% voucherify

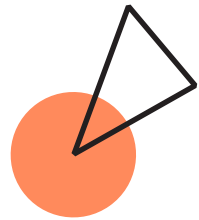# Ten Coupon Campaigns for Your Business

Unleash your creativity and explore ten personalized coupon campaign ideas perfect for your business.

voucherify.io

With a flexible API-first approach, Voucherify helps digital teams deliver digital promotions faster.

We help our clients to implement best-in-class promotional scenarios such as:

- coupon campaigns,
- cart-level discounts,
- giveaways,
- loyalty programs,
- and referral schemes

via any channel, at a fraction of the cost.

Did you know that

over 50% of customers spend around two hours each week looking for coupons and special deals? Or that email messages that include a coupon have a 34% higher click-through rate?
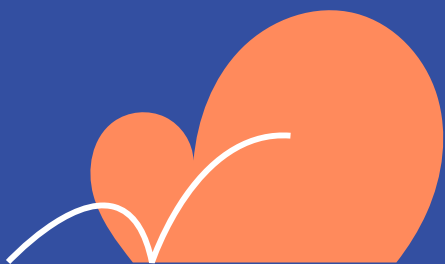
The best discounts aren't about mindlessly slashing prices. Coupons are about how customers perceive numbers, products, and what they expect from your brand specifically. We have prepared ten tried-and-tested coupon campaigns that you can implement straight away with Voucherify Promotion Engine.

Prerequisites

- You need to integrate Voucherify with your store or app for these workflows to be effective. Visit the Success Portal to see how simple the integration process is.
- All use cases below are based on either customer data or product catalog. To run these campaigns, upload all necessary data to Voucherify via CSV import, API, or CRM integration.

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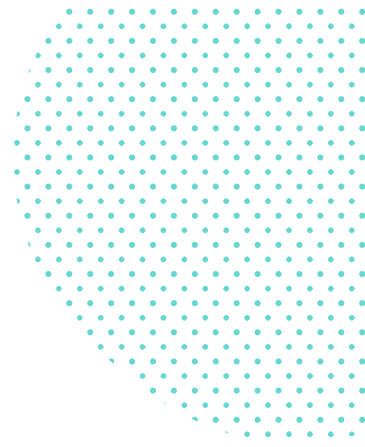
Abandoned Cart Coupons

[With more than 60% of carts abandoned](#), discounts are the perfect way to nudge customers along the sales funnel.

From a technical perspective, you will need a dynamic segment based on specific customer behavior – cart abandonment. All that's left is segmenting customers around this event and sending automatic messages with coupon codes to all visitors who left your store without finishing the purchase.

> **Tip!**
> To increase the urgency of your offer, you can generate codes with a short expiry date. This type of campaign can also help with your up-selling and cross-selling as you may base the discount on your inventory.

1. Upload customers

There are three ways to upload customers into Voucherify – via [API, CSV file](#), or manually. You can enhance profiles with attributes already available in Voucherify (e.g., location, order history, redemptions) or custom bits of information (with the use of [metadata](#)).

> **Tip!**
> Voucherify is a GDPR-compliant data processor. Read more about how we protect your customers' sensitive data [here.](#)

2. Enable tracking of cart abandoned event with Custom Events Schema

You can model this workflow with the use of Custom Events. Custom Events denote your customers' actions that are not tracked in Voucherify by default. Before using them in your API calls, you need to create them in the Event Schema (Project Settings). Logging a custom event can trigger coupon distribution and enable customer segmentation filters around the event recency and frequency.

3. Create a segment for customers who abandoned their carts

Create an auto update customer segment based on the event. You can further specify the event by defining when the event should have taken place, e.g., two days ago.

4. Create a new discount campaign

Create a new discount campaign using the Dashboard. You may customize multiple campaign parameters – name, code pattern, redemption limits, and more.

> **Tip!**
>
> With the use of validation rules, you can limit coupons availability to customers from the cart_abandoned segment. This way, you can prevent coupon fraud.

