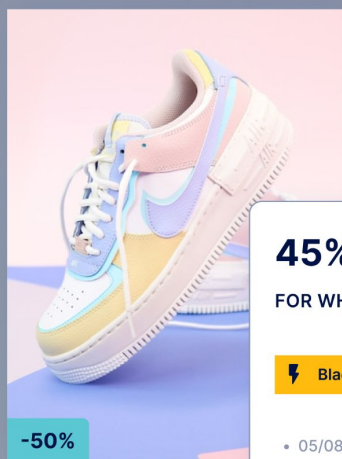


Benefits of API for Promotions and Loyalty Programs



GIVE \$20, GET \$20

Get your referral link to give your friends a \$20 off discount when they shop at Hot Beans. In return, we'll reward you with \$20.

45% OFF
FOR WHOLE ORDER

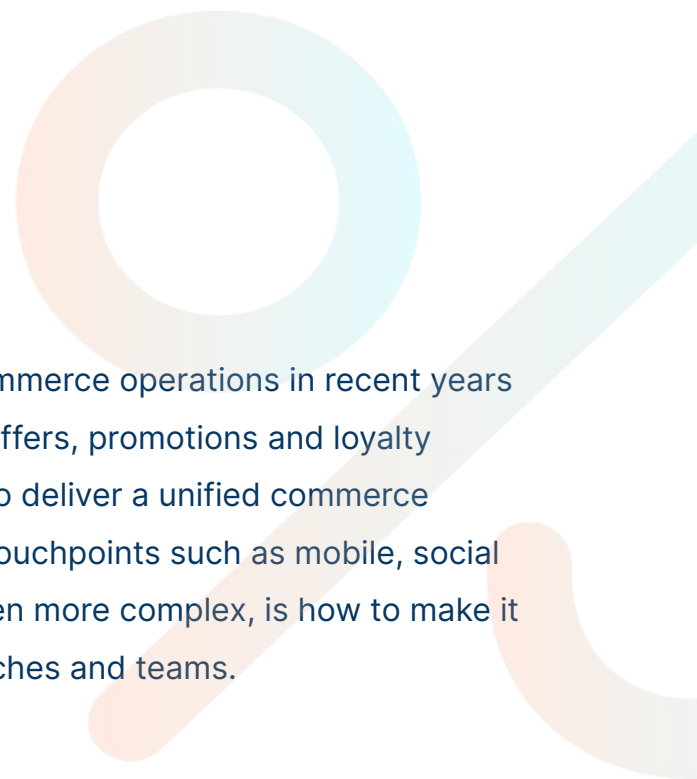
⚡ Black Friday Ends in 10 days

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

Request

```
1 await
2 voucherify.redemptions.redeem('oFaUsdtJ', {
3   customer: {
4     id: 'cust_6mQaQ',
5   },
6   order: {
7     amount: 11000,
8     items: [
9       {
10        product_id: 'prod_an12',
11        quantity: 1,
12        price: 5000,
13        amount: 5000,
14      },
15      {
16        product_id: 'prod_14241',
17        quantity: 1,
18        price: 5000,
19        amount: 5000,
20      }
21    ]
22   }
23 })
```

New demands versus legacy software



The convergence of online and offline retail and ecommerce operations in recent years has brought new challenges to the management of offers, promotions and loyalty programs for large enterprises. One of them is how to deliver a unified commerce experience across both existing and new customer touchpoints such as mobile, social platforms, content, and more. Another challenge, even more complex, is how to make it tick in the multinational context, across several branches and teams.

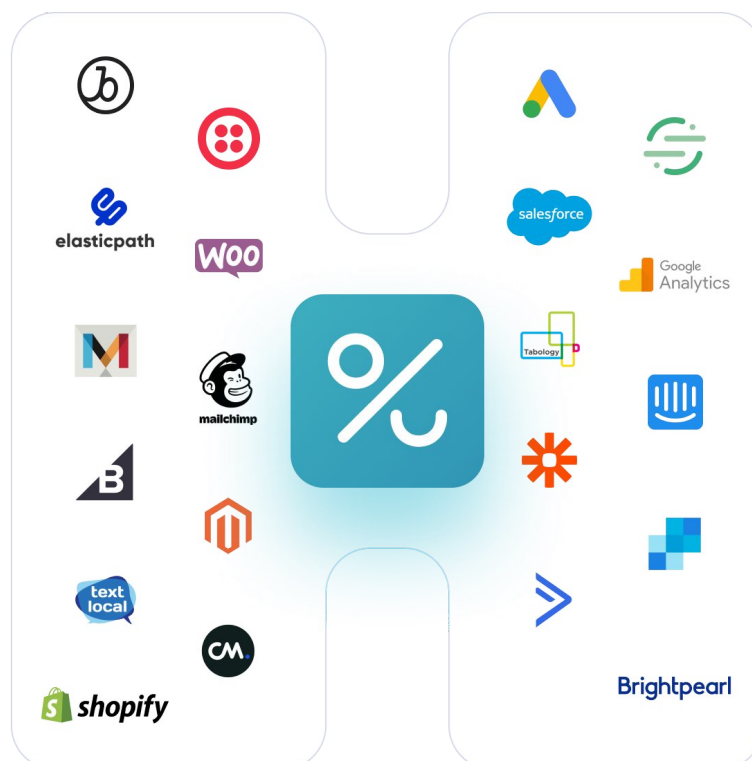
Being home to a number of enterprise-grade sales promotion and loyalty programs, we had the privilege to learn how enterprise digital teams design their offer and loyalty management software. One outstanding pattern we have noticed is that enterprises need more flexibility and control for building and scaling software platforms that support their marketing efforts.

