

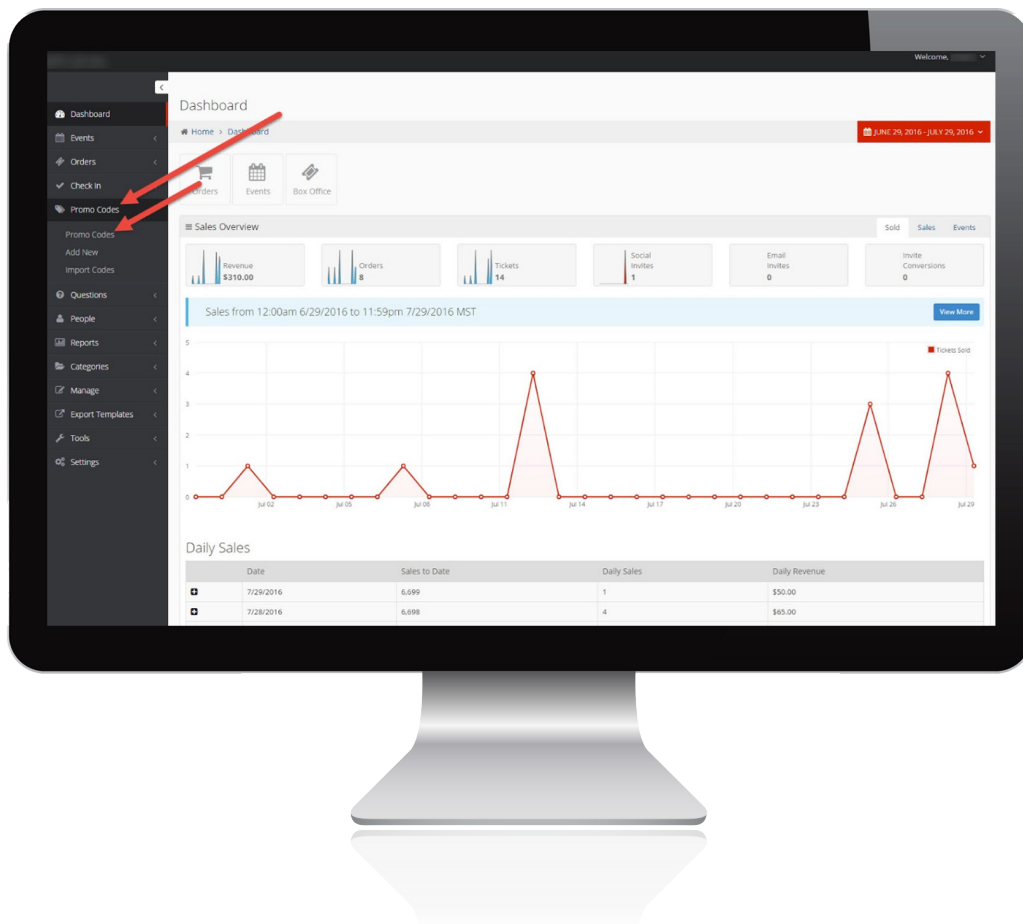


TICKETSOCKET S.O.P
PROMO CODES



PROMO CODES

First you'll want to make sure you're logged into your TicketSocket admin page, and then you can start creating promo codes! Select Promo Codes > Promo Codes from the left menu.



Note: You can also select "Add New" or "Import Codes" to go directly to those pages. These will be covered further below.

Once you have clicked "Promo Codes" you'll be taken to the Promo Code List page. Here you are able to Add a New Code, delete promo codes, import promo codes or import a .csv file containing codes.

ADDING A NEW CODE

To get started on creating a new promo code, click the “Add New” button on the top left of the page. After clicking this button, you’ll be taken to a page with the following fields.



AFFILIATE NAME

Selecting an Affiliate will tie those codes with an affiliate, providing credit to the affiliate for each sale made with this code. Please note that this is not required to create the promo code



CODE

The text entered here is the code that the customers will enter into the promo code field on the checkout page to apply their discount. Any text entered here must be alphanumeric for the code to work.



