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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-co...

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Here's how to get coupons, in both paper and digital form.

- 1 Shop at stores with rewards programs. ...
- 2 Install a browser extension. ...
- 3 Ask for manufacturer coupons. ...
- 4 Search a coupon database or app. ...
- 5 Visit retailer websites and apps. ...