

# Discounts Overview

You can promote your products using discounts, which are managed at the catalog level. Discounts enable you to apply special promotions or sales to the products in your catalog. For example, you can apply free shipping to orders over \$50, or create a 40% off coupon for shoppers to use during a 3-day holiday sale.

Discounts are located in the Admin at **Main > Marketing > Discounts**, where they are arranged in a [folder hierarchy](#) and you can [configure new discounts](#). Follow the guides in this section to learn more about creating and managing different types of discounts.