



# How Top Enterprises Use Voucherify Promotion Engine?

10+ promotion teardowns launched by our clients.

 SAATCHI ART

 vodafone

 helthjem

 YES.FIT

SOULCYCLE

 OVC

 Grover

Pomelo.

**CERVEZA SIEMPRE**  
De Grupo Modelo

Bloomberg | *Quint*

 bellroy

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# Bloomberg | Quint

Industry

Digital journalism

Solution

Discount coupons, loyalty and referral programs

Limits

Customer and order attributes, redemption limits

Goal

Customer acquisition/retention

**Bloomberg | Quint** is an Indian multiplatform business and financial news company. They combine Bloomberg's global leadership in business and financial news and data, with Quintillion Media's deep expertise in the Indian market and digital news delivery, to provide high-quality business news, insights and trends for India's sophisticated audiences.

Bloomberg | Quint uses Voucherify in their discount coupons program. Users can receive discount codes via multiple channels, including newsletter subscription.

## Promotion workflow:

- ✓ Voucher creation (redemption limits based on order attributes).
- ✓ Users receive a unique code via newsletter or other channels (e.g., social media).
- ✓ Users purchase the subscription on Bloomberg | Quint website.
- ✓ Users can redeem the discount during the check-out.
- ✓ Voucherify checks the code validity and marks the redemption as successful or failed.

## Customer journey:

### 1. Buying a subscription:

The screenshot shows the Bloomberg | Quint website's subscription page. The header includes the BQ BLUE logo and navigation links for Student/Corporate Plans, FAQs, and Contact. The main content area features a headline "Make better business decisions with BQ Blue" and a "CHOOSE A PLAN" section with three options: 1 Month (₹699), 12 Months (₹2999, recommended), and 24 Months (₹4999). A prominent orange "SUBSCRIBE" button is visible. Below the plans, there are sections for "WHAT'S IN IT FOR YOU?" listing benefits like Exclusive Stories, Research Reports, Webinars & Events, BQ Journalism, Exclusive Newsletters, and Minimal Ad Experience. At the bottom, there are options for "Are you a Student?" (50% discount) and "Group Subscription" (bulk pricing).

### 2. The promo box on the Bloomberg | Quint website:

The screenshot shows the checkout page for the BQ Blue subscription. The top section displays the BQ logo and the price "You are about to be charged INR2,999.00." Below this, a table summarizes the subscription details:

Starting	Duration	Billing
Today	yearly until canceled	INR2,999.00 per year

All prices Incl. GST

The "Promo code" section includes a text input field with a percentage icon and the placeholder "Enter promo code", followed by an "Apply" button. Below this, the "Country of residence" is set to "Poland" in a dropdown menu. A checkbox at the bottom is checked, indicating "I reside in the same country as my billing address".



### 3. Applying an invalid and valid discount codes:

**Promo code**

Your promo code is not valid

Country of residence

I reside in the same country as my billing address

**BQ Blue**

You are about to be charged INR2,249.25.

Starting	Duration	Billing
Today	1 year of access	INR2,999.00 one payment of INR2,249.25
Jun 22, 2022	yearly until canceled	INR2,999.00 per year

All prices Incl. GST

### 4. Special student -50% discount:

**Education Subscriptions**  
Bloomberg | Quint

**Get Special Offer For Students**

Your Name

Institutional Email ID

You shall receive a coupon code on your Email as soon as it has been verified by our Team

### 5. Users can receive the discount code via newsletter subscription:

**BQ BLUE**

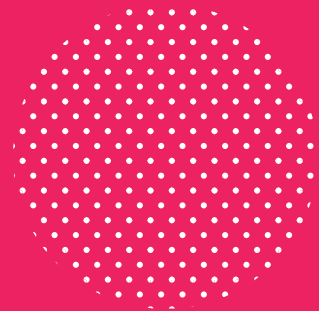
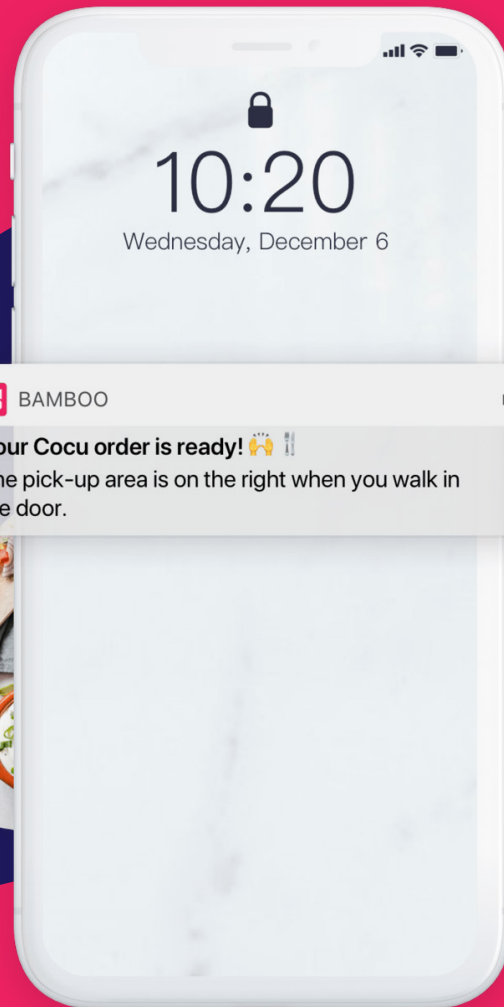
**5<sup>th</sup> Anniversary Celebration Of Empowering Investors**

Get **30% OFF** on 24 months subscription

Use Coupon Code: **BQ5YR30**



**BAM  
BOO**



# Bamboo

Industry

Food delivery

Solution

Discount coupons, gift cards and referral program

Limits

Customer and order attributes, redemption limits

Goal

Customer retention/acquisition

**BAMBOO** helps people get their meals on the run. They offer a mobile app for ordering food for collection at any time of the day, skipping the queue. Their target audience is busy businessmen (and businesswomen) working in corporate areas who need to get their meals picked up fast and effortlessly to keep up with speed at work. The stores and restaurants that join the program were looking for a solution to help them increase their throughput at busy times, and boost revenue due to online ordering benefits.

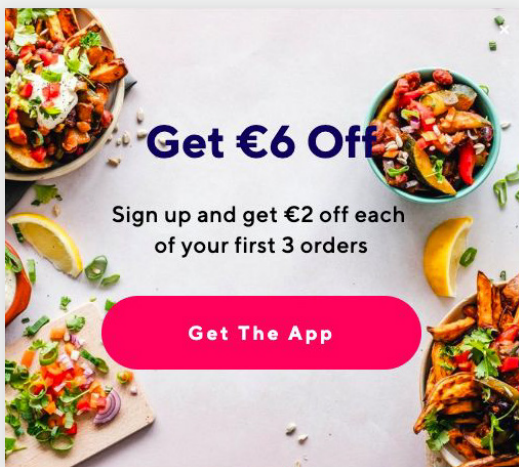
BAMBOO uses Voucherify in their discount strategy. Users can sign up for the discount via a dedicated landing page. Then users get a unique code via SMS. When customers download the Bamboo app, they can enter the code in the Promotions tab to receive a discount for next order.

## Promotion workflow:


- ✓ Voucher creation (redemption limits based on customer & order attributes).
- ✓ Customers download the app.
- ✓ Customers receive unique discount codes via SMS.
- ✓ Customers can redeem the discount during the next purchase.
- ✓ Voucherify checks the code validity and marks the redemption as successful or failed.

## Customer journey:

### 1. Promotion visual:



### 2. Registering to get the discount:



**BAMBOO - SKIP THE QUEUE, GET REWARDED IN CAFES**

---

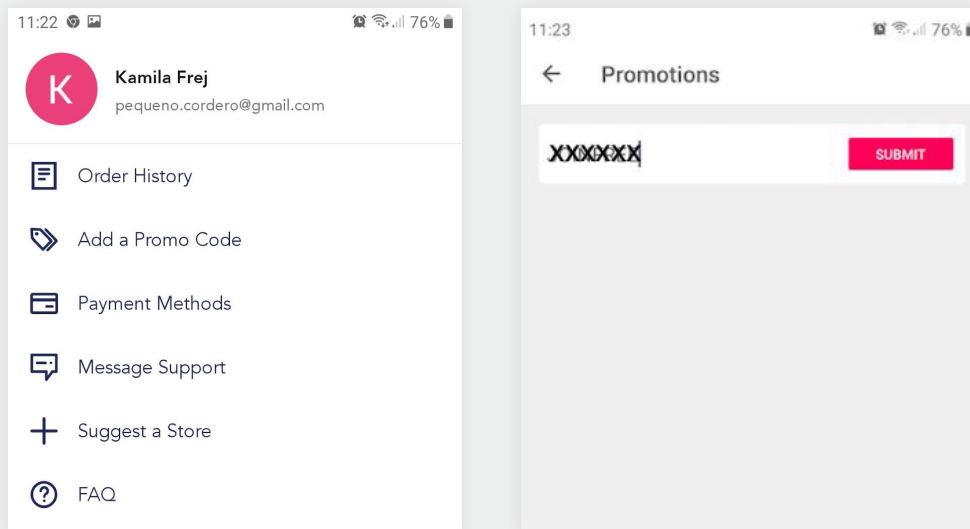
## €2 off your first three orders

Order in a tap. Never pay any fees. We'll let you know when your order is ready to collect. (Valid when you spend over €5 per order)

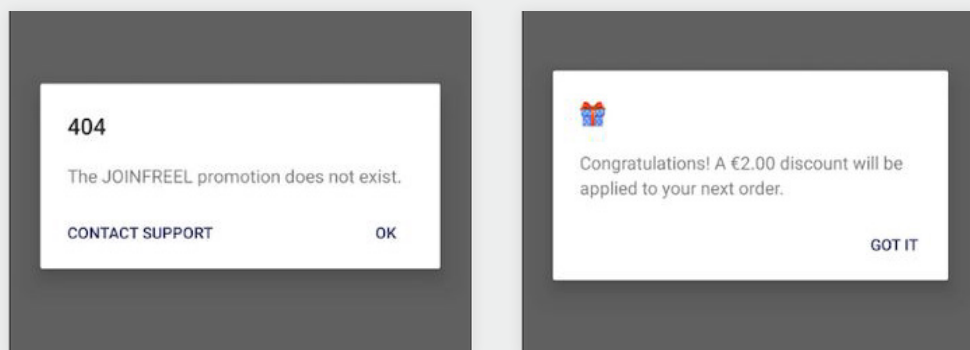
Enter your phone number (including country code) to download the app

By entering your phone number, you consent to the use of your phone number to send you a link to the app, and to the use of your phone number in accordance with the app's privacy policy. Standard rates apply.

