

Partner Promotions for Glovo users

Why should I offer promotions?

Promotions are one of the main tools partners can use to grow their business at Glovo and reach new customers. On average, partners have **doubled their orders** and **tripled their store visits** by running promotions.

Please note though that promotions may have different outcomes depending on:

- The type of promotion: partners can run product or delivery promos based on their strategy and needs
- How attractive the products on promotion are
- The promo length and timing

What type of promotions can I set up?

Currently, you're able to set up campaigns for free delivery, fixed delivery fees, 2 for 1 and % discount promotions from the Partner WebApp. We'll be adding more types of promotions soon!

- **Free delivery:** the user receives the meal/product with no delivery costs
- **Flat delivery:** the user pays a flat delivery fee (lower than the regular fee)
- **2x1:** the user buys one and gets another item (same item) for free.
- **Percentage of discount on products:** the user pays a reduced price for the ordered products - e.g. 20% off a specific product or the whole menu.

Choose the one that best suits your business needs!

How do I set up my own promotions?

1. Access the Partner WebApp and go to the "Promotions" tab. To access this section, you may need to enter your Administrator Code, which was sent to you by email. If you can't find it, please send us a message via the Partner WebApp, by clicking on "Help and resources" in the Profile section.
2. Click on the button "Create campaign"
3. Choose the type of promotion that you want to run
4. You'll be asked to provide the following information:
 - Name of the campaign (Take into account that this name will not appear in the app, it will only be used to identify the promotion.)
 - Promo specifics

- Stores for which you'd like to run the campaign
- Dates for the promotion to apply
- Budget you would like to spend (optional)

By default, the promotion will be launched as active, you can deactivate this option in the campaign creation process and activate it later from the promotions panel through the "Status" column.

How many promotions can I set up?

You can set up as many promotions as you want, even during the same period of time. Combining different types of promotions is now a reality!

When can I set up my promotions?

You can set up your promotions whenever it works best for you. The Partner WebApp is available 24/7!

I have several stores. Can I set up promotions in any of them?

Yes, you can apply a promotion to all stores or just to one. Your choice.

What are the costs?

Will I be charged for participating in or setting up promotions for Glovo users?

No, we won't charge you any extra fee to set up a promotion for your store. You'll just cover for the cost of the discounts given to customers through your promotions.

How do you calculate the commission with regards to orders with promotions?

The commission is applied to the discounted price. This means that the commission is applied to the net value of the order (the cost of any items bought minus the value of any offer or discount).

How will I be charged for the costs derived from promotions?

You'll see it as a payment adjustment on your invoice. You'll only cover for the cost of the actual discounts given to customers through your promotions.

Will I be charged if I cancel a promotion?

No, you'll never get charged for cancelling a promotion.

Will I be charged if I reject an order where a promotion was applied?

No, you will only be charged for those orders that you accept.

Can I set up a budget cap for my promotions?

Yes, while setting up your campaign you can indicate the maximum budget amount you'd like to spend on that promotion. We will stop the promotion automatically as soon as it surpasses 90% of the budget.

Our recommendation is that you allocate a maximum budget of 10% of your monthly sales, given it will work like a marketing investment.

What will customers see on the Glovo app?

Who will be able to see and benefit from my promotions?

All users in Glovo located within your delivery area will be able to see and benefit from your promotions.

How will a customer know that I'm offering promotions?

We will add a promotional tag to your store whenever you offer a delivery promotion or a featured product promotion.

What is a featured product promotion?

Featured promotions have a higher visibility in the app: the promotion will appear on the promotions wall and the yellow promotional tag will appear on your store card. To create one, when choosing the products included in your promotion make sure you consider the following:

- Choose at least 3 products for the promotion, including one top selling product
- If you do not have top selling products, choose at least 5 products.

Boost the results of your product promotion to the fullest by following these guidelines!

How can I track the performance of my promotions?

You will be able to manage your promotions through the Partner WebApp, being able to activate and deactivate them at any time.

Once your promotion has ended you'll receive a report by email with the key information on how your promotion performed.

What are the promotions' 'Terms and conditions'?

You can read the promotions' terms and conditions [here](#).