

How to add promotion codes

What's in it for you

Promotion codes gives you the freedom to give treats to your customers, go on the loose with new marketing campaigns and make you easily measure the traffic of the sales afterwards. Those 3 examples can't even explain what an advantage this feature can be for your event. These codes can mean discounts, but also gadgets, free drink vouchers, pre-entrance ticket, and so on - this could take for hours.

This article will help you understand how they work and how you can use them.

See how it looks

🏠 > My events > Promotion & external codes-demo > Tickets > Promotion codes for ticket type Promo ticket > **Add promotion code**

Add promotion code

Fields marked with a * (star) are required.

* Type

Personal promocode to offer discount (with limited number of tickets)

General promocode to unveil a tickettype (unlimited usage)

Enter individual code manually

Generate multiple codes

Upload file with multiple codes

* Number of promotion codes

The total number of promotion codes to generate.

How many times may this code be used?

The number of purchases available with this promocode. Leave this field empty for unlimited usage.

Prefix

Letters or numbers placed in front of the promotion code

Suffix

Set of letters or numbers added at the end of the code

* Numbering

Promocode with only digits (ex. 0.5.9.4.6)

Promocode with alphanumeric characters (ex. a.b. e. h. k. .)

Combined promocode (alphanumeric and digits)

* Generate options

Random Fixed start position

* Number of digits

Set the number of digits

Cancel

Key features

- Create or upload your own promotion codes
- Use codes for specific tickettypes
- Use codes in specific sales distribution channels
- Offer specific discounts or vouchers to your ticket buyers

You need this to succeed

Feature 'Promocodes' need to be enabled. Please contact your Customer Success Coach or our Support team when it's not visible.

Don't forget to create a new ticket type (with a new price) if this needs to be revealed by the code.

The quick way to awesomeness

The short summary of all the steps (used by existing users more as a reminder)

- Edit the ticket type & enable 'Only purchasable after entering the correct promotion code' & Save
- Choose the ticket type and click on 'More' & 'Promotion codes' next to the wanted ticket type
- Click on the Create button
- Select the way to enter the promotion codes:
 - Enter individual code manually
 - Generate multiple codes
 - Upload file with multiple codes
- Enter the promocode name
- Fill in how many times it may be used, or leave open if unlimited
- Complete the additional fields according to the choosen type
- Click on Save.

Do this step by step

1. Choose the event in the main menu, click on 'More' and 'Ticket and Registration'
2. Edit the ticket type that you want to upload codes too & enable the feature 'Only purchasable after entering the correct promotion code?'

Name (English)	Name (Dutch)
<input type="text" value="Promo ticket"/>	<input type="text"/>
Name (French)	Name (German)
<input type="text"/>	<input type="text"/>
Name (Norwegian)	Name (Latvian)
<input type="text"/>	<input type="text"/>
Name (Russian)	
<input type="text"/>	
<input checked="" type="checkbox"/> Only purchasable after entering the correct promotion code?	
Multiple Edit ▾	
<input type="button" value="Cancel"/>	<input type="button" value="Save"/>

3. Click on 'More' and 'Promocodes'

Promotion & external codes-demo



Shortcuts

Online tickets

[+ Add ticket type](#)

Ticket type	Published?	Price	Tickets	Paid	Available	In progress	
Promo ticket	Yes	€0.00	Unlimited	0	0	0	More
Total			Unlimited	0	0	0	
Total revenue		€0.00 (*)					

- Preview
- Promotion codes
- Copy
- Bulk Copy
- Delete



(*) The total revenue includes tickets sold with offline payment methods and promotion codes. Tickets sold with offline payment methods will not be paid by Oxynade because the organizer already received them.

[Edit tickettypes](#)

4. Click on 'Add promotion code' to create new ones

Promotion codes for ticket type Promo ticket

Code or user

Type All Personal General

Show all Search

 [+ Add promotion code](#)

Id	Type	Code	URL	User	Available / total	
48764641	General	PROMO	https://app.myupcoming.c...p/1/event-id/336973/promotion-code/PROMO	-	- / -	 
48764643	General	PROZTEJXMO	https://app.myupcoming.c...vent-id/336973/promotion-code/PROZTEJXMO	-	- / -	 
48764645	General	PROAFDEEMO	https://app.myupcoming.c...vent-id/336973/promotion-code/PROAFDEEMO	-	- / -	 
48764647	General	PROZFAJMMO	https://app.myupcoming.c...vent-id/336973/promotion-code/PROZFAJMMO	-	- / -	 
48764649	General	PROCJEEMMO	https://app.myupcoming.c...vent-id/336973/promotion-code/PROCJEEMMO	-	- / -	 
48764651	General	PRONMQYMMO	https://app.myupcoming.c...vent-id/336973/promotion-code/PRONMQYMMO	-	- / -	 

Export to PDF Export to Excel

5. Select 'General promocode to unveil a tickettype'

6. Pick between the following options:

1. **Enter individual code manually**
 - a. Fill in the code
 - b. How many times may the code be used? Leave this empty for unlimited usage

Add promotion code

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* Type

- Personal promocode to offer discount (with limited number of tickets)
- General promocode to unveil a tickettype (unlimited usage)

- Enter individual code manually
- Generate multiple codes
- Upload file with multiple codes



* File

Geen bestand gekozen

File to upload in csv, xls, xlsx format. Maximum file size 2MB.

How many times may this code be used?

The number of purchases available with this promocode. Leave this field empty for unlimited usage.

Cancel

Save

a. **Generate multiple codes**

- i. *Fill in the code*
- ii. *How many times may the code be used? Leave this empty for unlimited usage*
- iii. *Define the prefix and/or suffix if wanted*
- iv. *Select the numbering & how the system needs to generate the codes*
- v. *Define the number of digits*

Add promotion code

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* Type

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- General promocode to unveil a tickettype (unlimited usage)

- Enter individual code manually
- Generate multiple codes
- Upload file with multiple codes



* File

Geen bestand gekozen

File to upload in csv, xls, xlsx format. Maximum file size 2MB.

How many times may this code be used?

The number of purchases available with this promocode. Leave this field empty for unlimited usage.

Cancel

Save

a. **Upload file with multiple codes**

- i. Upload the csv/xls/xlsx file (Max size 2MB)
- ii. How many times may the code be used? Leave this empty for unlimited usage

Add promotion code

Fields marked with a *(star) are required.

* Type

- Personal promocode to offer discount (with limited number of tickets)
- General promocode to unveil a tickettype (unlimited usage)

- Enter individual code manually
- Generate multiple codes
- Upload file with multiple codes 

* File

File to upload in csv, xls, xlsx format. Maximum file size 2MB.

How many times may this code be used?

The number of purchases available with this promocode. Leave this field empty for unlimited usage.

Cancel

Save

Great! You created your promocdes and these will be active on the different sales distributions where the ticket type is enabled. Have a look here how this will look like in your shop:

Want to implement gift vouchers with external & promotion codes? This is a combination of creating promotion codes and uploading them afterwards as external codes to the lay-out. Check the feature 'External codes' and see how to easily configure it!