### 3. Entering the code in the Promotions tab in the mobile app:



### 4. Getting the discount for the next order – an invalid and valid code redemptions:



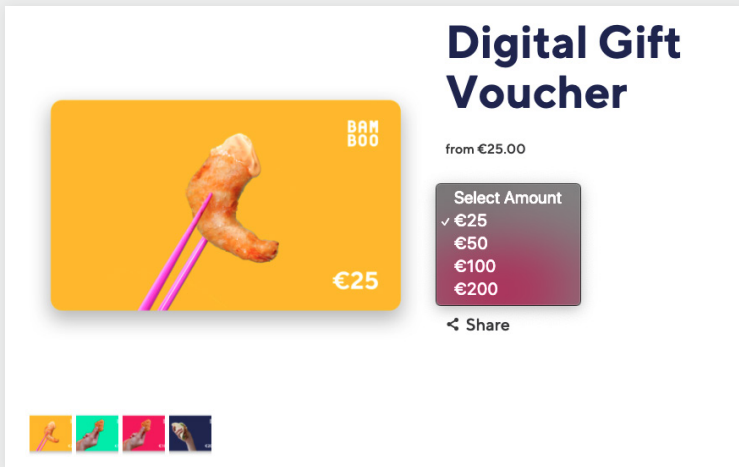
Bamboo also generates digital gift cards in Voucherify. They sell them to customers on their website and app. The digital gift card can be sent as a present via email to a chosen recipient. The gift cards have 5 years-long expiration date. Customers can choose the amounts from 25 to 200 EUR.

### Gift cards workflow:

- ✓ Customers purchase gift cards on the Bamboo website.
- ✓ The recipients get gift cards via a personalized email message.
- ✓ Recipients use gift cards to pay for orders on the Bamboo app.
- ✓ Voucherify verifies the card balance and expiration date and validates or marks the redemption as successful or failed.

## Customer journey:

### 1. Selecting the gift card value:



### 2. Adding the discount/gift card code at the checkout:

<h4>1. Your Email</h4> <input type="text"/> <p>You'll receive receipts and notifications at this email address.</p> <p><b>Continue</b></p>	<h4>Order Summary</h4> <table><tr><td></td><td>Digital Gift Voucher Amount: €25</td><td>€25.00</td></tr><tr><td></td><td></td><td><a href="#">Remove</a></td></tr><tr><td><input type="text"/></td><td><b>Apply</b></td><td></td></tr><tr><td>Subtotal</td><td></td><td>€25.00</td></tr><tr><td>Tax</td><td></td><td>-</td></tr><tr><td><b>Total</b></td><td></td><td><b>€25.00</b></td></tr></table>		Digital Gift Voucher Amount: €25	€25.00			<a href="#">Remove</a>	<input type="text"/>	<b>Apply</b>		Subtotal		€25.00	Tax		-	<b>Total</b>		<b>€25.00</b>
	Digital Gift Voucher Amount: €25	€25.00																	
		<a href="#">Remove</a>																	
<input type="text"/>	<b>Apply</b>																		
Subtotal		€25.00																	
Tax		-																	
<b>Total</b>		<b>€25.00</b>																	
<h4>2. Gift Card Recipient</h4>																			
<h4>3. Payment &amp; Discounts</h4>																			

### 3. Choosing the gift card recipient:

#### 2. Gift Card Recipient

Recipient's Name\*

Email\*

**Continue**



# Grover

Industry

eCommerce renting

Solution

Discount coupons and referral program

Limits

Customer and order attributes, redemption limits

Goals

Customer acquisition

**Grover** is a company that enables people to subscribe to tech products instead of buying them. It gives the freedom of renting by bringing the access economy to the consumer electronics market and offering a simple, monthly subscription model for the best in tech. It allows private customers, as well as businesses, to get access to a wide assortment of over 1500 tech products such as smartphones, laptops, virtual reality (VR) gear, and wearables profiting from flexibility and full usage rights at a fraction of the purchase price. Grover uses Voucherify in their discount program. Users can use a promo code displayed on their website to get a 50% discount for the first month of subscription.

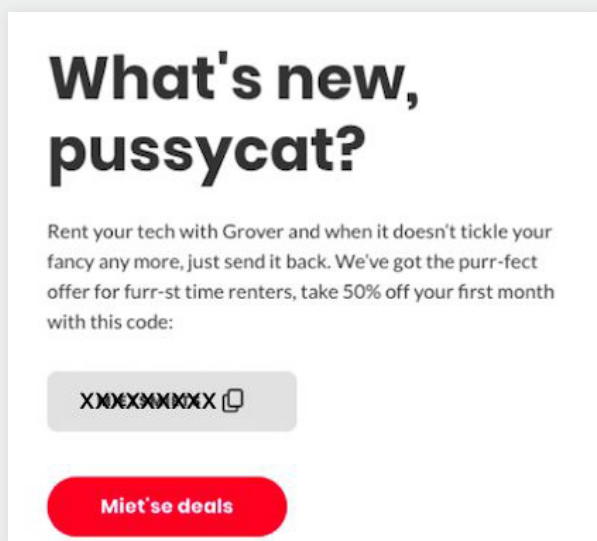


## Promotion workflow:

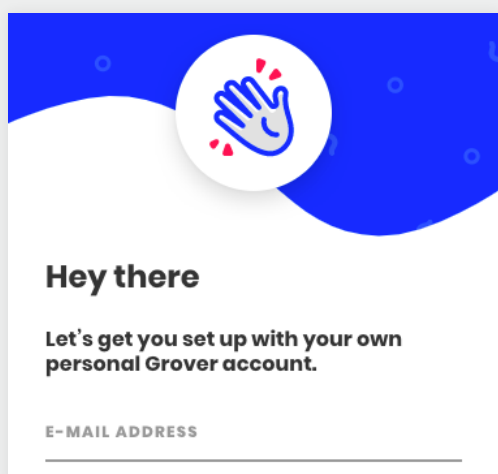
- ✓ Voucher creation (redemption limits based on customer & order attributes).
- ✓ Customers order a product on Grover website.
- ✓ Customers can see the codes directly on the site.
- ✓ If the users meet the discount criteria, they receive a unique code.
- ✓ Users can redeem the discount during the check-out.
- ✓ Voucherify checks the code validity and marks the redemption as successful or failed.

## Customer journey:

1. Displaying a unique discount code on the Grover website:



2. Signing up for a personal Grover account:



### 3. Adding a product to the cart:

The screenshot shows the Grover website interface. At the top, there is a navigation bar with the Grover logo, links for 'HOW IT WORKS', 'TOP PRODUCTS', and 'DEALS', and user account options: 'FOR YOU', 'WISHLIST', and 'ACCOUNT'. Below the navigation is a search bar with the text 'Search for Musical Instruments...'. The main content area is titled 'ALL · AUDIO & MUSIC · HEADPHONES'. On the left, there is a vertical list of product thumbnails. The central focus is a large image of the Jabra Elite 85h headphones. To the right of the image is a product card for 'Jabra Elite 85h', described as 'Over-ear, Wireless, ANC, Up to 36h battery'. The price is shown as €29.90 per month for 1 month, with a crossed-out original price of €99.99. Below the price, there are icons for 'FREE Grover Care', 'Delivery in 3-7 working days', and a 'Select your minimum rental period' dropdown menu currently set to '1+ MONTH'. A color selection dropdown is set to 'Titanium Black'. A prominent red 'SUBSCRIBE' button is at the bottom of the product card. Below the product card, there are four green boxes with icons and text: 'No deposit, no hidden costs', 'Damage coverage by Grover Care', 'Flexible rental period with purchase option', and 'Free easy returns'. At the bottom right of the product card, there is a circular icon with a star and the text 'EXCELLENT 4.81/5.00'.

### 4. Redeeming the discount code:

The screenshot shows the 'Payment' page on the Grover website. On the left, there is a product summary for 'Jabra Elite 85h' with a small image of the headphones and the text 'Over-ear, Wireless, ANC, Up to 36h battery'. Below this is a 'Review bag' link. On the right, there are two radio button options for payment: 'PayPal' and 'Credit/Debit card'. Below these is a note: 'Billing address is the same as delivery address' with a link to 'Add new address'. The 'Redeem voucher' section is highlighted with a purple border. It contains a text input field with a purple 'Redeem voucher' label, a code field containing 'XXXXXX', and a 'RESET' button. Below the code field, it says 'Discount: 17,40 €'. At the bottom of the payment section is a large red 'CONTINUE' button.



SAATCHI ART



# Saatchi Art

Industry

Art eCommerce

Solution

Discount coupons and gift cards

Limits

Order attributes

Goals

Customer retention/acquisition

[Saatchi Art](#) is the largest online art gallery and social market platform for artists in the world.

The Saatchi Art marketplace contains original paintings, photography, drawings, and sculptures by approximately 110,000 artists from over 100 countries worldwide. This artist network is a platform for artists to show their work and interact, exhibit, and sell their work.

