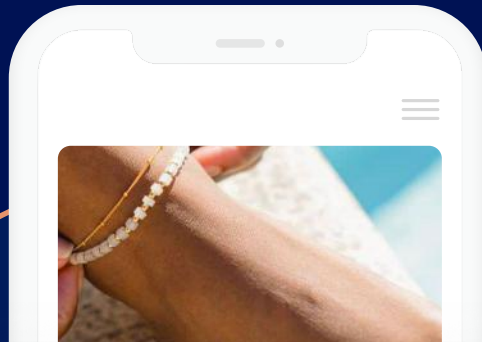# voucherify

Future-proof promotions & loyalty for commercetools

Connect Voucherify with commercetools to:

- ✓ Develop highly adaptable, customer-focused promotions and bundles.

- ✓ Implement promotions confidently across stores and regions.

- ✓ Integrate referral and loyalty programs directly into storefronts for enhanced customer engagement and retention.
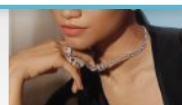
🌟 **Double Loyalty Points Alert** 🌟   now

Only this week, with every earring or bracelet purchase above $100, you get double loyalty points throughout a month 💎

Don't miss out on maximizing your rewards! ⏳

About commercetools

commercetools is the leading composable commerce platform, allowing B2C and B2B brands to dynamically tailor and scale shopping experiences across regions and markets. With **tools to future-proof digital offerings like microservices and APIs**, commercetools equips the world's largest businesses with tools to future-proof digital offerings, reduce TCO, and build outstanding commerce experiences.

About Voucherify

Voucherify is an API-first Promotion & Loyalty Engine that helps enterprise brands model any loyalty and promotion scenario. Voucherify's interface allows non-technical teams to click together advanced campaign rules, while robust APIs let developers integrate contextual incentives and rewards within any business model and workflow, fast and at scale.

Voucherify is an official partner of commercetools. We are also the early adopters of the **commercetools Connect** program.

Why Voucherify?

Enhance commercetools promotional capabilities

With **API Extensions** and accelerators like **commercetools Connect**, brands can easily integrate microservices such as Voucherify into their commercetools storefront. This integration enables **rapid scaling** and **management of complex promotional needs**.

Here is an overview of how Voucherify Promotion Engine extends the default commercetools options:

Discounts in commercetools vs. Voucherify

There are three types of discounts you can run with commercetools:

- ✓ **Product discount** – applies to a specific product or subset of products. Stored as a discounted price in the product information screen, useful for displaying discounted prices on a product page.

- ✓ **Cart discount** – applies to a cart's products or other aspects of the cart, like shipping fees.

- ✓ **Discount code** – a promo code offered to specific customers to receive a cart discount.

Campaign types in commercetools

- Product discounts
- Discount codes (generic only)
- Cart discounts
- BOGO & bundling
- Tiered pricing

Campaign types in Voucherify

All from commercetools plus:

- Unique promo codes
- Referral codes
- Gift cards
- Loyalty programs & cashback
- Geofencing
- Digital wallets
- Tiered promotions (based on more conditions than products quantity)

Discount types in commercetools

- Percentage (relative)
- Amount (absolute)
- Fixed price (new cart price)
- Gift item (add product to cart)

Discount types in Voucherify

All from commercetools plus:

- Dynamic discount value (e.g., one code, multiple discounts)
- Fixed price per item
- Multiple gift items for advanced bundling and BOGO scenarios

Discount effects in commercetools

- Per cart
- Per item
- Multibuy
- Free shipping
- Cheapest & most expensive

Discount effects in Voucherify

All from commercetools plus:

- Proportional to the amount or quantity of products
- Apply discount to each unit of matched product
- Add new order items
- Add missing items
- Add multiple item types

Information presented above is based on the commercetools docs available in February 2024

Campaign limits in commercetools

- Max 500 active product discounts
- Max 100 active cart discounts
- Max 10 cart discounts represented by a discount code

Campaign limits in Voucherify

- Number of unique codes per campaign:
  - Free: 1 000
  - Startup: 1 000
  - Growth: 10 000
  - Professional: 100 000
  - Enterprise: Custom
- No limits on the number of campaigns

Redemption limits in commercetools

- Max code applications
- Max code applications per customer

Redemption limits in Voucherify

All from commercetools plus:

- Total order value
- Total discounted amount
- Total number of redemptions per day/month
- Redemptions per incentive per day/month
- Redemptions per customer per incentive per day/month
- Redemptions per customer in a campaign per day/month
- And more

Highlights

- Pairing Voucherify with commercetools unlocks **bulk promo code generation** and **reliable rollback mechanisms**.

