

Promo codes on Checkout Forms

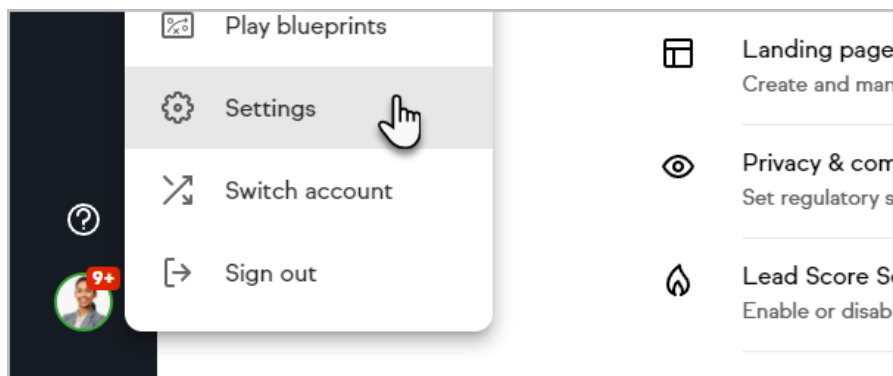
This article applies to:

Give your customers an additional reason to buy with a discount promo code to use on Keap's checkout forms. Promo codes allow you to create exclusive discounts that you can share with specific leads or specific stages in your buyers' journey.

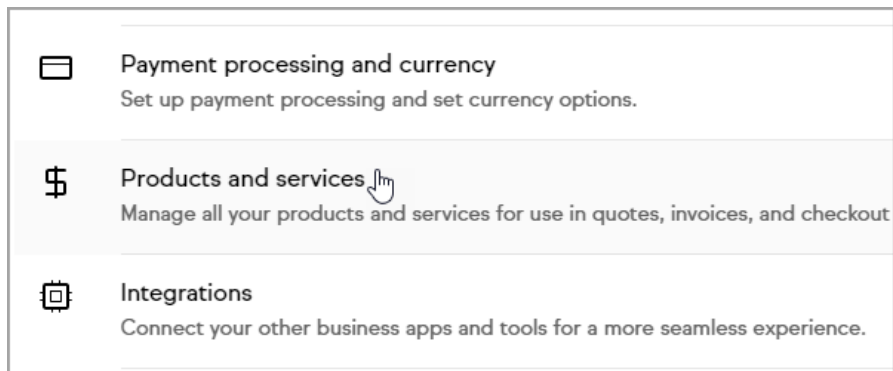
As an additional benefit, you can see reporting as to which promo codes bring you the most business. Track which marketing initiative works best or even track referrals or affiliates with specific promo codes they can share.

Create a promo code

1. Click on your avatar and select **Settings**



2. Select **Products and services**



3. Click **Promo Code** from the Add dropdown button



- Name your promo code
- Set your promo code to **Active**
- Add a **description**

Promo code name*
20offfall2021

Status
Active

Description
This promo code gives 20% off an order.
We are using it to give leads a discount during the fall of 2021.

- Choose to give a flat amount discount or discount a percentage for the order

Select a type and promo code value for this promo code

Percentage Amount

Promo code value*
20 %

- (Optional) Set a **time frame** that the promo code is valid for

Set active dates ●
Set specific dates and times for your promo code to be active.

Start date
September 22, 2021

at

Start time
12:00AM

Set an end date

End date
December 21, 2021

at

End time
11:59PM

- Review your promo code and click **Save**

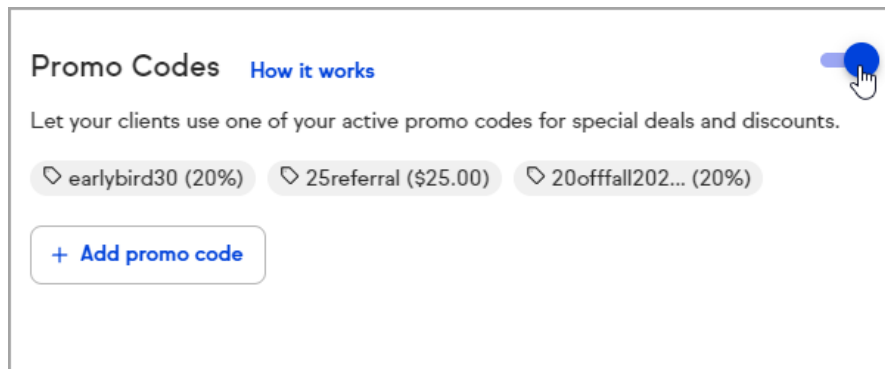
Your promo code summary:

