How BAEMIN handles millions of redemptions in a coupon-hungry market

voucherify

BAEMIN
Delivery Hero

BAEMIN

Industry: Food delivery
Size: 201-500 employees
Location: Vietnam
Customer since: 2019

Overview:

BAEMIN Vietnam, a subsidiary of Woowa Brothers Vietnam, is at the forefront of disrupting the food technology in Vietnam.

Woowa Brothers Vietnam is a joint venture between **Delivery Hero**, world's leading local delivery platform operating in over 50 countries, and **Woowa Brothers**, the top food delivery company in Korea.

In May 2019, Woowa Brothers Vietnam launched the BAEMIN app in Vietnam with the vision of becoming the leading food technology company in the country, promoting the growth and development of the local food ecosystem.

Currently, BAEMIN operates in 21 cities across Vietnam and fulfils thousands of orders per second, delighting customers and earning recognition as the number one food application in terms of geographical reach and customer satisfaction.

The challenge

The COVID-19 pandemic brought about an unprecedented growth of food delivery services as more people started to order takeout. When BAEMIN entered the Vietnamese market in 2019, their growth team soon realized the importance of incentivizing customers with promo codes to capture their attention and increase long-term brand loyalty. Especially given that the Vietnamese customers are used to regular discounts with as many as 30% of customers using at least one promo code weekly.

However, without a specialized promotion tool, their marketing team was struggling with developing and managing promotions in a timely and cost-effective manner, wasting precious development time on securing and adjusting campaigns for hours on end. Soon the need for a flexible coupon software became apparent. This is when BAEMIN started to look for a solution that would save development time, while at the same time help them achieve their marketing and personalization goals.

BAEMIN NEEDED A SOLUTION THAT:

1

Minimized time-to-market of new campaigns and reduced the issues with change management.

2

Eliminated repetitive development work related to generating and managing campaigns.

3

Accelerated business growth and ran at scale to support their growing user base.

Why Voucherify?

Voucherify provides BAEMIN with all the necessary features to carry out their global promotional strategy:

- ✅ Quick generation of thousands of unique promo codes in bulk.
- ✅ Campaign security with advanced redemption limits.
- ✅ Granular targeting with segmentation and geofencing capabilities.
- ✅ Dedicated data cluster in the APAC region.

With the API-based integration and marketer-friendly Dashboard, BAEMIN saw huge potential to reduce silos and configuration errors, as the marketing team would finally be in direct control of all promotional campaigns.

Besides critical coupon features, Voucherify also provided BAEMIN with a native **integration with Braze communication platform**, allowing their marketing team to send personalized coupons to users via in-app messages without separate IT development. As a result, their team managed to build new distribution channels with the Braze canvas feature to deliver coupons to users after syncing the coupons created in Voucherify.

> We needed a coupon creation and management system that would help us save development time and provide enough functions for normal operations. We use Voucherify as our main coupon management system daily.

Quynh Phan Thuy
Project Manager at BAEMIN

Effective campaign generation

BAEMIN's marketing strategy revolves around generic and unique promo codes that offer various amount or percentage off discounts usually applicable to whole order total. To support their personalization goals, BAEMIN uses the following validation rules:

- ✓ **Redemption limits per code per customer in a predefined time frame.**

- ✓ **Partner-only campaigns made possible with flag type metadata-based rules.**

- ✓ **Minimum order total.**

- ✓ **Product-based campaign (specific collection items required in the cart).**

To enhance their promotional efforts, BAEMIN uses Voucherify in combination with in-app communication channels to run large-scale sales events. BAEMIN uses vouchers in a creative way by running gamified campaigns on social media with vouchers as rewards, seasonal discounts to celebrate specific holidays or flash offers valid only in predefined restaurants. While most of the campaigns are automated, they also offer coupons for customer compensation, which are applied manually through their customer support team.

Secure campaign management

Robust campaign management was extremely important to a rapidly growing team at BAEMIN. In order to avoid communication breakdowns between marketing and IT, BAEMIN needed a marketer-friendly space where non-tech team members could freely manage and analyze campaigns.