- Voucherify enhances commercetools' BOGO capabilities by supporting **adding multiple items to cart**.

- Voucherify is a powerhouse for promo campaigns offering plenty **more campaign types** and workflows to run in your commercetools store.

- Voucherify offers **dynamic discounts** that switch value based on the shopping context.

- commercetools allows for setting tiered prices based on the quantity purchased. With Voucherify, **tiers can be based on more conditions**, such as segments.

Information presented above is based on the commercetools docs available in February 2024

Stacking limits in commercetools

- Product discounts do not stack – only the highest rank applies
- Up to 10 discount codes can be applied to a cart
- No ranks for discount codes
- No combinability rules besides ranks

Stacking limits in Voucherify

- Possible to validate and redeem up to 30 objects (coupons, gift cards, promotion tiers, loyalty, and referral codes)
- Partial redemptions
- Defining exclusive discounts
- Limiting the number of redeemable vouchers and promotion tiers
- Specifying the order of applied discounts.

Activity limits in commercetools

- Valid from
- Valid until

Activity limits in Voucherify

All from commercetools plus:

- Valid on specific days
- Valid X time after publication

More highlights:

Dynamic flash sales & time-based promotions
Voucherify offers granular control over activity timeframe that goes beyond campaign start and end dates.

Advanced redemption limits
More redemption limits with Voucherify with settings per customer, day, month, and more.

Stacking policies
Better stacking policies with Voucherify thanks to advanced combinability rules (joint/exclusive campaigns) and more redeemables per order.

Information presented above is based on the commercetools docs available in February 2024

Promotion Experience in Voucherify

By pairing Voucherify with commercetools brand get more options for advanced customer segmentation and real-time offer personalization on top of custom attributes and events.

Here is how Voucherify supports granular offer personalization:

- ✅ **Advanced CRM capabilities for managing and segmenting audiences.**
- ✅ **30+ built-in validation rules with subrules.**
- ✅ **Metadata for managing custom information attributed to any object.**
- ✅ **Promo codes assignment to individual customers.**
- ✅ **Native connectors with leading CDP platforms, Segment and mParticle.**

You can also complement commercetools with an out of the box way to display promotions, such as **Qualification API**, to quickly move the needle for conversions, AOVs, or even cross- and up-selling.

What's more, by integrating Voucherify into your commercetools store, you can easily build **customer wallets** displaying all available promotions with Voucherify APIs.

Promotion Management in Voucherify

✓ **Extensive self-service options**

Relying on developers to handle promotions can slow down your marketing efforts. Voucherify offers **a visual Dashboard** where all campaigns can be set up, managed, and analyzed with little to no coding skills required reducing the risk of manual errors and slashing the time your teams needs to launch and manage promotions.

✓ **Market- and brand-specific campaign isolation**

Add Voucherify to your commercetools store to keeps campaigns in separate editors, which is essential for any multi-region or a multi-brand company with many local campaigns running. Voucherify allows you to **separate region- or brand-specific campaigns** and to set **access rights per project**.

✓ **Custom access permissions and workflows**

Isolate campaigns better with **dynamic access permissions** per different channels, stores, or countries. Voucherify is a great fit for businesses operating in multiple countries or with various brands that want to grant access to local discounts only to local teams.

✓ **Quick troubleshooting with robust search**

Voucherify offers **partial match search functions** and **advanced filters** based on campaign category or tags – allowing you to troubleshoot faster. Also, Voucherify campaigns can be separated through projects which means that search is always narrowed down to campaigns from a specific region or brand.

How does the Voucherify & commercetools connector work?

The integration between **Voucherify** and **commercetools** allows your customers to use Voucherify-generated promotions in a store built on top of commercetools.

