E-CERTS & PROMO CODES
BEST PRACTICES

What is an e-Certificate?

E-Certs are digital gift cards with dollar or point values. For example, employers can give a new hire a $200 e-Cert to purchase company swag. Recipients can place multiple orders until the balance is spent. E-Certificates are great for controlled spending and personalized gifting.

What is a promo code?

Promo codes offer a discount. For instance, a business can offer the code SPRING50 for 50% off orders. Promo codes can be limited to one-time use per email, or unlimited until the code is disabled. These are perfect for driving traffic, boosting sales, and promoting limited-time offers.

When should I use e-Certs?

Use e-Certificates to control a budgeted spend while still giving freedom to choose. Some examples: celebrate employee milestones, send a thank-you to top customers, or let event participants order apparel in their own size.

When should I use promo codes?

Use promo codes to create urgency, drive sales, and incentivize larger order values. Examples include flash sales, seasonal promotions, or limited-time discounts that drive traffic and conversions.

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