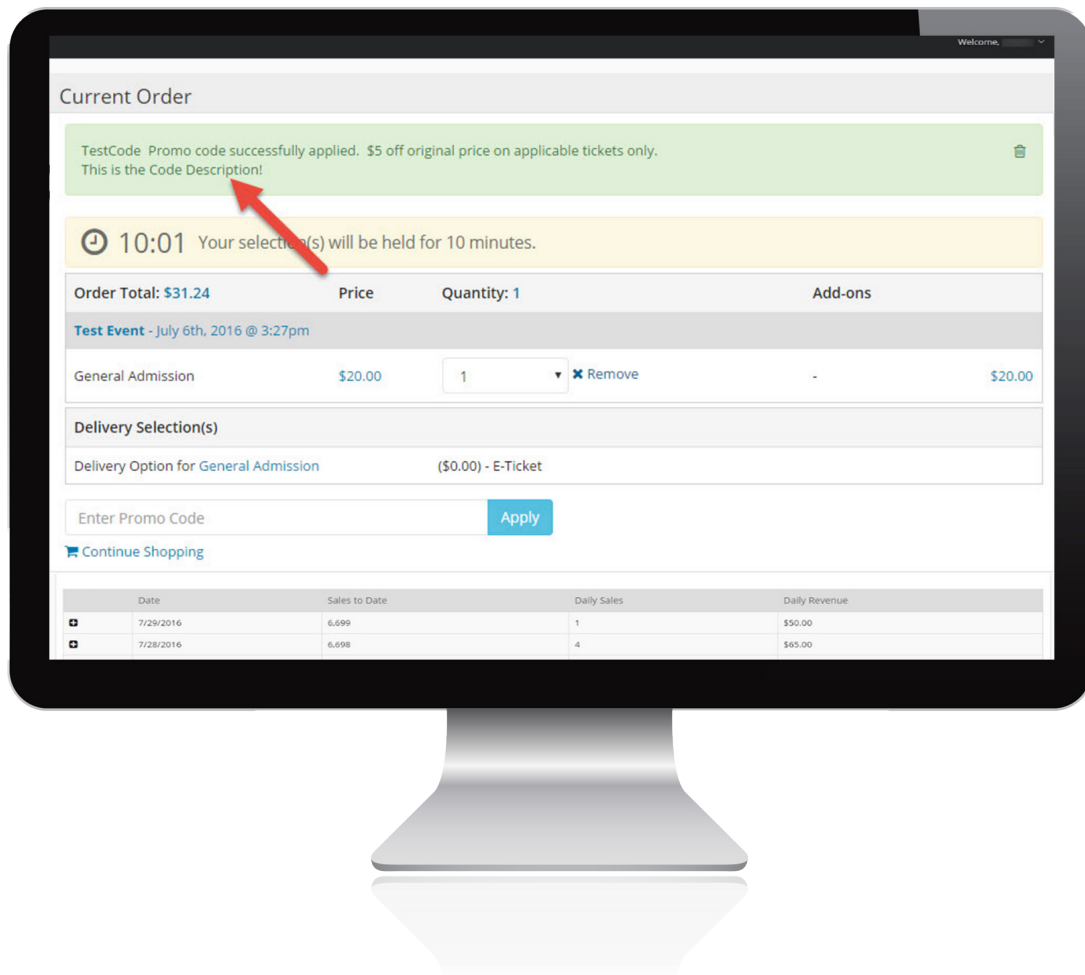
GROUP

This is to group codes together for tracking purposes on the reports, and also lets you search for all codes in a certain Group on the Promo Code Manager List. For example, if you are importing a Groupon codes, you could put “Groupon” for the Group.



DESCRIPTION

This will show to the customer when the promo code is applied on the checkout.



