

# Creating Price Rules and Vouchers

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Vouchers play an important role in your daily relationships with your customers. Typically, customers like two things when shopping:

- Feeling special, unique.
- Getting good prices.

Both can be achieved with personalized discounts, and this is precisely where vouchers come into play – or more precisely, price rules.

"Price rules" can take two forms:

- **Cart rules.** These are actually the successors to vouchers, as they were known in previous versions of PrestaShop. Basically, it enables you to create per-customer voucher codes, but also much more.
- **Catalog price rules.** Enables you to assign price reductions by category, manufacturer, supplier, attribute or feature. For instance, you can set a rule that would say that for Spanish customers belonging to the "Good clients" group would get 10% off on your Electronics category and all Sony products for the first week of July.

This chapter contains the following sections:

- [Cart Rules](#)
- [Catalog price rules](#)
- [Marketing modules](#)