# ## Introduction

Promotions are a big part of commerce. Incentives help move inventory, increase revenue, and excite customers. On the OrderCloud.io platform, promotions only work if they are assigned to specific user groups. This assignment makes it easy for you to limit or extend the promotions to specific types of customers, companies or regions, for example, instead of having to extend the promotion to any type of user. In this guide, you will learn how to create a very simple promotion and assign it to a user group.

## Prerequisites

* [Created and Assign a Product](https://documentation.ordercloud.io/use-case-guides/product-catalog-management/create-and-assign-a-product)
* [Create and Assign User and User Groups](https://documentation.ordercloud.io/use-case-guides/buyer-and-seller-organization-management/create-and-assign-users-and-user-groups)

# ## 1. Create a Promotion

To create a promotion on OrderCloud.io, you’ll need to include:

1. **\*\*Code -\*\*** A redemption code that allows the user to apply the promotion to their order. Think “Discount10” or “FamilyFriends25,” for example.
2. **\*\*EligibleExpression** -\*\* This dictates what makes an order eligible to be applied to the promotion. This expression can be created by leveraging our rules engine.
3. **\*\*ValueExpression** -\*\* The `ValueExpression` dictates the value of the promotion after it has been applied to an eligible order, saves that value in the `PromotionDiscount` field on the order and updates the Total. This expression can be created by leveraging our rules engine.

Here’s an example: Your company has decided to announce a special offer to Florida shoppers: 10% off orders of $100 or more! This promotion will discount 10% of the total order if the order’s subtotal is greater than $100.

<div class="api-reference">API Reference: [Create New Promotion](https://documentation.ordercloud.io/api-reference#Promotions\_Create)</div>

```

POST https://api.ordercloud.io/v1/promotions HTTP/1.1

Authentication: Bearer put\_access\_token\_here

Content-Type: application/json; charset=UTF-8

{

"ID": “MyNewPromotion”,

"Code": "Discount10",

"Name": null,

"RedemptionLimit": null,

"RedemptionLimitPerUser": null,

"Description": null,

"FinePrint": null,

"StartDate": null,

"ExpirationDate": null,

"EligibleExpression": "order.Subtotal > 100",

"ValueExpression": "order.Total \* .10",

"CanCombine": false,

"xp": null

}

```

# ## 2. Assign Promotion to a User Group

Next, you’ll need to assign the promotion to a User Group. If your User Group has already been created, then you’re set to go - all you need to know is the `UserGroupID`.

Another option is to assign the promotion to a single user by providing the UserID instead of the UserGroupID or to the entire company by including **only** the `BuyerID` and the `PromotionID`.

In this example, we’re assigning the promotion to the User Group “FloridaShoppers.” Here’s how it will look:

<div class="api-reference">API Reference: [Save Assignment](https://documentation.ordercloud.io/api-reference#Promotions\_SaveAssignment)</div>

```

POST https://api.ordercloud.io/v1/promotions/assignments HTTP/1.1

Authentication: Bearer put\_access\_token\_here

Content-Type: application/json; charset=UTF-8

{

"PromotionID": "MyNewPromotion",

"BuyerID": "NewBuyer",

"UserID": null,

"UserGroupID": "UserGroupA"

}

```

## Conclusion

Congratulations! You have created and assigned a promotion and should be familiar with creating your own unique promotions. Interested in creating a Buy One Get One (BOGO) promotion? Read the [Create a Buy One Get One Promotion](https://documentation.ordercloud.io/use-case-guides/buyer-and-seller-organization-management/bogo) guide.