% voucherify

Discount Coupons Ultimate Guide

-25% Spring Favorites

Expires in 30 days

Start spring in style.

Use the code: spring6785

Make an order for more than €80 to use the code.

Shop now

Coupon redemption conditions

| if | Customer | = | New Customer |
| and | Total order | > | €80.00 |

```
v1/vouchers/spring6785/redemption                    ● 200 OK
1  {
2      "id": "r_NrZKbMHh9L0wEimXq1ffi7D1",
3      "object": "redemption",
4      "date": "2021-03-26T07:27:39Z",
5      "customer_id": "cust_5Y5UhjGdsV1a4xf1MEXizFDU",
6      "order": {
7          "id": "ord_OLBuamO2JUymJZxlErDswDn7",
8          "amount": 10000,
9          "discount_amount": 2500,
10         "total_discount_amount": 2500,
```

Table of contents:

Introduction

Coupon marketing is the use of coupon codes to attract and retain customers, taking advantage of customers' interest in saving money on purchases.

The bad press that coupons sometimes receive – being painted as the epitome of penny-pinching and a gamble for any business has resulted in many brands failing to see their marketing potential. Luckily, thanks to rapid digitization and high competition, businesses all over the world seek out innovative ways to acquire and retain customers. Coupon marketing is one such way.

Coupons can take various forms – they can be public codes for a broad target group or personalized, unique coupon codes assigned to specific customers. They can be distributed online or offline in many forms (code, barcode, QR). They can be used in both B2B and B2C marketing. Moreover, coupons can be personalized or carry specific conditions. Coupons can be a very versatile marketing tool used effectively throughout the customer journey. And this guide will tell you all you need to know to succeed with coupons and bring your discounting strategy to the next level.
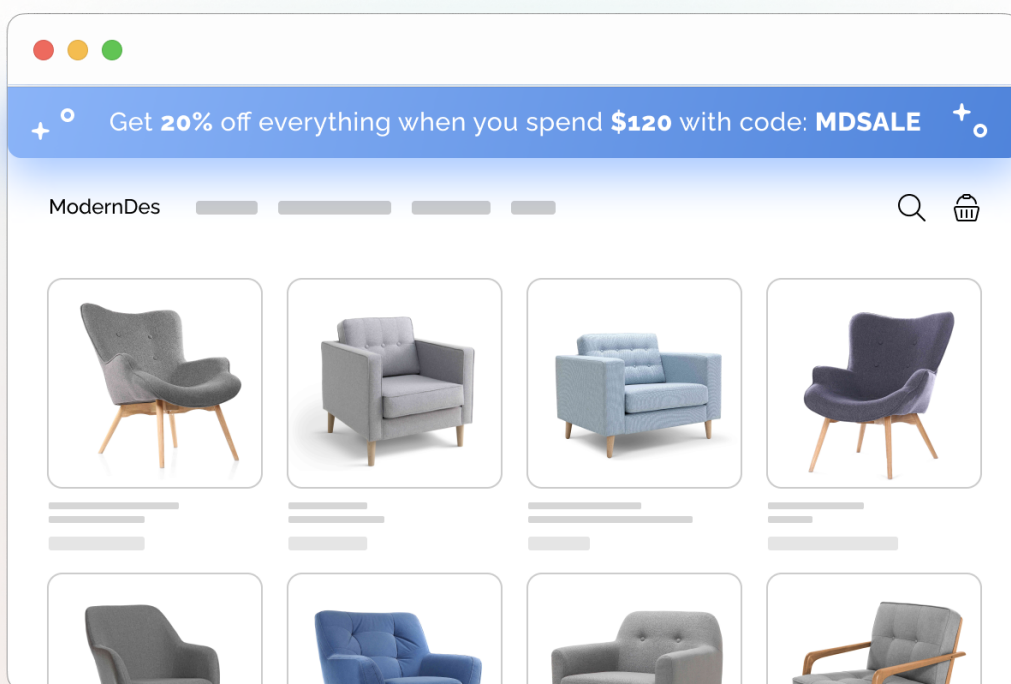
Benefits of discounting

Before jumping into benefits, first, let's have a look at some statistics that show how common the use of coupons has become:

- **90%** of consumers use coupons.

- The redemption of digital coupons in the US **surpassed** the redemption of paper coupons for the first time in Q2 2020.

- Experts predict that the use of digital coupons will rise in 2021, reaching **145.3 million** users by the year's end.

- Digital coupon redemptions are predicted to surpass **$90 billion** by 2022.

I am a consumer of various goods and so are you. I am sure that it's pretty exciting to find a good deal on a product that you want and need – I also believe that finding a bargain creates positive associations with the brand that offered you this item at a discounted price. From the point of a customer, receiving a discount is objectively a positive experience, but what about a business?

> "People buy emotionally, and they justify their decisions intellectually."
> David Sandler, Author & Sales Psychology Expert

Accomplish sales goals faster

Coupons can be used as incentives for customers to perform specific actions that help in achieving sales objectives. For instance, coupons can help you break even with products that do not sell well and to up-sell your offering.

Grow customer base

Coupons do not only impact the loyalty of your customers but also increase the likelihood that they will refer your brand to friends and family more often.
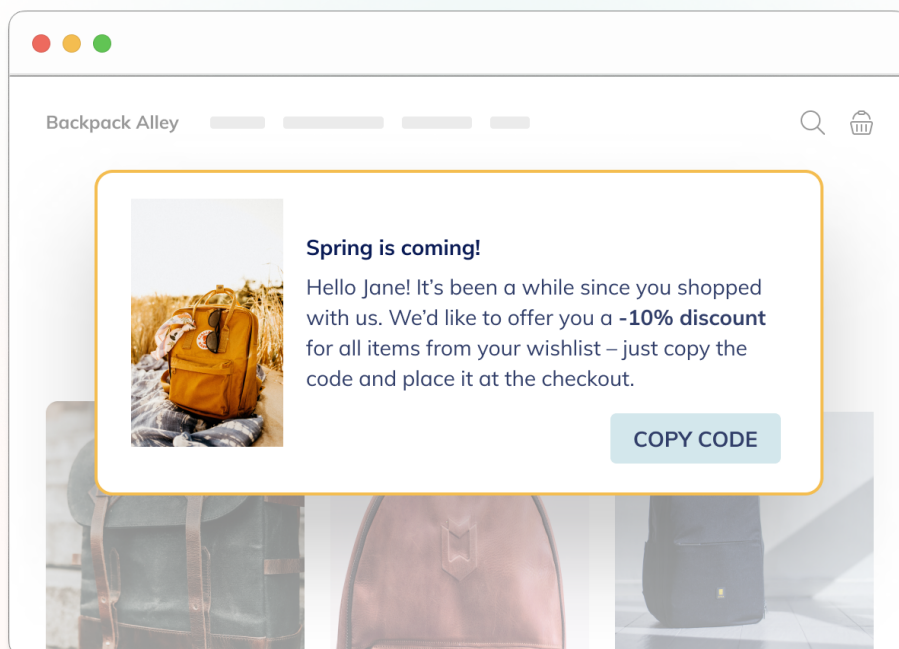
Beat the competition

If you find yourself going head to head with other brands, coupon marketing is a great way to make your offers more attractive.

Track ROI

Offering coupon codes makes it easy to measure ROI. When people redeem a coupon code online, you don't have to ask them how they found your business. You can monitor the number of redeemed coupons to determine the success of your offer.

Backpack Alley

Spring is coming!

Hello Jane! It's been a while since you shopped with us. We'd like to offer you a **-10% discount** for all items from your wishlist – just copy the code and place it at the checkout.

COPY CODE

Potential downsides

Coupons, like any other business tool, carry some hidden risk that you need to be aware of before jumping head-on into discounting:

Possible brand damage

Excessive discounting is likely to lead to possible brand damage with your company viewed as less desirable and cheap.

Increase in one-time buyers

This can happen especially if your coupons are placed in public places, websites, or paid advertising.