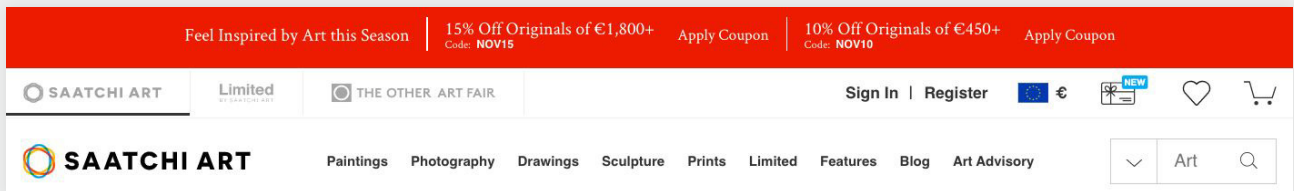
Saatchi Art uses Voucherify in their discount program and gift cards. Discount codes are displayed on the website so customers can use them while buying any piece of art. Users can also let selected recipients purchase an artwork they love with a digital gift card. The worklows steps are simple – select a card value, personalize it with a message, and email it to recipients immediately.

## Promotion workflow:

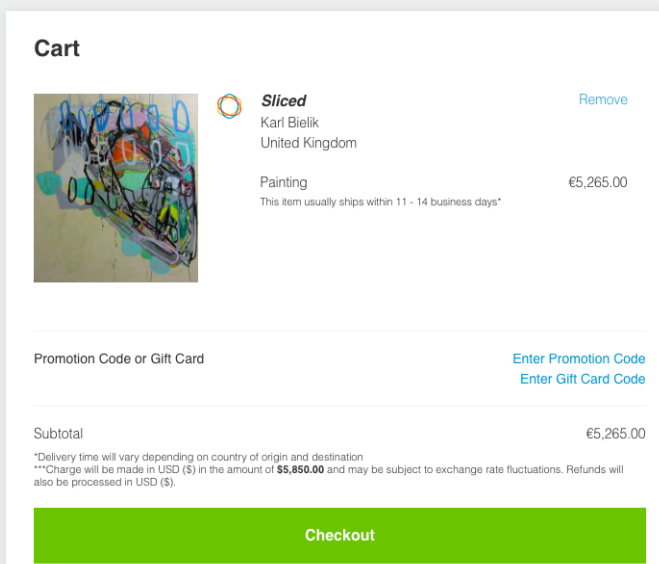
- ✓ Voucher creation (redemption limits based on order attributes).
- ✓ Customers order a piece of art on the Saatchi Art website.
- ✓ Customers can see & copy the codes directly on the site.
- ✓ Users can redeem the discount during the check-out.
- ✓ Voucherify checks the code validity and marks the redemption as successful or failed.

## Customer journey:

### 1. Displaying discount codes on the Saatchi Art website:




### 2. The promotion box at the checkout:



### 3. Entering an invalid & valid promotion code:

We're sorry, we seem to have encountered an error. If you continue to have this problem, please contact our support team by submitting your inquiry [here](#) ✕

#### Cart



**Sliced**  
Karl Bielik  
United Kingdom

Painting  
This item usually ships within 11 - 14 business days\*

€5,265.00 [Remove](#)


#### Saatchi Art

- ✓ Shipping Included On Original Art
- ✓ 7-Day Money-Back Guarantee
- ✓ Safe & Secure Shopping
- ★★★★★ 5-Star Trust Pilot Rating

#### Limited by Saatchi Art

- ✓ Certificate of Authenticity
- ✓ 30-Day Money-Back Guarantee
- ✓ Safe & Secure Shopping
- ★★★★★ 5-Star Trust Pilot Rating

#### Cart



**Sliced**  
Karl Bielik  
United Kingdom

Painting €5,265.00  
Discount €789.75  
**Price** €4,475.25  
This item usually ships within 11 - 14 business days\*

[Remove](#)

Promotion Code or Gift Card Coupon code ~~XXXX~~ applied. [Remove](#)  
[Enter Gift Card Code](#)

### Gift cards workflow:

- ✓ Customers purchase gift cards on the Saatchi Art website.
- ✓ The recipients get gift cards via a personalized email message.
- ✓ Recipients use gift cards to pay for orders.
- ✓ Voucherify verifies the card balance and expiration date and validates and marks the redemption as failed or successful.


**Bonus:** Saatchi Art allows customers to check their gift card balance directly on the website.

## Check your Balance

Already have an eGift Card? Check the balance on your card below.

## Customer journey:

### 1. Selecting the gift card value and filling in recipient's info:



**SAATCHI ART** \$100

**Card Value**

Minimum amount is \$50 (USD)

Recipient's First Name:  Recipient's Last Name:

Recipient's Email:


Gift Message (Optional) (958/1000)

### 2. Exceeding the limit on the maximum gift card amount:

Maximum gift card amount is \$5,000 USD

## Saatchi Art eGift Cards

Give the gift of art with a Saatchi Art gift card. Select a value, personalize it with your message, and have it emailed to a friend or loved one immediately. It's the perfect present for any special occasion!



**SAATCHI ART** \$5000

**Card Value**

Minimum amount is \$50 (USD)

Recipient's First Name:  Recipient's Last Name:

Recipient's Email:

Gift Message (Optional) (958/1000)





# Yes.Fit

Industry

Solution

Limits

Goal

Health & Fitness

Gift cards, cart-level discounts

Customer and order attributes

Customer retention/acquisition

Yes.Fit is all about motivation. They want to convince runners to take part in races and also to motivate their friends. Yes. Fit uses Voucherify in their gift vouchers program. You can buy digital gift cards to reward or motivate your friends. They are available in many amounts and then will be sent via email. The owner of such a gift card can print it out or simply use the promo code while buying a race or any gadget for runners in the store.

## Gift cards workflow:

- ✔ Gift cards creation.
- ✔ Customers order a digital gift card on the Yes.Fit website.
- ✔ Recipients or senders receive the card via email powered by Intercom.
- ✔ Users can redeem the gift card during the check-out in the runner store.
- ✔ Voucherify checks the card validity and updates the card balance.

## Customer journey:

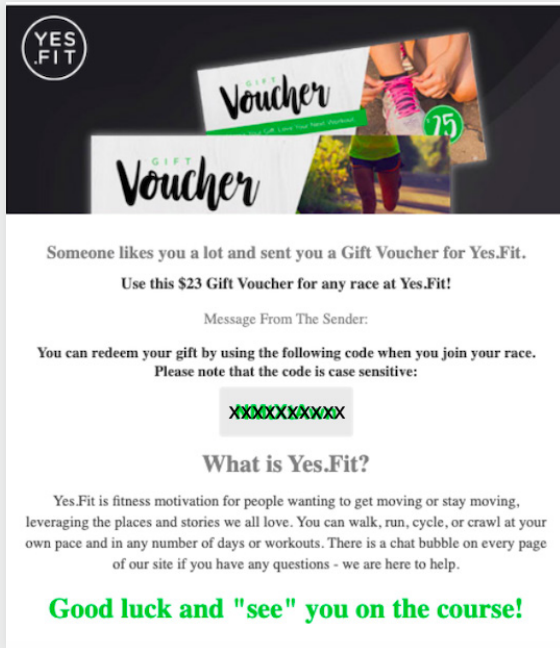
### 1. Buying a gift voucher via Yes.Fit landing page:

The screenshot shows the 'DETAILS' step of a four-step process (INTRODUCTION, DETAILS, PAYMENT, THANK YOU). The form includes fields for 'SENDER EMAIL', 'VERIFY SENDER EMAIL', and 'SENDER NAME', all containing 'kamila.frej@rspective.pl' and 'Kamila'. A 'GIFT AMOUNT' dropdown menu is open, showing options from \$23 to \$100, with '\$40' selected. Below the dropdown, there are fields for 'VERIFY RECIPIENT EMAIL' and 'RECIPIENT NAME'. A 'VOUCHER CODE TO YOU THE PURCHASER SO THAT YOU CAN PRINT THE CODE AND GIVE IT TO THE RECIPIENT.' field is also present. At the bottom, there are 'BACK' and 'NEXT' buttons.

The screenshot shows the 'THANK YOU' step of the four-step process. A green button at the top says 'GET YOURS TODAY'. Below the progress indicator, the text reads 'ORDER SUMMARY' and 'THANK YOU FOR YOUR PURCHASE. YOUR GIFT VOUCHER HAS BEEN EMAILED.' A table summarizes the order:

🎁 GIFT VOUCHER	\$23
💳 CHARGED	\$23
🔍 TRANSACTION NUMBER: CH_1FEH00FWJVFH1FASRHBKCCML	
<b>TOTAL:</b>	<b>\$23</b>

2. Getting the gift voucher code via email and choosing the race:



## ZEUS ON MOUNT OLYMPUS

18.9 MILES

IN GREEK MYTHOLOGY, OLYMPUS WAS THE HOME OF THE TWELVE OLYMPIAN GODS OF THE ANCIENT GREEK WORLD AND THEIR FIERCE LEADER ZEUS. JOIN US ON THIS BEAUTIFUL WALKING TRAIL AND LEARN A LITTLE ABOUT THESE MYTHOLOGICAL GODS ALONG THE WAY.

**\$23**

**IT'S YOUR RACE AT YOUR PACE, TAKE AS MUCH TIME AS YOU NEED TO COMPLETE YOUR CHALLENGE!**

3. Entering an invalid & valid gift card code:

UNABLE TO FIND THE PROMO OR GIFT CODE ENTERED

PLEASE CHECK THE INFORMATION IN YOUR SHOPPING CART, THEN USE A PAYMENT BUTTON BELOW.

FOR: KAMILA.FREJ@RSPECTIVE.PL	
ZEUS ON MOUNT OLYMPUS VIRTUAL RACE	\$23
ZEUS SHIRT - FEMALE (OS)	
SHIPPING AND HANDLING	INC.
<b>TOTAL: \$23</b>	

PROMO CODE OR GIFT VOUCHER:

NM0016Aw

ADD CODE

PLEASE CHECK THE INFORMATION IN YOUR SHOPPING CART, THEN USE A PAYMENT BUTTON BELOW.

