

Coupon Codes

Instruction Manual



Within this document you will find detailed instructions regarding several aspects of coupon codes on www.RunSignUp.com. This manual covers topics for race directors and runners, and is intended to make your experience with RunSignUp as easy and hassle-free as possible.

If more information is needed on the topics addressed in this manual, or if you have any further questions/suggestions, please feel free to contact us at info@runsignup.com





This index serves as a navigational tool for the “Coupon Codes: Instruction Manual”. Once you have found the topic you are interested in learning more about, click on that topic and you will be brought to the desired section.

Race Directors

[How to Add a Coupon Code](#)

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Runners

[How to Redeem Coupon Codes](#)



How To:

add a coupon code

purchases, or all of these at once. They can be set up to cover certain amounts (ex: \$10.00) or percentages (ex: 25%) of a transaction, and restrictions can be placed upon their usage options. In order to set up coupon codes, make your way to the “Financial” tab of the race dashboard, and open up the sub-heading for “Coupons”.

COUPON CODES

Coupon codes allow you to offer discounted pricing on transactions pertaining to registration, add-ons and store purchases, or all of these at once. They can be set up to cover certain amounts (ex: \$10.00) or percentages (ex: 25%) of a transaction, and restrictions can be placed upon their usage options. In order to set up coupon codes, make your way to the “Financial” tab of the race dashboard, and open up the sub-heading for “Coupons”.

ADDING NEW COUPON CODES

Once under the “Coupons” subheading, you will find a button for “Add Coupon”. By clicking here, the coupon code creation box will be opened up for you.

Manually Entering Coupon Codes

First, create the actual “Coupon Code” code. This can be something as simple as “FreeRace” or “HalfOffEverything”, or something more secure, such as a random grouping of letters, numbers, underscores, and hyphens. To manually add multiple coupon codes that will be eligible for the same discount, then separate each new coupon code with a comma, and do not include spaces.

Note: Characters other than letters, numbers, underscores, and hyphens will not be accepted for coupon codes.

Uploading Coupon Codes

In addition to, or as an alternative to manually entering in the coupon codes, they can also be uploaded from a text file as well. In order to do this, go to the “Upload Text File” section, click on the “Choose File”

button, and select the text file of coupon codes that you would like to upload.

IMPORTANT: Text files are the only type of files that are acceptable for uploading coupon codes. These text files should only include coupon codes (no headers or excess information), and each coupon code should be listed on a separate line.

Coupon Discount Settings

Coupon codes can be set up to offer a fixed discount, a discount percentage, or both. If you would like to offer a fixed discount, such as \$5.00 or \$10.00 off, then use the dollar amount field to set your desired fixed discount amount. If you would like to set up a discount percentage, such as 25% or 50% off, then use the percentage field to indicate the specific discount percentage you

would like that coupon to offer. If you would like to offer both a fixed discount and a discount percentage, for instance \$10.00 off and a 50% discount, then enter in each field accordingly.

Note: In cases where both a fixed discount and a discount percentage are enabled, the fixed discount will be applied first, and the discount percentage will be calculated after. For instance, if a \$10.00 fixed discount coupled with a 50% discount percentage were applied to a \$100.00 transaction, then the coupon code would make the transaction \$45.00, because 50% of \$90.00 is \$45.00.

A dropdown menu titled "Overall Discount" with three options: "Overall Discount" (highlighted in blue), "Discount per Registrant", and "Discount per Registrant per Event".

After you have the discount amount entered in, decide on what type of discount this coupon will offer. You can make it an “Overall Discount”, which will be applied to the entire transaction. You can make it a “Discount per Registrant”, which will be applied to each registrant’s fee separately. Or you can make it a “Discount per Registrant per Event”, which will be applied to each event’s registration fee separately, for each registrant who signs up.

Coupon Eligibility Dates

The “Coupon Starts” date is automatically defaulted to the date on which you are creating the coupon code; however, this field can be edited to have the coupon start on a specific date if necessary. You are also given the option to set an expiration date for coupon codes by entering it into the “Coupon Expires” field. If your coupon code does not have an expiration date, then you can leave this field blank.

Two date input fields. The first is labeled "Coupon Starts" and contains the date "08/23/2013". The second is labeled "Coupon Expires" and contains the placeholder "mm/dd/yyyy". Below the second field is the text "Leave blank if there is no expiration date."

A text input field titled "Tags" containing three tags: "Free x", "100% x", and "Member x".