Fewer loyal customers

Tendency to generate traffic from price-driven shoppers and customers outside your target group, leading to fewer repeat sales, increased acquisition costs, and burning of your promotional budget. Also, if you discount regularly and your strategy is public and predictable, some customers may try to outsmart you, skip buying at regular prices and wait out until the products are on a discount.

Higher shopping cart abandonment

Customers may churn when they see the coupon box at the checkout, as they drift off to search for a deal.

Risking your bottom line

If you are not targeting your promotions right, you can be overspending your budget or risking fraud. Most of the harms of coupon marketing can be avoided by cautious discounting and narrow targeting. The right design of your strategy and display can mitigate some of the risks too. With the right coupon provider, you can limit the potential harm by imposing several coupon redemption criteria. More on that later.

Setting a goal for your campaign

Before deploying your coupon campaign, first, determine what you want to accomplish. Do you want to drive more foot traffic into your store? Do you want to collect information on potential new customers and build up your mailing list? Are you trying to offload excess inventory?

Here is a list of some marketing goals that can help you with planning your next coupon campaign:

Acquisition

Whether you want to enter new markets and offer an incentive for first purchases or give a referral discount, coupon campaigns are a fantastic way to bring in new customers.

Cross-selling

Some products are seasonal. You can improve sales in those times by using coupons. A good example is airlines offering lower prices and coupon codes on top in the low seasons. With coupons, you can also grow sales of specific items by selling them in a bundle with a discount voucher. If you have slow-moving items, discontinued, or close to expiry date products, you can use discount coupons to get rid of that stock faster.
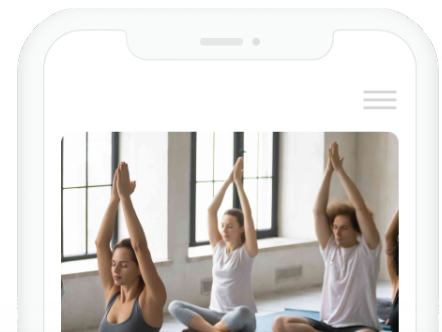
Retention

If you face customer complaints, you can offer them sorry coupons or the value of the service or product returned as a voucher for future use. This is a very popular strategy in the hospitality industry.

Data collection

You can incentivize data tracking with coupons. A very popular coupon strategy is to offer a discount for the first purchase after a newsletter subscription. In view of the new 3rd party data rules rolling out, incentivizing users to allow data tracking can be a winning strategy.

Re-engagement

You can activate dormant customers by sending them a limited-time offer containing discount vouchers.

Up-selling

You can motivate customers to buy more items to get the desired discount or free shipping. The best way to do it is to display how much is missing to a specific deal straight in the cart view.

Cart Checkout

REF. 7378/046

Acrylic tumbler

£5.00

Total products: £5.00
Discount Code: BVN78G
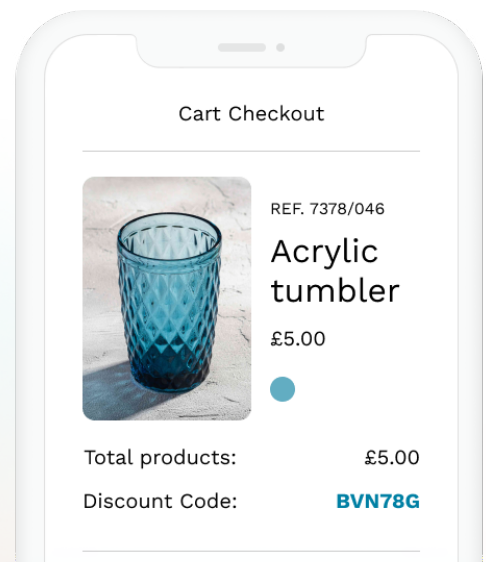
Good news!

10% discount has been applied successfully

UGC & Reviews

You can use coupons to encourage customers to take part in a short survey about your brand. Finding out more about potential pain points and fixing the usability of your site and the attractiveness of your offering is worth a 20% discount. By giving vouchers, you can also incentivize user-generated content or reviews.

Seasonality

Many companies offer public voucher discounts on national holidays when customers tend to shop more.

Cart recovery

Coupon marketing can be a tool to recover more abandoned carts. You can send special communication after the customer abandons their cart, offering a time-limited special offer if they complete their purchase.

App downloads

There are many benefits to your customers having your app on their phones. This will later help you notify your customers about deals in real-time, use geolocation for your offers, and keep your brand top of their minds. You can motivate customers to download your app by offering app-only coupon discounts or a special voucher gratifying the download.

"When used in the right context, coupons are a great way to get more out of your customers to impact your business in all levels of your funnel."
Jake Stainer, the Founder of InflectionGrowth

What discounts to offer?

When you have determined what you want to accomplish with your campaign, you can start evaluating what to offer to achieve that goal. You can research your competitors to see what kinds of discounts they are offering. The best approach is to simply ask your potential customers what kind of discount they would appreciate most. Here are some examples of incentives you could offer:

- **Free product voucher** – for example, a free dessert for every lunch meal ordered on Mondays or a free face massage for customers who attend a full body massage in October.
- **Free upgrade voucher** – for example, a free upgrade to a pro version of your software.
- **Free shipping voucher** – you can offer free shipping on all orders or orders from a defined value, for example above $30.
- **Amount discount voucher** – for example, a $10 discount on orders above $50.
- **Percentage discount voucher** – for example, a 5% discount on all orders.
- **Fixed order amount code** – for example, with the code applied, all orders with two products worth not more than $20 go at $30.
- **BOGO promotion voucher** – for example, buy one t-shirt and get another one for free. It can also be a discount on the product bundle (buy two t-shirts, get 10% off).
- **Mystery voucher** – you can offer a voucher without specifying what it gives. You can create a couple of incentives and send them randomized to the customers.

> "Over 70% of US internet users said they preferred to receive discounts with a dollar amount off the purchase."
> eMarketer, 2016

All of these categories present different challenges and can be used to achieve different business goals. What's important is to plan ahead and adapt the coupon to your unique objective.

One thing to watch out for is staying honest with your customers and avoiding fake discounting when the 'pre-sale price' is unrealistically inflated, or the 'post-sale price' of an item is actually its market price. Deceiving customers into believing that they are getting a great deal is one of the worst sales tactics that can bring temporary results but won't work in the long run.

As far as the discount value is concerned, a good strategy relies on offering lower discounts and analyzing the response first. If you are not meeting your goals, you can discount further. Try to find the minimum discount level that will increase the purchase rates enough to meet your goals. Do not go below your margins unless you need to sell out discontinued, slow-moving, or expiring products.

Why timing matters?

There is no perfect way to time your coupons as each business is different. What we recommend is to always include the start and expiry dates for your campaigns. Here is a list of possible timing modes that you can copy and use in your campaign:

- Create a happy hours coupon with a limited validity time frame.
- Create coupons valid only on selected days of the week.
- Create a sense of urgency by establishing validity time limits after coupons are received by customers.
- Create a coupon valid all the time except for the busiest periods for your business.

Another tip is to use coupon reminders – automatic messages that remind customers about unredeemed codes. Coupon reminders can increase the chance of your messages standing out. Everyone is more willing to open an email with the promise of a discount in the subject line.

Customer psychology and coupons

The best discounts aren't just about mindlessly slashing prices. Coupons are about how customers perceive numbers, products, and what they expect from your brand specifically.

Before we move on, let's learn some tips on how to succeed with coupon marketing:

The rule of 100

Most customers do not calculate the discount value – instead, they go for their gut feeling. Offer percentage discounts for prices under 100, and amount discounts for prices over 100.

Explain why

Offering products at a discounted price for no obvious reason may evoke suspicion. Is the product broken? Is the expiry date coming soon? To avoid fishiness, state clearly why you are offering a discount.

Use rounded numbers

Studies have shown that customers see the difference between 4.97 – 3.96 to be smaller than the difference between 5.00 – 4.00. Use rounded values to make your discounts stand out.