5. Create an automatic distribution

With Voucherify, you can send messages with codes using three different tools – built-in Distribution Manager, native plugins, or bespoke tools accessible via API integration. Set up automatic distribution to assign a code to the given customer profile and send codes to customers who have entered the cart abandoned segment.

> **Tip!**
>
> Thanks to the distribution mechanism, a single discount code will automatically be assigned to only one customer profile protecting your coupons from misuse.

> **Tip!**
>
> Voucherify offers multiple built-in integrations that will make the code sharing process a breeze. Use webhooks or 3rd parties, such as MailChimp, Braze, Twilio, and more.

6. What's next?

You should remember to A/B test the incentive type and value to come up with the best possible offer for your audience. Dashboard reports will keep you up to speed with how your program is doing thanks to detailed redemption logs.

Best Practices

Use messaging channels that your customers know and like, such as email messages, SMS, or push notifications and deliver them in real-time to capture customer attention.

Use short expiration dates to make sure that your customers won't hold back with finishing their orders.
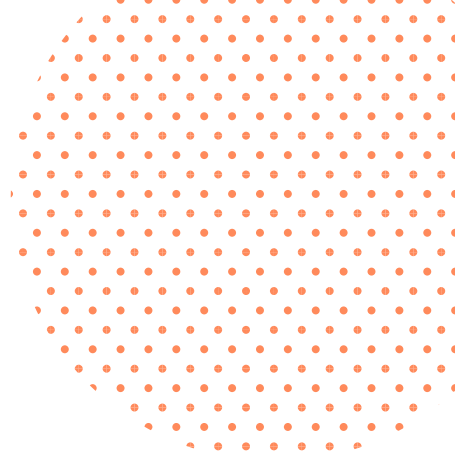
Be sure to add coupon reminders to your offers to remind customers about unredeemed coupons.

Welcome Coupons

Coupons are an extremely effective way to increase your conversion rates and make your offer stand out among competitors. For instance, you may offer a discount on the next purchase and deliver it to the newly-registered customers via favorite channels. Voucherify lets you define new customers in several ways – based on the profile creation date, total count of customer orders, or any customer attribute.

1. Upload customers

Customers can be imported with CSV or synced with your CRM using the API. You can also upload single customers into Voucherify manually.

2. Create an auto update segment for new customers

You can choose between static and auto update customer segments. Base the segment on multiple attributes, e.g., the created date is less than seven days ago. You can freely add and mix multiple filters to target specific segments.

3. Run a new discount campaign

Create any type of discount. Freely customize your coupon patterns to make them more user-friendly and relevant to your messaging (e.g., HELLO###). Choose between four different discount types – amount, percentage, unit, and free shipping. Don't forget to establish a time window for code activity; otherwise, the campaign will run indefinitely.

Tip!

Alternatively, you can launch this campaign as a cart promotion. This way, you can display a promotion to all new customers and apply it automatically if visitors meet the predefined promotion criteria. No coupon codes are needed.

4. Launch automatic codes distribution

If you are using unique codes, set up automatic distribution of coupon codes to customers who enter the New Customers segment. If you have decided to run this campaign as a cart promotion, you can also use Voucherify distribution mechanisms to notify customers about it.

5. What's next?

After releasing the campaign, your marketing team can track your codes performance and modify the discount (if needed). You can incorporate welcome coupons as part of other activities such as referral or loyalty programs.

Best Practices

- You can use this incentive to encourage customers to share personal details with you, such as an email address or a phone number.
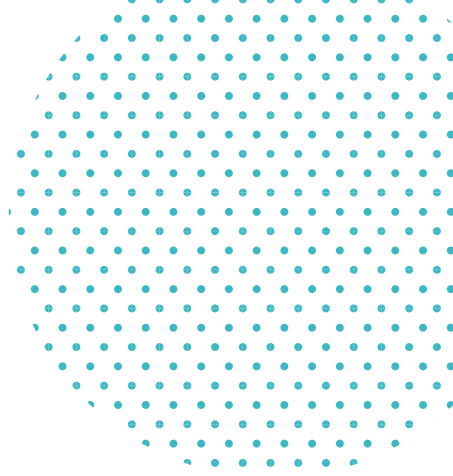
- Remember to follow the Rule of 100 and offer amount discounts for products over 100$, and percentage deals for products under 100$.

