Quick Guide

Promotions

November 2025

eventimlight

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 entradas.com?

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 "Marketing" and then "Promotions". Then click on "+ Create promotion".

Step-by-step instructions - <u>code redeemable multiple times</u>

The following variation is possible:

<u>Code redeemable multiple times - independently defined (Point 1)</u>

Used to promote a specific event in your newsletter. All customers can use the same code, for example: *newsletter.*

<u>Code redeemable multiple times - randomly generated (Point 2)</u>

When the name of the code is not important, a random code is generated, for example: *dsdDGTYt2vg.*

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.

1. 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.

<u>Attention, use:</u>

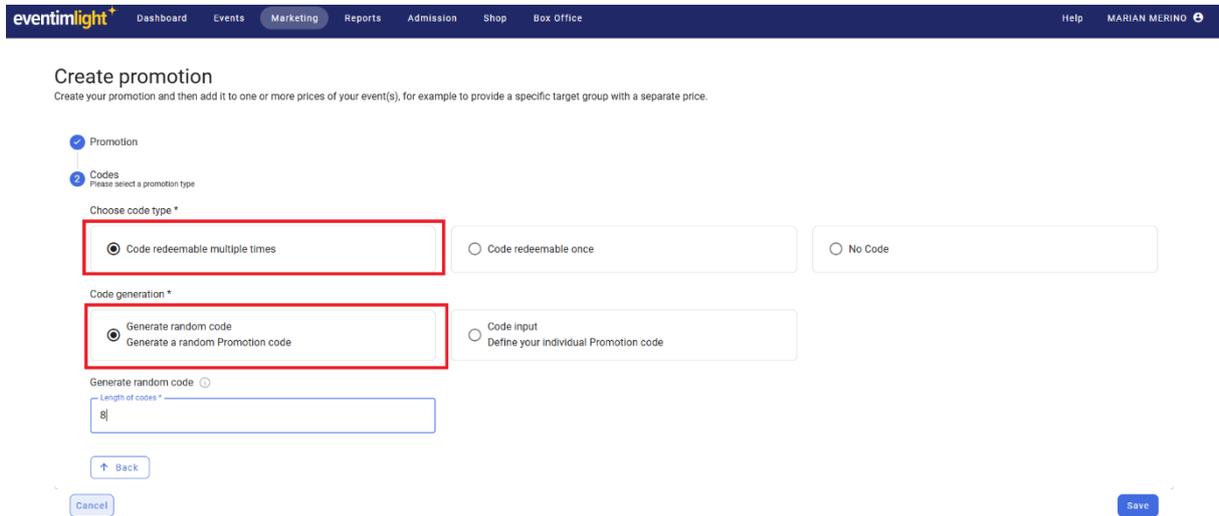> 3 - 20 characters
> A - Z or a – z
> 1 - 9
> No special characters, except "-"

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.

<u>Attention, use the following for "Code length":</u>

      3 - 20 characters

Step-by-step instructions – Code redeemable once

The following variation is possible:

Code redeemable once - independently defined (Point 1)

For example, an association that wants to offer members a special price. Upload the TXT file with the member numbers.

Code redeemable once - generated randomly (Point 2)

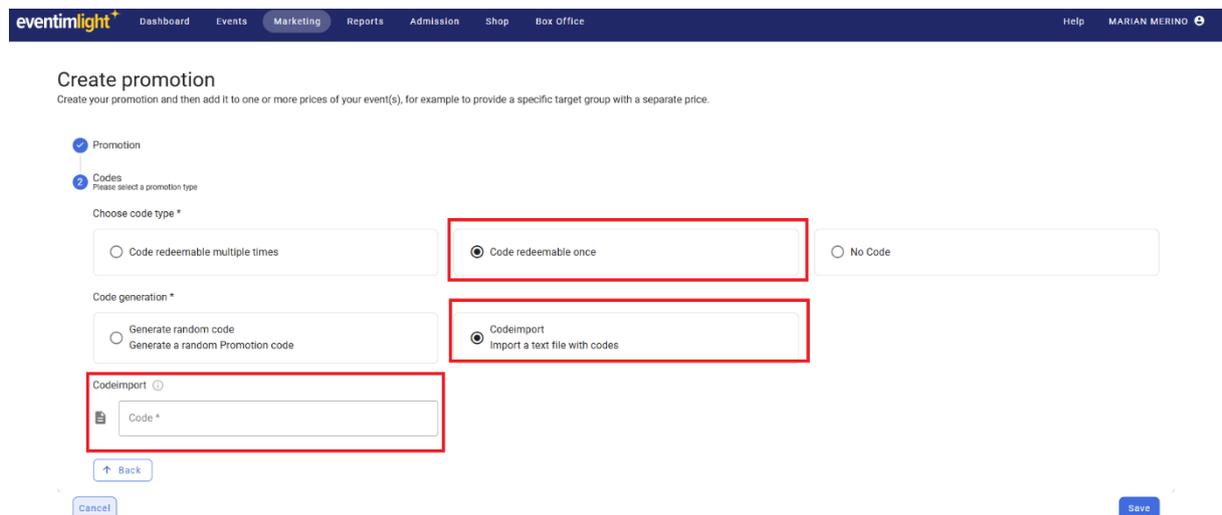When the code name is not important, a random, single-use code is generated.

