Shipping
6	A running promotion has a short, clear name, or none runs	Promotions
7	Shop settings are complete: general details, tax, orders and notifications	Settings
8	A test order went all the way: placed, paid, shipped; the e-mails arrived	your card + Orders
9	The set-up checklist on the dashboard home is gone	dashboard home

Recipes

I want a summer sale for two weeks

1. **Open** Promotions and press **Create Promotion**.
2. **Choose** **Percentage Discount**, the value and the dates; name it "Summer sale −20%".
3. **Done**: the chip appears on your card while it runs and disappears when it ends.

I want free delivery above a certain amount

1. **Open** Shipping and edit your method.
2. **Set** **Free Shipping Threshold**.
3. **Check** your card: the delivery chip now says "Free delivery from" with that amount.

I want new arrivals on my card's home

1. **Open** each new product in Products.
2. **Switch on** **Featured**, and switch it off on older ones.
3. **Done**: the product strip shows the featured products first.

My shop has a fresh, everyday look

1. **Open** Cards → **More** → **Card design**.
2. **Preview** Market.
3. **Press** **Use this design**.

FAQ

Why do the shop pages send me away? They open only once a card sells online. Switch on **Online Shop** on a card first.

Can I change my edition later? Yes. Support can switch your edition or put you back on the general dashboard. Nothing is deleted.

Why is booking hidden? Most shops do not take appointments. If yours does, choose a plan with booking: it comes back in your menu.

The offer chip shows the wrong promotion. The chip shows the running promotion with the highest **Priority**. Raise the one you want, or switch the other off.

A sold-out product is still on my card's home. Featured products stay, marked **Out of Stock**. Switch off **Featured** or update the stock.

Glossary

Term	Meaning
Edition	the face of Cardynex for one trade: menu order, hidden tools, words, design and checklist
Shop front	the strip under your card's cover: open status, offer and delivery chips, buttons
Running promotion	an active promotion inside its dates and under its usage limit
Featured product	a product chosen to open your card's home
Hybrid shop	a shop that adds a tool of another trade, for example booking

CHAPTER 17

Recipes, FAQ and glossary

"I want to…": short recipes for everyday shop tasks, fixes for common problems and what the terms mean.

Recipes: "I want to…"

…sell a T-shirt in three sizes

1. **Create a product** with **Product Type** = **Configurable Product**, a picture and a category.
2. **On the product page**, press **Add Variant** three times: "Small", "Medium", "Large", each with a code and price.
3. **For each variant**, press **Add Stock** and enter how many of that size are in the warehouse.

…add stock after a delivery

Open Inventory, find the product's line and press **Update**; change **Quantity** to the new count.

…take a sold-out item off the shop for now

A stock of zero is enough: customers see it as out of stock and cannot buy it. To hide it completely, tick it in Products and **Deactivate** it.

…sell made-to-order goods with no stock

Switch **Track Inventory** off in the product form; without stock lines the product can always be ordered. To take pre-orders for goods arriving soon, switch **Allow Backorders** on.

…give 20% off the "Gifts" category for a holiday

Promotions; **Type** = **Percentage Discount**, **Discount Value** = 20, the holiday's dates, **Applicable Categories** = "Gifts". Details in Promotions.

…offer free shipping above an amount

In Shipping, **Edit** the method and set its **Free Shipping Threshold**. For a short period, a **Free Shipping** promotion with a **Min Order Amount** does the same.

…text a discount code to loyal customers

1. **Create a coupon** (**Create Coupon**) with a code like `VIP15`, 15 percent, valid for a month.
2. **Put the code in your text message.**
3. **Make sure** **Enable Coupon Discounts** is on in Settings.

…ship to one country only

In Shipping, create a zone with that country's code and attach every shipping method to it. From then on, customers can only choose that country.

…cancel an order and put its items back on the shelf

Open the order → **Update Status** → **Cancelled**. Tracked items go back to the primary warehouse automatically. If the customer had paid, refund them and then set the status to **Refunded**.

…give my accountant last month's sales report

Orders; the **Delivered** card, **Date From** and **Date To** = first and last day of the month, then **Export**.

FAQ and troubleshooting

The shop menu is missing or the pages do not open. The shop is not part of your plan, or no card has **Online Shop** switched on.

A product I created is "out of stock" in the shop. **Track Inventory** is on and it has no stock yet. Press **Add Stock** on its page. If it has a stock line, check that its warehouse is **Active**.

A product does not show in the shop. Check that **Active** is on, that its category is an **Active Category**, and that it was created for the card you are looking at. A product with options needs at least one active variant, and a simple product needs a price.

A customer says their discount code does not work. Find the coupon in Coupons: is it on and inside its dates? Has it reached **Max Uses**? Does the cart reach the **Minimum Order Amount**? If it is limited to products or categories, is such an item in the cart? Is it **First Order Only** and has the customer bought before?

My promotion is not taken off in the cart. Is it on and inside its dates? Is its **Usage Limit** used up? Does the cart reach the **Min Order Amount**? If another discount promotion with a higher **Priority** is running, that one applies.

A customer sees no shipping method, or their country is not listed. You need at least one **Active** shipping method whose active zone contains that country. Zone countries are two-letter codes (`DE`, `IR`).

Revenue on the overview is zero although I have orders. Revenue comes only from **Delivered** orders. Move delivered orders to that status.

The customer did not get a shipping e-mail. **Send Shipping Update Emails** must be on and the customer must have given an e-mail; the e-mail is sent when the status changes to **Shipped**.

Glossary

Term	Meaning
Variant	One option of a product with options (for example size Large), with its own price, code and stock.
Stock line	How many of a product or variant are in one warehouse.
Free stock	Stock in active warehouses minus what is reserved; what customers can buy.
Primary warehouse	The warehouse orders are taken from first and cancelled orders return to.
SKU	The unique stock code of a product or variant.
Compare-at price	The price before discount, shown struck through.
Promotion	An automatic discount or free shipping, no code needed.
Coupon	A discount code the customer enters.
Shipping zone	A set of countries in which shipping methods are offered.
Backorder	Accepting an order when stock has run out.
Online invoice	The permanent invoice page of an order, whose link the customer receives.