- This type of campaign can be an easy target for dishonest customers. Prevent coupon fraud by introducing redemption limits to once per customer.

Happy Hour Coupons

To keep the revenue flowing and protect your margins against sudden drops in quiet periods, you can try to offer discounts available in a limited timeframe. Launching a Happy Hour Campaign is an excellent tool to turn off-peak hours into assets and create additional profits during less profitable periods.

1. Launch a new discount campaign

Visit the Campaign Manager to create a brand-new coupon campaign. Provide all necessary details of your campaign – name, description, redemptions limits, code pattern, number of generated codes.

> **Tip!**
> You can also run this scenario as a standalone code campaign with a multiple-use code that you can share via different channels.

Choose between four available discount types – amount, percentage, unit, and free shipping.

> **Tip!**
> If you choose a percentage discount, you may define the upper discount limit to protect your bottom line.

2. Define the time window for codes activity

Voucherify lets you generate codes valid in a predefined time frame. You can decide about:

- Start an expiry date.
- Activity after publication (e.g., 30 days after sending a code to the customer).
- Recurrent activity periods (e.g., every Friday between 6 and 8 pm).
- Activity on specific weekdays or only at the weekends.

You can freely mix these time limitations to create a customized Happy Hour campaign tailored to your unique business goals. Keep in mind that you can use more rules to personalize your offer by targeting particular customer groups or discounting selected products.

Tip!
You can set up additional time limitations with the use of metadata. For example, you can offer a 20% discount for trips booked between February and April or between 1 pm and 5 pm.
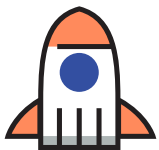
3. Share codes with customers

Now, you should be ready to share codes with customers. You can send automatic messages based on a specific trigger, e.g., customers entering a segment or orders changing status to paid. If this doesn't suit your use case, you can also use manual messages to send codes only once to a predefined audience or all customers.

4. What's next?

Let your marketing team take the lead in analyzing the campaign performance and tweaking the incentive to find an optimal discount strategy. If you are interested in offline redemptions in your physical stores, Voucherify also offers a [mobile app](#) for scanning QR codes and redeeming vouchers on the spot.

Best Practices

This workflow can also work great as a [cart promotion](#) displayed as a banner visible to all visitors.

Encourage consumers to purchase sooner than they would otherwise by offering discounts on desirable and fast-moving products in a limited time frame.
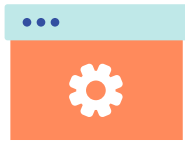
Sorry Coupons

You can trigger automatic discounts for all customers who raised a support ticket via your app or 3rd party apps. This way, you instantaneously remedy any ill-feelings or anger on the customer's side.

1. Upload customers

Upload your customer data via API, CSV, or manually (not recommended for high-volume imports).

2. Enable tracking of ticket raised event with Custom Events Schema

You can model this workflow with the use of Custom Events.

Tip!

Voucherify offers a dedicated app for Intercom, Voucherify Rewards. Thanks to the app, your customer support agents can send Voucherify incentives to customers straight from the live chat window.

3. Create a segment for customers who raised a ticket

Base the customer segment on the event ticket_raised. This way, when this event occurs in your system, it is sent to Voucherify by invoking the Create Event method, which results in the customer entering the segment automatically.

4. Create a new discount campaign

Launch a [coupon campaign](#) with a bulk of unique codes. Name your campaign, customize the code pattern, and add validation rules to protect your margins from coupon misuse (e.g., the minimum order amount is more than 49.99$).

Tip!
You can choose between three redemption limits – once, X number of times, and unlimited

5. Send codes with customers

When the campaign is ready, send coupon codes via [email](#), [SMS](#), push notifications, or 3rd party apps such as [MailChimp](#), [ActiveCampaign](#), or [Intercom](#).

6. What's next?

Ensure that your website or app is connected to Voucherify to handle redemptions and have full control over your coupon codes.

