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Promotional codes are alphanumeric strings that online stores offer to encourage purchases on their website and are typically associated with an overarching promotional marketing strategy. The discount associated with a promo code can apply to individual products or an entire order.

What are promotional codes and how do they work? - BigCommerce

ecommerce-answers : what-are-promotional-codes

Create a promo code

Choose a promo code name

Choose whether your discount is a percentage of the cost or a specific dollar amount

Choose which tickets or registrations your code applies to

Limit the number of redeemable codes or make them unlimited