

Promotions: How to set up your promotional price!

The promotion is coming up soon and you want to provide special ticket buyers with promotion codes that can be redeemed via the Light Shop and the Eventim network?

In this document we will show you how to quickly and easily you can create the desired promotion code and assign it to the desired price.

To create the promotion code, the following characteristics should be defined:

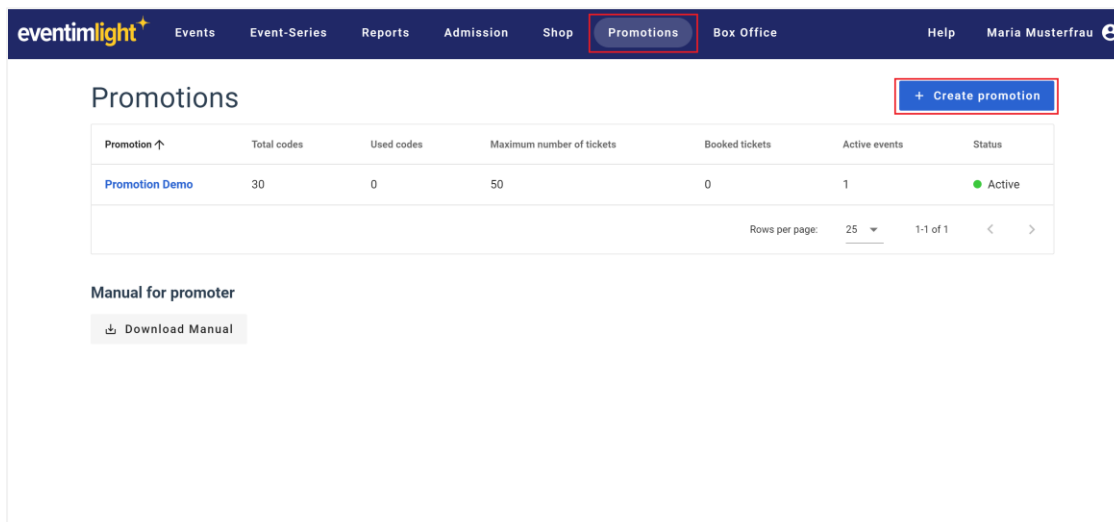
- + Name
- + Maximum number of tickets
- + Number of tickets per order
- + Duration of validity

You should also consider how the promotional code can be redeemed:

- Multiple times
- Multiple times up to the max. number of tickets
- Once
- There are several codes, but each can only be used once for booking

Create a promotion (in general):

First log into your EVENTIM.Light account and navigate to the "Promotions" tab (<https://www.eventim-light.com/de/promotion>). Then click on "+ Create promotion".



Promotion ↑	Total codes	Used codes	Maximum number of tickets	Booked tickets	Active events	Status
Promotion Demo	30	0	50	0	1	● Active

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Manual for promoter

Download Manual

Image 1 View "Promotions" tab (<https://www.eventim-light.com/de/promotion>)



To the step-by-step instructions

Step-by-step instructions - code redeemable multiple times

The following variation is possible:

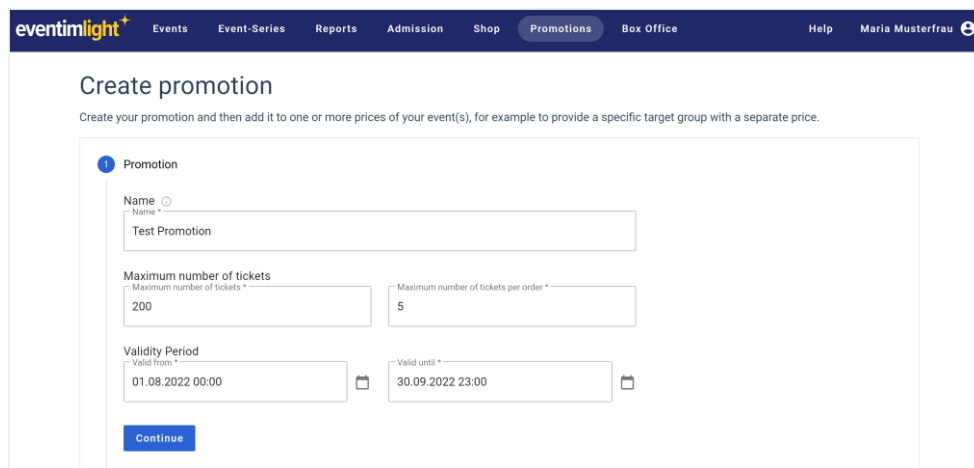
[Code redeemable multiple times - independently defined \(point 1\)](#)