FOR: KAMILA.FREJ@RSPECTIVE.PL	
ZEUS ON MOUNT OLYMPUS VIRTUAL RACE	\$23
ZEUS SHIRT - FEMALE (OS)	
NMTXTAWN GIFT VOUCHER	(\$23)
SHIPPING AND HANDLING	INC.
<b>TOTAL: \$0</b>	

\$23 OFF!

REMOVENMTXTAWN

THE REMAINING BALANCE ON THIS GIFT VOUCHER IS \$0

BACK PLACE ORDER



## SoulCycle

Industry

eCommerce / Fitness

Solution

Discount coupons and loyalty programs

Limits

Customer attributes and redemption limits

Goal

Customer retention/acquisition

**SoulCycle** is a New York City-based fitness company that offers indoor cycling workout classes. Customers can take part in a single cycling session or buy a carnet. The company operates on a pay-by-class basis and does not offer memberships.

SoulCycle uses Voucherify in their discount codes program. Steps are simple, you have to sign up, choose a bike class and then you'll get a notification with your discount code for the next ride.

## Promotion workflow:

- ✓ Voucher creation (redemption limits based on customer attributes).
- ✓ Customers order a bike class on the SoulCycle website.
- ✓ Customers receive discount codes via channels powered by Braze.
- ✓ If the customer meets promotion conditions, the code is assigned to their profile.
- ✓ Customers can redeem the discount during next purchase.
- ✓ Voucherify checks the code validity and marks the redemption as successful or failed.

## Customer journey:

### 1. Booking and buying a bike ride class:

**Welcome to SOUL, Kamila!**

**Note:** you aren't booked into class until you select a bike.

To book a bike, you need to have some classes in your account. Here are some good ones to start with!

Class Name	Price	Expiration	Recommendation
SOULCYCLE First Time Ride 1 Class	£24	Expires in 30 days	
SOULCYCLE Starter 3 Classes	£50	Expires in 60 days	RECOMMENDED

## 2. The promotion box on the SoulCycle website:

The screenshot shows a promotion box for '5 SERIES-LONDON' which expires in 45 days. The offer is priced at £110.00. Below the offer, there is a 'Have a Promo Code?' section with an input field for the code and an 'apply' button. To the right, a summary table shows '20% VAT included' for £30.67 and 'Shipping' as N/A. The total price is listed as £184.00 GBP.

5	<b>5 SERIES-LONDON</b> Expires in 45 days	£110.00 x	1	£110.00
<b>Have a Promo Code?</b> ^				
<input type="text" value="Enter Code"/>		20% VAT included		£30.67
<input type="button" value="apply"/>		Shipping		N/A
Total				<b>£184.00 GBP</b>

## 3. Applying an invalid code at the checkout:

The screenshot shows a checkout page with a yellow banner at the top stating 'invalid code entered'. Below this, a promotion box for '1 SERIES-LONDON' (expires in 30 days) is shown with a price of £26.00. The 'Have a Promo Code?' section contains the code '4729' and an 'apply' button. Below that, there is a 'Got a gift card?' section with fields for 'Card Number' and 'Pin', and an 'apply' button. The summary table on the right shows '20% VAT included' for £4.33 and 'Shipping' as N/A. The total price is £26.00 GBP. At the bottom, there are 'checkout' and 'continue shopping' buttons.

invalid code entered				
1	<b>1 SERIES-LONDON</b> Expires in 30 days	£26.00 x	1	£26.00 x
<b>Have a Promo Code?</b> ^				
<input type="text" value="Enter Code"/> 4729		20% VAT included		£4.33
<input type="button" value="apply"/>		Shipping		N/A
Total				<b>£26.00 GBP</b>
<b>Got a gift card?</b>				
<input type="text" value="Card Number"/>		<input type="button" value="checkout"/>		
<input type="text" value="Pin"/>		continue shopping		
<input type="button" value="apply"/>				



# Pomelo.



## Pomelo Fashion

Industry	Fashion DTC
Solution	Discount coupons, in-cart promotions and referral program
Limits	Order & product attributes
Goal	Customer retention/acquisition

**Pomelo** is an online fast fashion brand and marketplace for greater Asia. With \$52 mln funding in the recent Series C, they focus on providing new arrivals weekly for the fashion forward twenty something to thirty something consumer. Their branded products are sourced with attention to trend, detail, and quality from the fashion capitals of Asia.

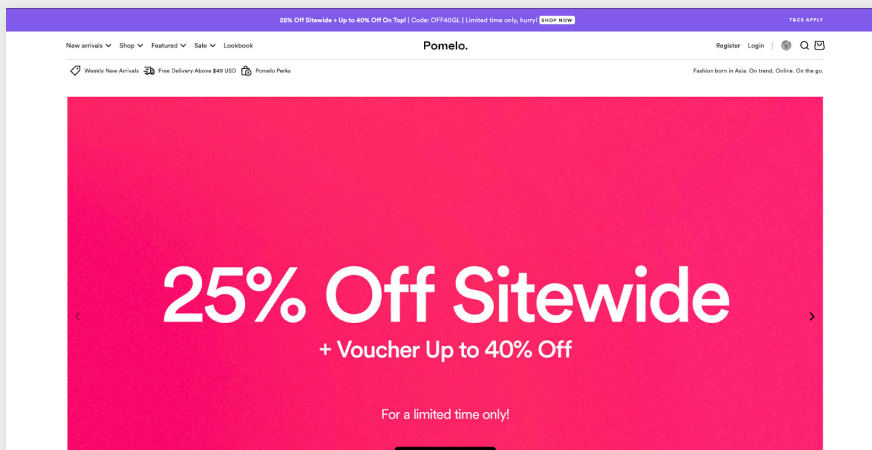
Pomelo uses Voucherify for discount coupon campaigns, in-cart promotions, and a referral program. They use it together with Segment and Braze thanks to Voucherify's native integrations.

## Promotion workflow:

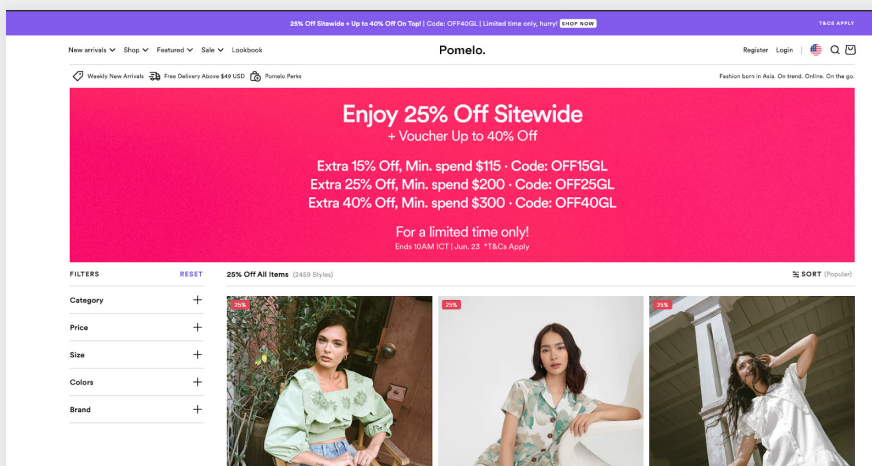
- ✓ Creating a collection of products in Voucherify that will be discounted.
- ✓ Creating an in-cart discount on those products in Voucherify.
- ✓ Creating a tiered discount based on the same product collection with standalone voucher codes in Voucherify.
- ✓ Customers add products on promotion to the basket.
- ✓ The in-cart promotion is automatically applied or customers add the voucher code.
- ✓ Voucherify checks the code validity and marks the redemption as successful or failed.

## Customer journey:

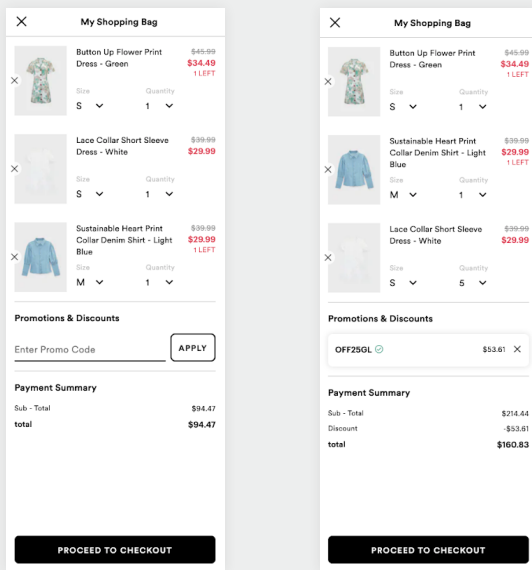
1. The promotion banner on the Pomelo website:



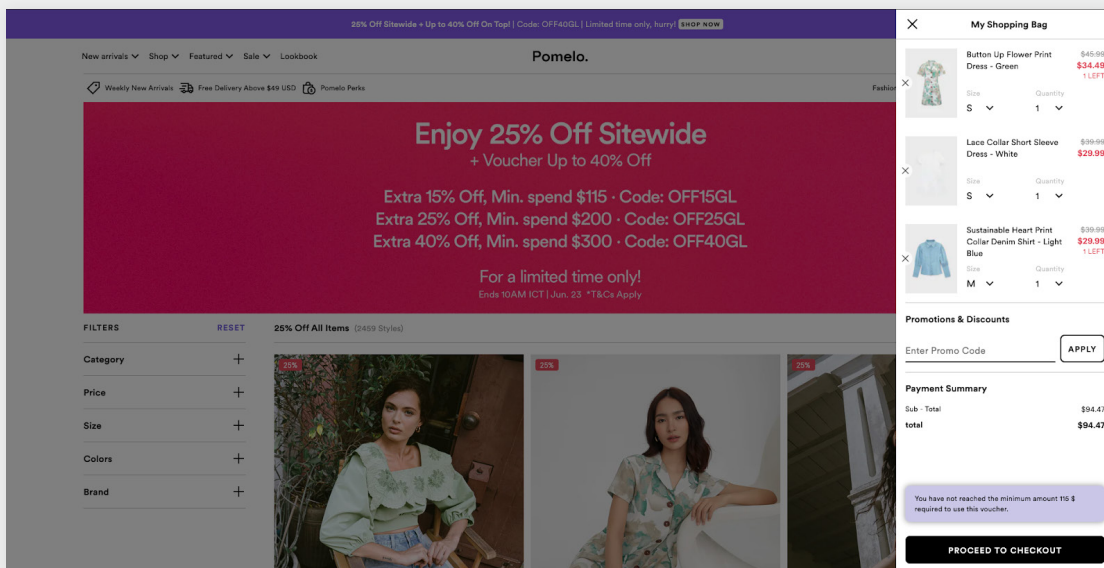
2. The collection of available products on 25% off sale:



