% voucherify

# UX Hacks for Coupons and Promotions

**Perfecting Promo Codes UX on Ecommerce Websites**

**GIVE $20, GET $20**

Get your referral link to give your friends a $20 off discount when they shop at Hot Beans. If they use it, we'll reward you with $20 too!

Or copy your personal link

voucherify.io

-50%

SKU NUMBER/CATEGORY

**Product Name**

**$14.25** ~~$15.00~~

## 45% OFF

**FOR WHOLE ORDER**

Code: divante.com       Copy       → Apply

⚡ **Black Friday**              Ends in **01** h **08** m **59** s

- 05/08/2021 04:00 – 09/08/2021 12:00
- For all products.
- Combinations: Get 20% off when you spend over $169.00 or get 15% off when you spend over $89.00.

# Introduction

As a Promotion Engine, we know what makes a good promotion UX. With an experience of over 400 global customers, we have decided to put together a comprehensive list of the best practices for promoting coupon deals and promotions to customers on ecommerce sites.

This ebook covers the whole customer journey, from promotional messages and price drops on the website through coupon and promotions validation and application at checkout.

We hope this guide will help you redesign your platform to include coupon and cart-level promotions and improve your existing customer experience.

If you have any questions or would like to know more about Voucherify Promotion Engine, please feel free to contact us.

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# The Business Challenge

Every ecommerce offers discounts. Promotions grew to be so prevalent that customers are now expecting them, especially in seasons like Christmas time.

As a result, as an ecommerce business, you can't afford not to provide discounts. The business challenge is to strike a balance between two goals – profitability and customer satisfaction. As discounts bring direct losses to revenue and, at the same time, increase customer satisfaction, they are a double-edged sword.

The current economic climate forces customers to spend less and save more. As price is clearly top of mind for shoppers, brands need to showcase their offers effectively to attract both new and existing customers. And for that, you need a strong promo code UX to see positive results.



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Ecommerce
## Coupons & Promotions UI Kit

Winter Sweater green
**$44.00** -12%
$50.00

⚡ Flash sale    Ends in 01 h 08 m 59 s

ADD TO CART

☑ Over 40 customizable screens

☑ Complete promotion flows

☑ Extensive components library

**Download**

# Best Practices of Coupons and Promotions UX

## Be upfront about promotion restrictions

The T&Cs of promotions need to be clear. When creating a copy, you should focus on three key elements: what the promotion is, what benefits it brings, and how to use it. If you add order total limits or exclude products from the promotion, make sure it is clear for customers before they want to apply it at the checkout. Nothing is more frustrating than expecting to receive a discount, only to find out that you do not qualify.

**Examples:**
Pretty Little Thing states straight on their main page banner that the promotion excludes on-sale and beauty items.
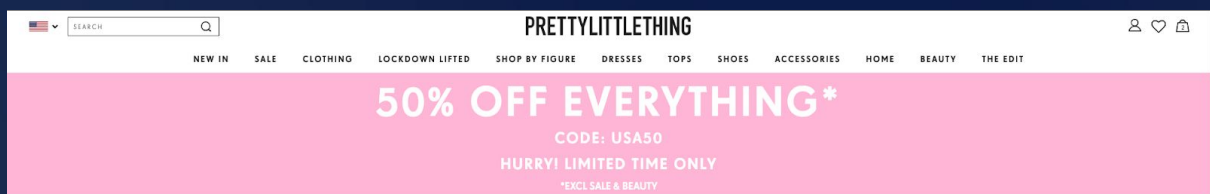


Abercrombie & Fitch has an interesting take on promotion details. The company uses a single landing page for all available offers and explains their details in a dropdown form. This design is effective if you have only several active campaigns.
Otherwise, it might get too overwhelming, especially for new shoppers.
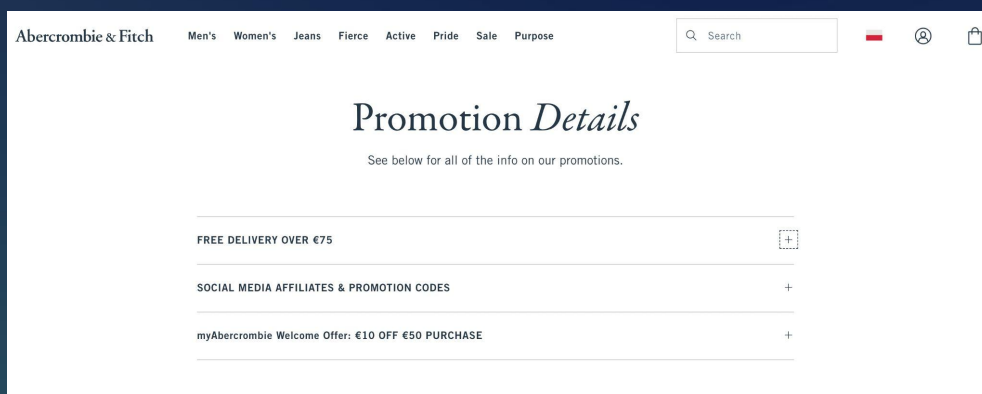
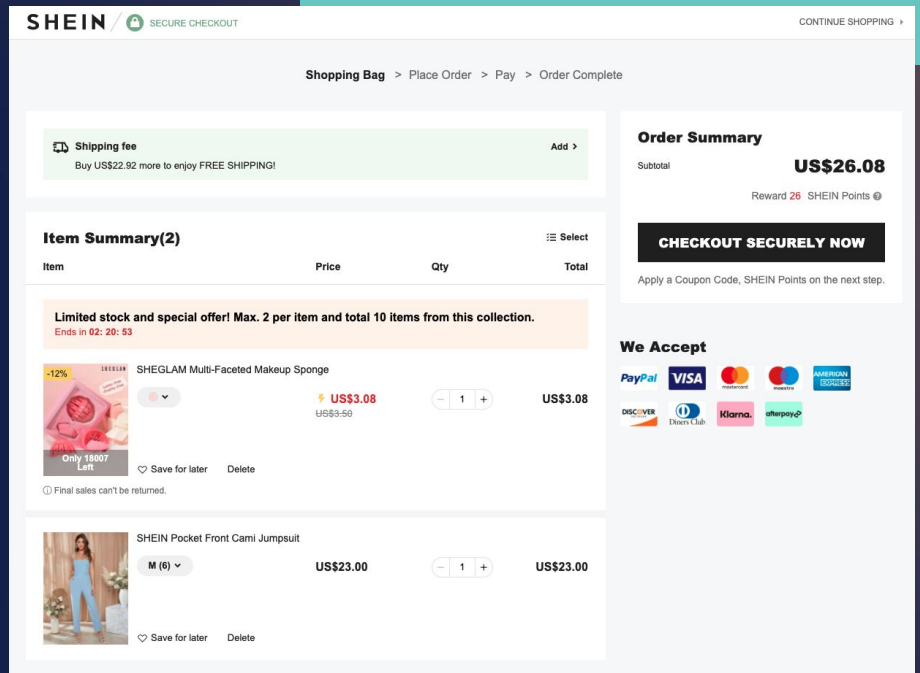Shein mentions the special promotion conditions even in the shopping cart.

## Clearly state the promotion time frame

You should inform customers about the campaign duration. Setting clear time brackets for campaigns also helps create a sense of urgency and nudge shoppers to complete their orders faster.

You can do it either by mentioning the time frame (dates or hours) of the promotion or by adding a countdown timer. The best practice is to always add the promotion time frame on every banner and advertisement, not only in the terms and conditions, to ensure customers know about the expiry date.