White Cargo Ripped Baggy Jeans

£30.00

£22.00 (27% OFF)

Show the previous price

The most direct way to influence perceptions of a transaction is through the careful use of reference prices. Whenever a product is discounted, make sure customers can see what the price was before it was slashed. Don't just tell them "It's X% off!"

Luxury doesn't like discounts

If your brand strives for top quality and exclusivity, steer away from discounting. Discounts force consumers to pay more attention to the price and not to the product which may lead to a less luxurious image of your brand.

Contextual messaging

Wording your offers in a contextual way affects how they are perceived. For example, "Get $X off" puts the focus on what the customer can gain, whereas "Save $X" puts the focus on the loss the customer can avoid. A/B test different approaches to see which method works better.

How to target codes?

There is no customer segmentation that works for every business, or even for two different businesses. As every business is unique, you need to dive deeply into the CRM and sales data to choose customer segments criteria. You can segment your customers, for example, by location, age, preferences, family status, purchase history, loyalty to your brand, or any combination of these factors. It mainly depends on the type of products and services you offer.

Some segmenting examples include:

- ✓ Segments based on the customers' age.
- ✓ Segments based on the family situation and marital status.
- ✓ Work occupation-based segment.
- ✓ Location-based segments.
- ✓ Segments based on the revenue per customer.
- ✓ Customers divided according to their activity.
- ✓ Segments based on favorite categories.

Keep in mind that advanced segmentation used to target coupons typically requires a combination of many criteria, e.g., location-based coupons for regular customers could be targeted to the following segment: "Promo codes for customers from Europe, who have placed at least three orders so far and signed up more than one year ago."

> "43% of consumers agreed that they would exchange personal data with companies to save money through personalized promotions, discounts or deals."
> YouGov, 2017

How to personalize coupons?

Personalization is a process of tailoring the customer experience to individual customers based on many attributes such as previous visits, demographics, or preferences. Now that we learned about coupon types, objectives, timing, and targeting, let's see how we can personalize them even further.

You have most likely already heard that personalization is paramount to a successful coupon strategy. I guess you also heard or even experienced the overwhelming privacy hiccup amongst modern consumers. In these circumstances, using personalization in your coupon marketing becomes thin ice, which needs to be trodden upon lightly. Does it mean it is better to give up personalization? Of course not. The key to moving freely in the field is ensuring a proper balance between "loss" of privacy due to revealing personal data, and benefits the consumer gets in exchange.

To offer relevant deals, which let your clients save money, you need to first know your audience. This can be done by incentivizing their consents to track their behavior and data. Personalization starts with getting a proper customer data platform and the data to feed it, defining which data you want to collect and ensuring data quality. Once that data and segmentation is ready, you can start with promotion personalization which revolves around three key areas:

Targeting audiences with personalized promotions

Coupons are excellent for interweaving personalization as they may come equipped with rules that define redemption circumstances. The only limit that restricts ideas for promotion rules are the capabilities of your infrastructure. For example, you can add product-specific limits, budget-based rules, limits based on the price of items in a cart, rules defining order history, and so on.

Personalizing campaign time frame according to time zones and calendar

Calendar-driven promo campaigns like holidays, birthdates, or anniversaries are a brilliant and natural way to entice customers throughout the whole year-round. You can always try digging a little deeper and launch exclusive deals for smaller occasions such as International Friendship Day or International Dog Day for all the dog lovers out there.

Adjusting marketing channels

Even the best promotion personalization falls flat if the way of delivery isn't right. If you send the best personalized deal, but it's packed in a gray bundle of mediocrity, it will likely go right to SPAM. Create multi-channel messaging and stick to your brand identity.

Why unique codes are the most popular discount type?

Each unique code tells only one story and defines the preferences of clients. Later on, tracked data and order history help to create personalized and well-targeted promotions. One-off codes are a guarantee of fraud control and reduction of misuses.

In the case of any troubleshooting, each unique code can be quickly spotted and investigated. This is why unique one-off codes are perfect to test different promotional ideas and to figure out a strategy that works best.

What limits to use?

Besides defining your campaign goal, targeted segment, and personalizing your campaign, you should also think about the campaign limits. You should keep in mind your target market and the goal of the campaign to define which limits to use. Here are some ideas of the limitations you could implement in your campaigns:

- ✔ Number of redemptions per customer
- ✔ Total discount per customer
- ✔ Upper discount value
- ✔ Timeframe of the campaign
- ✔ Eligible customers
- ✔ Discounted & excluded products
- ✔ Product-related limits

- ✔ Order value & size
- ✔ Where is the discount valid
- ✔ Eligible payment methods
- ✔ Coupon combining and stacking
- ✔ Overall budget limits
- ✔ Email verification (double opt-in)

What should coupons look like?

You need to keep in mind that there's a trade-off between codes security (particularly length) and ease of use for the end-user. It's you who decides how to compromise these issues in your business reality. There are, however, a few general tips that should cut down on customer complaints without substantial security trade-off or too much development effort:

Not too long, not too short

The perfect length of a coupon code is between 8-12 characters long.

Cut coupons into pieces

Divide the codes into smaller parts to simplify the validation process.

Is it 0 or O?

Avoid ambiguous characters and exclude them from the character set. This will minimize the risk of customers typing in the codes incorrectly.

Branding and seasonality

Codes connected to your brand or a special occasion are more engaging to customers than a random string of numbers and letters.

Easy to copy

Make sure that customers can easily copy and paste coupon codes. Never force them to type in the promotional codes manually.

All formats

Codes should come in all formats. The wide variety of formats translates into more redemption touchpoints they can use.

Sending out codes that have no catchy pattern or no thought behind their form can work, but you can do so much more than that. Transform your codes to become something more – keep them consistent with the occasion and your brand style. Here are some examples of coupon codes patterns done right:

- ✔ **LOVEISINTHEAIR2020** – a special 20% discount code to celebrate Valentine's Day published to customers by a fancy restaurant.
- ✔ **NICE2MEETU2012** – a $10 discount code for customers who signed up on a beauty store website for the first time.
- ✔ **USEME198273** – a unique 5% off code with a fixed prefix and random unguessable number string used by a bookstore.
- ✔ **DRINKMAS2019** – a public $20 discount code for Christmas shopping used by a wine shop.

Paper coupons versus digital coupons

Before we jump into the distribution channels, there is one more thing to consider in your coupon strategy – whether to offer online, traditional, or a mix of both coupons. As more customers expect digital coupons, traditional retailers who don't deliver on that expectation, run a huge risk of losing customers. As highlighted by the COVID-19 crisis, the digitization of the retail landscape is inevitable. That does not mean that you cannot apply paper coupons in your funnel, but that digital coupons are simply a must, especially if your target group is tech-savvy. If you run a brick-and-mortar business, you can offer both or even better, make coupons available omnichannel and redeemable both offline and online.

Digital coupon statistics show that consumers are **77%** more likely to redeem them than print coupons. Another reason to move towards digital vouchers is the price. Traditional coupons are less eco-friendly and require more resources for printing and distribution. They fail to offer detailed tracking that comes with digital incentives, unless they are generated using a digital system behind.

How to distribute coupons?

> "The marketing channels that you use to send your offers need to be based on the channels that are most often frequented by your core buyer personas. Your most important kinds of ideal clients must be the ones who dictate how you allocate your resources for sending offer."
> Joshua Feinberg, Data Center Sales & Marketing Institute

Where you place your coupons is a big part of your strategy. You should investigate where customers spend the most time and then try those channels. You can then see the open rates and redemption rates and adjust your coupon distribution strategy accordingly. Of course, the preferences will depend on the customer segment (mainly on the customer age and location) so you should use different channels for different customer segments. We have listed some channel ideas for you:

Coupon aggregation platforms

Thanks to websites like this, your coupons can reach customers who haven't heard about your brand yet but look for specific products. It is a chance to compete with the greatest giants and win new acquisitions. Examples: Groupon, RetailMeNot. Remember to place coupons in the right category, as a mistake like this can burn your budget in a blink of an eye. Also, share only those coupons you want to go public.