Best Practices

Make sure to use unique codes that are assigned to particular customers to minimize the chances of fraud. Also, limit the redemption to once per customer to avoid the same customer using the same coupon multiple times.
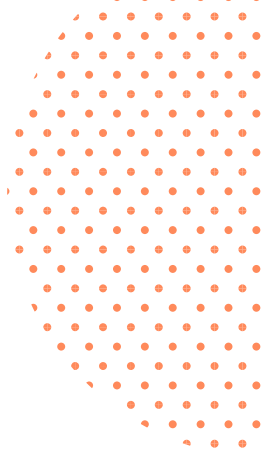
Remember to personalize your messages. Include customer data via variables to personalize your messages at scale.

To prevent coupon fraud, you can also limit the code redemption to specific products.

Re-engagement Coupons

Sometimes you need to incentivize dormant customers, and there is no better way to do it than a fun coupon campaign with automatic reminders. If your customer didn't use your services or buy your products at some time, send them a discount for a new product line to give them a great reason to come back.

1. Upload customers

You know the drill by now – upload your customer data using API or Dashboard. Keep in mind that this step is optional, and you can base your campaign on customer source ID only.

2. Create a segment for dormant customers

Segment your customers based on the last order date, metadata, or other attributes you want to use to mark customers as inactive. For instance, if you run a fitness app, you can mark customers who haven't completed a race in 4 weeks as inactive. Voucherify can support an infinite number of use cases specific to your industry.

3. Create a discount campaign

Launch a discount campaign for all products and services or only on selected products, e.g., a new product line. With the use of validation rules, you can limit your codes eligibility to selected segments, orders, products, and more.

4. Share codes with customers and set up reminders

Voucherify lets you use various channels such as email, SMS, or custom integrations to send messages with codes to dormant users triggered by segment changes. Your messages can be personalized and customized at scale – you can send them automatically every time a new user is recognized as dormant.

Tip!
You can base the distribution on many events such as new customers entering or leaving the given segment or new orders.

5. What's next?

Top your emails off by adding automatic email reminders sent X days after the first message. If customers fail to use codes in a predefined time window, automatic reminders will remind them about unredeemed discounts and the upcoming expiration date.

Best Practices

Use your knowledge of products your customers like and incentivize them to buy again by offering discounts on selected product categories or items from customers' wish lists.
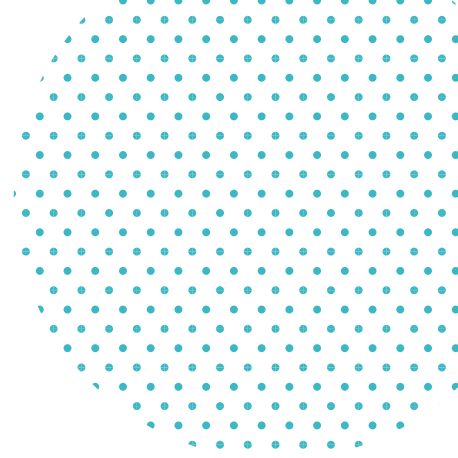
You can also use this opportunity to incorporate a short survey into your email to ask customers how you can do better or inform them about a new drop at your store. You can create such an email using our built-in email editor.

Try A/B tests and offer different discounts to figure out which configuration works best.

Flash Sale Coupons

Flash sales help attract customers' attention towards new products in a market cluttered with similar offerings. Indirectly, time-limited promotions play a significant role in influencing the purchase decision. Offer a discount for your new product line to claim the spotlight.
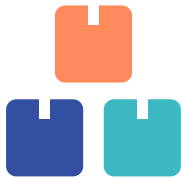
1. Upload products

You can add products to Voucherify in two ways – via API or manually (not recommended for high-volume imports).

Tip!
You don't need to import your product catalog to Voucherify to run product-based campaigns. You can include your products ID as metadata in the API calls.

2. Create a fixed code campaign

By running a fixed code campaign, you can promote the code across dozens of channels like social media, coupon aggregates, or printed magazines. You can also run A/B experiments by publishing two (or more) fixed-codes to separate channels. The Dashboard reports will show you which converted better to make data-driven decisions in the future.