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.

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
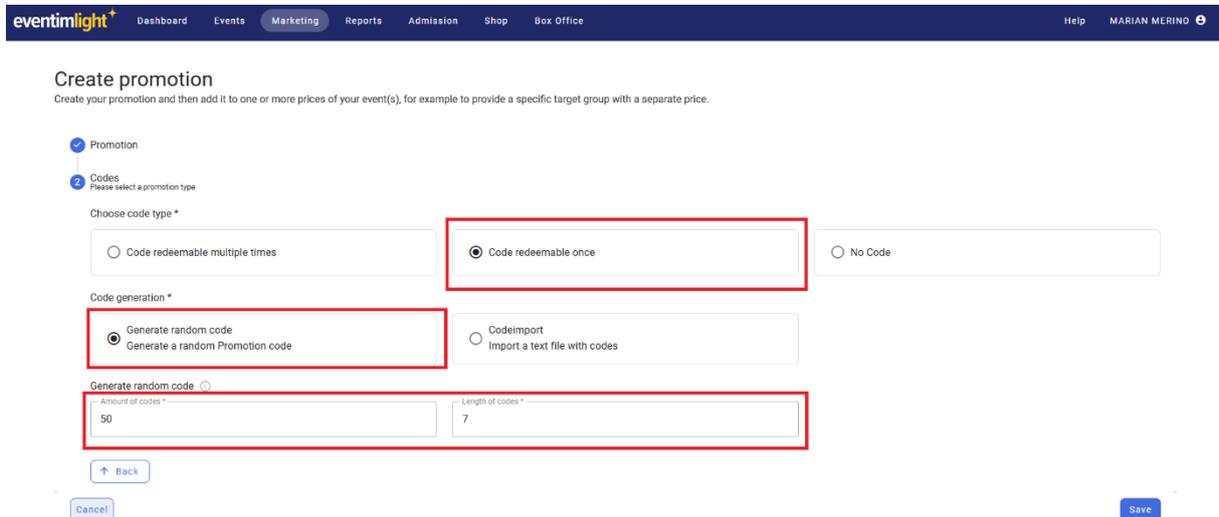   A - Z or a – z
    1 – 9
    No special characters, except "-"

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.
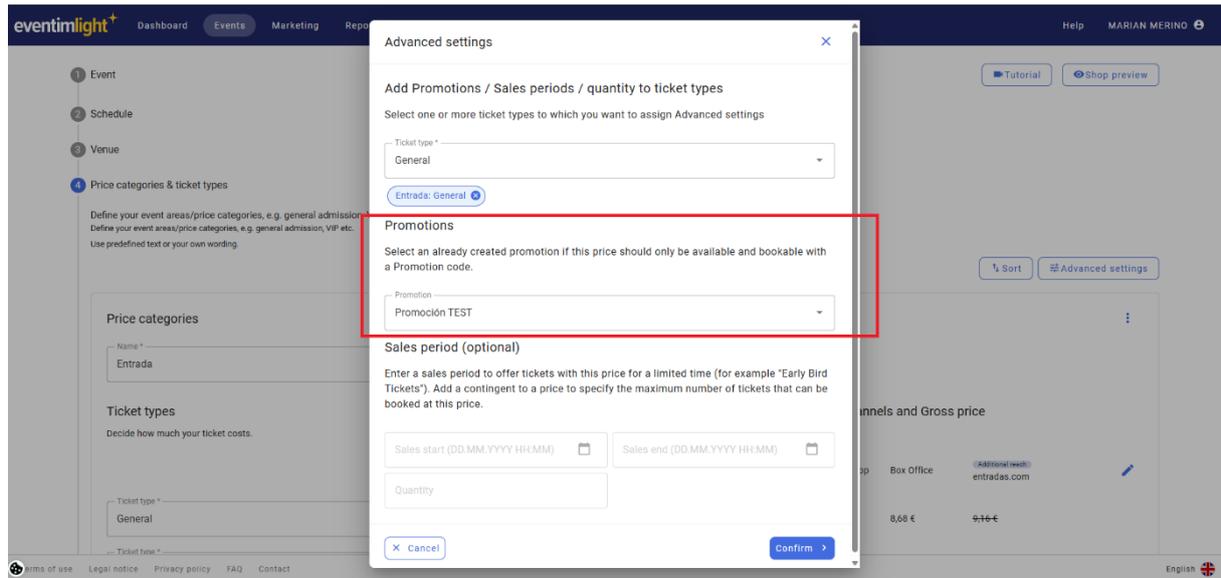
Attention, use the following for "Length of codes":

3 - 20 characters

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.

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).

Contact

For questions about EVENTIM. Light, please visit our [Frequently Asked Questions](#).

For further questions or comments, please contact us:

helpdesk@eventim-light.es

Hours:

- Sun-Thu: 10:00AM to 10:00PM
- Fri-Sat: 10:00AM to 12:00PM