Unlock all campaign types, including features such as:

Validation sessions: temporarily lock the voucher's usage until redemption is successful, which is helpful for coupons with limited use.

Stackable discounts: allow customers to use up to 5 coupons at the same time.

Validation rules: create coupons valid only for select scenarios based on customer, cart, or order attributes.

Unit discounts: add free items to orders. The price of applied unit is fetched from commercetools product price including price selectors.

Fixed order/item price discount: run coupon campaigns that set fixed prices of specific products or the whole cart.

Free shipping: add free shipping to your cart when the proper code is applied.

If you want to integrate Voucherify with commercetools via our open-source plugin, the integration application needs to:

- ✓ **Watch cart updates on the commercetools' side. If a customer adds a coupon code, use Voucherify API to validate it, get discount details and apply discounts back to the commercetools cart.**

- ✓ **Record fulfilled orders from commercetools on the Voucherify's side using the Redemption endpoint.**
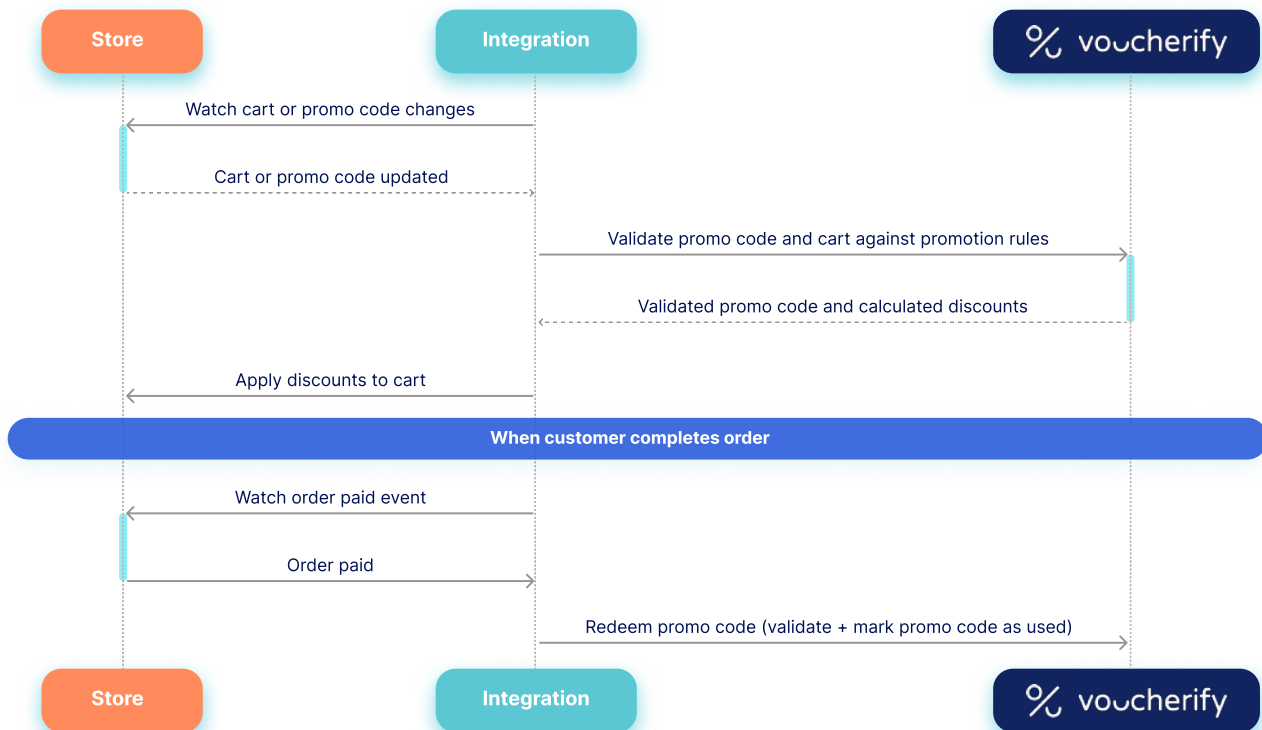
We recommend synchronizing your customer, product, and order data between commercetools and Voucherify, so you can use that data to build more advanced promotion campaigns.

