

Promotions report

“ You need: *Sales reports.*

The promotions report shows usage grouped by promotion code — how often each was applied over the period.

What it's for

It answers the question marketing actually needs: **which promotions are being used**, and therefore which are worth repeating.

Read alongside [Sales report](#) and [Product sales report](#), it also answers the harder question — whether the promotion brought in business or discounted business that was coming anyway.

Reading it

Usage is grouped by code, so a campaign appears as the code customers entered. If you ran several codes for one campaign, you will see them separately; group them yourself, or run future campaigns as one campaign with multiple coupons so they stay together — see [Promotional codes](#).

Questions worth asking of it

Pattern	What it usually means
High usage, flat sales	Discounting business you already had
Low usage, wide distribution	The code isn't reaching people, or isn't attractive
Usage concentrated in a few stores	Local awareness, or the offer only applies there
Usage stops abruptly mid-period	The campaign hit its end date, or was expired — check Promotional codes

Zero usage is a finding

A promotion with no usage is worth investigating before repeating it. The usual causes are all fixable: the campaign was not live for those stores, the dates or valid times excluded the trading period, or the codes were never distributed.

The [Promotional codes](#) page lists the checks in order.

Related pages

- [Promotional codes](#) — creating, expiring and troubleshooting campaigns
- [Personal promotions](#) — offers granted to specific customers
- [Sales report](#) — whether the revenue moved

Created 2026-09-17 17:25:00 UTC by Fran Sanchis

Updated 2026-09-18 07:48:34 UTC by Fran Sanchis