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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...
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Basic strategies for finding coupon codes

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Coupon toolbars & extensions. ...
Coupon websites. ...
Store's own coupon page. ...
Newsletter sign up. ...