*Example: You advertise the specific event in your newsletter. All customers can use the same code.
Code: newsletter*

[Code redeemable multiple times - randomly generated \(point 2\)](#)

Example: The name of the code is not relevant to you. Just have a random code generated (e.g. qJUHip8Lmk).

Now, after clicking on "Create promotion", enter the promotion name, the max. number of tickets, the max. number of tickets per order and the validity period.



Code redeemable multiple times - independently defined

After clicking on "Continue", check "Code redeemable multiple times" and "Code Input". You can then enter your own promotion code name.

Attention, use:

3 - 20 characters

A - Z or a - z

1 - 9

No special characters, except „-“

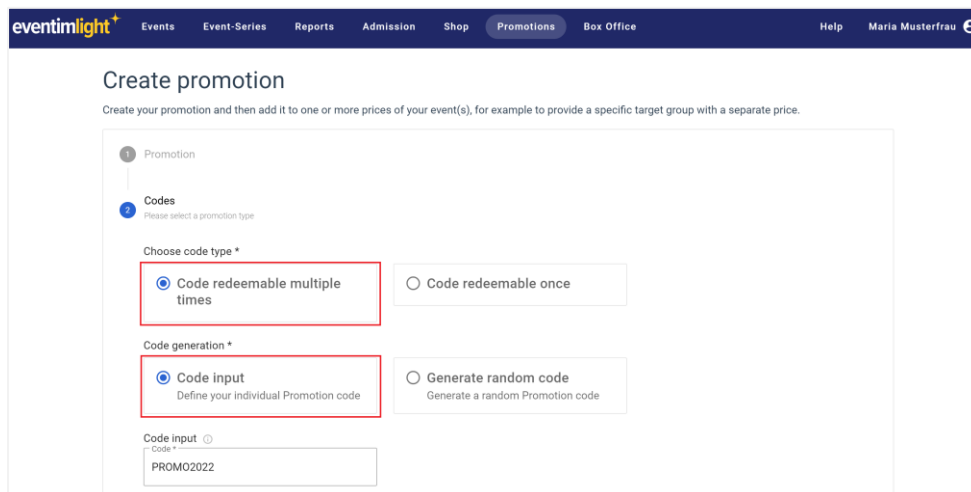
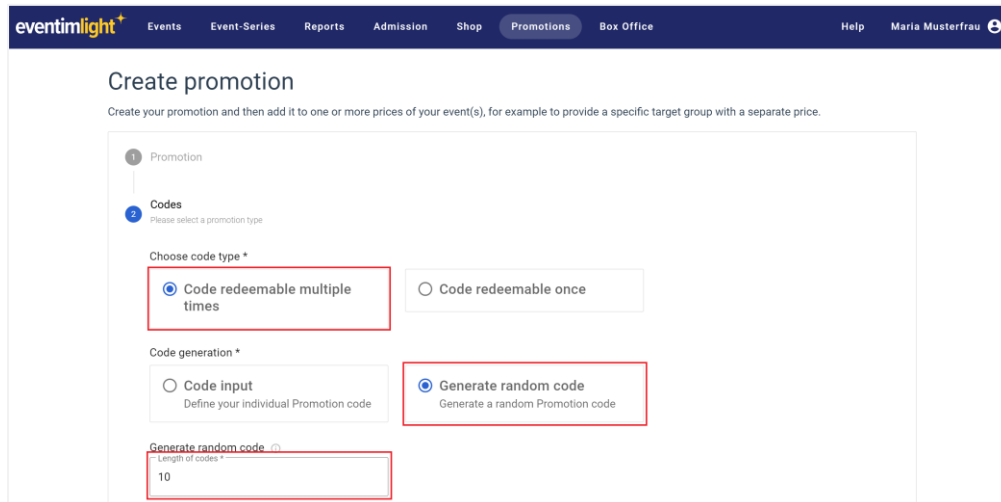


Image 2 View selection code redeemable multiple times and code input

2. Code redeemable multiple times - randomly generated

As in point 1, click on "Code redeemable multiple times". You can then have a random promotion code generated by selecting "Generate random code", which can be used multiple times. Please also specify the length of the code.