20offfall2021 (20% off)
• Valid between Sep 22, 2021 12:00 AM and Dec 21, 2021 11:59 PM

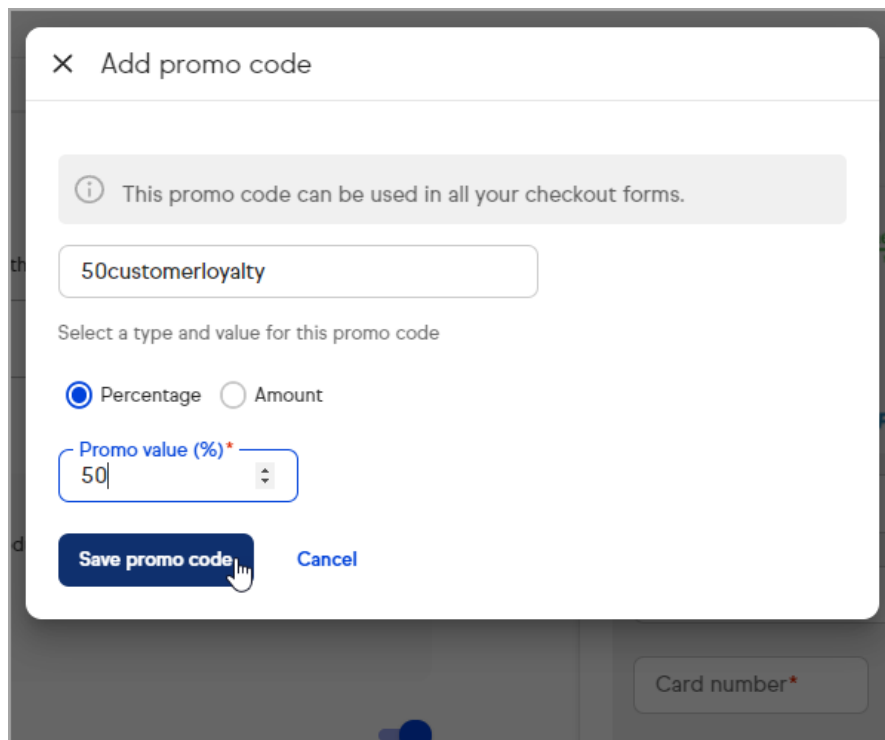
Save

Allow promo codes for a checkout form


1. [Navigate to checkout forms](#)
2. **Edit or create** a checkout form
3. In the "Setup" step, toggle promo codes on




4. (optional) If you do not have any promo codes set up or want to create a new one, click Add promo code to quickly create one



5. Share your promo code with a link to your checkout form to entice customers to buy now

 **\$80.00** [Close details](#)


Golf Lesson	\$100.00
20offfall2021 (20% discount) ×	-\$20.00
Total due	\$80.00



The Nineteenth Hole
Getting You Back on Par

Schedule your first golf lesson

Choose payment method

Credit card  PayPal

Email*
mercedes.byfield@infusionhole.com


Name on card*
Mercedes Byfield

Card number* 4111111111111111	Expiration* 01/22	CVV* 454
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Country*
United States ▼

Postal code*
85142

20% discount applied!

 **Pay \$80.00 now**

Promo code reporting

1. Navigate to **Products and services** from Settings
2. Click **Promo codes** to **view your codes** and how many times they have been used


← Promo codes

Products Taxes Promo Codes

Create and manage promo codes that can be applied by your customers at the time of purchase.