STATUS

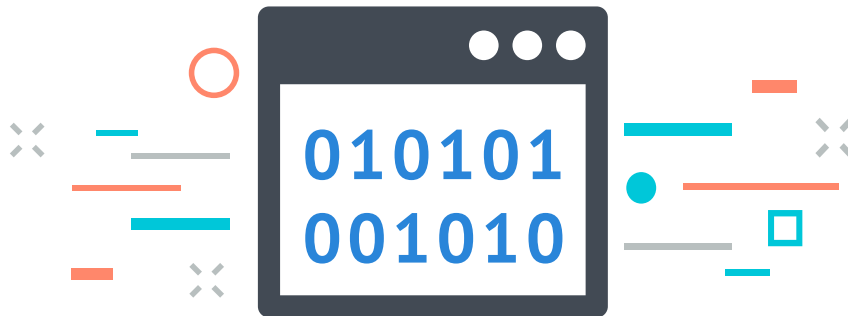
In this dropdown you have the option to select Active or Inactive. If you select Active, the codes will be able to be used, provided that it's within the Published On and Active To dates/times. If Inactive if selected, the code cannot be used no matter what unless you change it to Active at a later time.

PUBLISHED ON DATE AND TIME

Customers will be able to apply the code on the checkout page after the date and time entered here has passed. If they try to apply this code any time before this date/time has occurred, it will tell them that the code is “Invalid”.

ACTIVE TO DATE AND TIME

If the date and time entered here has passed, the code will no longer be active and will read as “Invalid” for any customers trying to apply the code



DISCOUNT TYPE

Here you can select either Flat, Percentage or Specific Amount this code.

If **Flat** is selected, the code will discount a flat amount per ticket, based on what is entered into the Discount Amount field.

If **Percentage** is selected, the code will discount a percentage defined by the Discount Amount you entered.

If **Specific Amount** is selected, it will bring the ticket price down to what you've entered into the Discount Amount field. For example, if you entered 1.05 into the Discount Amount field, this promo code would discount the ticket price down to \$1.05, no matter what the cost of the ticket type is.



DISCOUNT AMOUNT

This will be the actual amount being discounted, as outlined by the different Discount Types above. Please make sure to only enter numeric characters and decimals into this field.

APPLY TO ADD-ONS

If you have selected Percentage for the Discount Type and entered 100 for the discount amount, a check box will appear underneath the Discount Amount for “Apply to Add-Ons”. If you would like your promo code to discount question add-on amounts, you can check this box and select the question(s) you would like to be discounted by this code.

The screenshot shows the 'Edit New Promo Code' form with the following details:

- Affiliate Name:** None
- Code:** [Empty field]
- Group:** [Empty field]
- Code Description:** [Empty field]
- Email Promo Code:**
- Status:** Active
- Published On:** 7/29/2016 at 03:23 pm MST
- Active To:** 12/26/2016 at 02:23 pm MST
- Discount Type:** Percentage
- Discount Amount:** 100
- Apply to Add-Ons:**
- Applies To:** Select a shirt size
- Uses:** [Empty field]
- Per Order:** [Empty field]
- Total Uses:** [Empty field]
- Min QTY:** [Empty field]
- Limit to Event(s):** Select Event

Please note that all answers for the “Applies To” question you selected will be discounted by the code if selected. Specific answers cannot be discounted individually.

PER ORDER USES

In this field you can enter a 0 for unlimited uses, or enter a number to limit the number of tickets per order that this code can be used for. For example, if you have only 1 entered here, the promo code will only discount 1 ticket type, no matter how many are in the cart.

TOTAL USES

Here you can either enter 0 for unlimited, or enter a number to control total uses of this code. For example, if you have 1 Per Order Use entered, but you would like this code to be used on 1,000 different orders, you could enter 1000 into the Total Uses field. This would mean that the code could be applied 1000 times, but each time it would only discount 1 ticket per order.

MINIMUM QUANTITY

By default, promo codes will work when only 1 ticket is in the cart. If you would like a promo code discount to only apply once they've added multiple ticket types to their cart, you can enter that number here.

For example, if you'd like to offer a "Buy 1 Get 1 Free" promo code, this can be done by entering 3 into the Min QTY field, 100 for the Discount Amount, Percentage for the Discount Type, and 1 for the Per Order Uses. If you enter 3, it means that the customer would need to add 3 ticket types to their cart before the 100% discount from their promo code would apply

LIMIT TO EVENT(S)

In this field you will select any event limits you would like to apply to the promo code. If any events are selected, the promo codes will only apply to ticket types from the selected events.

If no event limits are selected, the promo code will work on all events.

