

Membership Campaign - Configure Promotion Codes

Article Number

000087357

Information

Configure Promotion Codes

Promotion Codes are configurable, admin defined codes that control the visibility and price of a specific membership level. A single promo code can be configured to be used with multiple membership levels, in multiple membership campaigns. A membership level can have multiple promo codes assigned to it.

A promotion code can alter the behavior of a membership level in two ways:

1. A membership level is only present when a specific promo code is used.
 - Selecting the Required for Visibility option on a promo code changes the membership level to make it hidden by default, and visible only when the promo code is used.
2. The price associated with a membership level can be altered with a promo code.
 - The use of a promo code causes the price of the membership level to change on the membership form.

A membership level can have one or both of these promo code options set.

Promo Code Parameters

- Promo codes can be activated and configured after at least one membership level has been configured.
- Promo codes can be alpha-numeric.
- Special characters can be used in promo codes.
- Promo codes have a limit of 10 characters.
- Promo codes can be many-to-many.
 - A single promo code can be configured to be used with multiple membership levels, in multiple membership campaigns.
 - A membership level can have multiple promo codes assigned to it.
- If one promo code is configured to make the membership level visible based on a promo code, all additional promo codes by default are configured to visibility of the membership level tied to the additional promo code.
- After configuration, promo codes are displayed in an admin grid. Promo codes can be deleted and deactivated in the admin grid.

Configure Promotion Codes (Promo Codes)

- Enter **Promotion Code**. This code is what users will enter on the membership campaign form in order to see the promotional price/level. There is a ten (10) character limit on the promotion code. Promo codes can be alpha-numeric. Special characters can be used in promo codes.
- Click **Add New Promotion Code**.

- From the dropdown, select the Membership Level that you would like the promo code to apply to. Promo codes can be assigned to multiple membership levels within a membership campaign. Also, multiple promo codes can be added to a level.
 - **Required for Visibility:** Check this box to require users to enter the promo code to make the membership level visible. This option makes the membership level hidden by default and visible only when the promo code is used.
 - If this option is not checked, the use of a promo code will cause the price of the membership level to change on the membership form.
- **Discount Amount:** Enter the dollar/other currency amount of the discount in the text box. This amount will be deducted from the regular membership price for the selected membership level when the promo code is entered. (Percentage off discounts are not supported.)
- Click **Add**.
- Click **Done**.
- Add as many promo codes as needed. Click **Close**.

Configure Promotion Codes – Tracking Only

Promotion Codes used for tracking purposes only allow you to track the user without discounting the price of the membership.

- Enter **Promotion Code**. This code is what users will enter on the membership campaign form in order to see the promotional price/level. There is a ten (10) character limit on the promotion code. Promo codes can be alpha-numeric. Special characters can be used in promo codes.
- Click Add New Promotion Code.
- From the dropdown, select the Membership Level that you would like the promo code to apply to. Promo codes can be assigned to multiple membership levels within a membership campaign. Also, multiple promo codes can be added to a level.
 - **Required for Visibility:** Check this box to require users to enter the promo code to make the membership level visible. This option makes the membership level hidden by default and visible only when the promo code is used.
- **Discount Amount:** Leave the amount as 0.0.
- Click **Done**. (Do not click Add.)
- Add as many promo codes as needed. Click **Close**.

Pre-populating the promo code for users

The promo code can be pre-populated into the promotion code text box by adding the promo code to the end of the query string used to access the membership form.

For example, if you are sending a targeted email about memberships, you can include a link to the membership form which will pre-populate the promo code and the discount for the user. If the promo code drives a discount, the system will populate it in the box and apply discounts accordingly. If it is a promo code used for tracking purposes only, it will populate the promo code only.

Just add **&pcXXXXX** (XXXX represents the actual promo code) to the end of the long URL (query string) for your membership form, i.e.,

<https://secure.imodules.com/s/153/index.aspx?sid=153&gid=1&pgid=3261&cid=7165&pc=12345>. (The URL of the actual form page where the user will enter data - the page after they click to make a purchase.)

You can of course make this more user-friendly with "Click here" or other link text, then enter the membership form URL with the promo code appended as the target.

This functionality will not work with the Custom URL.

KB Product

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