This is why they increasingly often choose API-first (headless) platforms over rigid ecommerce platforms. Read why and how API-first platforms work and get inspired by a case study from the top multinational consumer goods company that launched their loyalty program with Voucherify.



The cost of legacy tech

Why bother with APIs when you have dozens of SaaS ecommerce solutions out there? As much as web-focused SaaS provides a lot of out-of-the-box value for the regular ecommerce store, their lack of integration capabilities with customer touchpoints, CRM and ecommerce software ecosystem leads to simplistic approach to omnichannel customer journey, suboptimal rewarding schemes, and ineffective offer management in the enterprise context. Such an approach yields mediocre customer engagement and, in effect, leads to a loss in revenue, market share, and margins.



Headless approach – the best of both worlds

What is it that makes Voucherify API-based approach work then? Integrating offers with customer-facing applications and backend requires a heavy IT investment. If you add organizational scale and complexity many multi-brand companies face, these tasks give your digital teams an uneasy headwind.

- ✓ CRM/ecommerce systems data synchronization.
- ✓ **Adapting look and feel of offers to different channels:**
 - Ever-changing customer touchpoints.
 - Various e-commerce software providers.
 - Different programming languages and frameworks.
- ✓ **Multi-national offer management:**
 - Pricing strategies.
 - Privacy regulations.
 - Team roles and approval workflows.

Even if you have a substantial team of software engineers available (which isn't often the case, right?), achieving this level flexibility of your offer management software can take ages.

Multinational loyalty program and how API helps approach handles it

Let's take a look at some common challenges for a top multinational consumer goods company and how Voucherify helps them bridge the technology gap as compared to cookie-cutter SaaS loyalty management solutions. This is how they summarize Voucherify advantages:



Loyalty program automation

As an API-first solution, anything that can be done in the administration panel can be automated for multiple market scenarios. In the same vein, the data synchronization endpoints from Voucherify API make loyalty programs easier to manage and maintain globally. Batch exports, on the other hand, are found useful for integration with business intelligence solutions.



Keeping ecommerce and marketing automation systems in the loop

Data integrity is essential for digital teams to navigate loyalty strategies across multiple brands and customer touchpoints. Voucherify API not only supports programmable campaign creation and maintenance, but also automated notifications throughout the whole campaign lifecycle. This is achieved with CRM and product catalog synchronization endpoints, and webhooks triggered by 50+ events. On top of that, native plugins to popular ecommerce (Shopify in our case) and CRM platforms reduce integration time tenfold.



Custom tiering conditions

Regular loyalty solutions offer only few dimensions to build an incentive scheme. Our multibrand loyalty program requires more. This is where Voucherify metafield capability comes in. It allows you to create tiers on any customer attribute, reaching outside default dimensions such as purchase history



Integration with 3rd party receipt scanning platform

Our loyalty program enables customers to earn points for offline purchases which will be tracked with OurCart, receipt data extraction and identification platform. With Voucherify earning rule API endpoint, the digital team can easily make OurCart events accepted by the Voucherify loyalty engine — recognizing local regulations and loyalty strategies.



Multi-region cloud deployment

Voucherify offers a custom location for deployment. This translates into better application response for your customer-facing applications and overall performance of your ecommerce ecosystem. But there's more, separate deployments enable security- and performance-oriented customization including API throttling or stronger isolation from Voucherify partners.



GDPR and data privacy

Voucherify offers a dedicated endpoint for permanent consumer data removal and modification. With this in place, GDPR-related requests can be handled with the same day response time, adding up to your overall customer experience.



Multiple systems integration

In the enterprise context, the speed of integration depends on how quickly software engineers can understand the platform, its features and limitations. Being a developer-friendly solution, Voucherify comes with multiple programming libraries, SDKs, and detailed documentation to make their day-to-day integration tasks easier.

We are here to help



With this document, we want to give you confidence that you won't end up locked-in for a year with an expensive provider that you don't know how to use and that will charge you extra on every occasion.

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

Current & future e-commerce leaders choose Voucherify