LIMIT TO TYPE(S)

If an Event Limit has been selected, you can also select a Ticket Type Limit from the events selected in the Limit to Event(s) field. Any ticket types selected here will limit the codes to work only on the selected ticket types

LIMIT TO WAVE TIME(S)

If an Event Limit has been selected, you can also select a Wave Time Limit from the events selected in the Limit to Event(s) field. Selecting a Wave Time in this field will mean that the promo code will only apply once the customer has selected one of the wave times you've limited the code to.

SAVING YOUR PROMO CODE

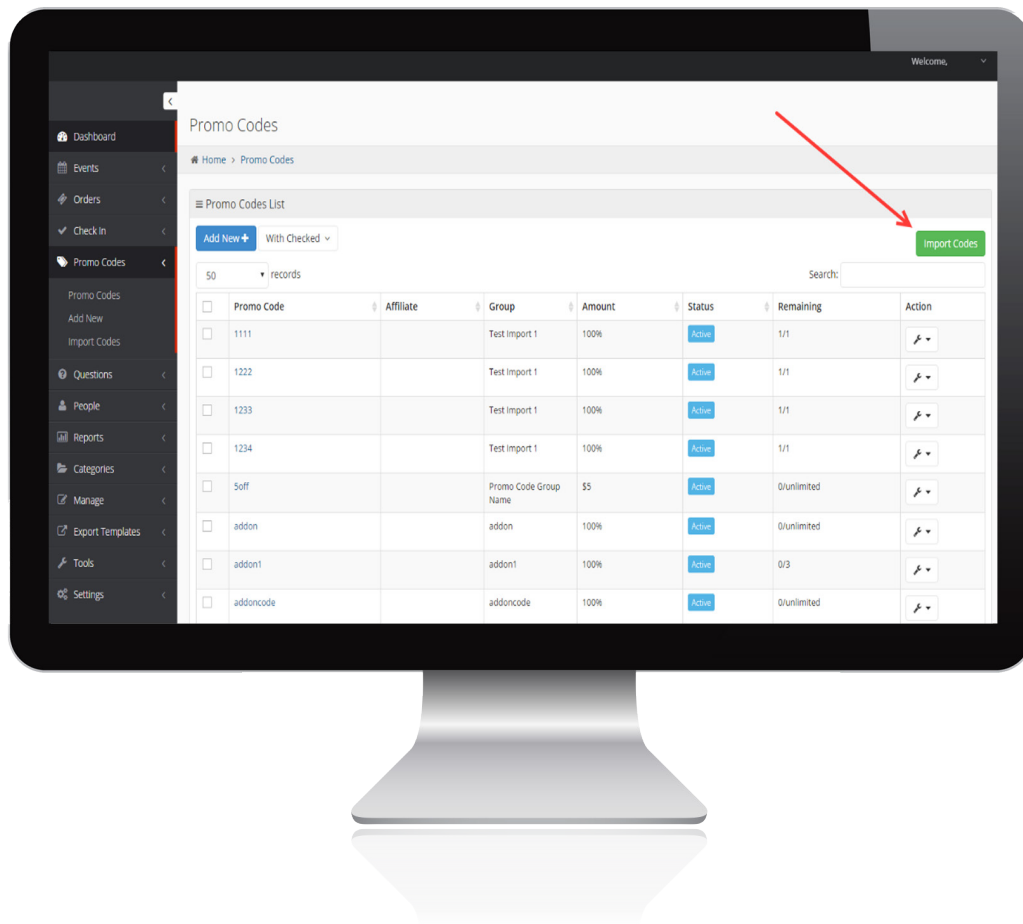
Once you've selected all of your parameters, you'll just need to click the "Save" button on the top right or bottom right of the page and the code will be created!