Start by defining the name, description, and the code pattern. In the case of fixed codes, customer experience is crucial – exclude any complex characters from the code and create a code that fits the occasion, e.g., NEW2020.

Don't forget to define the timeframe of the campaign. It is essential to set time boundaries on the campaign and to keep your offer urgent.

3. Add product-based validation rules

The discount will be available only for customers who have a new product in the cart.

4. Promote the code on various channels

Share the code on multiple channels and in different formats (text, barcode, QR). Use built-in integrations or distribution mechanisms (email, SMS, and more) to notify customers about your promotion and generate buzz around the new product line.

5. What's next?

Monitor the coupon redemption rates and react in real-time when the code goes viral and starts to bring losses. Deactivate the code on the fly via API or Dashboard.

Best Practices

If you offer a percentage discount, limit the total discounted amount to protect your margins.
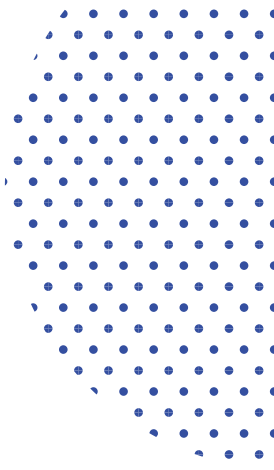
Run flash sales in the time of the biggest traffic on your website to maximize the discount reach.

Use other validation rules to create a targeted code – limit the redemption to only new customers or orders with the minimum order value.

Platform-related Coupons

Suppose you offer your services through multiple platforms, e.g., social media, mobile app, and numerous online shops. In that case, it is a great idea to introduce discounting to nudge customers towards a platform that you want to promote at the given moment.
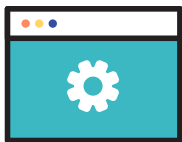
1. Add metadata to the order object

To quickly differentiate between orders coming from various platforms, add metadata property to the order object. For instance, add platform property to the order object and set its value equal to shop_2. This way, you will be able to track orders made in the shop_2 (which can denote your Shopify store) and offer customers automatic discounts made in this specific shop.

Tip!

Metadata enables you to add custom data to Voucherify, which you can later use for building validation rules, customer segments, and reporting/tracking.

2. Create a segment for customers who match order metadata

Create a segment for customers who match the order metadata equal to shop_2. You will use this segment for code distribution.

3. Create a discount campaign

Now, you can start building a discount campaign. Provide the name, redemption limits, code pattern, and timeframe of the campaign.

After selecting the type and value of the discount, set proper validation rules. In this campaign, you should use Order metadata satisfy and select shop_2 as your property. This way, only orders with this metadata in the API call will be eligible for the discount.

4. Share codes with customers

Share the codes with customers via multiple channels, such as email, SMS, push notifications, web banners, etc. Set up the automatic distribution of messages with codes to all customers who made an order in your new store. The messages will be triggered by new customers entering the predefined segment.

Tip!
Voucherify lets you trigger distribution based on multiple events, such as customers entering and leaving segments or orders changing status.

5. What's next?

To attract more customers to the new sales platform, you may consider launching an influencer campaign with customizable affiliate links that are easy to monitor via Voucherify Dashboard. By using different code delivery channels, you can easily track which performs best for your audience.
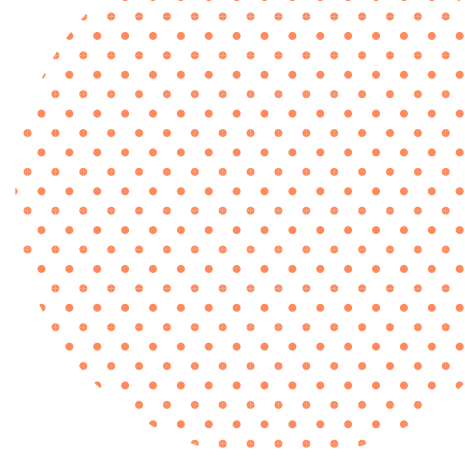
Best Practices

Generate buzz around new apps, shops, and platforms and direct traffic from already established shops to new venues.

