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What are promotional codes and how do they work? - BigCommerce : ecommerce-answers : what-are-promotional-co...
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.
Set the promotional period for your promo code.
Limit the number of redeemable codes or make them unlimited.