Attention, use the following for "Code length":
3 - 20 characters



The screenshot shows the 'Create promotion' interface. The 'Codes' section is active, and the user has selected 'Code redeemable multiple times' and 'Generate random code'. The 'Length of codes' is set to 10.

Image 3 View selection code redeemable multiple times and generate random code

Step-by-step instructions – Code redeemable once

The following variation is possible:

[Code redeemable once - independently defined \(point 1\)](#)

Example: You are an association and want to offer the members a special price. Upload the TXT file with the membership numbers.

[Code redeemable once - generated randomly \(point 2\)](#)

Example: The name of the code is not relevant to you. A random code is generated that is only valid once.

Now, after clicking on "Create promotion", enter the action name, the max. number of tickets and the max. number of tickets per order.

1. Code redeemable once - independently defined

Under "Choose code type", check "Code redeemable once". When selecting "Code import" you can import a TXT file with codes.

Attention, use with "Code import":

1 - 1000 codes

3 - 20 characters

A - Z or a - z

1 - 9

No special characters, except "-"

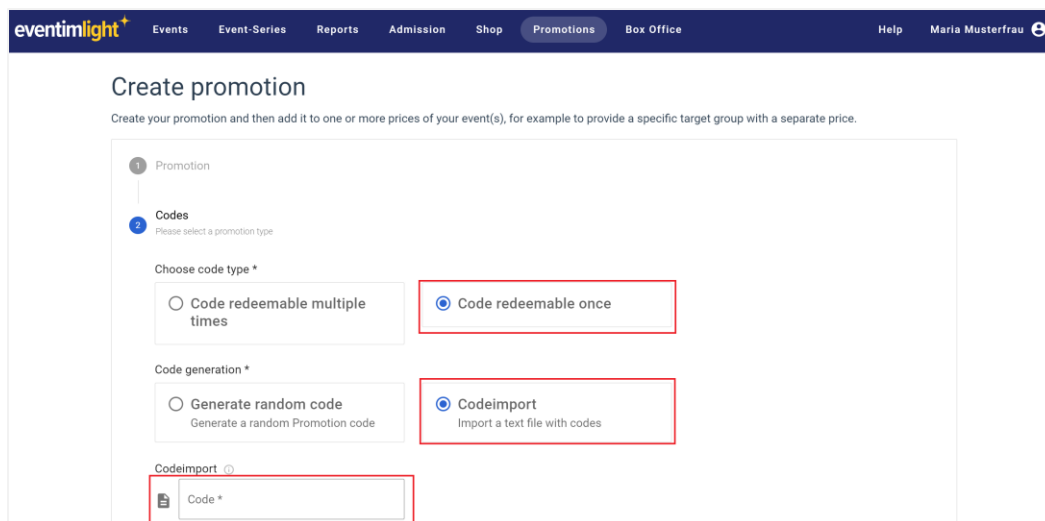


Image 4 View selection code redeemable once and code import

2. Code redeemable once - generated randomly

In addition, you can have a random code generated by selecting "Generate random Code". To do this, enter how many codes you want to be generated in total and define the length of the code.

