


Product Tags

Product Tags are a great tool to use for promotions. Create a tag, then use it as your condition or award in promo creation in Lab 50. This way, you can have a promo like 25% off all "cards" – create a product tag group called "cards" and put all your card products in it...then the promo applies to all those products.

In myLab, click Store Management then Product Tags. You will need to wait while the list generates, it can take a few minutes depending on what tags are in your account. Once the lists loads, click into a tag or create a new one, then click Add Products and select the products that should be tagged. A product can belong to multiple product tag groups.

We have set up a default list of popular items and tags. If you use one of the pre-setup tags, double check it before your promo starts to make sure it contains all (or only) the products you expect it to.



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