CHECKLIST · WEBSITES

Shopify adds discounts to Rollouts, with a few traps for sale planning

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digitaladvisors.com.au/journal/shopify-discount-rollouts-testing/

- [ ] **Check access in Shopify admin.** Confirm your plan supports the intended rollout type before scheduling the promotion
- [ ] **Reconcile the promotion's schedules.** Check the discount's active dates alongside the rollout dates and the store time zone in Settings > General
- [ ] **Review the selected discounts.** Confirm customer eligibility, combination settings and whether any discount belongs to another unended rollout
- [ ] **Confirm the ending in Markets > Rollouts.** Read the displayed end behaviour before saving a time-limited sale
- [ ] **Ask your discount app provider about Rollouts support.** Confirm it reads rollout-controlled availability before relying on its output
- [ ] **Write the test question before launch.** Record other changes and review margin separately from the rollout's conversion results

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.