

# truco apostado

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...

## 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.