

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/

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- ☐ **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
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NOTES

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