

## What is the difference between "Given Away" and "Bonus ...

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A "Bonus" Item is a product that is given away for free when another product is purchased. For instance, if someone buys an ebook from you, the "Bonus" product may accompany that product in the sale, as incentive to purchase product "A".

It may not be given away as a stand alone product.

**Note:** In most cases, it can be used as a bonus to say register for a membership, or opt-in list sign up.