**Examples:**

Shein informs customers about the promo duration with a countdown next to banner and category page. They even show the number of pieces left to increase urgency.
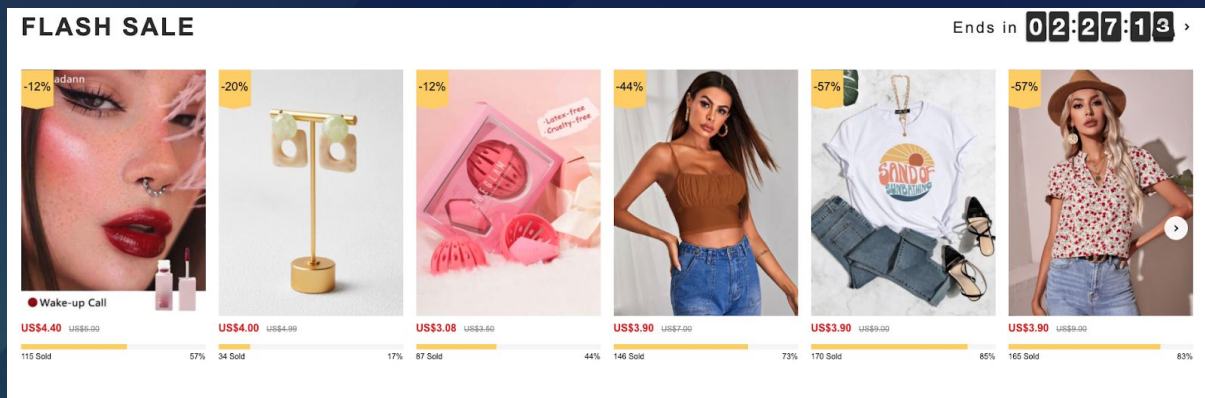
Shein informs customers about the offer duration on the product page to further enhance the promotional experience. They even include a timer in the shopping cart.
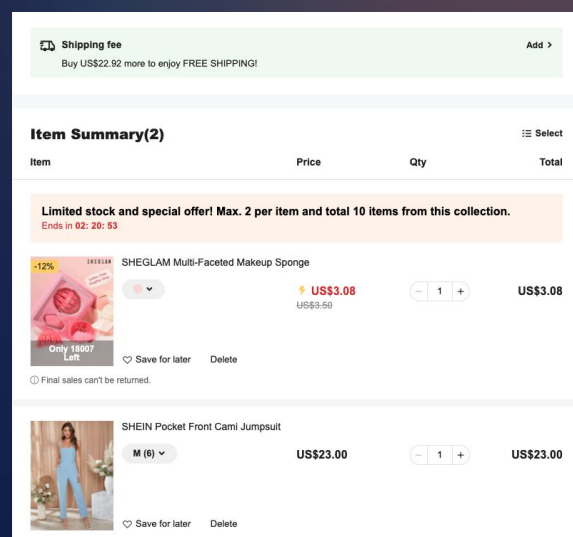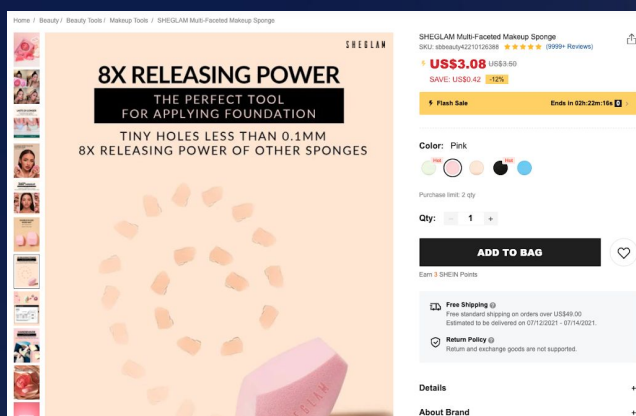




## Automatically apply coupons to provide the best experience

You can simplify the redemption process by allowing users to automatically apply coupon codes to their cart by clicking on the discount code or, at least, to copy it automatically so that they do not have to jump between the cart and homepage to copy and paste it.

Making the code application process easier will help you avoid frustration and increase the promotion success rate. You can also automatically apply unique discount codes sent via various channels (email, SMS and others) if the customer clicks on the link they have received. This approach will also help you limit the number of users abandoning your site in search of coupons.

If the offer is publicly available, always consider whether it could be a cart-level discount instead of a coupon code. Automatic discounts are excellent for reducing confusion and removing the possibility of user error. The input box, on the other hand, may generate greater buy-in from your clients and create a sense of excitement about completing a purchase.

**Examples:**

Vanity Planet automatically applies public coupon codes on eligible orders in the cart. After going to the checkout, the order total is recalculated to reflect the discount code. They even add a free product to the order if the order qualifies for it, automatically applying the discount code.
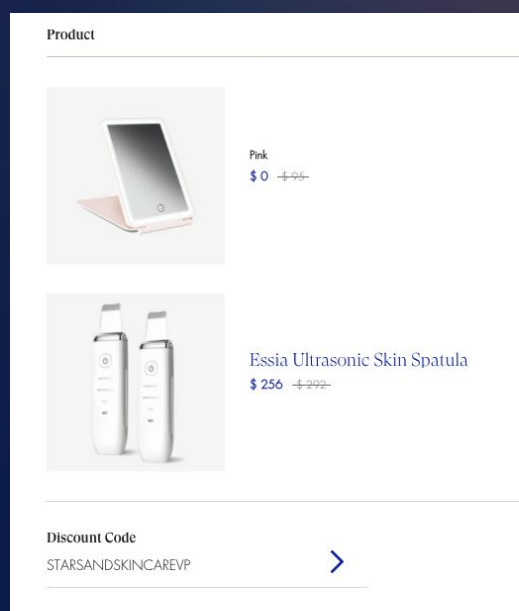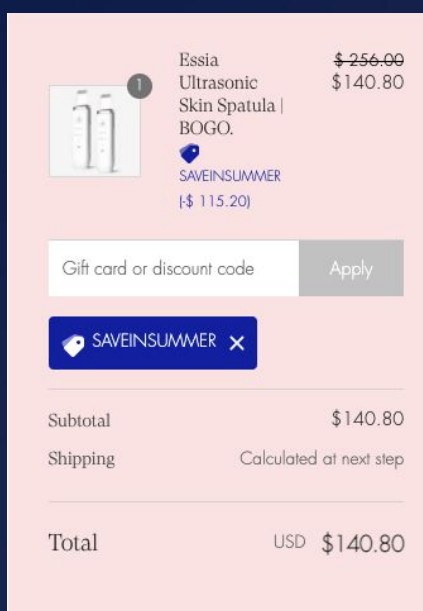


## Summary:

✔ Keep promotions T&C short and simple. If you need to explain conditions, offer a T&C pop-up. If you run the same campaign all year round, build a landing page for T&Cs.

✔ Always add start and end date to your campaigns. Display the promotion timeframe in a countdown format.

✔ Make the code application process automatic. If your technology stack doesn't allow it, make the code easy to remember and possible to copy – never add a promo code as a png.

# Offer a sales compilation page

Collecting all publicly available cart-level promotions and discount coupons on one page is a great way to make it easier for customers to find them. This way you can display the promotions also to new or not-logged-in customers. Often brands display all promotional banners on the home page which may obscure different page elements and break the customer experience.