Choose your channel

- SMS
- Email
- Webhook
- Push notification
- Web notification

Send from

john.doe@airtravel.com

Hello {{customer.city}}
We've got a special offer for you!
Use {{coupon.code}}

{{customer.city}}
{{customer.name}}
{{customer.cockpit}}

Email marketing

Email marketing has one significant advantage – it can be highly personalized. It means extra points to their marketing power and a chance to build 1:1 interactions with potential buyers. Instead of sending emails to all customers, you can also send the discounts exclusively to the subscribers to promote your newsletter subscriptions. You can also send them with emails about delivery details Looking from the customer's point of view, delivery details are one of the most preferred types of emails. Why not supply these messages with personalized coupons?
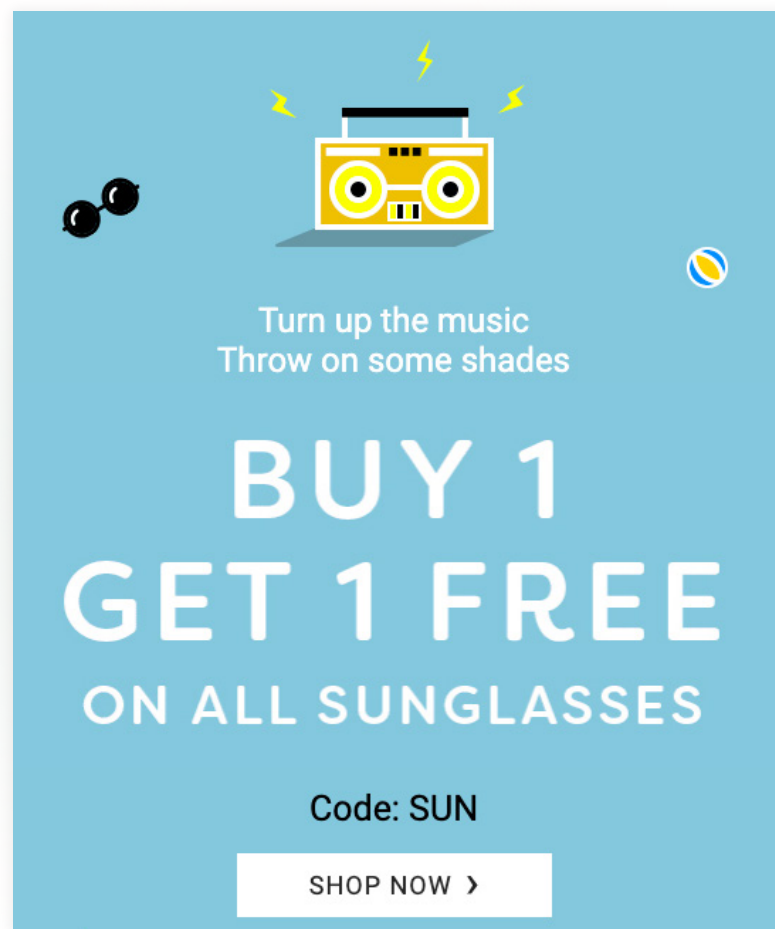
Social media

Social media can be a great tool for coupon distribution. You can reach your followers by posting organically on your feed or in your stories or use social media for acquisition campaigns and place the coupons in paid ads.

Influencers

You can give coupon codes to the influencers so that they share them with their audience. You could pay your influencers a provision from sales associated with their discount code.

Turn up the music
Throw on some shades

BUY 1
GET 1 FREE
ON ALL SUNGLASSES

Code: SUN

SHOP NOW ›

Partner websites

If you have any business partners you could offer special coupons for their customers. They could then promote your coupons on their websites and other organic channels. You can do the same with their discounts.

SMS

SMS open rate is one of the highest among all the messaging channels. To make the most of SMS, you should combine it with geo-targeting. SMS gives you a chance to catch customers right in front of the store, and a coupon makes the message a real incentive.

Live chat

We recommend live chat as a support tool, which is well suited to a modern, tech-friendly consumer, and also as a great marketing channel. Besides serving support requests, you can use live chat to build an outstanding customer experience and boost sales. How? By launching personalized campaigns through a live chat.
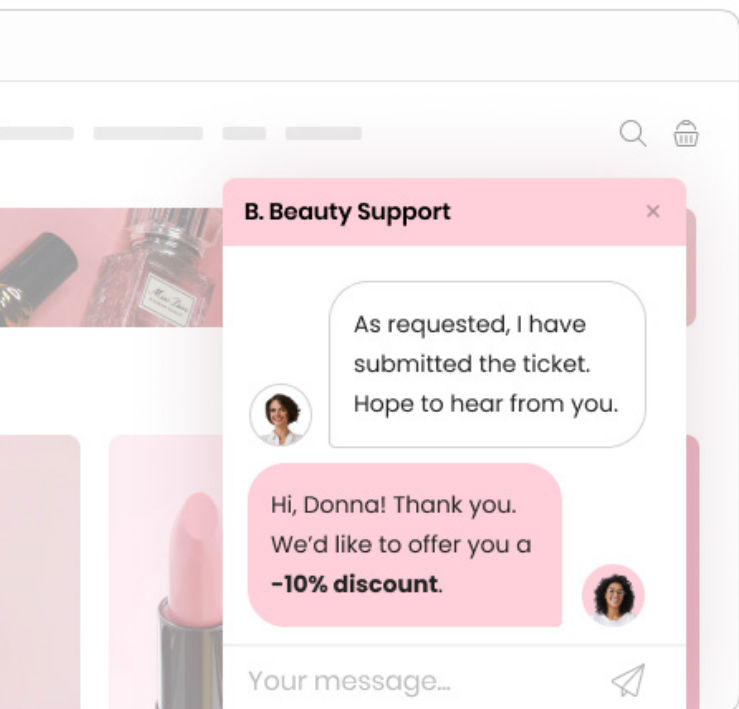
Website

You can place coupons on website banners, for example on the main page or a category page, or even on the product page. Website and mobile pop-ups are a very visible placement to use for your coupons. However, they can be considered intrusive, as they cover the content the user wants to access. We do not recommend pop-ups for discount coupons unless it is an additional placement.

You should albo build a dedicated landing page listing all available deals. To have your coupons placed throughout the website, you can place them on the website top ribbon. They will be always at hand, even in the basket or checkout view, which will make the deal redeemed more often.

You can place your discount coupons in the website footer as well. It works well for newsletter subscription incentives. You can also add a link to the promotion terms and conditions there.

Customer cockpits

You can offer customer cockpits for logged-in customers to display all their rewards and incentives. This placement offers clarity and helps customers to have an overview of what they can use for their next purchase, especially if you offer many incentives.

Paid ads

You can insert a voucher code to your paid ads, whether those are banners or even PPC SEM links (you can add it to the meta description). Get creative!

Mobile app & push notifications

By 2022, 80% of all coupon redemptions are projected to happen on a mobile device. Whether you offer a progressive & responsive website version or a dedicated mobile app, if you want your coupons to get visibility you should offer them there.

Push notifications are a great way to distribute discount coupons, especially if they auto-apply the coupon, let customers copy the code, or take them to the promotion's landing page.