IMPORTING CODES

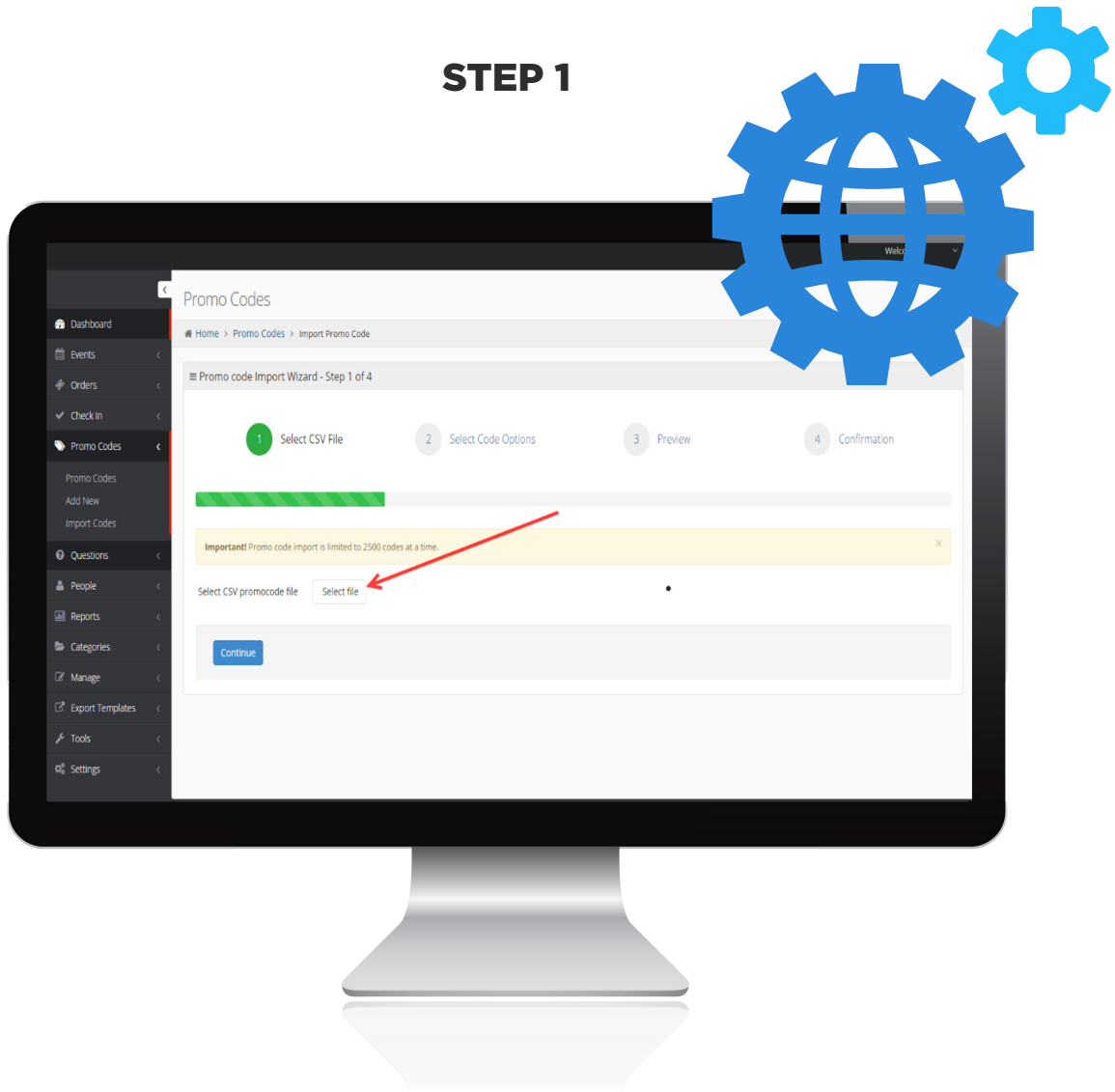
In addition to creating promo codes on an individual basis, there is also the option of importing promo codes. This is the option you will want to use when you need to create multiple promo codes with the same parameters, such as Groupon codes.

To get started, you will need to click the Import Codes button on the top right-hand side of the Promo Code manager page.



Once you've clicked the Import Codes button, you will be taken to a new page with 3 steps of the import process.