**Examples:**

Victoria's Secret presents all available offers in a clear UI in a dedicated space. Note how the information architecture on the site uses size to emphasize or de-emphasize selected offers.
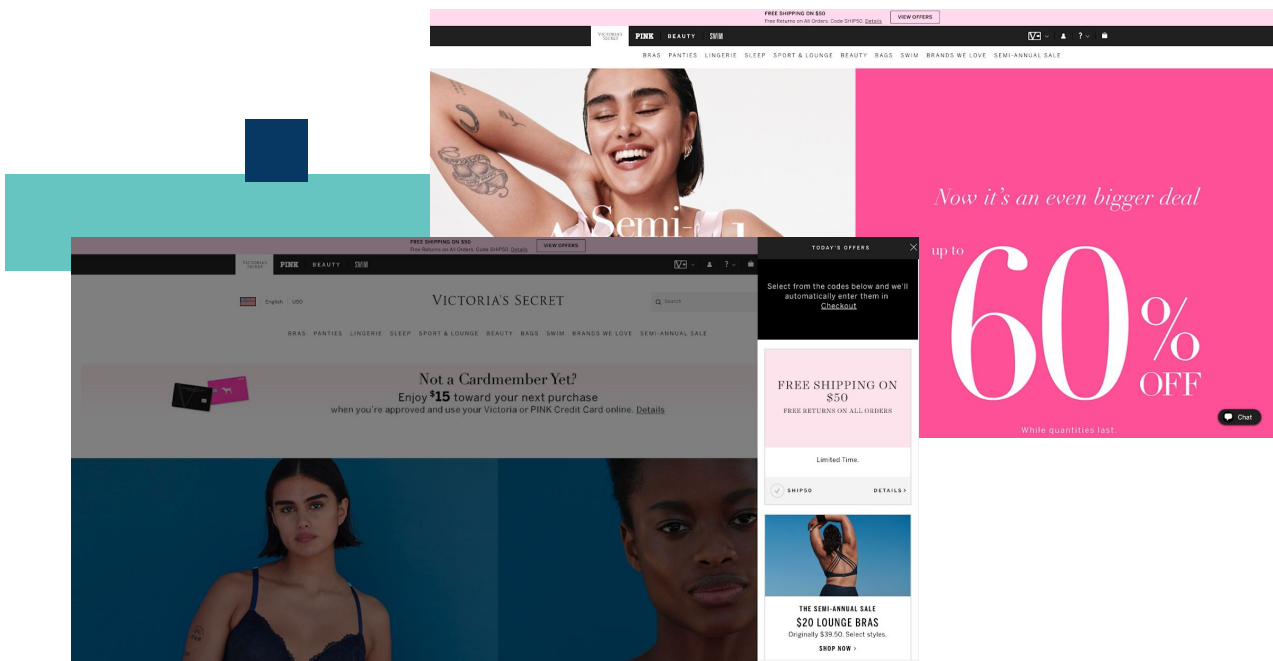


Old Navy uses a bottom banner to display all available deals. After selecting an offer, a user is redirected to a specific product page with discounted products.
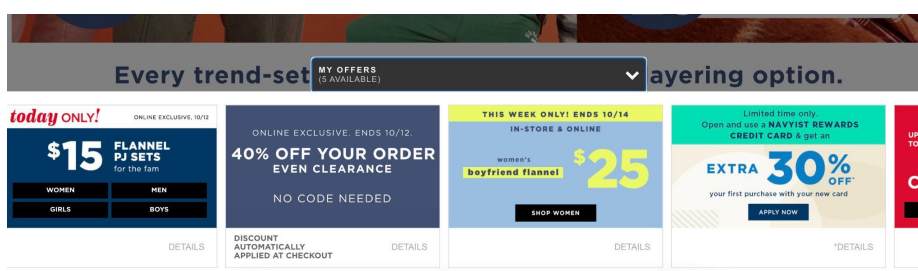
# Enable filtering in your sales category for better UX

If you offer a sales category page collecting all items a certain promotion is applicable to, you should allow users to navigate and filter that category. Some visitors will just want to see products on sale and nothing else, so separate sales categories should allow them to view all offers and navigate through this section with ease.

Filtered navigation options should allow shoppers to sort and filter within sales sections to narrow the selection effectively. Without filters, sales shopping can be hard work and may result in customers dropping from your site, especially if you have a rich inventory catalog with widely different products.

**Examples:**

Pomelo Fashion offers sale category filters by product type and size.
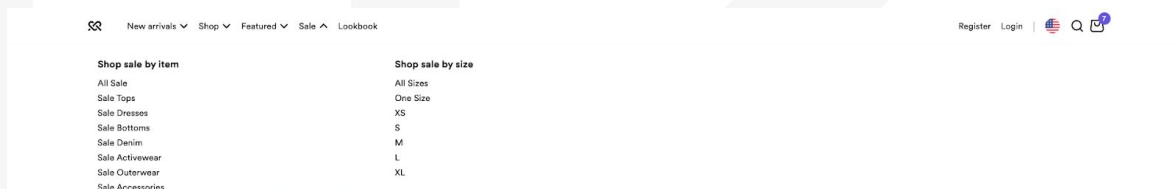
Fashion Nova offers sale category filtering by price point or categories:
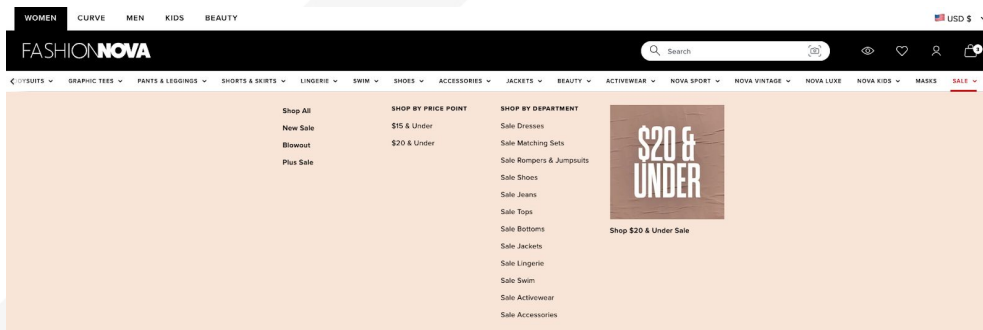
Zalando has a dedicated promotion landing page with plenty of filters on top.

## Offer a customer cockpit (wallet)

Displaying available discounts per customer in a dedicated customer cockpit increases the feeling of exclusivity, which is essential for luxury brands.
A dedicated space allows you to display personal discount coupons, gift cards, loyalty points, or other rewards, as opposed to a general sales page with all promotions available to the public.

**Examples:**

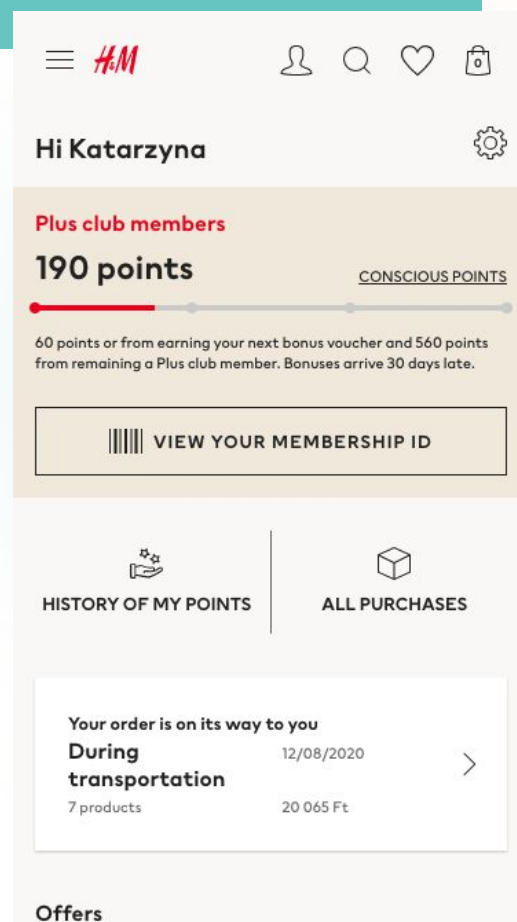H&M offers a customer cockpit, where customers can find their loyalty points balance, available promotions and discounts, unique vouchers, and a referral program.



## Communicate site-wide promotions globally

If the site offers free shipping or other site-wide discounts, show these offers on each page of the site. Consistent discount reminders can help users find items within their budget and encourage them to buy. Again, global discounts paint your brand as one that provides perks to buyers. By only showing site-wide promotions in selected areas, you risk that not all users will discover them. In addition, if coupons are not advertised on all pages, customers may assume that they were intentionally hidden to prevent use which will reflect negatively on your brand.

**Possible discount placements include:**

- ✓ Promotional spaces in the hero space on the homepage.

- ✓ Promotional pop-ups within the product-listing page or in the right rail.

- ✓ Banners at the bottom of the page, in or near the footer.