Connect Voucherify via API Extensions >

Connect Voucherify via commercetools Connect >

How CASA runs a loyalty program in 8 countries with Voucherify?

CASA, a Belgian home decor retail chain, operates in 8 countries with network of 500 stores that cater to nearly **200 000 customers weekl**y.

CASA successfully integrated Voucherify with commercetools to **manage advanced promotions** and implement **an international loyalty program**. Collaborating with **Salesforce** allowed them to centralize customer data, enhancing campaign personalization.

By integrating Voucherify into their commercetools store, CASA can now:

- ✅ Run an **international loyalty program** targeting different regions and currencies.

- ✅ Offer **automatic member benefits**, such as a €10/15CHF discount for every 20 points earned.

- ✅ Generate **digital gift cards** via Voucherify APIs.

- ✅ Run **member-only promotions**.

- ✅ Run **unique promo codes campaigns** with no IT involvement and costly workarounds.

- ✅ **Sync store data** with Voucherify for further personalization.

How Breville transformed their promotions with Voucherify?

With a worldwide presence in over 70 countries, **Breville** is an iconic global brand known for its extensive line of premium home appliances.

With the dynamic growth of its DTC sales channels, Breville was looking for new ways to engage customers and the **default campaign configuration options provided by commercetools were not enough** for Breville's needs.

As a MACH-compliant promotion engine that could quickly integrate with their commerce platform, Voucherify proved to be the answer to Breville's needs thanks to the **robust rules engine** and **metadata capabilities**, along with **brand-specific campaigns** and **subscription bundle deals**.

By integrating commercetools with Voucherify, Breville gained the ability to run diverse campaigns **targeting different segments** and **products** in **omnichannel** shopping contexts, as Voucherify is also used for **offline to online campaigns** where voucher codes are printed and added to products sold through retailers.

How to extend commercetools with Voucherify without downtime?

You can run a big-bang integration of Voucherify with commercetools if:

- ✓ **You are not running many promotions in commercetools yet.**
- ✓ **You have just started using commercetools and you are still in configuration process.**

By **gradually plugging in** Voucherify-powered promotions, you can enhance your promotional capabilities while minimizing operational disruptions. The **Strangler Pattern** and the **Parallel Change Pattern** may be what you need to successfully run the migration.

> ⚠️ The **Strangler Fig Pattern** is a software development technique used for gradually transitioning from a monolith to microservices. Whereas, the **Parallel Change Pattern** involves incrementally replacing specific functionalities of the old system with those of the new system while ensuring both systems operate in parallel during the transition.

The following approach to migration is recommended:

EXPAND
Create and implement updated interfaces (version 2.0) for consumers. Operating both version 1.0 and 2.0 concurrently sets the groundwork for the migration phase. This allows consumers to transition, while the integration team focuses on developing the **Promotions API** and integrating Voucherify.

MIGRATE
Once consumers on the initial market are using the new versions and Voucherify is integrated, **start migrating to different markets**. It's advisable to initiate market rollouts one at a time before progressing to larger, more complex bulk rollouts.

CONTRACT
Finally, you can remove the connection to the default promotion options and run advanced campaigns such as **referrals** or **loyalty programs** with Voucherify in your commercetools-powered store.

Follow these steps to connect Voucherify:

1. Identification of components for replacement

Promotions and checkout are tightly coupled together in commercetools. To temporarily keep promotions coming from both systems without disrupting the checkout process, you should **decouple checkout from promotions** and **enable a connection to both Voucherify and commercetools for promotion handling**.

2. Decoupling functionality

The core of the **Strangler Pattern** is to gradually decouple the old system's functionality and redirect it to the new system. This way you can initially deploy the new promotion engine to one market to test and experiment whether everything works as expected and only then deploy it to more markets.

You can **start by creating a separate orchestration layer**, let's call it commerce API. This commerce API will act as an intermediary layer between the ecommerce platform (cart, product, checkout APIs) and temporarily communicate with both, commercetools APIs and Voucherify APIs for promotion validation, redemption, etc. You can create this new commerce API as a new API or within the back-end for the front-end (API endpoints in Next.js) or update an existing orchestration layer if you had one created previously.