🔍 Search promo codes

Name	Description	Status	Total used	
50customerloyalty	Give customer you haven't seen for a while a reason to come back with 50% off.	Active	0	⋮
earlybird30	Give 30% off for customers who register for the Torrey Pines Golf Tournament and Fundraiser	Active	1	⋮
25referral	Give customers a promo code for \$25 off to share with friends and family	Active	0	⋮

3. Click the  icon and select **Performance**

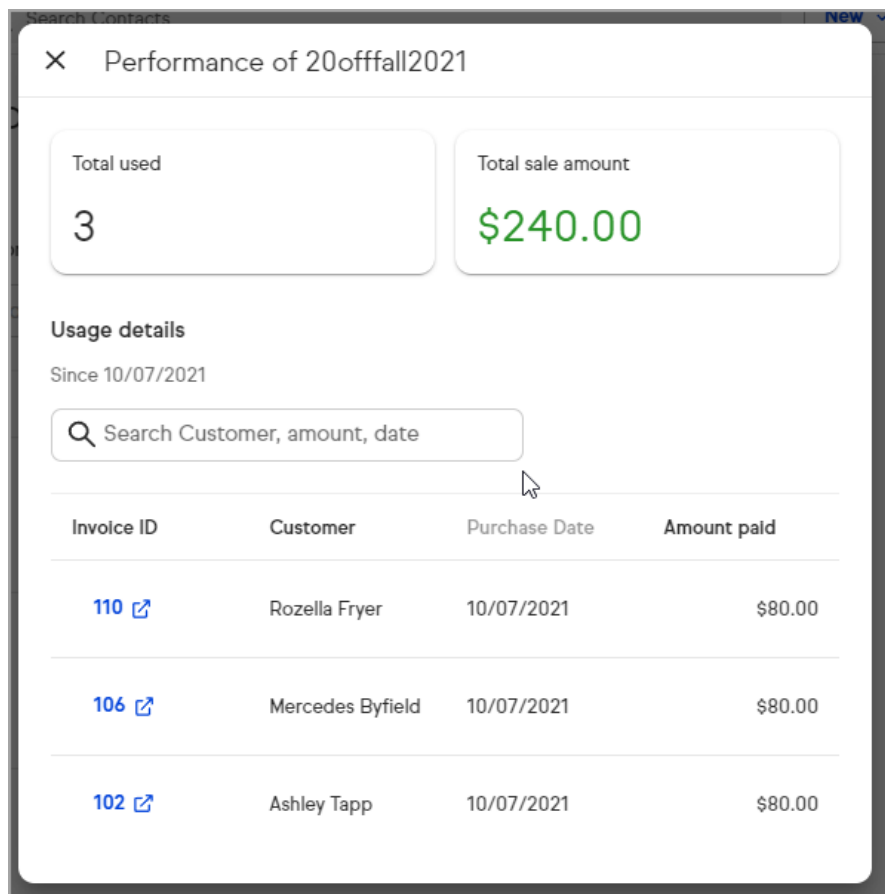
earlybird30	register for the Torrey Pines Golf Tournament and Fundraiser	Active	1	⋮
25referral	Give customers a promo code for \$25 off to share with friends and family			
20offall2021	This promo code gives 20% off an order. We are using it to give leads a discount during the fall of	Active	3	⋮

📊 Performance

🔗 Edit

🗑️ Delete

4. Review past promo code uses and filter by customer, amount, or purchase date



FAQ

How will promo codes work with [recurring products and services](#)?

Promo codes will apply to the first payment of the recurring product. Subsequent payments will be at full price.

How many promo codes can my customers apply?

One promo code can be applied at a time.

How do I enable promo codes on a checkout form?

In the "setup" step of your checkout form, toggle the promo code on to have the promo code field available for use on your checkout form. If you toggle the promo code field off, your customers will not be able to enter a promo code on that checkout form

How do the active dates on promo codes work?

If you do not use the active dates option, your promo code will remain active indefinitely

How do I track how my promo code is doing?

In settings > products and services > promo codes, you'll be able to track how many times a certain code was used and how much in sales you've generated by customers who used that code at checkout.

What does making a code inactive do?

If you make a promo code inactive, that promo code will no longer discount any products or services. It's recommended to make a code inactive vs. deleting your code so that you can still view the performance of that code in the future.

