

Promo codes on Checkout Forms

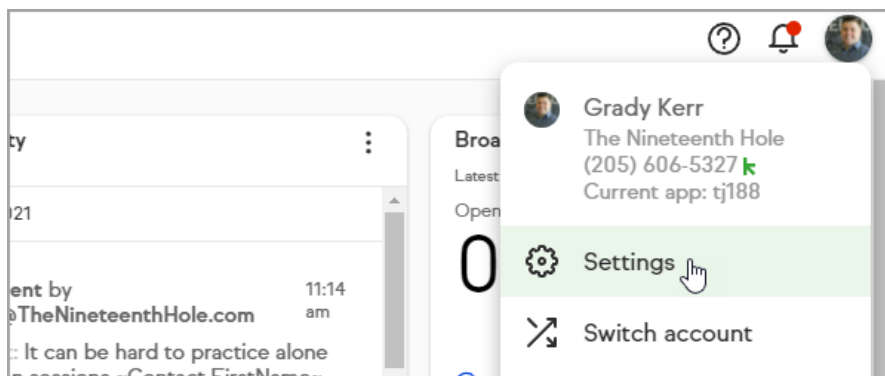
This article applies to:

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.

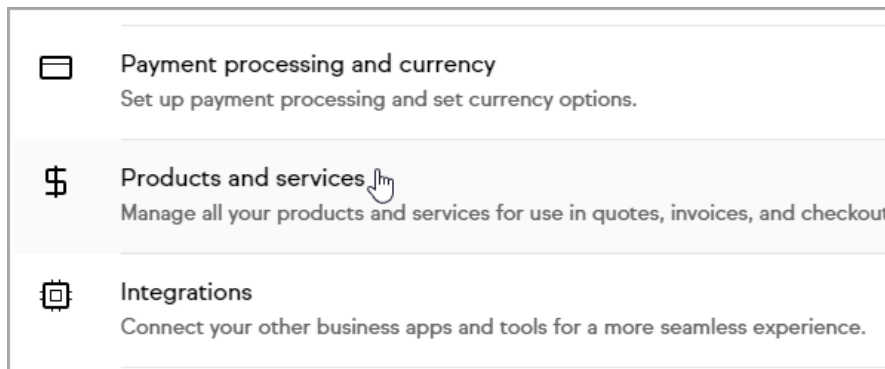
As an additional benefit, you can see reporting as to which promo codes bring you the most business. Track which marketing initiative works best or even track referrals or affiliates with specific promo codes they can share.

Create a promo code

1. Navigate to **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**

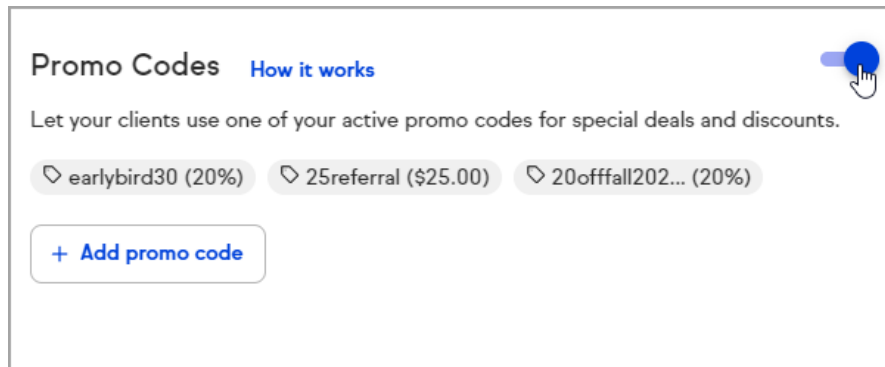
Your promo code summary:

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

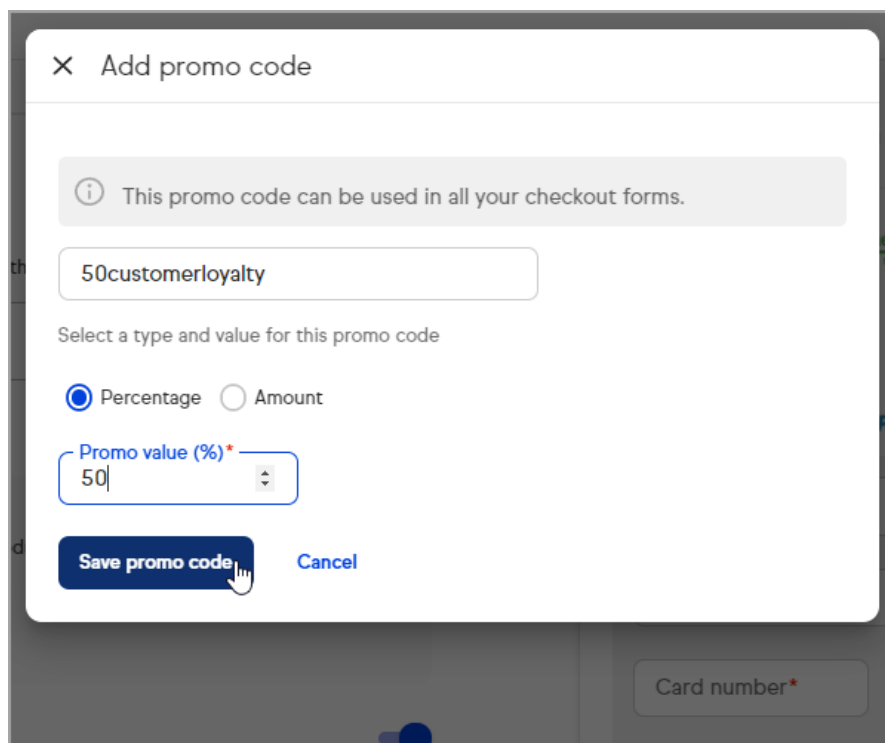
Save

Allow promo codes for a checkout form


1. [Navigate to checkout forms](#) from the Money tab
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
<hr/>	
20offfall2021 (20% discount) ×	-\$20.00
Total due	\$80.00



Schedule your first golf lesson

Choose payment method

Credit card
  PayPal


Email*

Name on card*


Country*

Postal code*

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
 -
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			
20offfall2021	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

Performance of 20offfall2021

Total used: 3

Total sale amount: \$240.00

Usage details

Since 10/07/2021

Search Customer, amount, date

Invoice ID	Customer	Purchase Date	Amount paid
110	Rozella Fryer	10/07/2021	\$80.00
106	Mercedes Byfield	10/07/2021	\$80.00
102	Ashley Tapp	10/07/2021	\$80.00

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.