STEP 1

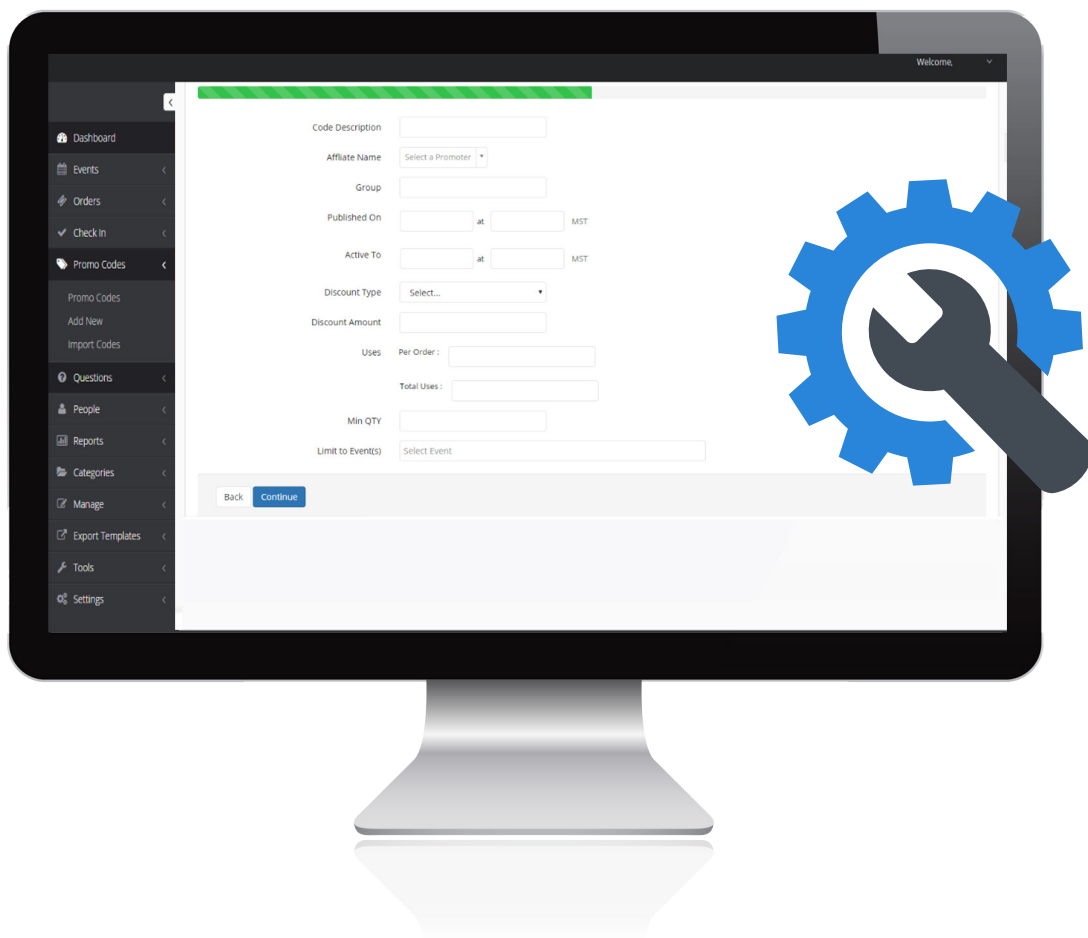


Select a file to import. Please make sure that this file is a .csv file with only one column in it containing the promo codes you wish to create. If possible, please limit your imports to 2,500 codes at a time. If your file contains more promo codes, the process may time out your browser page. If this occurs, keep your browser page open until the import process has finished. Once your file has been selected, click the “Continue” button below.



