

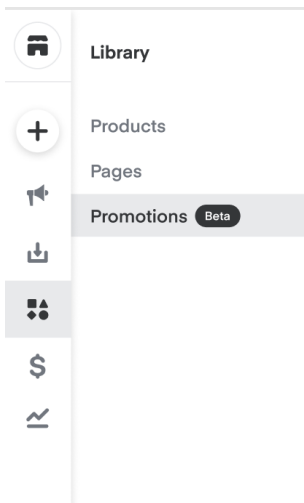
Setting up promotion groups

All promotions belong to promotion groups. Before setting up a new promotion, you must create a group for it to live under.

Create a new promotion group

To create a new group—

1. Click **Library** on the left-side navigation
2. Click **Promotions**



3. Click **Create promotion group** in the top-right corner



4. Type a descriptive **Promotion group name**
5. Select your preferred **Billing** method from the drop-down

Promotion group basics

To launch promotions, start by creating a group. Promotions aim to help you drive brand awareness, repeat purchases, and potentially boost sales.

Promotion group name

Billing - optional

6. Click **Next**

Next steps

Once your promotion group is created and in order to launch, you must create at least 1 promotion.

[Learn more about setting up promotions.](#)

Your promotion group goes live on the start date, usually by 12am PST. We provide several key performance indicators (KPIs) and metrics to help you understand how your promotions perform. [Learn more about managing and measuring promotions.](#)