Printed coupons

You can distribute printed coupons either by sending them by post, placing them in your store, or having them distributed by employees in your physical store. You can also attach them as hand-made messages to your deliveries. The same way, you can add the coupons to the labels or price tags, either in-store or online. Online, you could place the coupon next to the price tag, so that customers know there is an available promotion. Make sure the promotion conditions are visible.
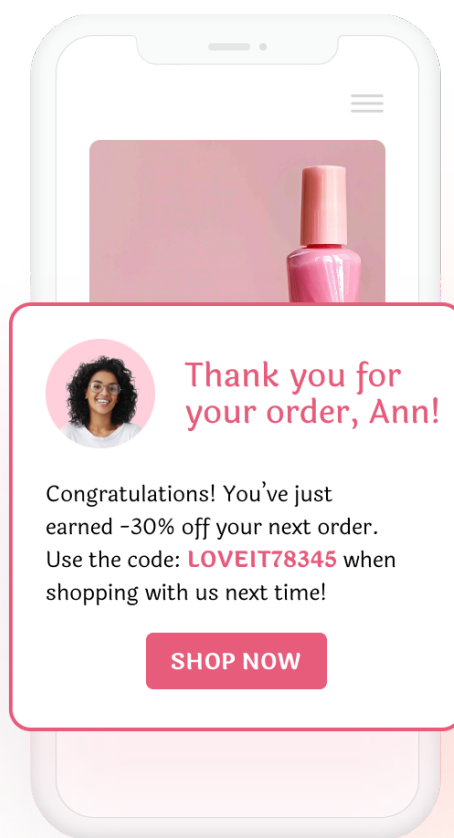
Mass media & physical banners

If you want to gain some offline visibility, there are plenty of options. From billboards, road-side banners, banners on airports, prints on tramways or buses to posters hanging in venues, there is a lot to choose from. You can syndicate your promotional content to newspapers or pay for paid advertisements in the newspapers. There are plenty of formats, from small banners to full-pagers or even leaflets attached to the newspaper.

Lots of people still watch cable television and even more watch streaming channels or listen to the radio. Those are great ways to advertise your promotions. Remember to make your discount code easy to remember if you want to place it in such an advertisement as customers will probably not be able to note it down.

Coupon notifications

Customers often forget about the deals you offer or miss them completely. To remind them about expiring discounts, you can send them notifications.

Each of these channels can be a good choice, but only when combined together can they really work great. Whatever channels you decide to use, keep in mind that people strive for a genuinely omnichannel experience these days. It means they want a seamless journey when changing from online to offline mode. The way you sync your online coupon marketing with the in-store/offline experience decides its final efficiency and results.
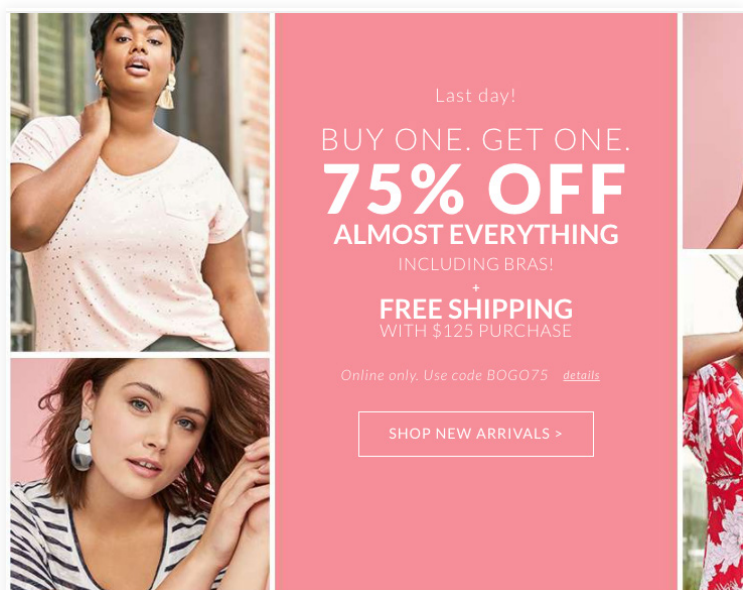
How to design coupon ads?

People buy with their eyes, so coupon design has to catch attention and follow UX principles just like any other marketing message you share with customers. There is no place for spelling errors, unintuitive layout, or poor visuals if you want to succeed. Here are some tips on how to make your discount codes stand out:

Make your message clear

Overly complicated coupon terms and conditions or simply too much text can discourage potential clients from using your incentives. In the context of coupons, less is more. Don't be afraid to leave some whitespace – it will definitely draw more attention to your discount rather than pointless visuals.

Last day!

BUY ONE. GET ONE.

75% OFF

ALMOST EVERYTHING

INCLUDING BRAS!

+

FREE SHIPPING

WITH $125 PURCHASE

Online only. Use code BOGO75   *details*

SHOP NEW ARRIVALS >

Work on a tempting CTA

Try to stay original and come up with a benefit-oriented call to action, instead of using "Shop now" or "Use the code". Here are some ideas to give you some inspiration:

- ✓ "See what we have prepared for you"
- ✓ "Start saving now"
- ✓ "Claim your deal"
- ✓ "See how much you can save"

Also, don't forget to make your CTA stand out by using colors that create a visible contrast with the background color.

Let the discount shine

Placing the information about the discount value in the corner of the coupon and typing it in 8 Times New Roman font is not the best move design-wise. Instead, save the main spot for the discount value.

Avoid using Stock photographs

Coupons with high-quality visuals instead of Stock photographs increase conversions. Why? Photos tend to divert attention from the discount. In addition, adding your original visuals makes your brand look more trustworthy.

Use imagery deliberately

All great deals display imagery that takes customers to a place you want them to be, putting customers in the selected frame of mind. New Year's sale on evening dresses? Display some elegant gowns and transfer customers' mindset into the New Year's party.

Highlight urgency

If you are running time-limited campaigns, you should provide an expiration date. Short time frames convert better than longer ones as they create a sense of urgency and FOMO.

Glasses from $50 & second pair free

Includes free shipping
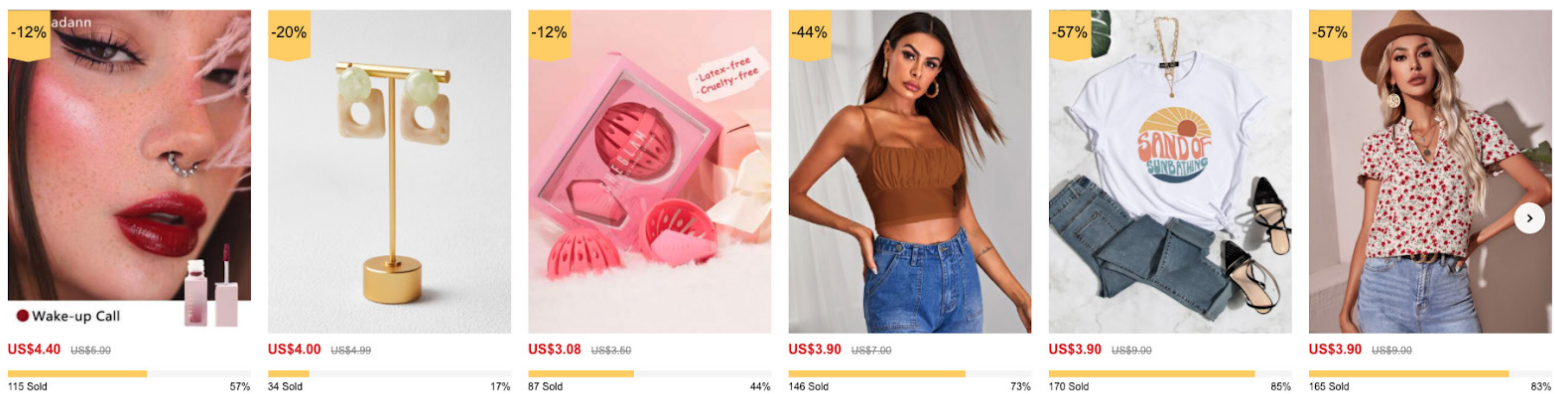
Code: BOGO

Shop all glasses

How to improve coupon UX?

✓ **Clearly state the promotion time frame**

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

✓ **Automatically apply public coupons for a better experience**

If a coupon code is public, you could simplify the redemption process by allowing users to automatically apply it to their cart by clicking on the discount code or, at least, to automatically copy it when clicking on it. This will increase the promotion usage by making it easier for the users to apply it to their carts.