Pay attention to your audience's different shopping habits and fit the distribution channel to your customers' preferences.

Seasonal Coupons

Discounts should never last forever to protect your product from being categorized as less professional and exclusive. Launching seasonal sales can be a great way to incentivize customers to choose your offer in a specified period.

1. Create a fixed code

First, provide some general details on the code – description, category, code redemption limit (if any), timeframe, and a code pattern. You can ask Voucherify to generate a random code for you or create a custom code.

Proceed to set up time limitations – a crucial step for any season-inspired campaign. After all, you shouldn't run a Christmas-themed campaign in August.

2. Add order-based validation rule

Add validation rules to the code to establish desired redemption circumstances. In this case, limit the redemption to once per customer and for orders above 100$ to protect your margins.

3. Share the code with customers

Share the code on multiple channels such as your website, social media, or print. You can also include it in an email with Christmas wishes.

Tip!
Use the built-in email designer to wrap the code in a visually appealing message that suits the occasion.

4. What's next?

All that's left is to monitor the code performance and, if need be, introduce some adjustments like different limits. You can also disable the code if its popularity is close to exceeding your budget limitations.

Tip!
Voucherify offers you a possibility to export redemption data to a BI and analytics tools of your choice.

Best Practices

It is best to launch seasonal campaigns before the actual event or peak season to position yourself at the trailblazer and not the follower.
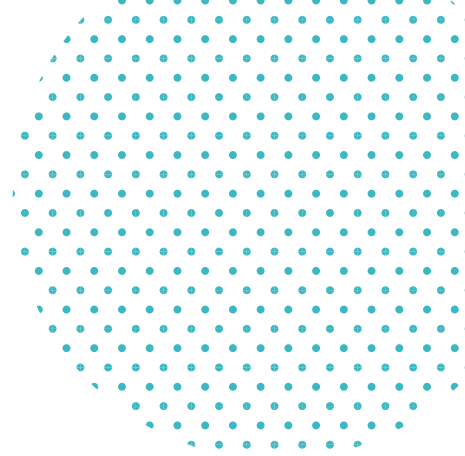
Send the codes earlier and notify customers when they will become active to increase customer excitement.

By cultivating a sense of urgency, scarcity, and exclusivity, you encourage customers to buy your products now, which improves your sales revenue.

Purchase Frequency Coupons

By releasing several coupon campaigns based on total order amount or order count, you can keep customers engaged throughout more extended periods. For example, offer 5$ off for new customers, 10$ off for the 2nd order, and 20$ off for the third order. This way, customers will be more likely to return and make another purchase at your store.

1. Segment your audience based on order history

Assuming that you have already uploaded customer data into Voucherify or settled for using customer source ID in the API calls, you can now segment your audience based on total order count. Create three segments – for customers with zero, one, and two orders.

2. Launch multiple campaigns with segment-based rules

Provide the name, description, redemption limits, and code pattern of your codes.

Tip!

If you plan on launching several similar campaigns, clone the campaigns to do it faster.

Choose the discount type and value. Next, establish validation rules. Make sure to introduce segment-based validation rules – for example, customers with 0 orders are eligible only for the discount for new customers (5$ off).

3. Share codes with customers

Launch automatic coupon distribution via a channel of your choice. This way, all customers who enter the given segment will receive a discount code for the next order, redeemable only once and under predefined conditions. You decide how your audience gets the codes – via email, SMS, 3rd parties, and more.

4. What's next?

Consider launching a loyalty program to target customers who have already purchased from you multiple times. After all, taking care of the high-value customers brings the highest ROI in the long run.

Best Practices

Splitting discounts over a more extended period can help you increase the customer lifetime value and keep customers coming back for more.

Make sure to limit the redemption of the code to once per customer to prevent coupon fraud.