Attention, use the following for "Length of codes":
3 - 20 characters

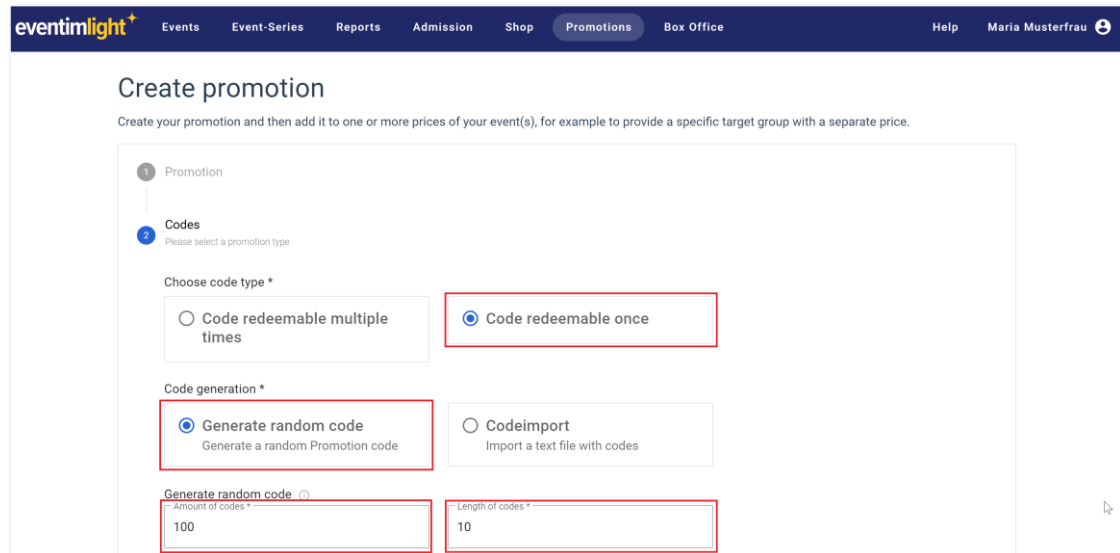
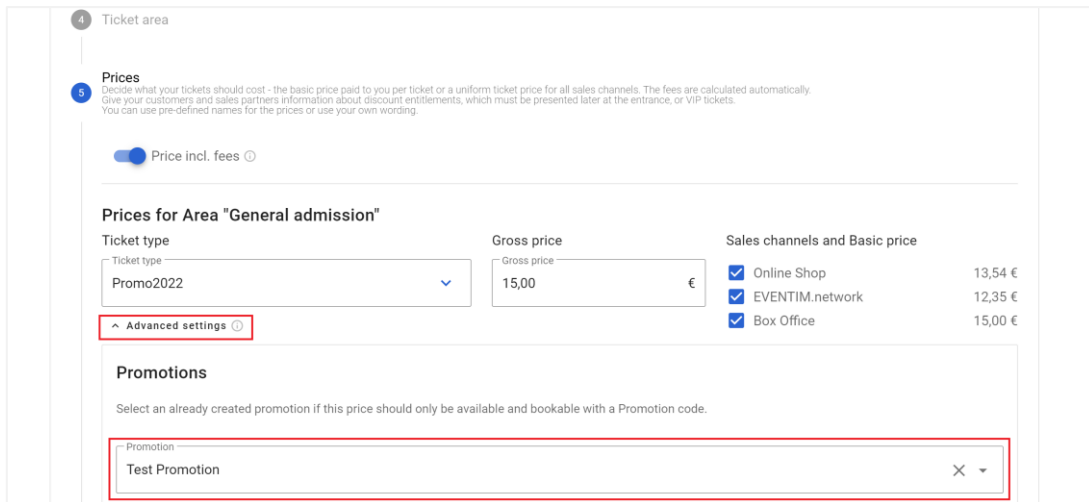


Image 5 View selection code redeemable once and generate random code

Add promotion to the event

Once you have created the desired promotion, add it to a promotional price within your event.

- a) Navigate to the "Events" tab and select the respective event for which you want to add a promotion code. This takes you to the event details page, then click on "Edit". Scroll down to the section "Prices" and choose the price that you want to make available to be bought with the promotion code.
- b) Click on "Advanced settings" and select the desired promotion, which you previously created via the "Promotions" tab.



The screenshot shows the 'Prices' configuration page for an event. It includes a toggle for 'Price incl. fees', a table for 'Prices for Area "General admission"', and an expanded 'Advanced settings' section. The 'Promotions' dropdown is set to 'Test Promotion'.

Ticket type	Gross price	Sales channels and Basic price
Promo2022	15,00 €	<input checked="" type="checkbox"/> Online Shop 13,54 € <input checked="" type="checkbox"/> EVENTIM.network 12,35 € <input checked="" type="checkbox"/> Box Office 15,00 €

Image 6 View selection of promotion for the ticket price

- c) After you have saved the settings and the event is published, the code can be entered by the customer in the shop (please note the sales period).

For further information, you can find frequently asked questions and our answers on our website: <https://www.eventim-light.de/en/faq>

Contact

For further questions or comments, please contact us by phone or email:

#Enter your local support channels here#