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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](#)

[bigcommerce : ecommerce-answers : what-are-promotional-codes](#)

Here's how to get coupons, in both paper and digital form.

- Shop at stores with rewards programs. ...
- Install a browser extension. ...
- Ask for manufacturer coupons. ...
- Search a coupon database or app. ...
- Visit retailer websites and apps. ...