STEP 2

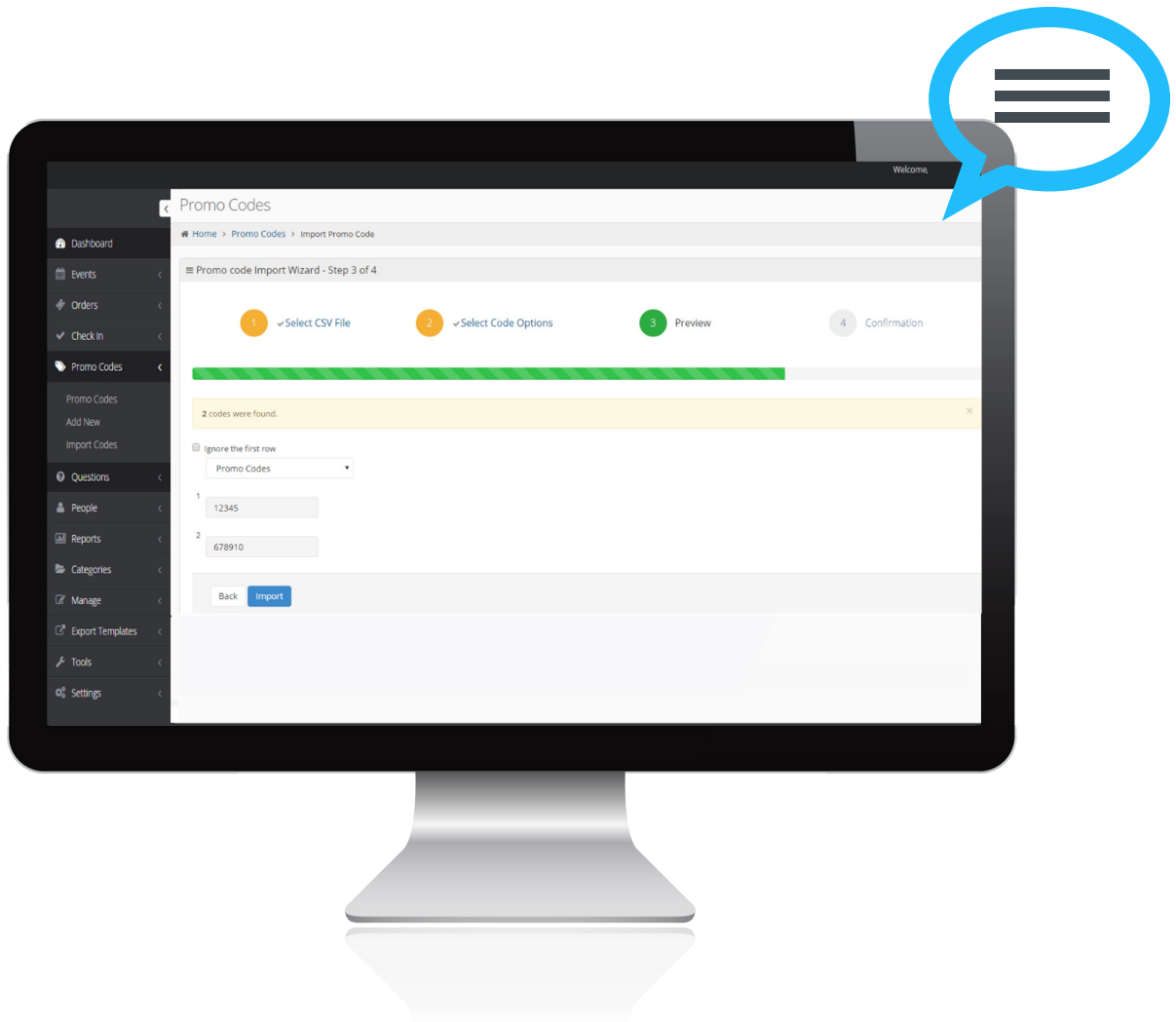
On this step, you are able to select the parameters for all codes contained in your selected .csv file. This functions exactly the same way as creating a new promo code, the only difference being that it will affect all codes in your file.



Once you have selected all the desired parameters, click the Continue button at the bottom of the page, or click the Back button if you would like to select a different file.