- ✓ Banners at the top of every page with the promotion details or coupon code

**Examples:**

Pomelo Fashion communicates their site-wide coupon on the homepage banner, top page ribbon, and category pages, making them very hard to miss.
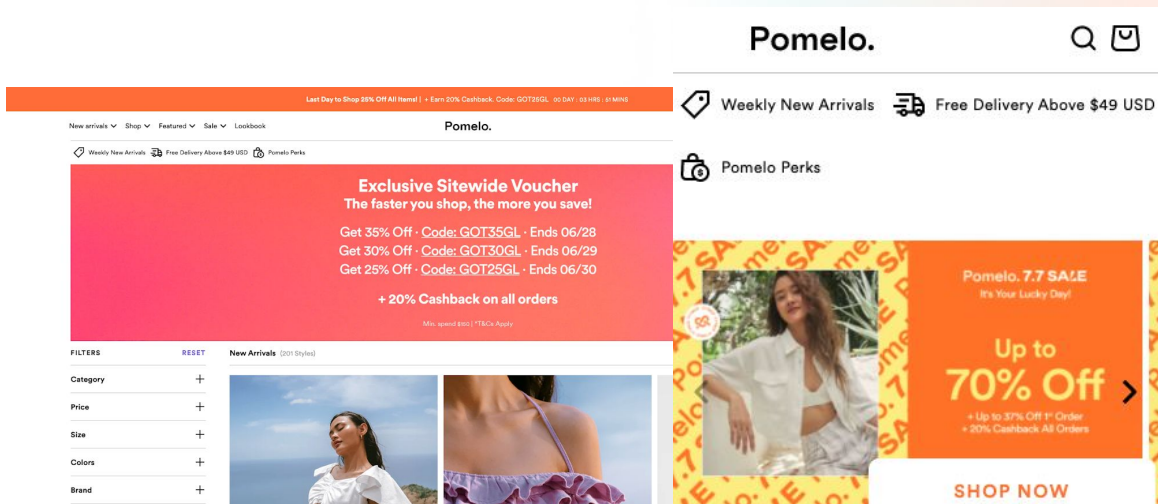


PrettyLittleThing reminds customers of site-wide coupons even on product pages – a great move from the UX standpoint.
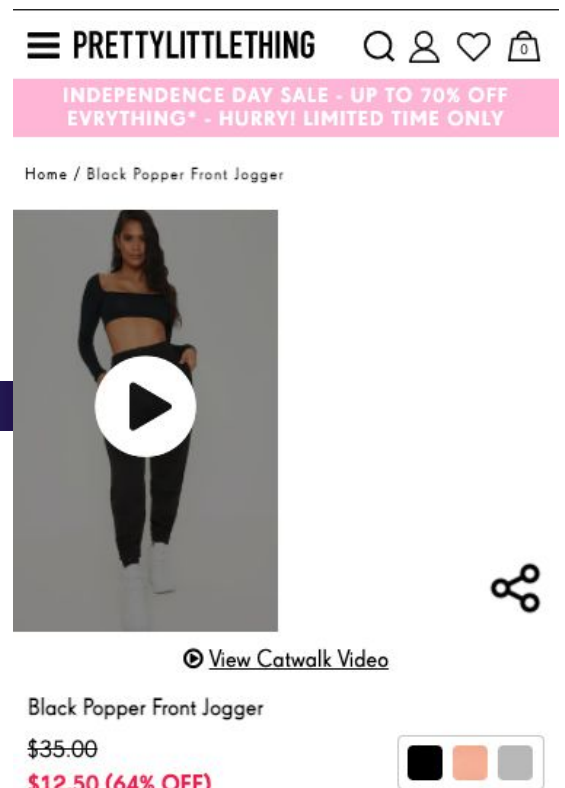


## Summary:

- ✔ Build a dedicated landing page for all available promotions and on-sale items.

- ✔ All sales pages should have filters allowed – product category filtration is the minimum.

- ✔ Offer a dedicated cockpit view for logged-in customers. This asset can also serve as a referral tracking site and loyalty dashboard.

- ✔ Open-for-all promotions should be diligently promoted throughout the site.

# Be careful with pop-ups

Pop-ups can be used to advertise coupons and cart-level promotions available in the store, but they have various UX downsides. If they are the only method of advertising, users can close them and forget the exact discount conditions or the code required. Therefore, pop-ups should be used with other means of communication like banners, emails, or SMS. Another issue with pop-ups is that they are intrusive. They cover the content users actually want to browse and can get annoying quickly.

On the other hand, pop-ups are a great replacement or addition to emails when assigning a discount to the customer for an action they have just performed. For example, if the customer subscribed to the newsletter, you could display the discount earned in a pop-up. This way, the customer will get it easier and earlier than if they had to check their inbox. Again, pop-ups and emails could co-exist to make the discount available if a customer would like to come back to it later. A good alternative to pop-ups on mobile apps are push notifications.

**Examples:**

Tula uses pop-ups to communicate cart-level promotions but the pop-up can also be accessed when the user clicks on a promotion banner in the ribbon. That makes it possible to come back to the promotion later.
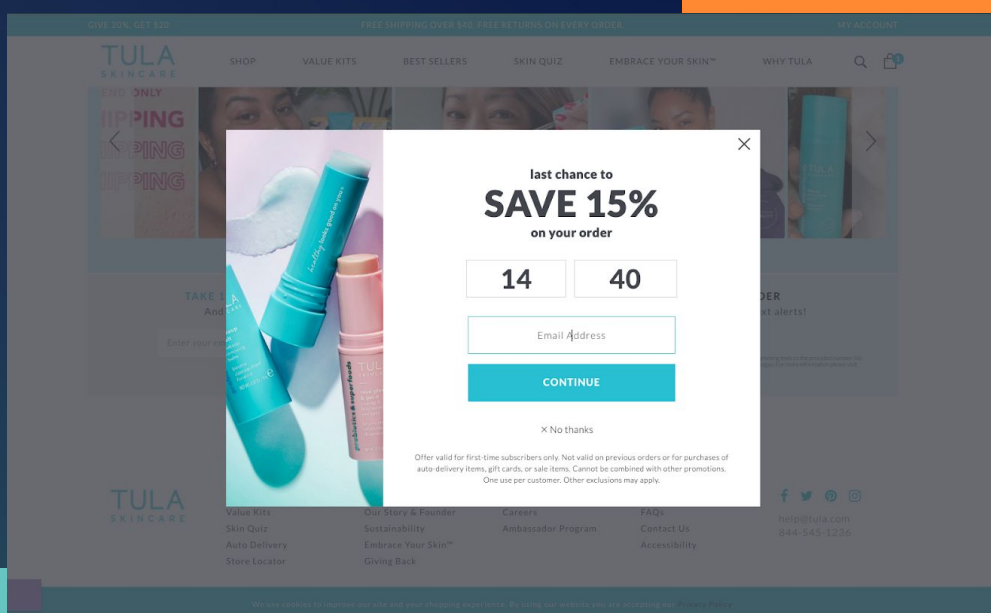
# Use ribbons and footers

Page ribbons should be reserved for public or site-wide discount promotions. It is a great place to add a public coupon code and make it visible across all pages, including checkout, to make the code easily accessible when users are checking their shopping cart or completing the checkout.

**Examples:**
Chubbies Shorts uses the ribbon for advertising publicly available cart promotions.



Footer is one of the least-read places on the website. Placing discount coupons or cart-level offers there is not the best idea as the discounts will probably be missed by most customers. On the other hand, a footer is a great place for adding promotion terms and conditions. If you do not need a separate page for the T&C of the promotion, you can place them in the footer.

**Examples:**
ThredUp uses the footer to display their cart promotions T&Cs.
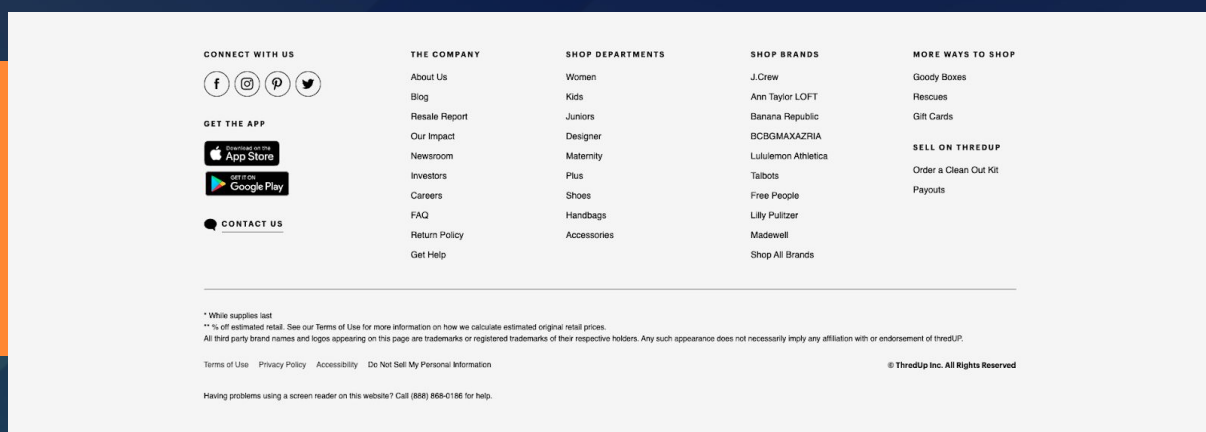
## Do the math for shoppers

Some brands offer promotions like free shipping for purchases above a certain order total. These deals entice users to spend extra time and money to qualify for them. For minimum-spend promotions, brands should tell users exactly how much more they need to spend to qualify for the offer. A great UI idea for that is counting down directly in the shopping cart how much users need to spend more to qualify for the discount, whether it is free shipping, % or dollar off discount.

Sites could go even further by suggesting relevant items in the shopping cart that would allow the shoppers to hit the minimum spend target and save them the effort of doing the math themselves.

**Examples:**

Tula uses the UI to show in the shopping cart how much is missing to qualify for free shipping.
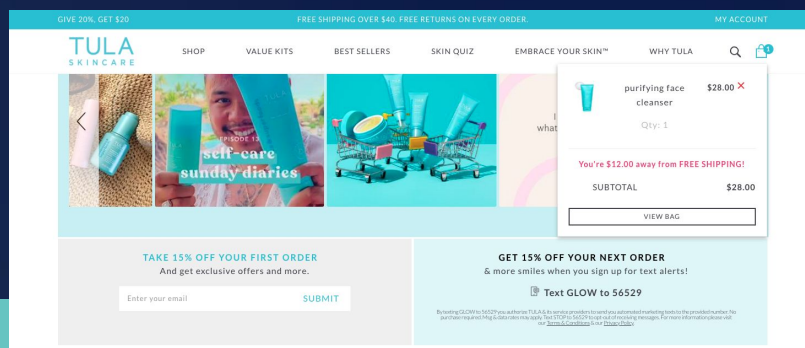


After adding an item to the cart, Chubbies Shorts display a confirmation messages with available offers – some of which are locked in for users, motivating shoppers to add more items to the cart.
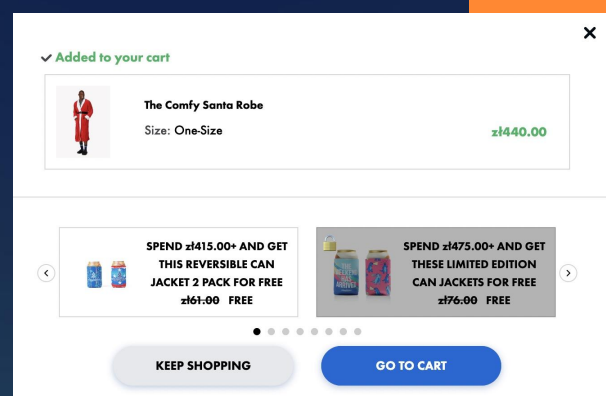
## Offer coupons compatible with any device and format

Your coupon codes should come in all possible forms – text, barcode, QR, and even print. The wide variety of coupon formats translates into many validation and redemptions points. Think mobile apps, online checkouts, and brick-and-mortar shops. Then, customers can validate and redeem codes in any way they want. They can use a mobile app, scan a QR code in the physical store, or type in the code in the online checkout form.

## Ensure lighting-fast coupon validation

```
Request
1   await
2   voucherify.redemptions.redeem("D5w8XYd4", {
3       customer: {
4           id:
5   "cust_4lDmMuoB74cAxRDppzqIt4C7"},
6       order: {
7           amount: 20000,
8           items: [
9               { product_id:
10  "prod_anJ03RZZq74z4v", quantity: 2, price:
    10000 }
```

API is a fantastic tool for making your coupon validation and redemption process fast. For instance, with Voucherify validation API, you can quickly verify whether the coupon is not expired or disabled and if it matches the redemption rules (e.g., if the order contains product X).

## Summary:

✓ Use pop-ups sparingly. Instead, you can use them to show promotion details and T&C or to notify customers that their recent behavior resulted in a discount.

✓ Ribbons are a good placement for promotions. Avoid placing deals in the footer.

✓ For minimum spend promotions, display a progress bars in the cart and checkout to incentivize shoppers to perform a desired behavior, e.g., buying more.

✓ Don't forget about promo code validation experience – ensure that codes come in different formats and that your infrastructure can handle the peaks.

# Promotion UX for Home Page

You should not advertise all promotions on the homepage as customers will get overwhelmed with the number of offers. Only publicly available cart promotions or coupons should be advertised there.

The best UX practice is to leave the product- or category-specific discounts for the category and product pages.

It makes sense as customers who have already selected a specific product category will be more interested in a product-specific discount. Ultimately, your homepage is the face of your brand – don't waste precious real estate on flash banners that cheapen your brand image.

# Remember to add links to dedicated sales pages

If there is an ongoing site-wide promotion, instead of listing all eligible products and conditions on the home page, you could just provide a teaser that will lead to the sales page where customers can learn more about the promotion and browse through eligible products.

**Examples:**

Chubbies Shorts displays a promotional banner on the main page, linking to the sales collection page.
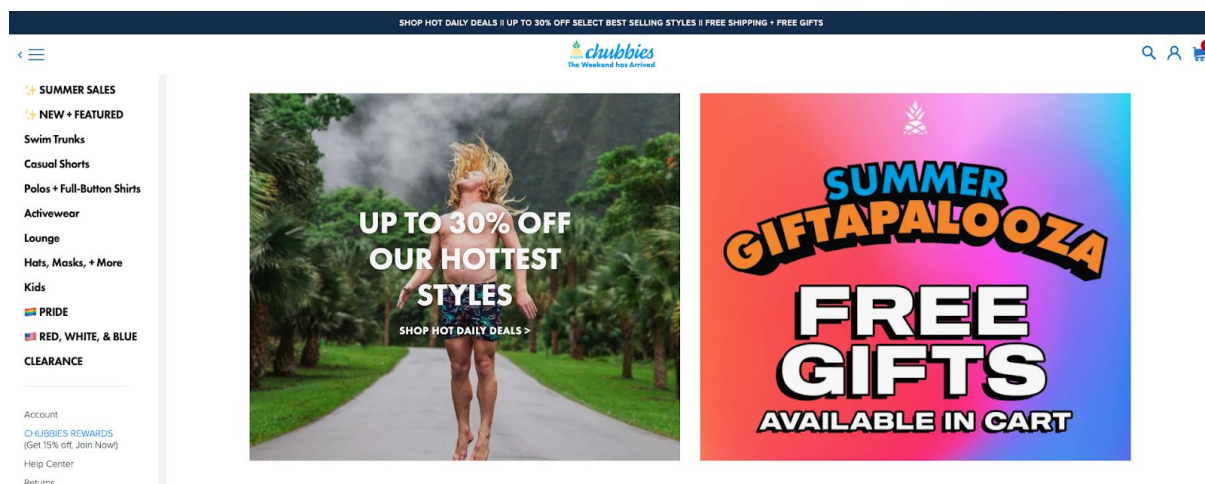


# Reserve the homepage for sign-up offers

Besides communicating site-wide discounts, the homepage is also the most prominent spot to place a newsletter sign-up deal as this is the most popular landing page that attracts the majority of first-time visitors.

**Examples:**

Happy Socks has a non-intrusive left-side banner encouraging shoppers to leave their email addresses in exchange for welcome discounts with no restrictions.

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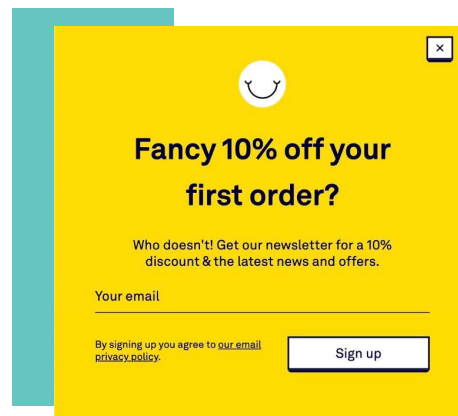
# Promotion UX for Product and Category Pages

For the best discoverability, list discounted items on both the category, product and sales pages. Some users navigate directly to sales sections when motivated to find a bargain, but others do not specifically seek them out.

Shoppers looking for a particular item generally browse product categories. Sites that display sale items together with full-price items help users discover discounts within their area of interest.

Displaying promotions on the product pages is highly effective as shoppers who are already browsing a specific product are much more likely to use the offer.

## Leave the old price tag on

Make sure your customers know what the price was before you slashed it. Customers make purchasing decisions based on how much they value the deal, not how much they value the product. Whenever possible, give your customers a reference price that makes your deal look good by comparison.

**Examples:**

Shein crosses out the old price, places the new price, and even adds a tag stating the level of the discount in percentage.



SHEIN Zipper Back Solid Slip Jumpsuit
US$15.49 US$20.00

## State the bundle promotions rules clearly

For bundle discounts, make it easy to see and ensure that users qualify if they choose to. If the site offers a discount for the purchase of multiple items of the same product, users should be able to easily discover the offer and reach the minimum requirement.

**Examples:**

Chubbies Shorts displays the "Buy 2, get a discount" sale straight next to the product price tag on the product page. They also display the discount in the shopping cart. When you click on the discount, it is selected and added to the order.
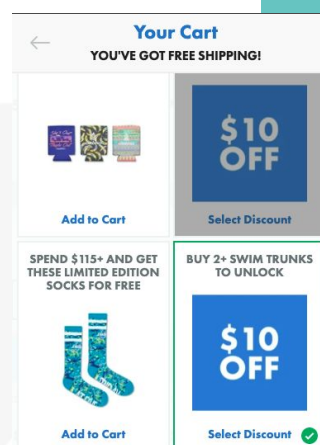
# Promotion UX for Cart and Checkout

Users with a coupon code want to use it as soon as possible. You should provide a clear place for coupon codes in the shopping cart, before the first step in the checkout process. This approach allows customers to check if the code is valid before they enter any personal information and also allows the order total to be updated early in the process.
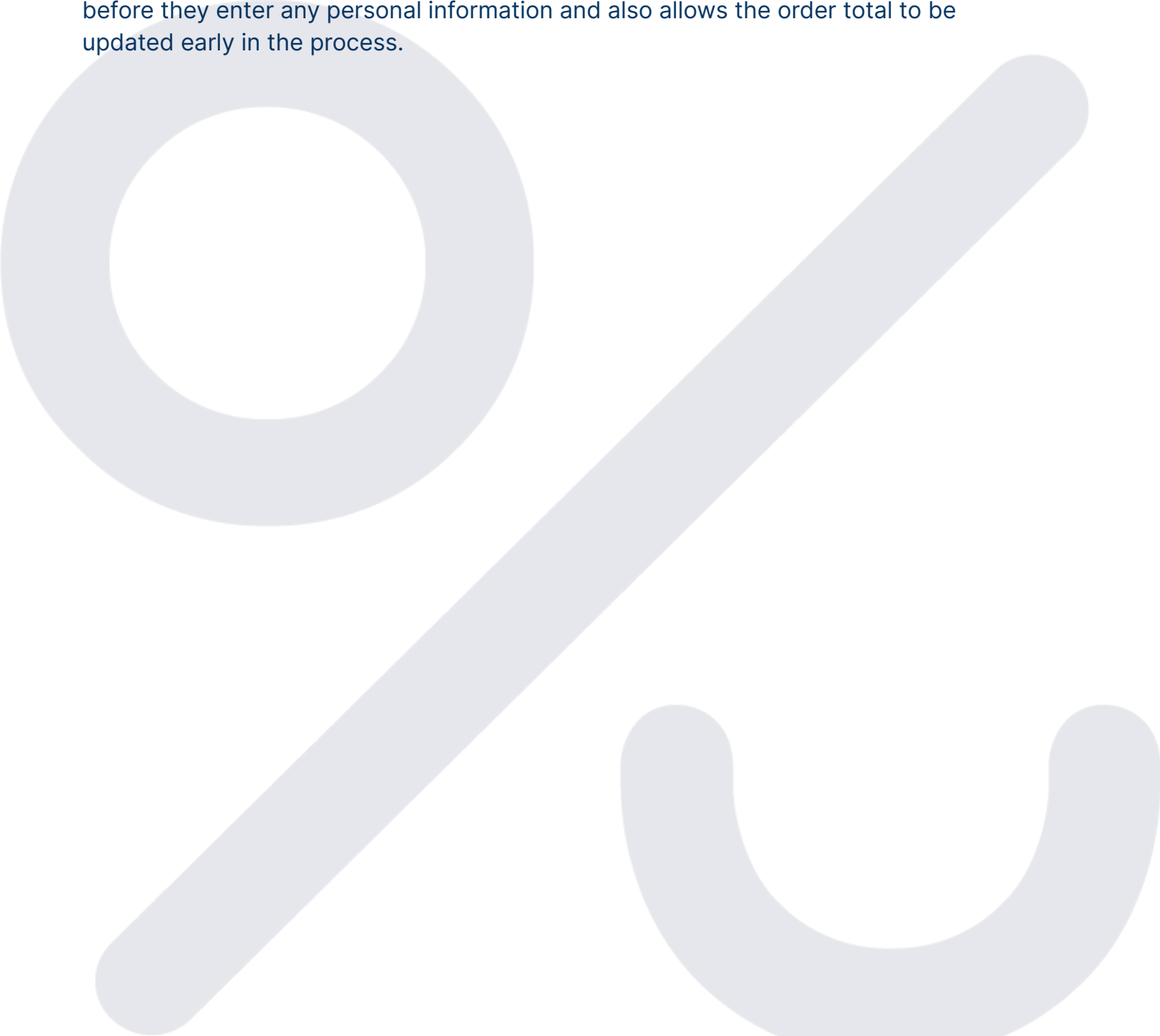
# How to design the code input box?

If customers do not have a promo code and they see a coupon field, they may feel like they are missing out on a possible deal and churn. If your coupons are not publicly available, the best solution is not to provide a visible open text field. You should rather provide a text link to expose a text field. This design is less likely to prime users and send them on a coupon quest as many shoppers will not notice it. The tradeoff, of course, is that it's less findable for those with a code.

The coupon code box should be a text field. If codes have a fixed number of characters, you could also add an auto-validation that would prompt the user if they add not enough, too many or the wrong type characters to help them spot errors earlier. The field should be long enough too. If you offer coupon code suggestions, you could also display them on a dropdown list.

The coupon codes themselves should be easy to remember. This means making the combinations mean something to the customers, avoiding similar letters and numbers like O and 0 and keeping the length under 12 characters.

**Examples:**

Birchbox has a very visible coupon code box in the cart and checkout views. It is a great way to keep the option to add a coupon code on both steps. On the mobile resolution, the coupon box is hidden and has to be expanded by clicking on it.

# Remind users about available offers in the cart

The last chance to catch users' attention and help them discover promotions is on the cart page. There they can still easily make changes to the order, so be sure to include any special offers users can qualify for. To draw the user's eye, use appropriate placement and visual weight.

**Here are some of the best UX practices:**

- For product-level offers, present messaging near the product itself.

- If the discount applies to shipping, placement with sitewide discounts or next to a shipping total are appropriate.

- Do not offer too many coupons and cart-level promotions to the customers, especially at checkout. Choice overload can lead to churn. Especially, if they don't qualify for any, they might feel enticed to leave your site in search of coupon codes.

**Examples:**

Chubbies Shorts display all available discounts and rewards straight in the cart.
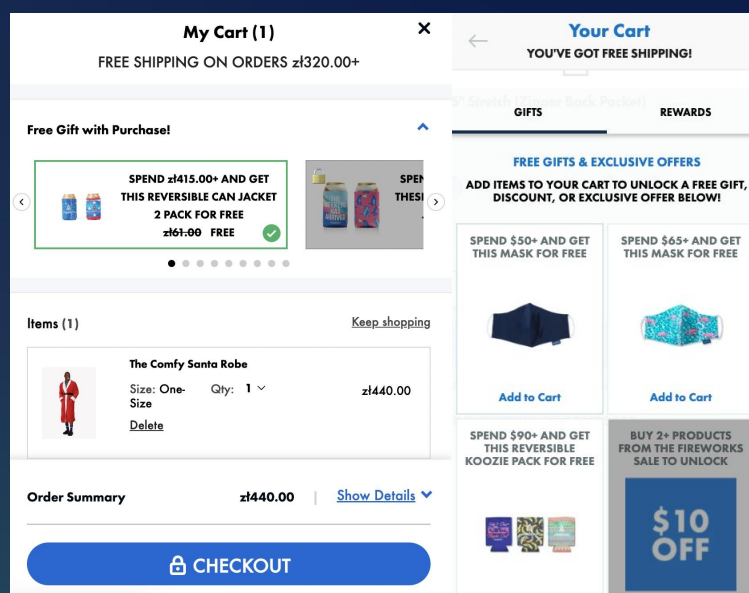
# Display a success message if the code is applied

Show a success message and the discount amount to confirm that the coupon code has been successfully applied. Place the message close to the coupon code field to make sure users see it and associate it with the entered coupon code. Having that message show top or bottom of the page may be confusing.

Make sure the success message is not the only source of information that the coupon has been successfully applied. Display the added discount in the order total, in the shopping cart and at the checkout page, preferably specifying which coupon code has applied which discount (especially, if customers can add more than one discount to the order).

**Examples:**

Pretty Little Thing shows a checkmark and the amount of savings applied to the order after entering a valid code. They also display the discount amount calculated in the order total, specifying which discount code applied the discount. They also display the applied coupon code and the related discount on the mobile view.
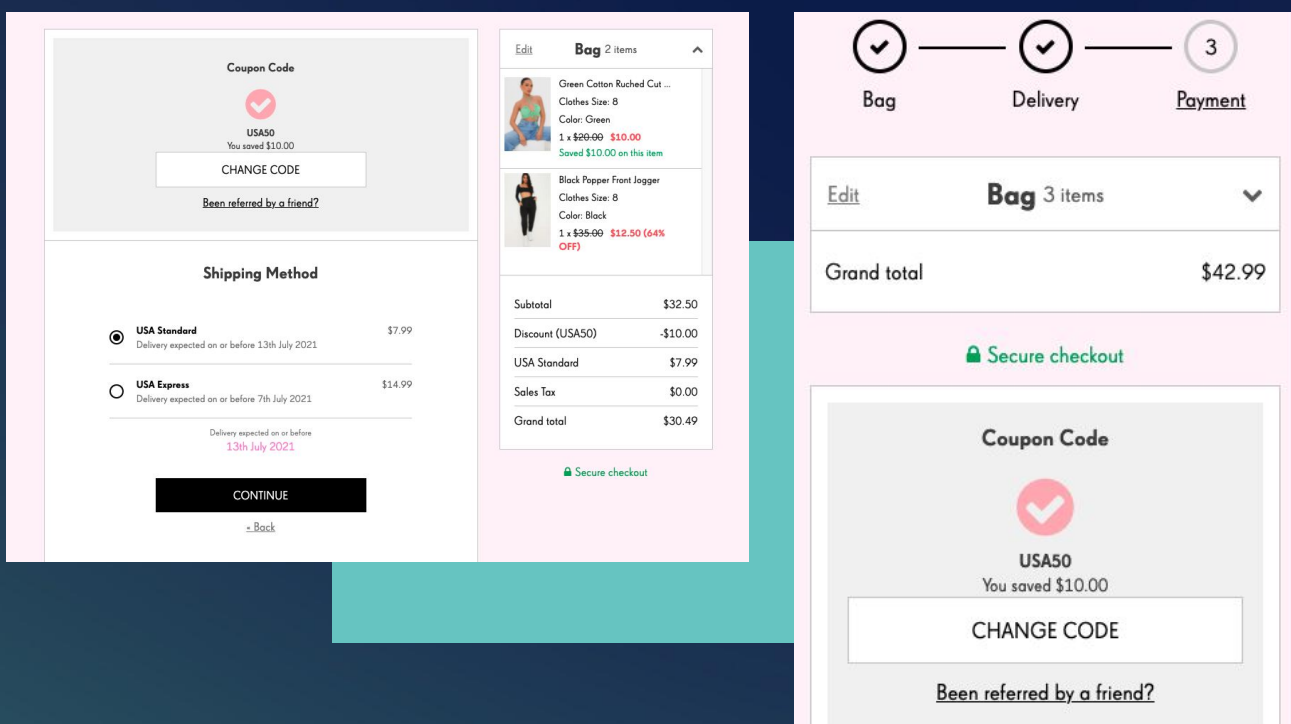
# Display an error message for invalid coupon codes

If the code is invalid or the promotion conditions are not met, you should display a relevant error message. Do not display the same error message in every case, as it will not instruct the user on how they can fix the issue.

Display the error message right next to the coupon code box, not on the top or bottom of the page as the user may not notice it. Make sure the error message is visible, for example by using red or another contrasting color.

**Types of error messages to display:**

- Coupon code is invalid.
- The code was already used.
- The code has expired.
- The order amount is insufficient.
- The order doesn't meet conditions.

If you can imagine other cases, craft a message specifically for them. Also, have one default message for all other cases that you could not have thought of.

**Examples:**

Summer Salt displays an error message if the code is invalid or if the promotion conditions are not met. They encourage customers to double-check their code. Zalando also places relevant error messages right next to the coupon input field.
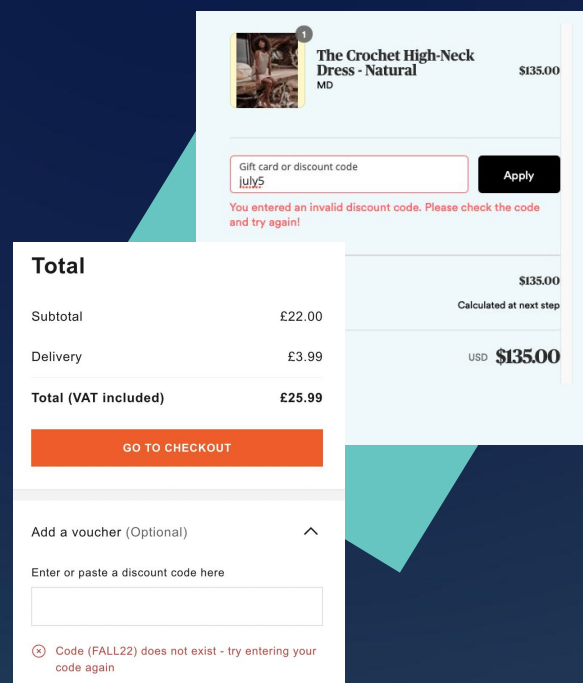
# Make it clear whether customers can add more than one discount coupon or combine promotions

If you allow just one coupon per order, once a customer adds a valid code, make it disappear. Replace it by adding a button to change the code as customers may want to change the coupon code to another one. Remember to have an option to remove the coupon code as well. You should clearly state somewhere on the page that customers can add only one coupon code per order.

If customers can add more coupon codes, once they have added one code, you could display it as "added to the order" and let the coupon code field reload and be empty again, so that customers can apply another coupon code.

If discount codes and cart promotions cannot be combined, you should clearly state so in the promotion T&Cs, especially as an error message if someone tries to add a coupon on top of an already discounted order.

**Examples:**

Summer Salt adds the added coupon below the coupon code field and empties the coupon code field, suggesting users can apply more than one coupon per order. On the other hand, Pretty Little Thing allows customers to apply just one coupon code per order. They make the coupon field disappear after the coupon is applied to the order and replace it with a "change code" button.
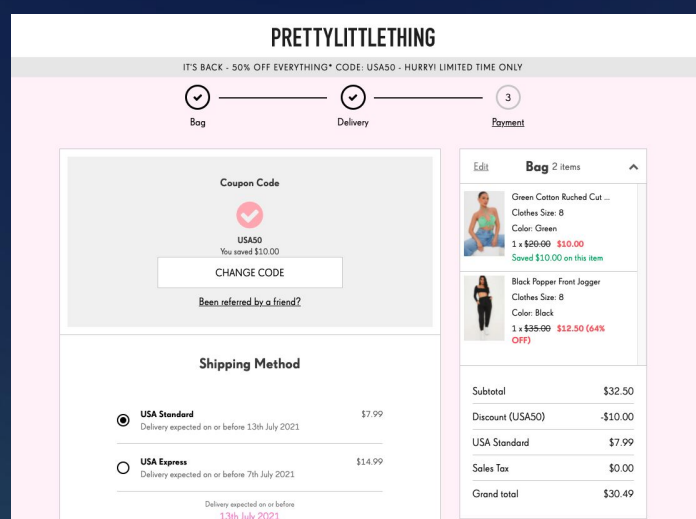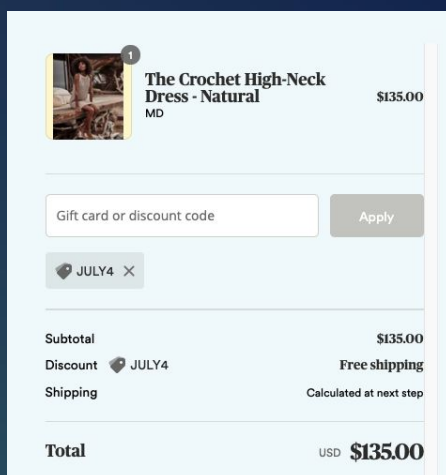
# Help users find discounts for elevated CX

Next to the coupon code field, you should display a link to the customer cockpit where they can see all discounts available or simply a list of coupons and cart promotions to choose from. This makes it much easier for customers to use your deals and may increase their order size if they see they could qualify for a discount if they add more items.

**Examples:**

Shein links to the "My coupons" page that collects available coupons next to the code field at checkout and mentions publicly available coupons under the code field. They also suggest a relevant promo code next to the input field.
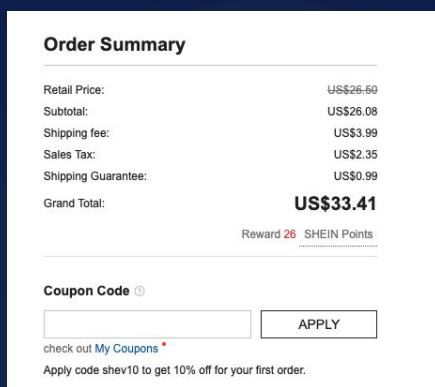


This is the customer cockpit showing the available coupons and expired coupons that is opened upon clicking on the "My coupons" link. On the mobile app, they display the coupons as a "coupon alert". If you click on that pop-up, you can see all available coupons and choose which one to use.
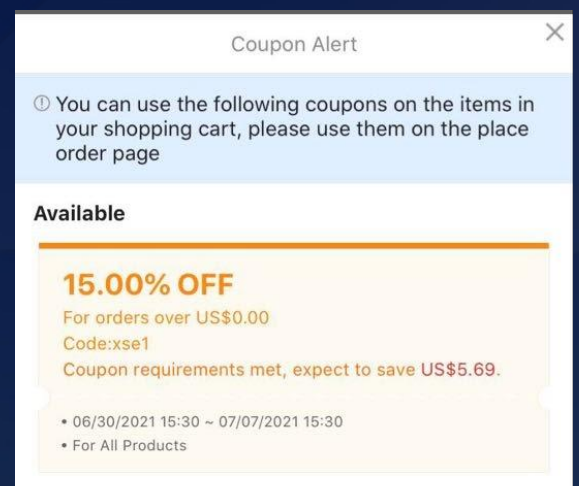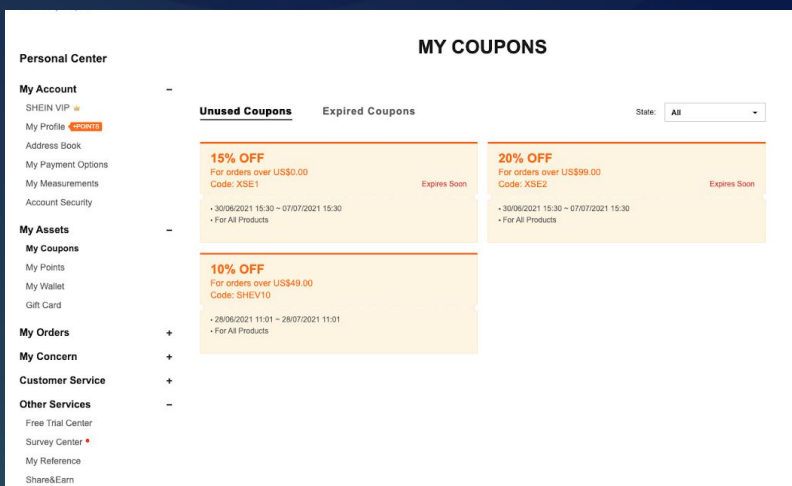
# Reflect the received discount

Show any discounts or special restrictions applied to items in the shopping cart, both cart-level promotions and coupons. Coupon codes should be validated and reflected in the cost before requesting the payment information. Cart-level discounts should be displayed at the product or order level, depending what they were applied to. It is essential that users can see savings and understand how the total is calculated. The best approach is to display which coupon code and which promotion gave them which exact amount of savings in the order total.

**Examples:**

Shein displays product-level discounts on the product-level in the shopping cart summary. They let customers apply discount codes only at the checkout. In the order summary, they reflect the product discounts by showing the difference between retail price and subtotal. Then, if you apply any discount codes to the whole order, it is displayed as the "discount" of the subtotal. Note that they show both, cart-level and discount coupons savings in the order total but in different places.

# Conclusions

Coupon campaigns and promotions shouldn't be run for the sake of it. Besides tinkering with the offer itself, your team also needs to consider the best design, placement, and validation possible. Keep in mind that the promotional ROI won't peak if you don't make your offers easy to find and apply. Even the best offer will go unnoticed if it's not promoted properly. Always remember to clearly communicate the value of the discount and any conditions customers need to meet. Hopefully, these UX tips will help you get started.



**% voucherify**

Ecommerce
**Coupons &
Promotions** UI Kit

**Winter Sweater green**
**$44.00** -12%
$50.00

⚡ Flash sale   Ends in 01 h 08 m 59 s

ADD TO CART

☑ Over 40 customizable
screens

☑ Complete promotion
flows

☑ Extensive components
library

Are you looking for ready designs for the best discount coupons & promotions experience in your ecommerce store? Check out our 100% customizable UI kit with ready-to-use components based on the best practices for usability.

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