Related Product Coupons
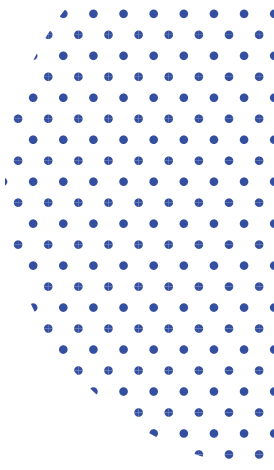
Coupons for specific product categories are an excellent way to get rid of slow-moving inventory. It is also a great way to personalize your offers more. For instance, if a customer purchases an item from the X category, send him/her a discount for all items from the Y category. Ensure that the product categories are complementary to increase your chances of success, e.g., offering a discount for sunglasses after a customer purchased a swimsuit.
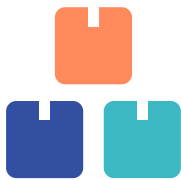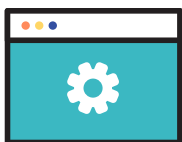
1. Upload products

You can upload products to Voucherify in two ways – via Dashboard (manually) or API (programmatically). The use of API is recommended for high-volume imports.

Tip!
Voucherify also allows you to create product SKUs to differentiate between different versions of the same product. This way, you can offer discounts only on selected product SKUs.
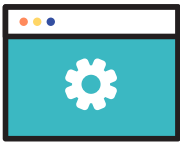
2. Add metadata to the product object

The product category is not a predefined attribute of products in Voucherify. You can create it via metadata – custom information about your objects. Create a new metadata property Category with its value equal to Sunglasses (strings).

This way, all sunglasses from your store can now belong to the Sunglasses product category.

3. Add metadata to the customer object

Proceed to add a new metadata property to your customers. You can name it purchased_products and make it an array (it will allow more properties to be attached to the single metadata property). If swimwear is listed in the metadata array, then this property will be the basis for creating a new customer segment.

4. Create a customer segment for those who bought swimwear

You can use metadata to perform customer segmentation. Name your segment and define segment conditions – based on the customer metadata (purchased_products contains swimwear).

5. Launch multiple campaigns with segment-based rules

Run a discount campaign with validation rules based on segments and products.

The discount codes will be available only for customers from the segment created in the previous step (those who purchased swimwear) and the orders made for a product from the Sunglasses category. You can model such limitations with the use of Customer segment and Product metadata satisfy filters.

6. Share codes with customers

Set up automatic codes distribution to customers who meet the segment criteria. You can use the distribution mechanism or 3rd party integrations to deliver codes to customers.

7. What's next?

Experiment with the product bundles to find the optimal product mix that's relevant to customers' expectations.
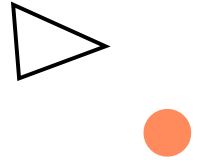
Best Practices

By offering a discount on specific product categories, you show customers that you are aware of their preferences, increasing your offer's personalization.

Instead of offering a discount on the selected product, you can also add them for free to the order with the unit discount type.
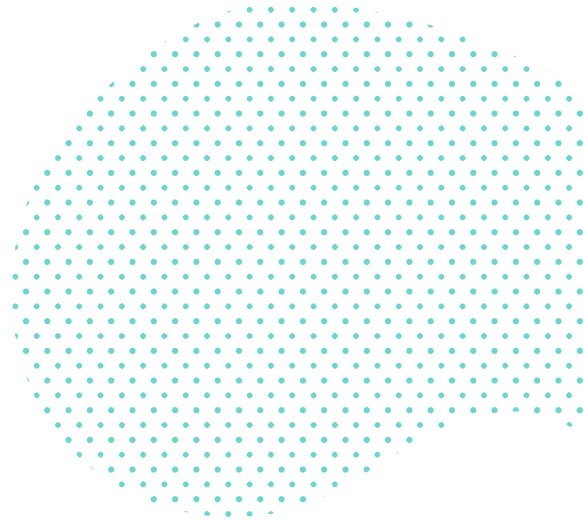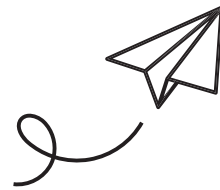
We are here to help

Tell us what we can do for you.

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