You can then use the new commerce API to associate carts and line items with discounts and discount codes.

You may also need to edit the back-end/connected services. Before these services that were managing promotions were using built-in commercetools promotion fields. For example, OrderCreated event was carrying information about applied promotions and discounts in the default fields defined in commercetools. You can still use these fields (functionality) to apply promotions using external systems, using the Direct Discounts mechanism and then skip modifying the back-end services.

You may also choose to **remove those fields and use the new promotion objects coming from Voucherify**. You will need to update, among others, the fields within Order and Order Items schema. The updated schema enables you to migrate while the integration team is integrating Voucherify.

3. Redirecting calls

Over time you can gradually start using Voucherify API alongside the built-in commercetools promotion API, for example by flagging which promotion API, Voucherify or commercetools should communicate with the commercetools commerce API. This allows you to migrate functionalities piece by piece, rather than all at once.

4. Parallel running

During the integration, both the old and new systems (commercetools and Voucherify) **will operate in parallel**, meaning the discount is calculated by both, commercetools and Voucherify. This is crucial for maintaining business continuity.

As more promotional functionalities are successfully migrated to Voucherify and proven stable and effective, the reliance on the old promotion engine can be gradually reduced.

5. Complete migration and retirement of the old system

The final step is the complete the integration to have all promotion functionalities running in Voucherify, which is fully in sync with the commercetools backend and frontend.

How Voucherify supports gradual integration with commercetools?

Voucherify facilitates a gradual integration with commercetools through:

Independent and market-isolated APIs

We offer **separate APIs** for different functionalities which allows for gradual and controlled integration. For example, you can start by integrating only the validation and redemption APIs for promotions and add referrals, loyalty programs, and other APIs later on.

We offer APIs that are **market-isolated**, with each API responsible for a specific market, which allows you to connect different stores or regions gradually.

Data migration support

Here is what you can expect from our migration services:

- **Our team's non-stop support for data migration.**

- **Data security and no downtime for end-customers.**

- **Flexible data storage (metadata) that allows for a complete implementation of any business-specific objects and corner cases.**

- **Options for bulk import with CSV files or via APIs of customer data, product data, voucher codes, gift card codes, custom events, and metadata.**
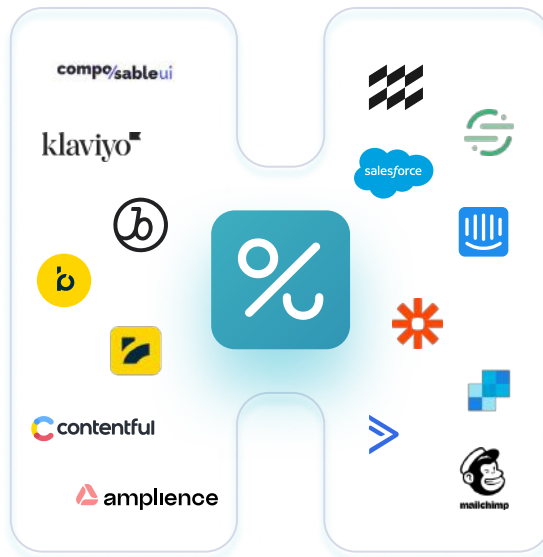
- **We offer dedicated technical migration support services if you need additional support in translating your legacy data to Voucherify properties or have other migration-related questions.**

Out-of-the-box integrations and partners

A suite of **pre-built integrations** streamlines the migration process, ensuring compatibility and reducing development time. Besides the integration with commercetools, we offer integrations with **CEP platforms**, **ERP systems**, **CMS providers**, and more. You can check the full list of available integrations **here**.

Our experienced **SI partners** can provide additional support and expertise during the migration process.

Elevate your promotional campaigns with Voucherify and commercetools

Integrating Voucherify with commercetools can transform your promotional, loyalty, referral, and gift card capabilities. It provides exceptional flexibility and efficiency by enhancing the the built-in features of the commercetools promotion engine. This shift results in a stronger, more adaptable, and future-ready promotions.

Everything your marketers need to run automated, targeted and personalized promotions with commercetools is just an API call away.

Contact sales for a personalized demo or **sign up for a free trial** and give Voucherify a try.

voucherify