STEP 3

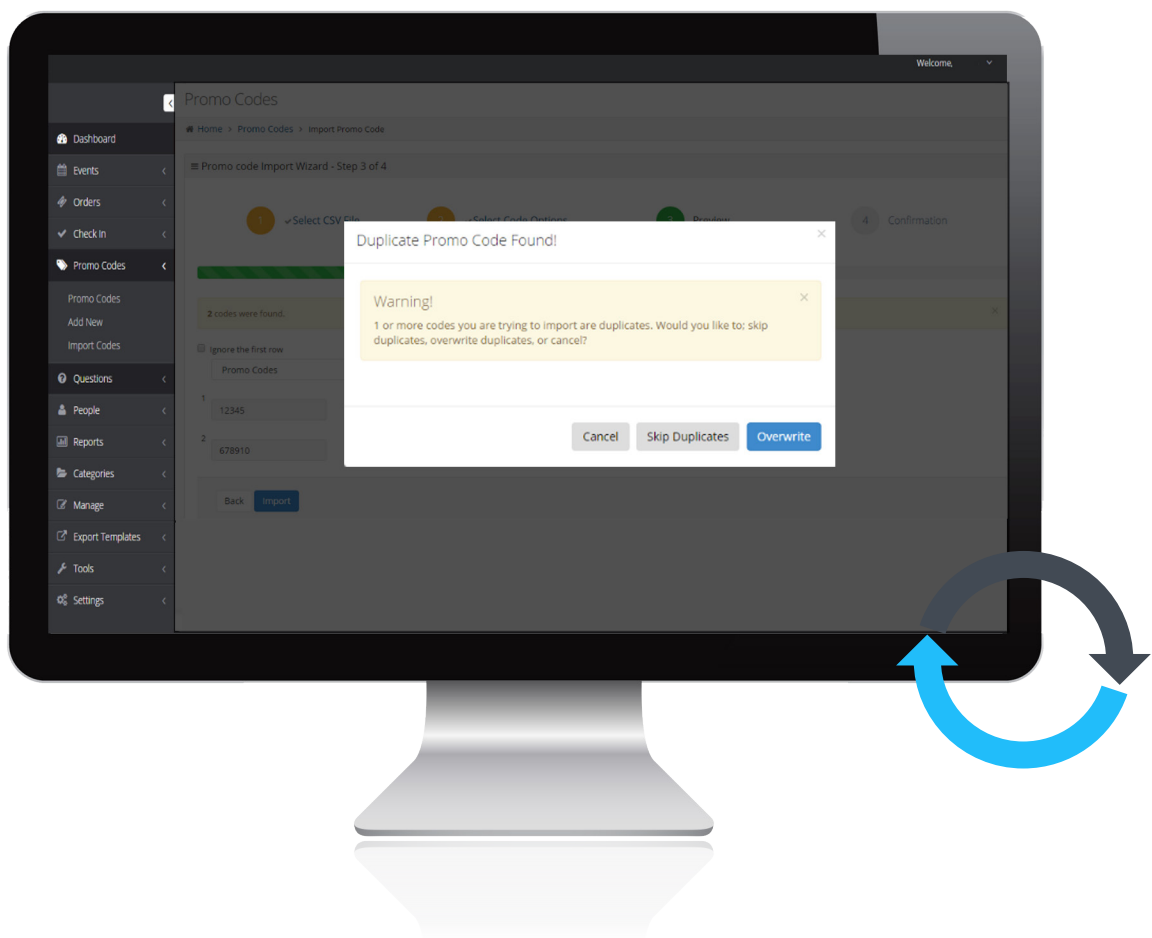
On this step, you will be shown how many codes your file contains and several promo codes from the file to confirm you are importing the desired codes.



If there are headers in your file, you can check the box for “Ignore the first row” which will not include the header row in your import. If you do happen to have multiple columns in your file, which is not recommended, you can choose from the dropdown which rows are to be ignored and which row contains the promo codes. If there are multiple columns, make sure that all other columns aside from the column containing the code have “Ignore Column” selected for the dropdown.



Once you are done here, click the “Import” button to begin importing the codes. If any codes in your file are already in the system, you will be shown a modal with a few options.



If the Skip Duplicates button is clicked, any codes from the file that are currently in your system will retain their parameters. If the Overwrite button is clicked, all existing codes from your file will be overwritten with the new parameters selected on Step 2.



If at any time you would like to re-import promo codes to make changes to them all, you will want to use the Overwrite option. When codes are overwritten, they will still hold any uses made by customers.

For example, if you imported a batch of Groupon codes which customers had already begun redeeming, but you wanted to change the expiration date, you would be able to overwrite the codes with the new expiration date and any code that were used up would still be irredeemable.



STEP 4

Once the codes have been imported, you will be shown a confirmation message stating that the codes were successfully imported. After the codes have been imported, we suggest applying one of these imported codes on the checkout, just as a customer would, to make sure that they are doing exactly what you intended.



If you have any additional questions, please visit support.ticketsocket.com. If our support knowledge-base doesn't answer your questions, you can submit a support ticket [here!](#)

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