### 3. The application of the automatic discount and the promo code box:



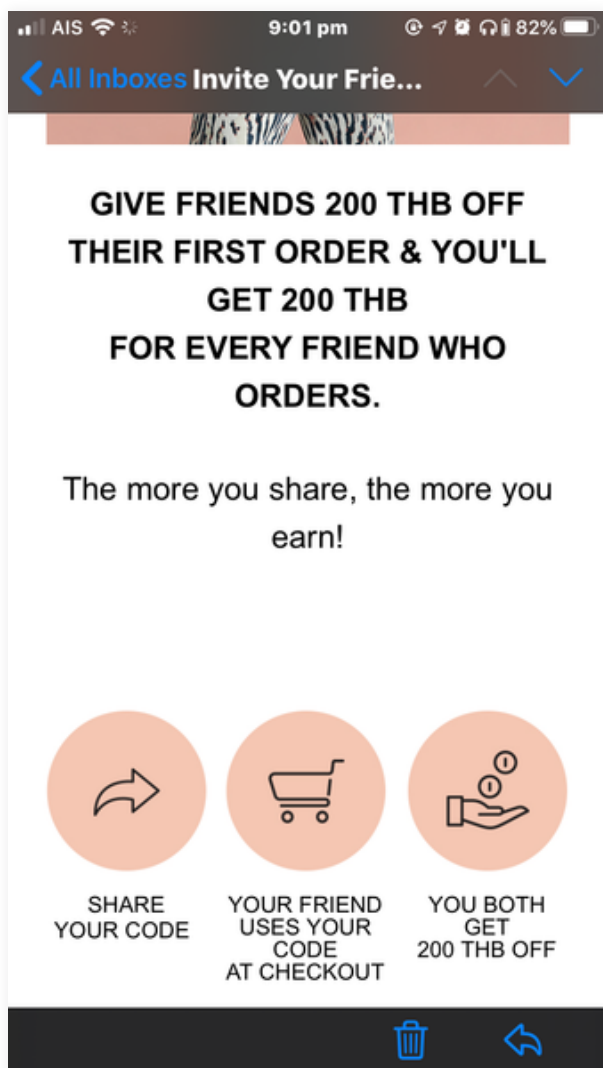
### 4. If the promotion conditions are not met, Pomelo returns an error message:

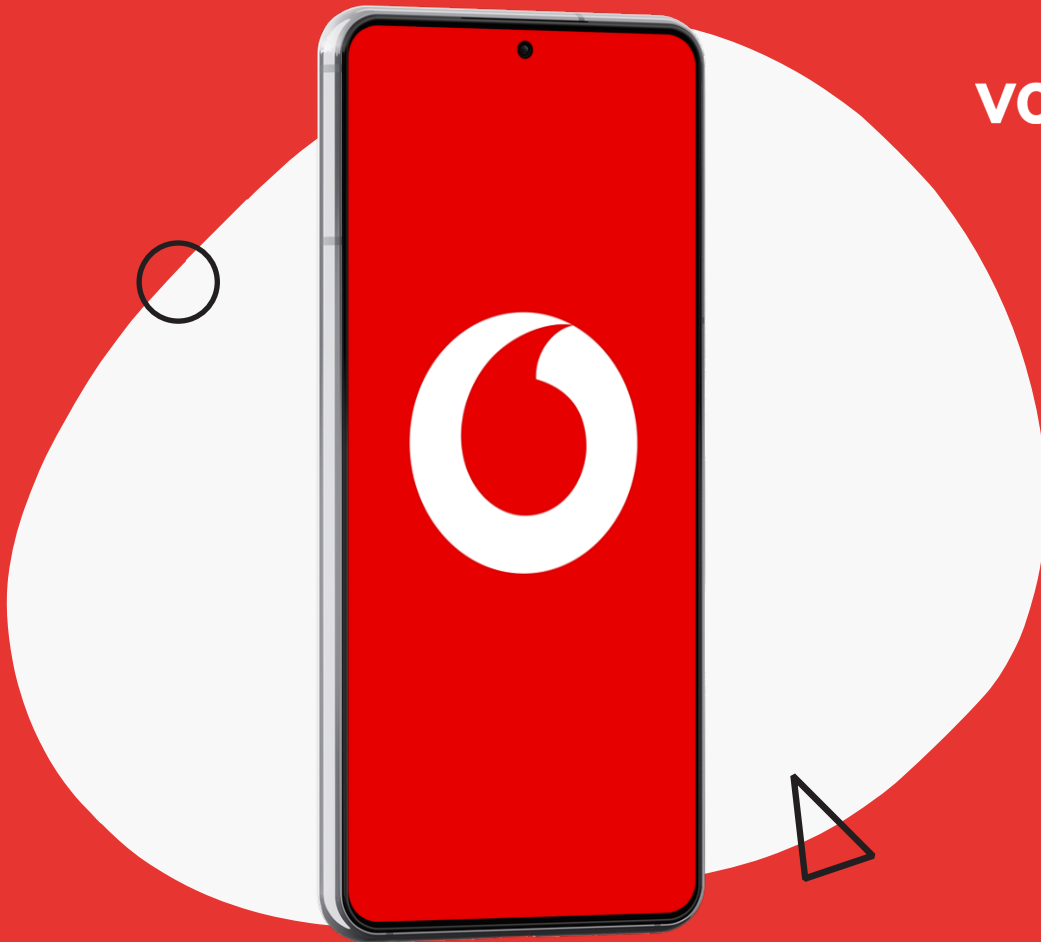


Another campaign Pomelo created with Voucherify was a referral program. Pomelo used a two-sided referral program which rewarded both the advocate and their friends. In the case of successful referral, the referrer received a reward coupon. The friend got a dollar discount right after applying the referral code.

## Referral program building blocks:

- ✓ Streaming user data into Segment.
- ✓ Creating relevant referral messages in Braze.
- ✓ Using Branch deeplinks to ensure that users land on the app page & app store.
- ✓ Leveraging Voucherify to deliver personalized messages and manage the referral codes redemptions and rewards assignment.





# Vodafone Portugal

Industry

Telecommunication

Solution

Discount coupons

Limits

Customer and product attributes

Goal

Customer retention/acquisition

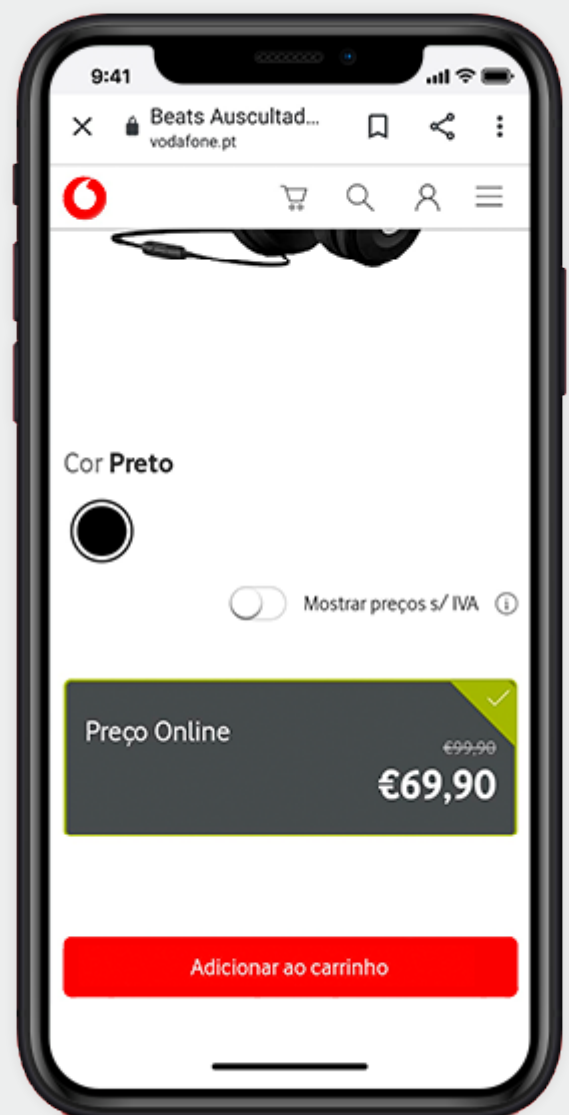
Vodafone Group plc. is a British multinational telecommunications company, operating in Asia, Africa, Europe, and Oceania. Vodafone Portugal is a part of Vodafone Group plc. and the second biggest telecommunications provider in Portugal. The promotion they used Voucherify for was product bundling with the use of unique discount codes. They offered Amazfit SmartWatch free of charge for customers who have subscribed to Internet packages. Those, who subscribed received a voucher code via SMS. They could add the SmartWatch to their basket, add the voucher code, and receive the SmartWatch free of charge.

## Promotion workflow:

- ✓ Voucher campaign creation in Voucherify.
- ✓ Customers order an Internet Package and get a voucher code via SMS.
- ✓ Customers have to add the promotional product to the basket.
- ✓ Customers have to apply the voucher code and their id number at the checkout.
- ✓ Voucherify checks the code validity and marks the redemption as successful or failed.

