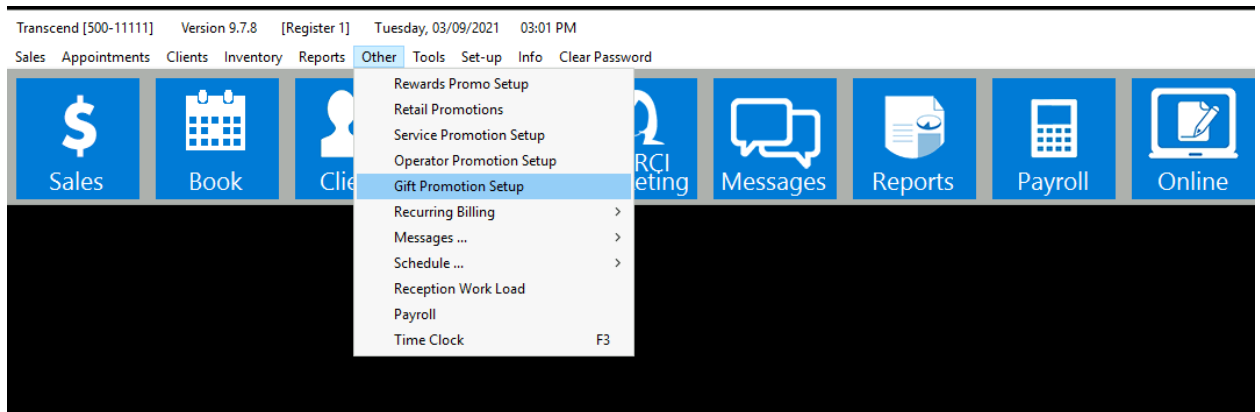


## Online Gift Card Promotions: Additional Value

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)

ONLINE GIFT PROMOTIONS

Promotion Description Delete

Free \$20 Gift Card

Effective Dates

From 03/09/21 To 03/16/21

Apply Discount  Add Value

Coupon Codes

Coupon Code

Save

Exit

Clear

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.

ONLINE GIFT PROMOTIONS

Promotion Description

Free \$20 Gift Card

Effective Dates

From 03/09/21 To 03/16/21

Apply Discount  Add Value

Coupon Code

Free \$20 GC

Apply to all purchases but must have code  
 Apply to all purchases no code needed  
 Only apply to purchases over Dollar Amount and must have code  
 Only apply to purchases over Dollar Amount no code needed

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.

ONLINE GIFT PROMOTIONS

Promotion Description Delete

Free \$20 Gift Card

Effective Dates

From 03/09/21 To 03/16/21

Apply Discount  Add Value

Coupon Codes

Coupon Code

Free \$20 GC

Apply to all purchases but must have code

Apply to all purchases no code needed

Only apply to purchases over Dollar Amount and must have code

Only apply to purchases over Dollar Amount no code needed

Dollar Amount

100.00

Save

Exit

Clear

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

The screenshot shows a window titled "ONLINE GIFT PROMOTIONS" with standard window controls (minimize, maximize, close). The form contains the following fields and options:

- Promotion Description:** A dropdown menu showing "Free \$20 Gift Card" with a "Delete" button to its right.
- Effective Dates:** A section with "From" and "To" date pickers. The "From" date is "03/09/21" and the "To" date is "03/16/21".
- Apply Discount / Add Value:** Two radio buttons. "Add Value" is selected.
- Coupon Codes:** A section with a "Coupon Code" dropdown menu showing "Free \$20 GC".
- Application Rules:** Four checkboxes:
  - Apply to all purchases but must have code
  - Apply to all purchases no code needed
  - Only apply to purchases over Dollar Amount and must have code
  - Only apply to purchases over Dollar Amount no code needed
- Dollar Amount:** A text input field containing "100.00".
- Buttons:** On the right side, there are three blue buttons: "Save" (highlighted with a red box), "Exit", and "Clear".