Use promo codes to track phone sales

Set up Promo codes in Roistat

Promotional code, or **Promo code**, is one of the most accurate tools to track phone sales. When a client is making an order over phone, an operator should ask him/her for a promo code (if the client is visiting the website at the moment) and enter it into the custom field **roistat** in your CRM or CMS.
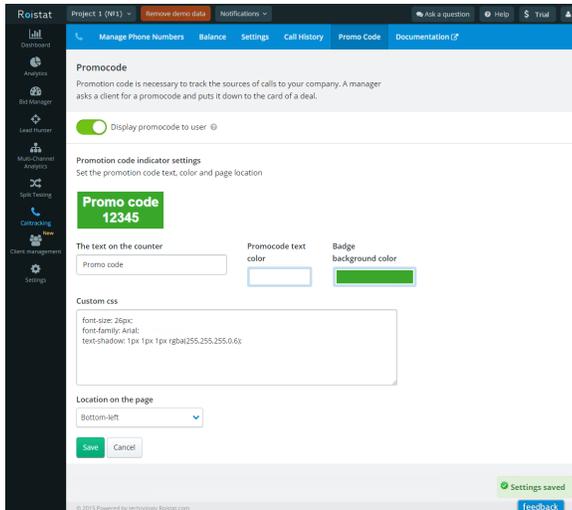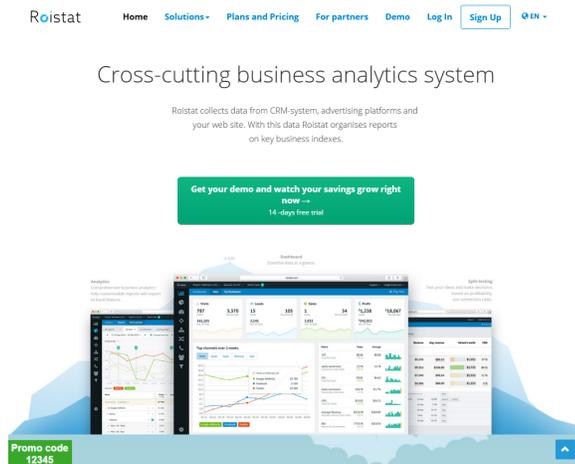
To set up and customize promo codes, follow these steps:

1. In Roistat, navigate to *Calltracking Promocode*. Activate the feature and customize your promo code appearance: its background colour, font colour, name, and position on a web page.

Apply the settings by clicking *Save*.

You'll see the *Settings saved* message at the lower right-hand corner of the page.

2. You'll see all changes after you refresh the web page:

Consequently, you'll be able to capture and record all your website visits, regardless whether a client has placed an order on the site or decided to call. All you have to do when a client is calling is to ask him/her for a promo code and enter it in the **roistat** field in your CRM.

Below is an example for amoCRM:

Now the advertising source for the client/order will be recorded and displayed in Roistat.

Set up promo codes on the server

If you need to fine-tune promo codes, use the following example of a code snippet:

```
<style>
 .roistat-promo-wrap { position: fixed; bottom: 0px; left: 0px; padding:
5px 10px; background: #ddd; opacity: 0.3; color: #999;text-align: center;
}
 .roistat-promo-wrap:hover { opacity: 1; }
 .roistat-promo { font-size: 1.1em; color: #000; }
</style>

<div class="roistat-promo-wrap">
Promo code <br>
<span class="roistat-promo"></span>
</div>
```
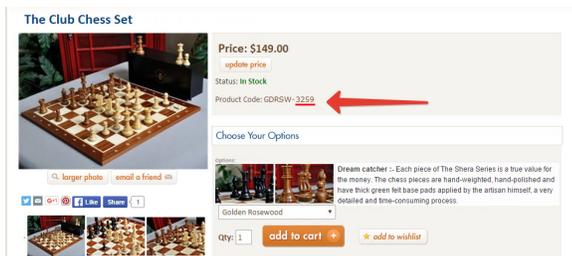
With the *class='roistat-promo'* (the value of a promo code will be added automatically) your promo code management and customization will be more flexible. You'll be able to:

- integrate the promo code into the website design;
- append the promo code to the product number separated by a hyphen;
- and much more.

E.g. you can append a promo code to a product number. When asking a client for the product number you'll immediately figure out the corresponding Roistat promo code:

Troubleshooting

If a promo code isn't displayed on your website, it's likely that some CSS class of a web page starting with *.roistat* is hidden. So that, you need to find all the CSS classes mentioned and adjust their style properties.