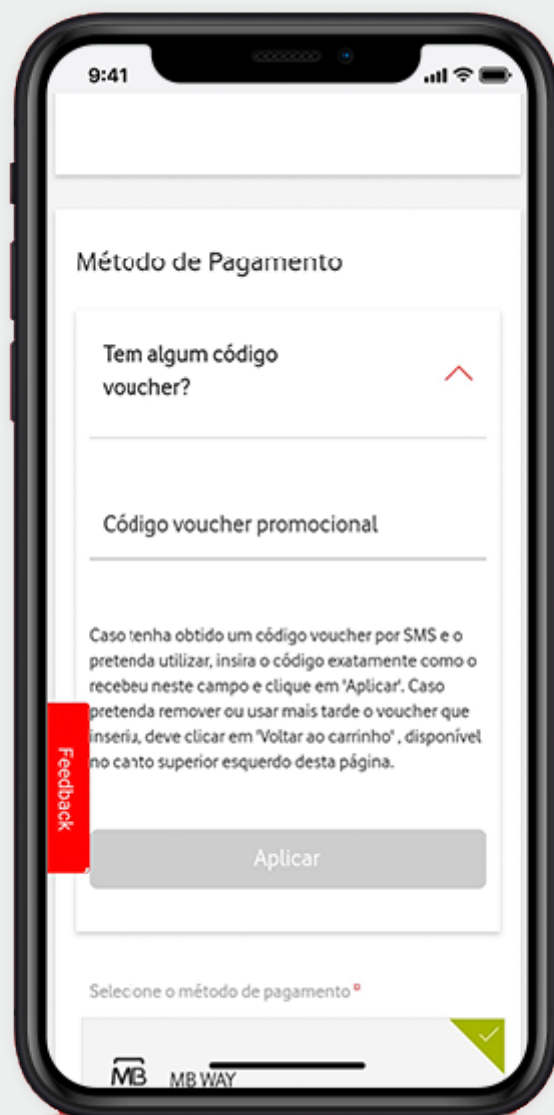
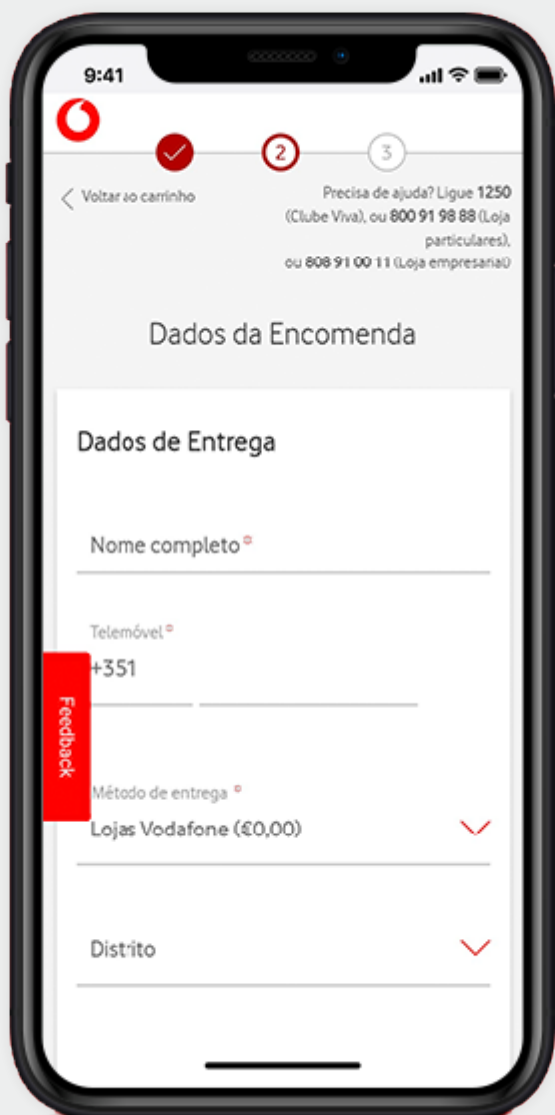
## Customer journey:

1. The text message with the discount code and adding the product to the cart:





2. Going through the payment process and applying the discount at the final step:





# Bellroy

Industry

Fashion DTC

Solution

Discount coupons and in-cart promotions

Limits

Product attributes

Goal

Customer acquisition

**Bellroy** is an Australian fashion D2C brand selling leather wallets, bags, phone cases & more made from premium, environmentally certified leather and sustainably produced woven fabrics.

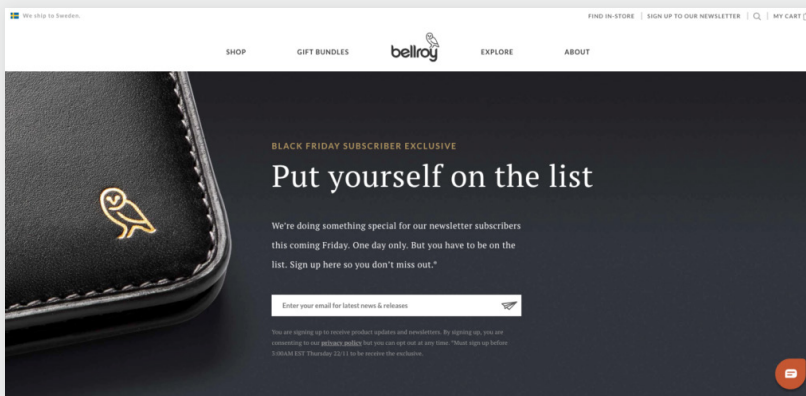
One of the promotions Bellroy launched with Voucherify was a cart-level promotion for Black Friday sent only to their newsletter subscribers.

## Promotion workflow:

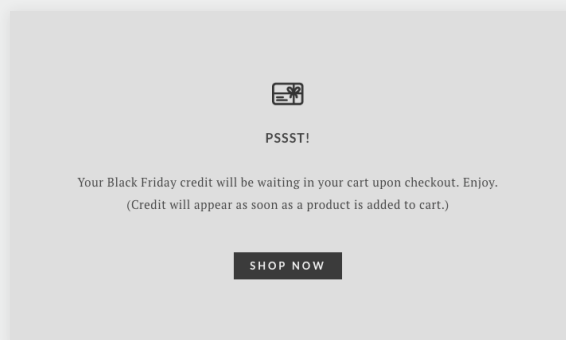
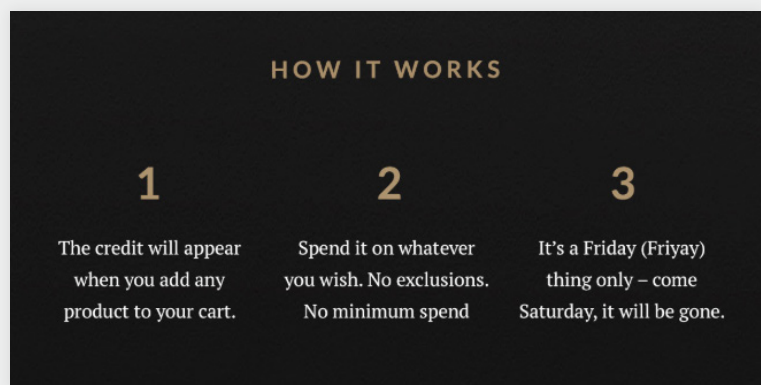
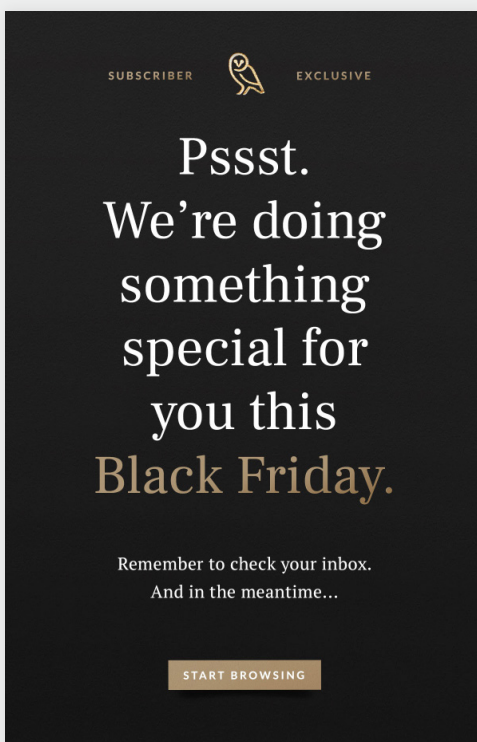
- ✓ Creating multiple cart promotions in Voucherify only for the newsletter subscribers. One promotion per region (currency) on separate projects.
- ✓ Newsletter subscribers get a link to the store.
- ✓ If they log in to the store, the promotion will be automatically applied at the checkout by Voucherify, for eligible customers, if they add at least one product to their basket.

## Customer journey:

1. A dedicated landing page promoting a “Black Friday Subscriber Exclusive”:





2. After entering the email address, an email was sent to the new subscriber:



3. The discount at the checkout after entering from the URL that came via email:

## CHECKOUT

### 1. REVIEW YOUR ORDER

	<b>Slim Sleeve</b> Color: Tan Qty: 1	×	€79 EUR
	<b>€15 Secret Black Friday credit</b> (Credit will appear as soon as a product is added to cart.)		-€15 EUR
<b>Subtotal</b>			<b>€64 EUR</b>

### 3. DELIVERY ADDRESS

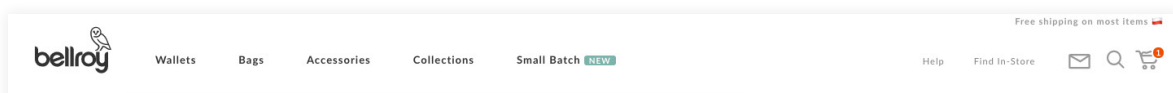
All fields required

First name\*

Last name\*

Email address\*

Bellroy also uses Voucherify to manage gift card campaigns. Customers can order gift cards in various amounts (\$50, \$80, \$100, \$150, \$250). After the purchase, customers receive an email with the gift card. Then they can print it out, or email it to the giftee. The gift card credit can be split between purchases and used as long as the balance is positive.



