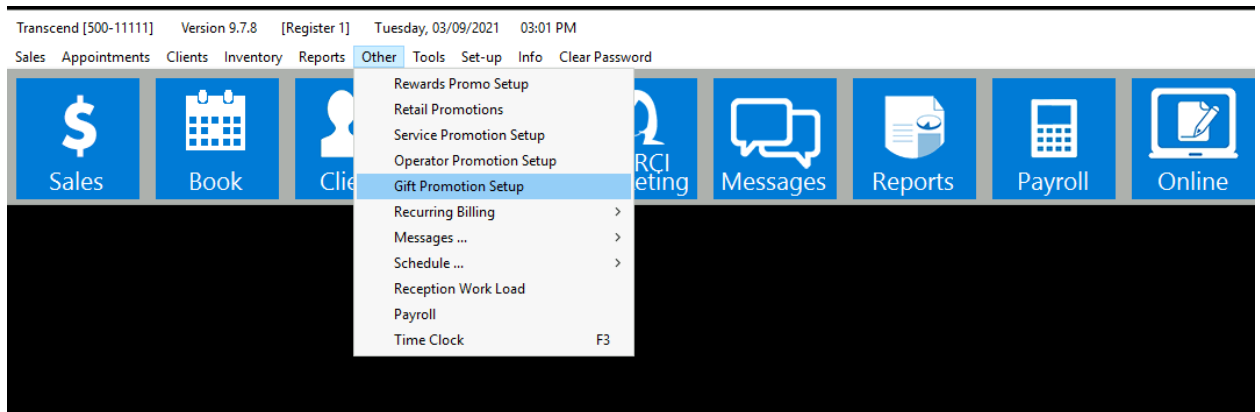# Online Gift Card Promotions: Additional Value

This document will show you how to setup a promotion for your online gift card store using the **Add Value** option. With this option the client will purchase a gift card and receive an additional gift card with the additional value you specify. (**Please Note:** This is only for **Online** sales and will not apply to in house gift card sales)

1.) Go to the **Gift Card Promotion Setup** screen located under **Other>Gift Card Promotion Setup**

2.) In this screen name your promotion where it says **Promotion Description** then enter the promotion **Effective Dates** (**Please Note**: Only one promotion can be active at a time)

3.) Select the option **Add Value** then select the coupon code you would like the promotion to use where you see **Coupon Code**. In the example we have selected a code titled **Free $20 GC** this code is set for a flat dollar amount of **$20**. With this selected if the purchase meets the criteria, we select in later steps the client will receive an additional gift card for **$20** with their purchase. You can also use a percentage coupon. With a percentage coupon the client will receive an additional gift card worth the percentage of their purchase you select (IE. A client purchases a **$100** gift card and you have a **10%** code applied, they would receive a **$10** gift card.) If you need to create a new coupon code for this promotion you may do so by using the **Coupon Codes** button.

4.) Select the promotion criteria using one of the check boxes below. You have four options:

a.) **Apply to all purchases but must have code:** With this option the client will need the **Code** you setup for the coupon. This can be found by selecting the **Coupon Codes** button.

b.) **Apply to all purchases no code needed**: Same as above but with this option the client will not need the code.

c.) **Only apply to purchases over Dollar Amount and must have code:** With this option the client will need the code and must make a purchase equal to or greater than the amount you specify in the **Dollar Amount** field.

d**) Only apply to purchases over Dollar Amount no code needed:** Same as above but with this option the client will not need the code.

Please Note: The **Dollar Amount** field will only appear if you have one of the last two options checked.

5.) Once your promotion is setup click **Save** it will automatically activate during the **Effective Dates** you specified in **Step 2**