**Windows**

-500 codes can be generated every 6 months (this date starts from the day the first code is redeemed)

-Promotional codes are valid for 6 months since the order date.

**Format**

DM3GY-M2GYM-6YMW6-4QHHT-23W2Z

https://account.microsoft.com/billing/redeem?mstoken=<promotional\_code>

**Source**

<https://msdn.microsoft.com/en-us/windows/uwp/publish/generate-promotional-codes>

**IOS**

-100 codes can be requested for every version of each platform. Each code is valid for 28 days

-Users cannot rate the app if using a promo code

<https://developer.apple.com/library/ios/documentation/LanguagesUtilities/Conceptual/iTunesConnect_Guide/Chapters/ProvidingPromoCodes.html>

**Android**

-500 codes every 3 months, code can be embed in a URL

URL: https://play.google.com/redeem?code={CODE} (where {CODE} is a generated promo code).

<http://android-developers.blogspot.ca/2016/01/create-promo-codes-for-your-apps-and-in.html>