✓ **Offer a sales page**

Collecting all publicly available discount coupons on one page is a great way to make it easier for customers to find them. This way you can display promotions also to new or not-logged-in customers, as opposed to using only customer cockpits to show all promotions.

✔ Communicate site-wide promotions globally

If you offer free shipping or other site-wide discounts or coupons, show these offers on each page of the site. Consistent discount reminders can help users find items in their budget as well as encourage them to buy. If coupons are not advertised on all pages, people may assume that they were intentionally hidden to prevent use which ultimately reflects negatively on the brand.

✔ Be clear about restrictions on promotions upfront

Coupons might be subject to qualifiers or restrictions. If that is the case, ensure that the offer clearly indicates what restrictions apply. Link to more detailed information about these conditions if necessary, but do not require users to dig through the fine print to understand basic restrictions.

✔ Leave the old price tag on

Make sure your customers know what the price was before you slashed it. People 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.

-23%

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

✔ Emphasize the code input field

You should provide a place for codes in the cart, before the first step in the checkout process. This UI approach enables people to check if it is valid before they enter any personal information and also allows the total to be updated appropriately early in the process. It's strongly recommended to make promo codes a core part of the checkout process instead of a sidebar item. When promotions are placed on the right rail, they tend to be confused with ads and ignored due to banner blindness.

If not all your coupons are 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 coupon code.
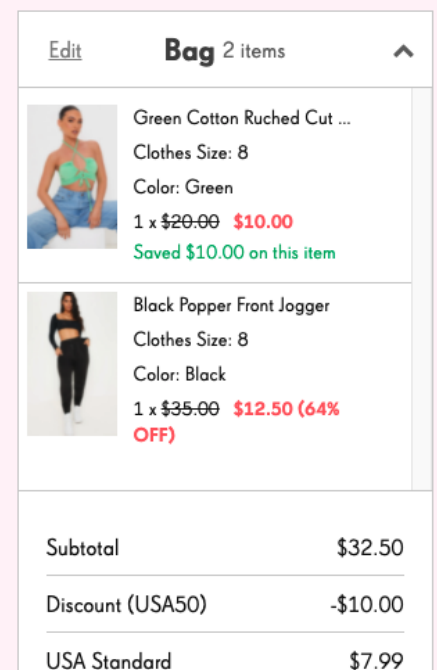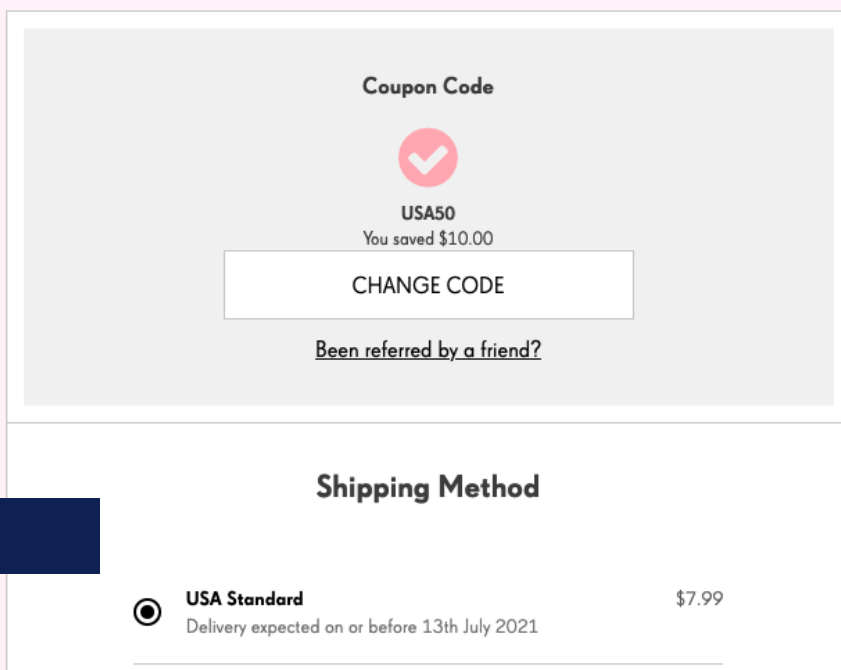
The coupon code box, whether automatically expanded or hidden under a link, should be a text field. The field should be long enough to accommodate coupon codes used on the site, to ensure that users enter them correctly.

✔ **Display a success message if the code is applied successfully**

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 of the page or bottom of the page may be confusing.

✔ **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 stating the type of the issue with the coupon code. Do not display the same error message in every case as it will not instruct the user what is wrong and how they can fix the issue.

Coupon Code

USA50
You saved $10.00

CHANGE CODE

Been referred by a friend?

Shipping Method

USA Standard $7.99
Delivery expected on or before 13th July 2021

Edit   **Bag** 2 items   ⌃

Green Cotton Ruched Cut ...
Clothes Size: 8
Color: Green
1 x $20.00 **$10.00**
Saved $10.00 on this item

Black Popper Front Jogger
Clothes Size: 8
Color: Black
1 x $35.00 **$12.50 (64% OFF)**

Subtotal $32.50

Discount (USA50)   -$10.00

USA Standard $7.99

Coupon toolbox

You already know that coupons are an incredibly powerful strategy for attracting new customers, driving revenue, and building positive associations with your brand. But what you probably don't know is how to make coupons the most powerful part of your sales strategy and incorporate coupons into your business. So what exactly do you need to start an adventure with coupon marketing?

If you want to publish one, reusable code available to anyone, anytime and under all circumstances, coupon marketing is like child's play. The problems begin to pile up as you try to restrict the coupon use, track redemption rates, and calculate the ROI. What elements do you need to have in place in order to succeed?

- ✔ Coupon codes generator that ensures the uniqueness of codes.
- ✔ Tool for creating coupon restrictions.
- ✔ Tool for automatically assigning codes to customers.
- ✔ Infrastructure for sending out the coupons or 3rd party integrations.
- ✔ A method of handling redemptions efficiently.
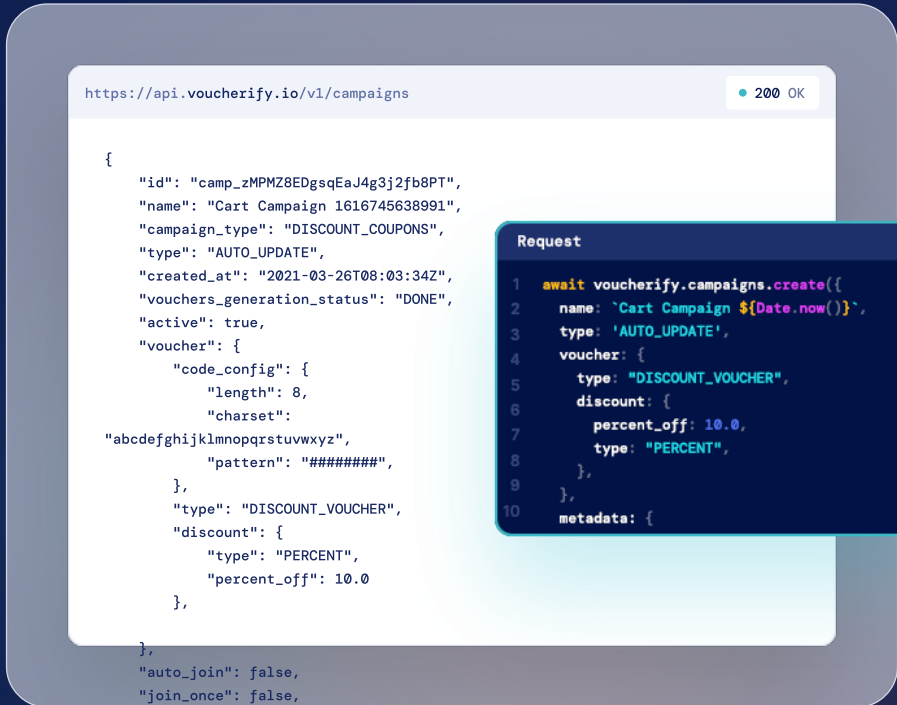- ✔ Analytical tools for tracking redemption rates and campaign ROI.

