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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](#)

[e-commerce answers: what are promotional codes?](#)

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. ...