Voucherify metadata and categorization capabilities were essential to BAEMIN in properly marking campaigns for future analysis. The team applies mandatory metadata to campaigns and vouchers to define the discount target (order/delivery), discount type (merchant/mass/personal/standalone) and coupon application method (automatic/manual).

Definitions

Add new definition   Remove all definitions

voucher_type
is **optional** property type **String**

equal to any of **merchant,mass,standalone,personal**

```
{
  type: "merchant",
  target: "delivery",
  application: "auto"
}
```

To make campaign management easier across teams, BAEMIN uses categories to attach specific campaign to individual teams responsible for the given campaign. Categories are then used to quickly search and pick relevant campaigns for further performance analysis.

Program name *
Partner Special 20230415

☑ Auto update

Category
Marketing

Campaign examples

BAEMIN consistently uses Voucherify as its primary coupon management system for all its campaigns. BAEMIN runs plenty of regular campaigns with discounts for new clients, vouchers for specific product categories, or virtual punch cards (where if you buy X times you get one meal free of charge).

One notable campaign involved offering exclusive discounts for popular restaurants located near the user's delivery address, subject to a minimum order value and with a limit of one redemption per customer per day.

Another example of a successful campaign was the Family Day flash promotion. During a limited time period, users could claim unique coupons that could be redeemed within 7 days. The marketing team created a sense of urgency by limiting the number of available coupons. As a result, the campaign achieved a **15% increase in traffic** and a **10% rise in orders** for participating merchants every day while it ran. These campaigns serve as crucial touchpoints for BAEMIN to gauge the impact of coupons on its user base and tailor future promotions based on evolving preferences and expectations.

A flexible and scalable coupon system is an extremely crucial aspect of food delivery. Taking into account the extreme importance of promo codes and rough competition in the Vietnamese market, it is definitely not an understatement to say that Voucherify is one of our main platforms to work with daily.

Voucherify Promotion Engine definitely helped us expand our business to new cities and locations thanks to attractive and urgent coupon campaigns that entice new users to give us a try and keep regular shoppers ordering more.

Quynh Phan Thuy
Project Manager at BAEMIN

Results

By using Voucherify on a day-to-day basis, BAEMIN can easily create promotional campaigns to support their long-term marketing and growth goals. Voucherify offers an excellent user experience and ease of use, making it possible for BAEMIN to run their campaigns smoothly and efficiently without additional input from the IT team. As a result, they save hours of development time that otherwise would have been wasted on building and testing campaigns.

Moreover, Voucherify ensures platform stability and scalability, which is a vital element for BAEMIN's expansion strategy. The team already amassed over **60 million engaged users** and **launched over 800 campaigns with Voucherify** with the daily redemption rates averaging at **100 000**.

1
Flexible campaign management by the marketing team alone

2
Faster campaign time-to-market thanks to API-first integration

3
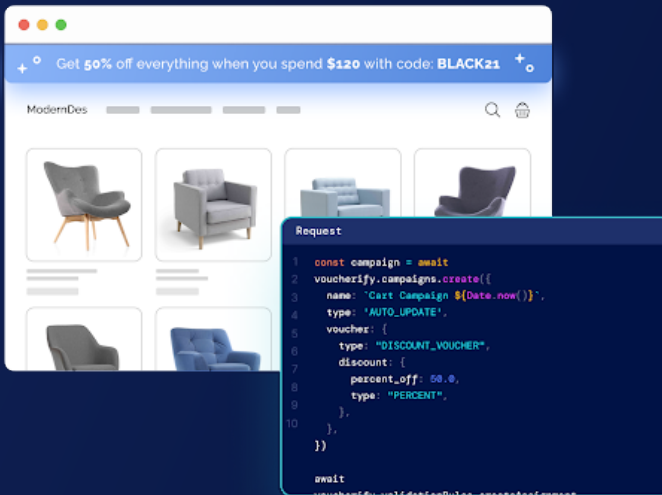Scalable promotions platform to support their rapid growth

4
Fraud prevention thanks to tight limits and granular targeting

Switch to an API-first Promotion Engine

Contact sales for a personalized demo or **sign up for a free trial** and give Voucherify a try. You have 30 days to test your unique ideas for promotions and feel the power of a new cross-channel experience created with incentives. You can also prolong the trial during the integration or go for the free plan when your platform usage is low.

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