This set of tools is the minimum developmental effort you need to make in order for your coupon campaign to run smoothly and bring you the expected results. A lot, right?

You can take three approaches when deciding on coupon infrastructure – you can create your own software, you can use SaaS coupon providers which offer many out-of-the-box solutions, or you can use SaaS coupon providers based on API and geared towards customization.

The first approach offers the ultimate freedom, but it requires a lot of IT effort, resources, and time. The second method will be the fastest, yet it will fail to provide you with the customization your campaigns might require in the long run. The third strategy requires some developmental work at the beginning yet eventually it will bring you almost ultimate freedom with designing your campaigns at the end.

Even if you have a substantial team of software engineers at your disposal, achieving a high level of flexibility of your coupon software can take ages. This is where the headless commerce or API-first approach comes in. It gives your team programmable building blocks that make business logic development faster, but you still get the freedom of choosing the technology of the customer-facing applications and can connect your backend to other ecommerce/CRM systems to ensure data integrity. In a nutshell, it takes out the cons of both rigid eCommerce platforms and the legacy in-house promotions implementations, making discount coupons management easier.

Developers' time is not cheap. There are a lot of more important projects in your backlog than changes to the promotions, which could be potentially done by your marketing department. You should ensure that the solution you implement will reduce maintenance and running costs to the minimum. The best way to do that is to go for an API-first solution. This approach will make implementing all necessary coupon features faster and cheaper as well as allow for plenty of customization in the long run.

```
https://api.voucherify.io/v1/campaigns                    ● 200 OK

{
    "id": "camp_zMPMZ8EDgsqEaJ4g3j2fb8PT",
    "name": "Cart Campaign 1616745638991",
    "campaign_type": "DISCOUNT_COUPONS",
    "type": "AUTO_UPDATE",
    "created_at": "2021-03-26T08:03:34Z",
    "vouchers_generation_status": "DONE",
    "active": true,
    "voucher": {
        "code_config": {
            "length": 8,
            "charset":
"abcdefghijklmnopqrstuvwxyz",
            "pattern": "########",
        },
        "type": "DISCOUNT_VOUCHER",
        "discount": {
            "type": "PERCENT",
            "percent_off": 10.0
        },
    },
    "auto_join": false,
    "join_once": false,
```

```
Request

1  await voucherify.campaigns.create({
2      name: `Cart Campaign ${Date.now()}`,
3      type: 'AUTO_UPDATE',
4      voucher: {
5          type: "DISCOUNT_VOUCHER",
6          discount: {
7              percent_off: 10.0,
8              type: "PERCENT",
9          },
10     metadata: {
```

How to measure your campaign ROI?

There are a couple of measurements you should implement to measure the success of your coupon campaigns.

Redemptions measurements

Each redemption should be tracked and include the following details:

- Whether it was successful or failed.
- Customer who redeemed the code.
- Date and time.

- Coupon code, campaign, and redemption channel.
- Order details.
- Customer detailed view.

It is very insightful to have a 360-degree customer overview. You should be able to see all purchase history, redeemed coupons, valid coupons per customer.

Distribution reports

To see how your channels are performing, you should be able to access distribution reports with open rates (OR) and click-through rates (CTR).

Campaign overview

You should be able to see the campaign details at a glance. It would be also helpful to see the average cart value and volume from all purchases in the campaign. It would be useful to know the total number of redemptions per single coupon, campaign, user, or global incentive. You should also be able to track changes made to the campaigns.

Coupon code -$10

Redemption

Total Redemptions
138
94%

Total Rollbacks
24
18%

12.03   13.03
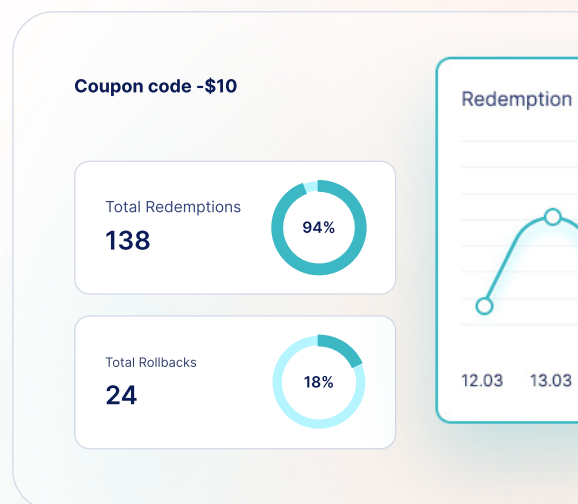
How to prevent coupon fraud?

- ✔ Generate hard-to-crack codes.
- ✔ Limit the number of coupon redemptions.
- ✔ Control the coupon activity period.
- ✔ Assign unique codes to single customer profiles.
- ✔ Introduce budgetary limits.
- ✔ Use cart- and order-based coupon redemption criteria.
- ✔ Introduce email verification for digital offers.
- ✔ Invest in behavioral analytics to detect suspicious activity.
- ✔ Monitor IP addresses with a web beacon.
- ✔ Create geo-located coupons.
- ✔ Monitor redemptions to detect suspicious behavior.
- ✔ Control the coupon distribution.
- ✔ Use a staging environment to test coupons.
- ✔ Control access to your coupon management software.

Logs

GET: /v1/vouchers/v_cxeT8HZbADB5kS3VaN3j1DYST

ID	log_wbWpfgE35ctYkc E12yWJKJtSiNv7G5EC
Channel	Dashboard
Performed by	a.mccoy@udrive.com
Related Object Type	Voucher
Related Type	HKNfuBsJ
Related Event	-

Method	GET
URL	/v1/vouchers/v_cxeT8HZ bADB5kS3VaN3j1DYST
Occurrence date	26/05/21 07:08:32
Status	200
IP Address	89.62.54.300
Request Origin	https://app.voucherify.io

Campaigns library

For the complete library of ideas for engaging coupon campaigns, visit our Inspirations section.

Go to library

Acquisition

Suggested channels:

Email   SMS   Push

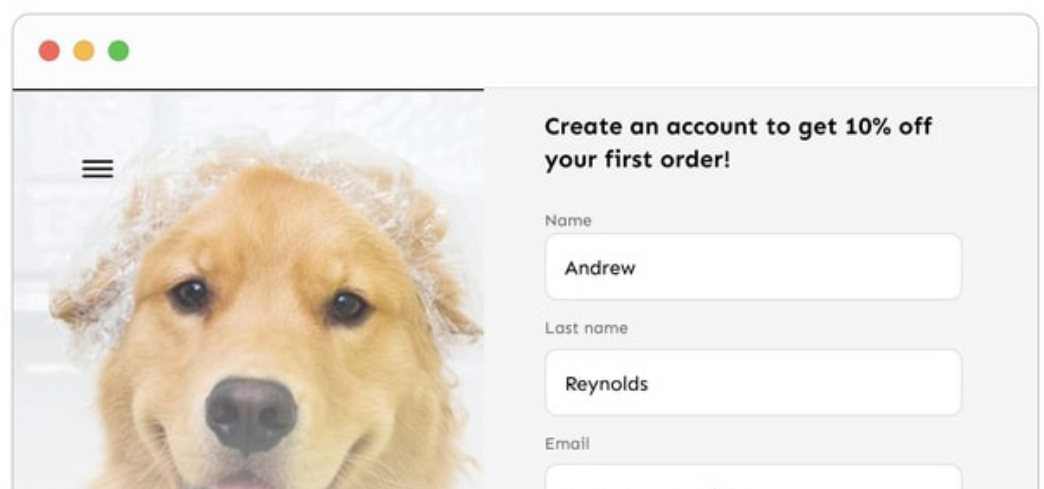Welcome campaign

Example

If a customer signs up for your service or creates an account, send a 10% discount code on the next purchase via a personalized email message.