Free shipping on most items

## Digital Gift Card

€80<sup>EUR</sup>

Easy to buy, easy to use - Bellroy gift cards are the perfect way to give them exactly what they want.

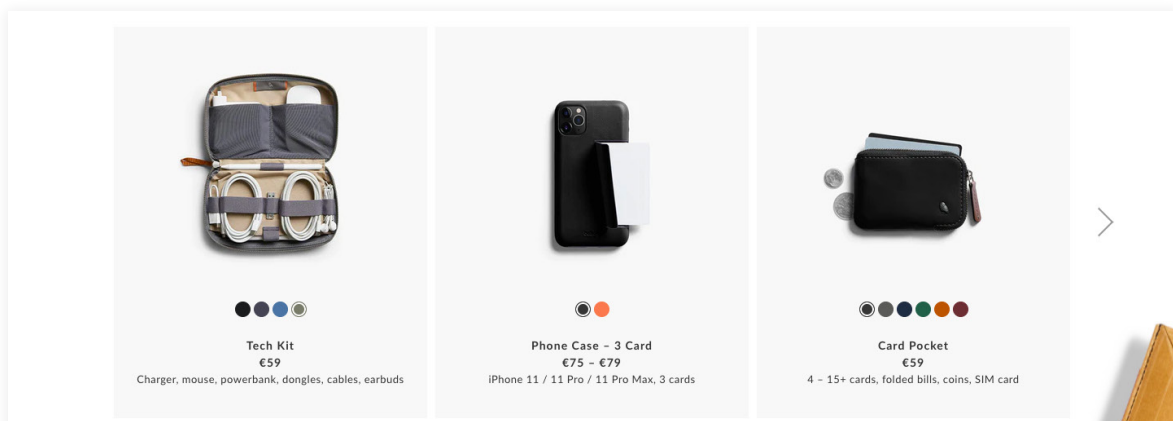
SELECT AMOUNT: €80

€50 €80 €100 €150 €250

**ADD TO CART**

**DESIGN INSIGHTS**

- After purchase, you'll receive an email with the Gift Card. Then just print it off, or email it to your giftee. Activation instructions are on the card.



- Tech Kit**  
€59  
Charger, mouse, powerbank, dongles, cables, earbuds
- Phone Case - 3 Card**  
€75 - €79  
iPhone 11 / 11 Pro / 11 Pro Max, 3 cards
- Card Pocket**  
€59  
4 - 15+ cards, folded bills, coins, SIM card

**CERVEZA  
SIEMPRE**  
De Grupo Modelo



## ZX Ventures – Cerveza Siempre

Industry	Food & Beverages
Solution	Referral program
Limits	Order attributes
Goals	Customer acquisition

**Cerveza Siempre** is a spin-off of ZX Ventures (Anheuser-Busch InBev). Cerveza Siempre is a Mexican subscription-based beer delivery service. It was started in 2018 to try different (DTC) channels and a very innovative business model in the brewing industry. Cerveza Siempre offers the best beer prices on the market and unparalleled convenience thanks to home delivery.

They launched a double-sided referral program using Voucherify. The referrers get \$60 pesos every time they have successfully recommended a friend (their friend placed at least one order) that they can use for their next order (discounts cannot be combined, if they refer 2 friends and get \$120 pesos, they have to spend it on two consecutive orders). The referees get a \$150 pesos discount split in half that can be used for their first two orders worth at least \$180 pesos each.

## Promotion workflow:

- ✓ Referral program is created in Voucherify.
- ✓ Customers place their first order and get a unique referral code to share.
- ✓ Customers share the referral code with friends.
- ✓ Friends gets a \$150 discount, split into two times \$75.
- ✓ Friends place orders of at least \$180 and apply the code.
- ✓ Voucherify validates the code and reduces the price by \$75.
- ✓ Friends pays for the orders and the referrers get a \$60 discount automatically.

## Customer journey:

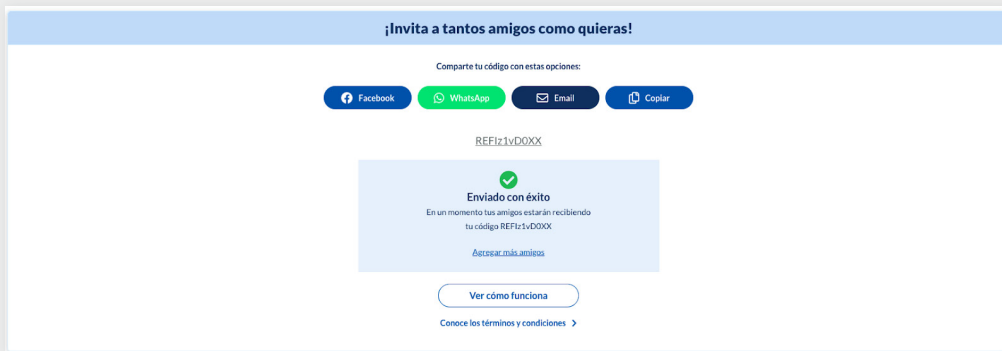
1. The promotion conditions presented on the Cerveza Siempre website:

The screenshot shows the Cerveza Siempre website with a dark blue header. The main banner features the text 'Invita y Gana' and 'Invita a todas tus amistades fácilmente con un código y gana \$60 pesos y muchos más beneficios'. Below the banner, three steps are outlined: 1- Register and make a purchase (with a 'Regístrate' button and a Corona beer box), 2- Share your code with friends (with a smartphone icon), and 3- Receive \$60 pesos for each friend on subsequent purchases (with a stack of coins icon).

2. The screen for logged in users, from where they can invite friends via email or other platforms:

The screenshot shows a user interface for inviting friends. At the top, it says '¡Invita a tantos amigos como quieras!'. Below this, there are four buttons for sharing the code: Facebook, WhatsApp, Email, and Copiar. The referral code 'REFIZ1VD0XX' is displayed. A note says 'ó dejarnos el mail de tus amigos a referir y nosotros los contactamos'. There is a form for the friend's email address, with the placeholder 'amigo@dominio.com' and a 'BUSCAR' button. An 'Enviar' button is below the form. At the bottom, there are links for 'Ver cómo funciona' and 'Conoce los términos y condiciones'.

3. The success message that appears after sharing the referral code:

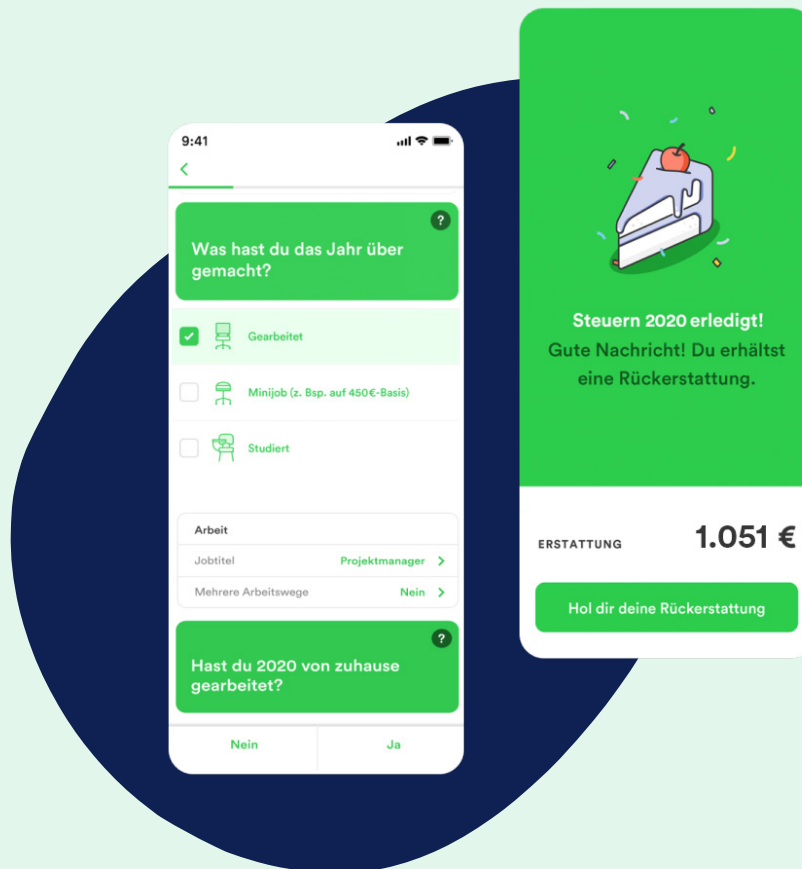


4. The email that referred friends get:





# taxfix



## Taxfix

Industry

Solution

Limits

Goals

Finances

Referral program

Order attributes

Customer acquisition

Taxfix is a German company that provides an intuitive app that enables anyone, regardless of education or background, to file their taxes and get a tax refund. They've raised \$110 million in funding from some of the world's top investors – Index Ventures, Valar Ventures, Creandum, and Redalpine.

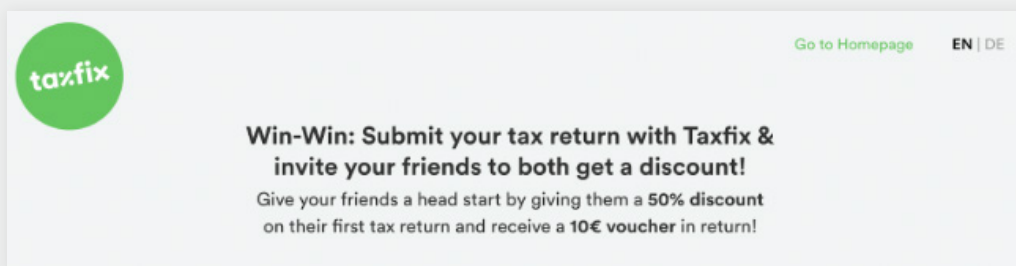
They built a double-sided referral program with Voucherify. The referees get 50% off their first tax return and the referrers get a 10 EUR voucher if the referee files their tax return using the discount.

## Promotion workflow:

- ✓ Referral program is created in Voucherify.
- ✓ Customers send referral codes to their friends.
- ✓ Referred friends get a -50% discount voucher.
- ✓ Referred friends file their first tax returns using the discounts.
- ✓ Voucherify validates and processes the discount.
- ✓ Referrers get 10 EUR discount voucher on their next tax return.

## Customer journey:

1. The visuals for the referral program used on the Taxfit website:



A promotional banner for Taxfit. On the left is the Taxfit logo, a green circle with 'taxfix' in white. On the right, there are links for 'Go to Homepage' and 'EN | DE'. The main text reads: 'Win-Win: Submit your tax return with Taxfix & invite your friends to both get a discount!' followed by 'Give your friends a head start by giving them a 50% discount on their first tax return and receive a 10€ voucher in return!'.

### How to invite your friends

You can now send your friends a personalized link to download our app and get a 50% discount. In return, for every friend that follows your invitation and files their first tax return for half the price, we will send you a €10 voucher via E-Mail. Please note: You can only use one €10 voucher at a time when filing your tax return!



### How to receive the discount



Your friends simply need to use your link to download and register through the Taxfit App – at the moment, it is **not** possible to get the discount using our Web App. They can then go on to file their first tax return and their 50% discount will be applied automatically. Once a friend completed the payment process, we will send you an E-Mail with a €10 voucher for your next tax return.



# Ovo Energy Spain

Industry

Energy

Solution

Referral program

Limits

Numer of referrals

Goal

Customer acquisition

**OVO Energy** is an energy retailer that initially launched their operations in the UK and in January 2020 has expanded to Spain. OVO Energy is an accessible, 100% renewable, clean energy for households, with simple, transparent, and cheap pricing. They offer a fully digital customer experience and great customer service.

OVO Energy Spain created a double-sided referral program using Voucherify, where each referrer could refer up to five people. Referred friends get a 20 EUR discount. The referrer gets a 40 EUR discount after their referred friend subscribes to OVO Energy services that is discounted in the amount of 4 EUR per month for the total of 10 invoices.

## Promotion workflow:

- ✓ Referral program is created in Voucherify.
- ✓ Customers sign a contract with OVO Energy.
- ✓ 30 days after, customers get their referral codes.
- ✓ Customers share their referral codes and the referred friends get 20 EUR discount.
- ✓ Referred friends subscribe to OVO Energy services using the discount.
- ✓ Voucherify validates and processes the discount.
- ✓ Referrers gets 40 EUR discount, automatically applied for their next 10 invoices.

## Customer journey:

1. The visuals for the referral program on the Ovo Energy website:

**Consigue 40€ para ti y 20€ para tus amigos (¡por tiempo limitado!)**

Disfruta de nuestra recompensa por ayudar al planeta haciendo que cada vez más hogares utilicen energía 100% verde.

Desde el 16/05/21 hasta el 30/06/21, doblamos el premio por traer a un familiar o amigo a OVO Energy.



### ¿Dónde puedo encontrar mi código del Plan Amigo?

El código del Plan Amigo te llegará por email en los 30 días posteriores al alta con OVO Energy. ¡Solo tendrás que compartirlo!

### Nuestro Plan Amigo en detalle



Consigue descuentos de 20€ para ti y 20€ para tus amigos por cada amigo que se una a OVO Energy



Puedes invitar hasta 5 personas con un mismo código del Plan Amigo



Recibe las compensaciones que se descontarán de las facturas de manera fraccionada (a lo largo de 10 facturas)



## Beets & Roots

Industry

Food & Beverages

Solution

Referral program

Limits

Customer attributes

Goal

Customer acquisition

[Beets & Roots](#) is an innovative fast-casual concept, founded in 2016 by Michelin-starred chef, Andreas Tuffentsammer, and former Quandoo manager, Max Kochen. They offer healthy and fresh veggie bowls, salads, wraps, and soups of the highest quality.

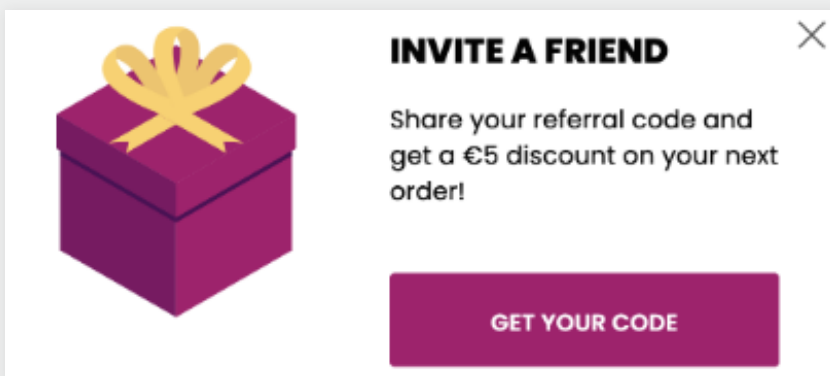
They use Voucherify for their double-sided referral program where the referrer and the friend both get 5 EUR discount on their next order. The referrer gets the reward only after the referred friend places their first order with Beets and Roots.

## Promotion workflow:

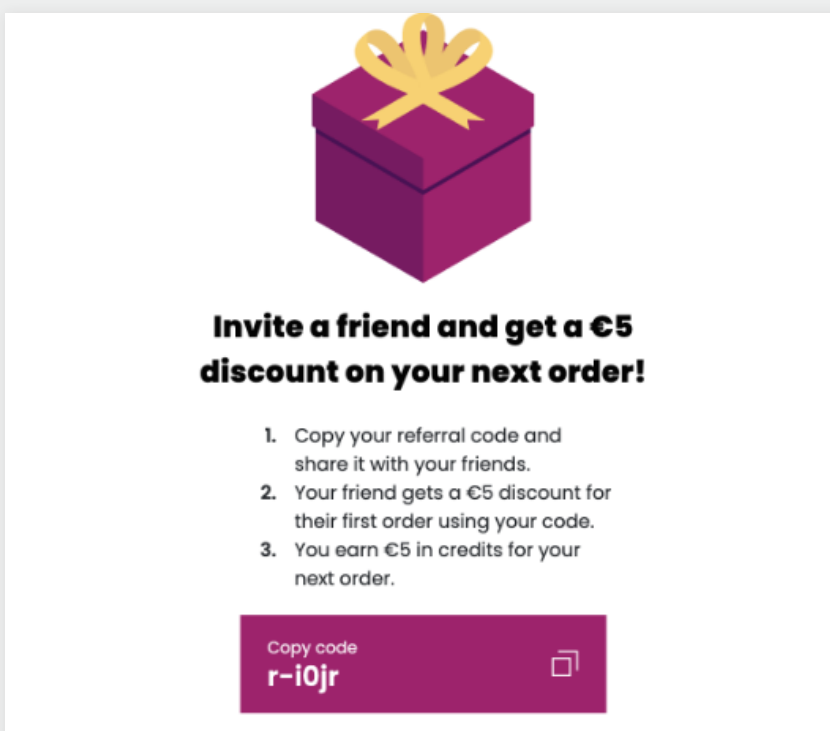
- ✓ Referral program is created in Voucherify.
- ✓ Customers log in to their account and get a referral code.
- ✓ Customers share their referral code and the referred friends get 5 EUR discount.
- ✓ Referred friends place orders at Beets & Roots using the discount.
- ✓ Voucherify validates and processes the discount.
- ✓ Referrers get 5 EUR discount on their next order.

## Customer journey:

1. The message with the referral code:



2. The unique referral code displayed to customers:







# Helthjem

Industry

**Logistics**

Solution

**Referral program**

Goal

**Customer acquisition**

**Helthjem** is a challenger in the Norwegian logistics market, and works to make delivery faster, more frequent and easier – all the way home to the customer. Healthjem is owned by the large media groups Schibsted, Amedia, and Polaris.

Healthjem built a double-sided referral program using Voucherify. In their program, the referrer and the referee both get a 50% discount on sending their package with Helthjem. The referrer gets their reward if the referee sends their first package. The discount codes are valid for 30 days from the date of issuing. There is no limit on the number of referrals possible.



## Promotion workflow:

- ✓ Referral program is created in Voucherify.
- ✓ Customers send referral codes to friends.
- ✓ Referred friends get a -50% discount voucher and send their first packages.
- ✓ Voucherify validates and processes the discount.
- ✓ Referrers get -50% discount voucher on their next order via email.

## Customer journey:

1. Rules of the program presented on the Helthjem website and an email form via which customers can share the referral codes with friends:

Privat | Bedrift

helthjem

Sende pakke | Spore pakke | Logg inn

### Vi tester verving!

Våre undersøkelser viser at 9 av 10 av våre kunder ønsker å anbefale tjenesten vår. Derfor har vi nå et prøveprosjekt med et verveprogram. Testen varer fra uke 22 og ut uke 25. Håper dere liker det!

**Verver du en venn til Helthjem - gir vi både deg og vennen du verver 50% rabatt på å sende pakker med Helthjem.**

Verv nå

### Så enkelt er det

Inviter en venn

Vennen din tester oss

Du får rabattkode

Fyll ut skjema nedenfor med ditt navn og e-postadresse, og e-postadressen til den du ønsker å verve.

Vi sender en epost med en rabattkode til vennen din.

Når din venn bruker rabattkoden, vil vi sende en rabattkode tilbake til deg!

### Verv en venn!

For hver person du verver får du en rabattkode på 50% som du kan bruke på helthjem.no. Det samme gjør vennen din.

DITT NAVN

DIN EPOST

VENNERS EPOST

Ved å sende vervetilbud til mine venner, godtar jeg [vervekampanjens vilkår](#).

Send rabattkode

# Contact us

Tell us what we can do for you.



**Tom Pindel, CEO**

[tom@voucherify.io](mailto:tom@voucherify.io)

+48 883 660 190