Coupon Tags

The coupon “Tags” are for your own personal convenience as the race director, and will help assist you in searching for specific coupons later, if necessary.

“Tags” can be created for search terms such as “half”, “25%”, “dolphin”, etcetera, and pressing the spacebar or entering a comma will allow you to create a new “Tag”. “Tags” can be also be deleted at any time by clicking on the corresponding “X”.

After “Tags” are created, they can also be edited across the entire list of coupon codes. To learn more about this feature, please refer to the “Managing Tags” subsection of [“How to Search Coupon Codes”](#).

Coupon Usage Settings

In the “Coupon Applies To” section, you will need to check off which transactions on RunSignUp you would like your

A section titled "Coupon Applies To" with three checkboxes: "Race Registration Fees" (checked), "Race Add-ons & Store Purchases" (unchecked), and "This coupon can only be used on specific events." (checked). Below the third checkbox is the text "You must enable 'Race Registration Fees'" and two radio buttons: "10K" (checked) and "5K" (unchecked).

code or codes to be valid for. By checking off only “Race Registration Fees”, you allow all users with that code to have its discount applied solely to their registration costs. By checking off only “Race Add-ons & Store Purchases”, you allow all users with that code to have its discount applied solely to the cost of their add-ons and store purchases. If you select both “Race Registration Fees” and “Race Add-ons & Store Purchases”, then the entirety of the user’s transaction will be covered by the coupon code.

Coupon codes can also be customized so that they are only valid for a specific event or events. When you turn on this setting, you will be able to select which event or events you would like the code to apply to.

IMPORTANT: In order for this setting to work, the “Race Registration Fees” box will need to be checked as well.

Coupon Restrictions

Restrictions can also be set up on coupon codes to limit their usage. You can set up coupon codes that are specifically for use by new users to RunSignUp by checking off “New Customers Only”. You can create coupon codes that stipulate a minimum balance needed in order to redeem a discount by entering in the field for “Cart must be \$ __. __ or more”. You can limit the number of times a single user can use a coupon code, while not limiting the number of registrants involved with their transaction, by entering in the field for “Limit to __ transactions for a single user”. You can limit the number of times a coupon code can be used by any variation of customers, whether they are reoccurring or otherwise, by setting the “Limit to __ total uses” field. And for coupon codes applied to the “Race Registration Fees”, you can set a limit for the maximum number of registrants who can be registered using that coupon code by filling out the “Limit to __ total registrants” field.

Usage Restrictions

New Customers Only

Cart must be \$ or more.

Limit to transactions for a single user.
Note that multiple registrants can be registered in a single transaction.

Limit to total uses.
This is the total number of times this coupon can be used.

Limit to total registrants.
This is the maximum number of race registrants that can be registered using this coupon.

Sharing Coupons across Multiple Races

Coupon codes can be shared with other races that you have created by checking off the desired races from the list provided. The “Check All” button will automatically select all available races for you, and the “Uncheck All” button will deselect any selected races if necessary.

IMPORTANT: If you are limiting coupon codes by event, then you will need to edit this coupon for each shared race to set the applicable events.

Share Coupon with the Following Races

You can share this coupon with other races. The settings and any changes will apply across all selected events. If you are limiting by event, you will need to edit this coupon for each shared race to set the applicable events.

Check All

Uncheck All

The settings and any changes made to a shared coupon will apply across all of the selected races, and if a race is unchecked from the list, then the coupon code or codes will be removed from that race.

Note: If you are limiting coupon codes by event, and have already gone through and selected the applicable events for each race, then these settings will not be overwritten if you go back into the coupon code and make changes.

Saving

Once you are ready to create/edit your coupon code, click on “Save Coupon”, and a pop up box will let you know that your coupon was successfully saved. When you “Close” this box, you will find that your newly saved coupon code is listed in the table provided. At this point, you will be able to search for specific coupon codes, manage coupon codes, view individual

Save Coupon

coupon code usage details, and view coupon code reports. For more information on these topics, please refer to either [“How to Search Coupon Codes”](#), [“How to Manage Coupon Codes”](#), [“How to View Coupon Code Usage Details”](#), or [“How to View Coupon Code Reports”](#).



How To:

search coupon codes

describes your current coupon code situation, then you most likely will not want to manually go through and read each coupon code’s details until you find the one you are looking for. This is why RunSignUp allows you to easily narrow down your coupon code list by going to the “Financial” tab of the race dashboard, clicking on the sub-heading for “Coupons”, and opening up the “Search” option.

SEARCHING COUPON CODES

For some races, you may find that you need to create hundreds if not thousands of coupon codes. If this

Search Parameters

Upon opening the “Search” option, the first field you will be able to search by in the “Coupon” itself. This will be very useful to you if a registrant would like to find out information on their specific coupon code, such as whether it is past its expiration date, or if it has any usage restrictions.

Coupon <input type="text"/>	Available <input type="checkbox"/> Show only available coupons.	Non-Expired <input type="checkbox"/> Show only non-expired coupons.
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The following two check boxes allow you to search for coupon codes by showing only “Available” or “Non-Expired” codes. By checking off “Show only Available Coupons”, you can limit the search to coupon codes that are currently within the eligibility dates. This will include all used and unused coupons that have currently passed their start date, but have not yet reached their end date. By checking off “Show only Non-Expired Coupons”, you can limit the search to coupon codes that are currently not past their expiration date. This will include all coupons that have not yet expired, regardless of whether they have passed their start date yet.

Coupon Created Since <input type="text" value="mm/dd/yyyy"/>	Coupon Created Until <input type="text" value="mm/dd/yyyy"/>
Coupon Starts On or After <input type="text" value="mm/dd/yyyy"/>	Coupon Starts On or Before <input type="text" value="mm/dd/yyyy"/>
Coupon Expires On or After <input type="text" value="mm/dd/yyyy"/>	Coupon Expires On or Before <input type="text" value="mm/dd/yyyy"/>

You can also search for coupon codes by their creation date, start date, or expiration date. Creation dates can be searched by “Coupon Created Since” and/or “Coupon Created Until”, and the start and end dates can be search by “On or After” and/or “On or Before”.

Search results can also be narrowed down by “Tag”. Tags can be searched one at a time from the drop down menu, and more information on tag creation can be found in the “Coupon Tags” subsection of [“How to Add a Coupon Code”](#).

Tag <input type="text" value="(Any Tag)"/>
Manage Tags



Once you have all of the parameters entered in that you would like to search by, click on the “Search” button, and the table below will show only the results that match those terms.

Managing Tags

Under the “Tag” search field, you will be able to “Manage Tags” by clicking on the link. Here you can either “Edit” the name of the tag across all coupon codes using it, or you can “Delete” a tag from all coupon codes using it.

Note: Deleting tags will not delete the coupon code itself. The coupon code will remain without that tag.



How To:

manage coupon codes

COUPON CODE MANAGEMENT

After creating coupon codes, as is explained in the section for “[How to Add Coupon Codes](#)”, you have the ability to manage these coupon codes by returning to the “Financial” tab of the race dashboard, and opening up the “Coupons” subheading.



Edit a Coupon Code

To edit an existing coupon code, you simply need to click on the “Edit” button in the same row as the code, and all of the original coupon code settings will be made available for editing in the same way as is explained in the “[How to Add Coupon Codes](#)” section.

Edit All Listed Coupons

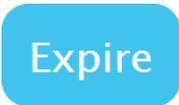
If you need to edit multiple coupon codes at the same time, then you can click “Edit All Listed Coupons”, and all of the coupon codes visible on that page can be modified to have the same settings. Within the “Edit All Visible Coupons” pop-up box, you will be able to set all fields as explained in “[How to Add Coupon Codes](#)”.



Note: The “Edit All Visible Coupons” box will not allow you to change the “Coupon Code” names.

Download Coupon Code Information

Below the coupon code table, you can click on “Download All as CSV” in order to download a list consisting of all coupon code information and usage details.



Expire a Coupon Code

By clicking on the “Expire” button in the same row as a coupon code, you will then be given a pop-up window that allows you to hit “Expire Coupon”. Using the “Expire” button is the equivalent to setting the coupon code’s “Coupon Expires” field to today.

In order to make an expired coupon redeemable once more, then edit the coupon code’s “Coupon Expires” field to a date in the future, or leave it blank, and save the changes.



Remove a Coupon Code

If you click on the “Remove” button in the same row as a coupon code, then a pop-up window will allow you to hit “Remove Coupon”. By removing a coupon code from a race, you will no longer be able to see the summary information for that coupon.

Note: If this coupon code is shared with other races, then it will still remain active for those races.



How To:

view coupon code usage details

Whether you need to look up coupon code information for a runner, or you are just interested in viewing the usage information for your own knowledge, you can easily access this data by going to the “Financial” tab of the race dashboard, opening up the “Coupons” subheading.

Code
AllFree

Individual Coupon Summary

Once under the “Coupons” subheading, begin by locating the coupon code whose summary you would like to view. This can either be done manually, by scrolling through the entire list of codes, or you can use the “Search” option, as is explained in the section “[How to Search Coupon Codes](#)”.

Next, click on the specific coupon code link in the “Code” column of the table, and you will be taken to the “Coupon Summary” for that code.

Coupon Summary:

Discount: 100%
Valid From: 07/25/13 – ...
Applies to: Race Registration Fee, Race Add-ons & Store

INDIVIDUAL COUPON CODE INFORMATION

Whether you need to look up coupon code information for a runner, or you are just interested in viewing the usage

information for your own knowledge, you can easily access this data by going to the “Financial” tab of the race dashboard, opening up the “Coupons” subheading.

Basic Coupon Information

The “Coupon Summary” will first show you the basic coupon setup information. This includes the discount redeemable from this coupon, the dates in which the coupon is valid, and the transactions that this coupon can be applied to. To edit any of this information, please refer

to the “Edit a Coupon Code” subsection of “[How to Manage Coupon Codes](#)”.

Coupon Usage Information

Also in the “Coupon Summary”, you can view various details pertaining to usage information. This begins with the “Number of Uses” for that particular coupon code, as well as the monetary equivalent to the “Total Discounts” redeemed by that coupon code.

The “Number of Race Registrations” and the “Number of Refunded Registrations” in association with that coupon code will be listed for you, as will be the “Number of Race Store Purchases”.

The “Number of Club Memberships”, the “Number of Refunded

Number of Uses: 6
Total Discounts: \$660.50
Number of Race Registrations: 30
Number of Cleared or Refunded Registrations: 0
Number of Race Store Purchases: 2
Number of Club Memberships: 0
Number of Cleared or Refunded Memberships: 0
Number of Club Store Purchases: 0
Number of Cleared or Refunded Purchases: 0

Memberships”, the “Number of Club Store Purchases”, and the “Number of Refunded Purchases” can also be found here.

Below that, you will find a table listing information on when the coupon was used, who used the coupon, what the total discount amount redeemed was from the coupon, and where the coupon code was used (Race Registration, Race Store, Club Registration, Club Store).

Date	User	Total Discount	Race Registration	Race Store	Club Registration	Club Store
08/21/2013 3:00PM	Ron Synup info@RunSignUp.com	\$350.00	Test Race #1 (Marathon) Number of Registrants: 10 Discount: \$310.00	Discount: \$40.00	-	-

All of this information can be downloaded in the form of a CSV by clicking on the “Download All as CSV” link underneath the table.

Registrations Using this Coupon

In the final section of the “Coupon Summary”, you will find a table that breaks down all of the registrations that this coupon code has been applied to. You can learn when the coupon was used, which registrant had the coupon applied to their registration, which event that registrant signed up for, the current status of their registration (Active or Not Active), the event cost, what the total discount amount redeemed was from the coupon, the user’s processing fee, and the amount paid by the user.

Date	Registrant	Event	Registration Status	Event Cost	Total Discount	User Processing Fee	Amount Paid
07/25/2013 11:30AM	Ron Synup info@RunSignUp.com	Coupon Code Tutorial – 5K	Active	\$14.72	\$14.72	\$0.00	\$0.00

Grouped Reporting

In addition to allowing you to view the usage information for individual coupon codes, you can also view statistics on various grouping of coupon codes. For more information on this topic, please refer to “[How to View Coupon Code Reports](#)”.



How To:

view coupon code reports

COUPON CODE REPORTS

In addition to allowing you to view the usage information for individual coupon codes (as is explained in “[How to View Coupon Code Usage Details](#)”), you can also view statistics on various groupings of coupon codes by going to the “Financial” tab of the race dashboard, and then opening up the subheading for “Coupons”.

Reports

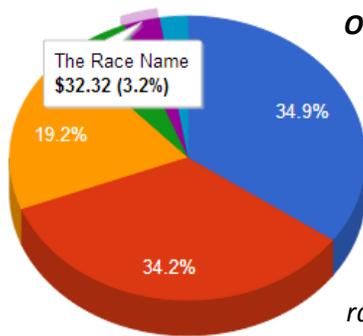
Reports

Once you are under the “Coupons” subheading, click on the button for “Reports”. Here you will be able to enter in specific parameters for your report, and then click “Build Report”.

There are two “Report Types” that you are able to view, and they are the “Overall Coupon Summary” and the “Summary by Coupon”.

Report Type <input checked="" type="radio"/> Overall Coupon Summary <input type="radio"/> Summary by Coupon	Coupon Used Since <input type="text" value="mm/dd/yyyy"/>	Coupon Used Until <input type="text" value="mm/dd/yyyy"/>
Coupon <input type="text"/>	Coupon Created Since <input type="text" value="mm/dd/yyyy"/>	Coupon Created Until <input type="text" value="mm/dd/yyyy"/>
Tag(s) <input type="text" value="(Any Tag)"/> <ul style="list-style-type: none"> Free Qpawn stuff 	Coupon Expires On or After <input type="text" value="mm/dd/yyyy"/>	Coupon Expires On or Before <input type="text" value="mm/dd/yyyy"/>
<input type="button" value="Build Report"/>		

Note: Coupon code reports include registrations and purchases that have been refunded.



Overall Coupon Summary

The default report will show you the “Overall Coupon Summary” for all coupons. This will include a table for “Total Coupon Usage”, “Registration Details”, and “Store Details”, as well as a pie chart and table displaying the “Discount Amount for Top Coupons” and the “Discount Amount for Top Races”.

Note: The “Discount Amount for Top Races” is for coupons that span across multiple races.

Summary by Coupon

The “Summary by Coupon” will show you a table that breaks down each coupon in the report. This option will allow you to see each coupon’s “Tags”, “Number of Uses”, and “Total Discount”, the “Total Before Discount” and the “% off List Price”, and finally the total “Number of Registrations” and the “% Who Used Coupons”.

Individual Coupon Code Reports

In addition to allowing you to view statistics on various groupings of coupon codes, you can also view the usage information for individual coupon codes. For more information on this topic, please refer to [“How to View Coupon Code Usage Details”](#).



How To:

redeem coupon codes

COUPON CODES

Certain races may offer you a coupon code for discounted pricing on transactions pertaining to registration, add-ons and store purchases, or all of these at once. They may be set up to cover certain amounts (ex: \$10.00) or percentages (ex: 25%) of a transaction, and restrictions may be placed upon their usage options.

 A screenshot of a web form for coupon code redemption. It features a text input field with a placeholder "Coupon Code" and a question mark icon. To the right of the input field is a blue button labeled "Apply".

Coupon Code Redemption

Redeeming the discount from your coupon code is a very simple process, and takes place on the “Checkout” step, after you have filled out the registration information for your race and/or selected items for purchasing.

When you arrive at the “Checkout”, enter your code into the field labeled “Coupon Code” and then hit “Apply”.

If the coupon code is valid, then you will find that the order information section now includes your added discount.

At this point, you can enter in your credit card information to pay any of the remaining balance if necessary, and then click “Confirm Payment”.

Once you have confirmed the payment, you will have fifteen minutes to clear the transaction and receive a full refund. After that, all sales are final, and nonrefundable.

IMPORTANT: Only one coupon code can be applied per transaction. To use multiple coupon codes, you need to do separate transactions.

Also, restrictions may limit your coupon code so that it can only be used when registering one person. For more information on the topic, please refer to the upcoming subsection “Restrictions”.

Invalid Coupon Codes

If you attempt to “Apply” a coupon code, and instead receive a message that states “Failed to apply discount: Code is invalid”, then please check to make sure that you have entered the code into the field correctly. If the problem persists, then you will need to contact the race directly by using the information listed under the “Race Contact Info” section (found on both the race page and within the confirmation email). The race will be able to look up the current status of your coupon code, and from there they can either edit the code or issue you a new one.

Restrictions

Some coupon codes are created with restrictions to limit their usage.

Certain coupon codes may:

- 1) Be specifically for use by new RunSignUp users

- 2) Stipulate a minimum balance needed in order to be redeemable
- 3) Be limited to a maximum number of times it can be used by a single user (while not limiting the number of registrants involved with the user's transaction)
- 4) Be limited to a maximum number of times it can be used by any variation of customers (whether they are reoccurring or otherwise)
- 5) Be limited to a maximum number of registrants who can be registered using it

IMPORTANT: If you are registering multiple runners on the same transaction, and try to use a coupon code designated for a single registrant, then you will be alerted that the code cannot be applied. For coupon codes such as this, you will need to register as an individual.