Main benefits

Nothing says "welcome" more than a sweet deal. This gesture will encourage new customers to come back to buy your products or use your services.

Best practices

✓ You can freely customize your coupon pattern to make them more user-friendly and relevant.

✓ To prevent the same customer from using the offer multiple times, assign the code to his/her profile.

Create an account to get 10% off your first order!

Name
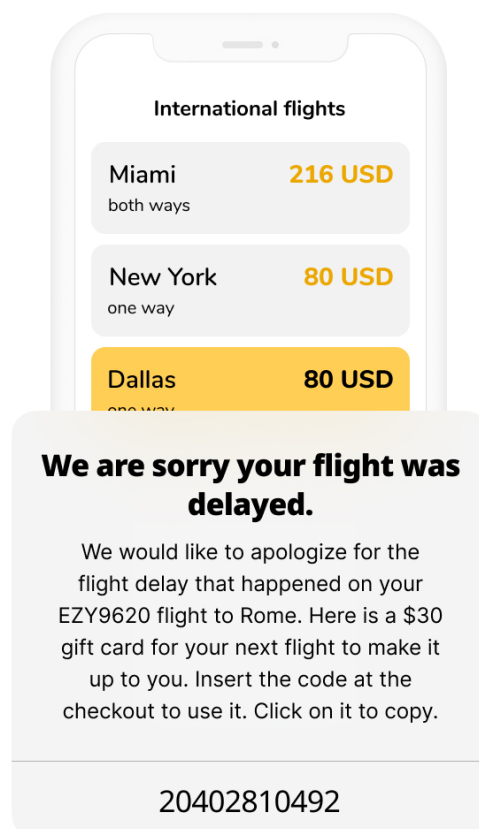
Andrew

Last name

Reynolds

Email

Example

You can create an automated campaign that will send "sorry" messages with coupons to the customers who fall into the "dissatisfied customer" segment after the customer care agents have dealt with their case and have classified them in your CRM.

Main benefits

Sometimes things can go south, but with a compelling coupon campaign, you can quickly fix bad impressions and turn the frown upside down. Sorry coupons are fantastic for improving customer retention and can effectively prevent churn.

Best practices

✓ In the case of returns or cashbacks, this could be added on top of the return, for example returning 120% of the value.

✓ Make sure to use unique coupon codes assigned to particular customers to minimize the risk of fraud.

✓ Also, limit the redemption to once per customer in a specific timeframe (a year or quarter) to reduce customers' chances of raising fake support tickets.

International flights

Miami	216 USD
both ways	
New York	80 USD
one way	
Dallas	80 USD

We are sorry your flight was delayed.

We would like to apologize for the flight delay that happened on your EZY9620 flight to Rome. Here is a $30 gift card for your next flight to make it up to you. Insert the code at the checkout to use it. Click on it to copy.

20402810492

Re-engagement

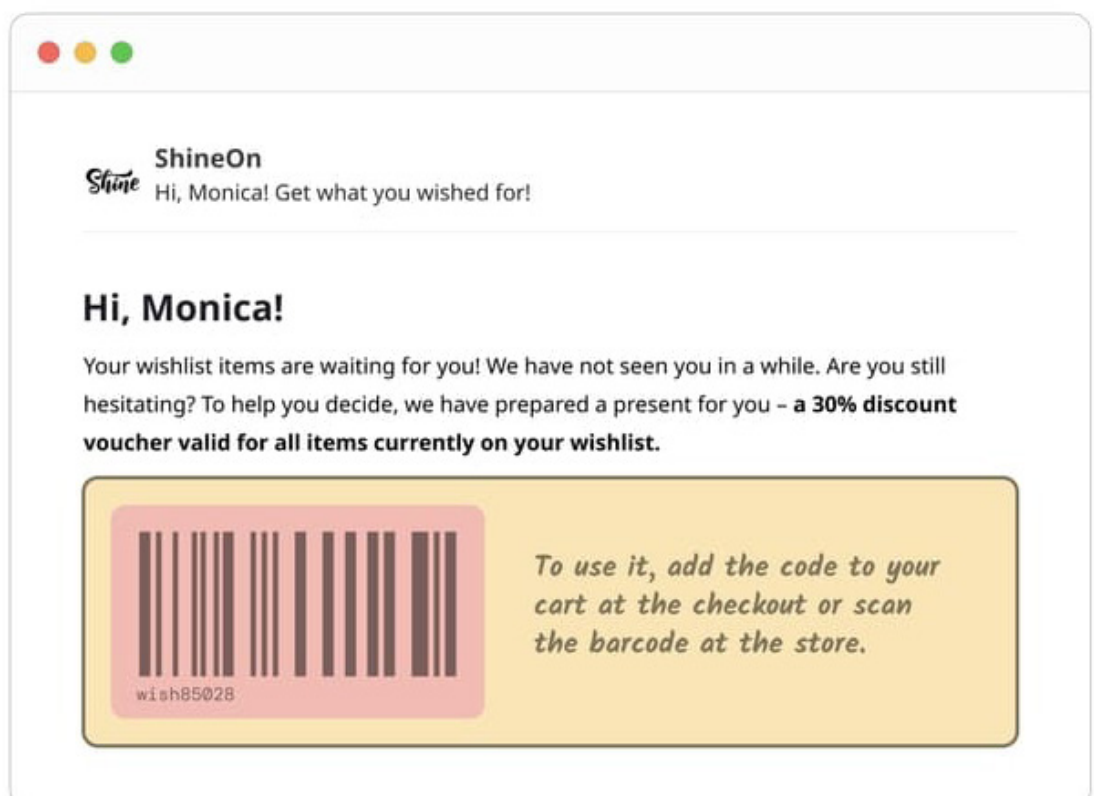Dormant users campaign

Example

Sometimes you need to incentivize dormant customers, and there is no better way to do it than with a fun coupon campaign with automatic reminders running for a short time. If a customer hasn't purchased in the last five months, send a 30% discount on products from the customer's wishlist.

Main benefits

The incentive can help you get your inactive customers to purchase from you again.

Best practices

✓ Coupon reminders can increase the chance of your emails standing out from the crowd.

✓ You can also use this opportunity to incorporate a short survey into your message to ask customers how you can do better.

ShineOn
Hi, Monica! Get what you wished for!

Hi, Monica!

Your wishlist items are waiting for you! We have not seen you in a while. Are you still hesitating? To help you decide, we have prepared a present for you – **a 30% discount voucher valid for all items currently on your wishlist.**

wish85028

To use it, add the code to your cart at the checkout or scan the barcode at the store.

BAEMIN

Customer success story

BAEMIN is a food delivery platform operated by Woowa Brothers Corp. In 2019, BAEMIN officially entered the Vietnamese market and became one of the largest players here, having about 5 million customers.

BAEMIN Vietnam opted for time-limited unique coupon codes to capture the Vietnamese market as quickly as possible. Knowing that the market is coupon-oriented, they were looking for a coupon solution that would allow their team to generate and manage unique codes with little to no IT development. After conducting a market analysis, BAEMIN Vietnam found Voucherify to tick all the boxes. As a flexible and API-first coupon system, Voucherify allowed BAEMIN Vietnam to save precious development time and provide all needed features out-of-the-box. Now, their team uses Voucherify-powered coupons as the main drive for orders and, consequently, sales.

Results

- Over **60 million engaged users** and over **800 campaigns** launched.

- Flexible campaign management by the marketing team.

- Fast campaign time-to-market thanks to API-first built.
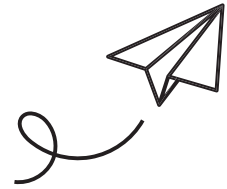
‰ voucherify

We are here to help

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 coupon campaigns and feel the power of a new cross-channel experience created with incentives. No strings attached, no credit card needed.

Book a demo

Current & future e-commerce leaders choose Voucherify: