



# New Customer Acquisition Offer

10% OFF\* OR 20% OFF\*

your entire order up to \$100  
with code **INTRO4U10**

your entire order over \$100  
with code **INTRO4U20**

It's time to help pet parents begin their proactive pet parent journey.



With this special offer and a **100% Satisfaction Guarantee**,  
your customers have nothing to lose and their pet's health to gain!

\*New customers only. One use per household. Coupon code must be entered at checkout. No rain checks.  
Not valid in conjunction with other offers. Standard shipping rules apply.

# FAQs

## Introductory 10% - 20% Off First Order

This ongoing offer for first-time customers is designed to help you encourage your prospects to try pawTree products! Don't forget to mention the 100% satisfaction guarantee too. The offer has a banner at the top of your website.



**Q:** Is there a coupon code required for this discount?

**A:** Yes. The 10% discount should be applied at checkout with coupon code INTRO4U10 for any first-time customer order less than \$100. The 20% discount should be applied at checkout with coupon code INTRO4U20 for any first-time customer order higher than \$100.

**Q:** Will this apply to a new petPro's enrollment kit/pack?

**A:** No. The offer is only valid for an order with commissionable PV.

**Q:** If a customer placed an order previously, can this offer be applied retroactively?

**A:** No, that isn't possible.

**Q:** If my customer has never used the INTRO4U10 or INTRO4U20 coupons, can they use it now?

**A:** No, this offer is only valid for new customers. They won't be able to use these coupon codes if they have already placed an order.

**Q:** If my customer has used the INTRO4U10 coupon code on their first order, can they use the INTRO4U20 code on their next order?

**A:** Only one code can be used. If they have used the code for 10% off an order under \$100, they cannot use the 20% off code for an order \$100 or above at another date (and vice versa).

**Q:** Can the codes be used when setting up an EZ Ship order?

**A:** Yes, they can be used when setting up an EZ Ship order, as long as the customer has not placed an order previously. The discount will only apply to the first EZ Ship order.

**Q:** Can the codes be used by a new petPro after they place their enrollment order?

**A:** No, codes cannot be used by a new petPro after they place their enrollment order.

**Q:** What if my customer uses the wrong coupon code when they place their order?

**A:** You or your customer can contact the support team within 7 days of the order date, and they can apply the correct coupon retroactively.

**Q:** Is there a maximum discount for the INTRO4U20 coupon code?

**A:** No, there is no maximum discount amount. The coupon will take 20% off the order subtotal, no matter how large an order your customer places.

## Policy Notifications:

petPro accounts will be audited for policy violations before prizes are confirmed and fulfilled. As noted in Policy 34 of the Terms and Policies, bonus buying is not permitted. Per Policy 40, pawTree reserves the right to take back bonuses paid, or incentive rewards earned on canceled orders, including but not limited to rewards earned on EZ Ship orders canceled before their third shipment cycle. Also, please note Policy 35, regarding qualified new petPro enrollments. pawTree reserves the right to take back income and/or incentive rewards on canceled or unverifiable petPro enrollments. petPro Policy 55, regarding petPro demotions and the suspension of title promotion rewards, is applicable to both the demoted petPro and their sponsor for all applicable campaigns.