Coupon Codes

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What you'll learn:

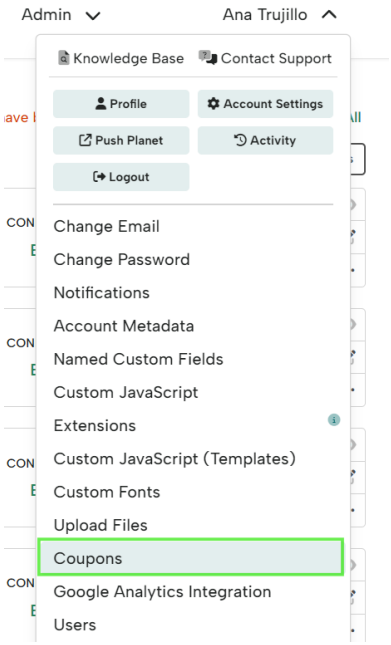
- How to set up and display unique coupon codes in Digioh.
- How to manage coupon code groups and prevent abuse using IP-based restrictions.
- Best practices for launching Digioh campaigns with coupon codes.

Digioh provides several coupon features to help you drive sales.

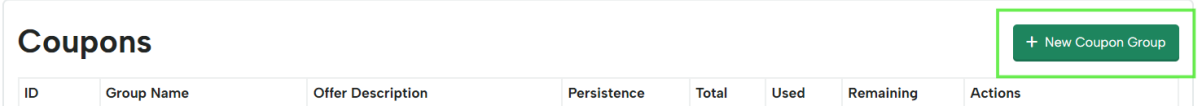
- **Upload and Load:** Upload a set of unique, one-time-use coupon codes to Digioh, and dynamically display them in a campaign. You can also add more coupon codes over time.
- **Display on any page:** You can display codes on the Thank-you page (after the user submits their email address) OR on the main page.
- **IP Address-Based:** Each coupon code can be tied to the IP address, meaning a user can't reload your website to get new coupon codes. Each IP Address yields one coupon code.
- **Multiple Coupon Code Banks:** You can associate a different bank of coupon codes with specific campaigns.

How to Set up Coupon Codes

1. Click Coupons from the top right dropdown menu.



2. Click "New Coupon Group".



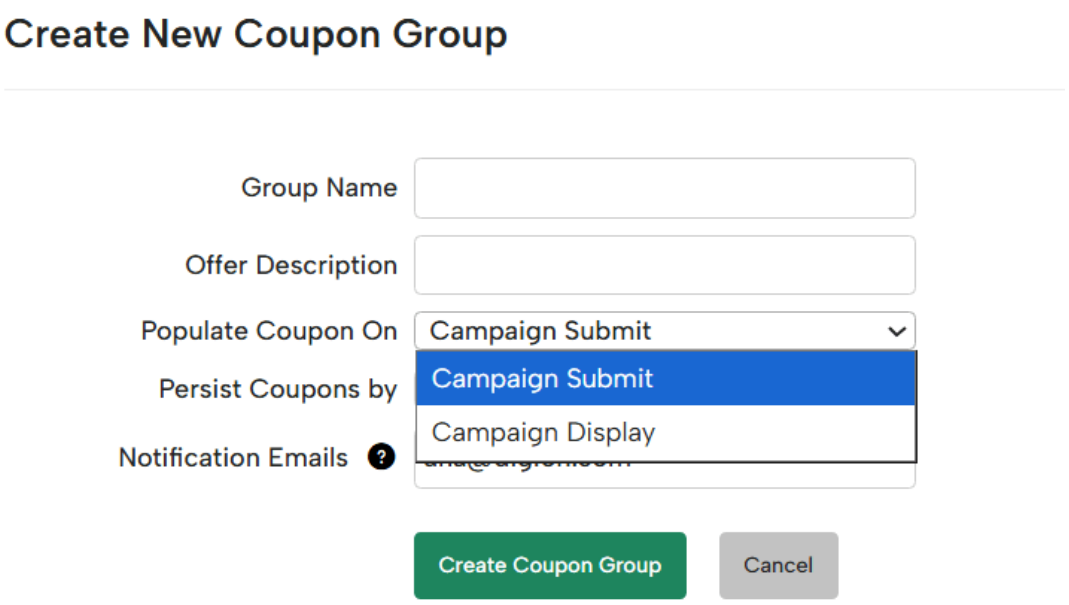
3. Enter the following:
    a. **Group Name**: This is an internal name to identify your coupon group, for example, "Welcome offer".

b. **Offer Description**: This is an internal description to identify the offer for this group, for example, "15% off".

c. **Populate Coupon on**: Choose whether you want coupons to populate when the campaign is displayed, or when the user submits their info (You can always change this setting using the edit link on the Coupons page).

   i. Campaign Submit: If you submit the coupon as a hidden custom field or show it on the Thank-You page, set the Populate Coupon On field to "On Submit."

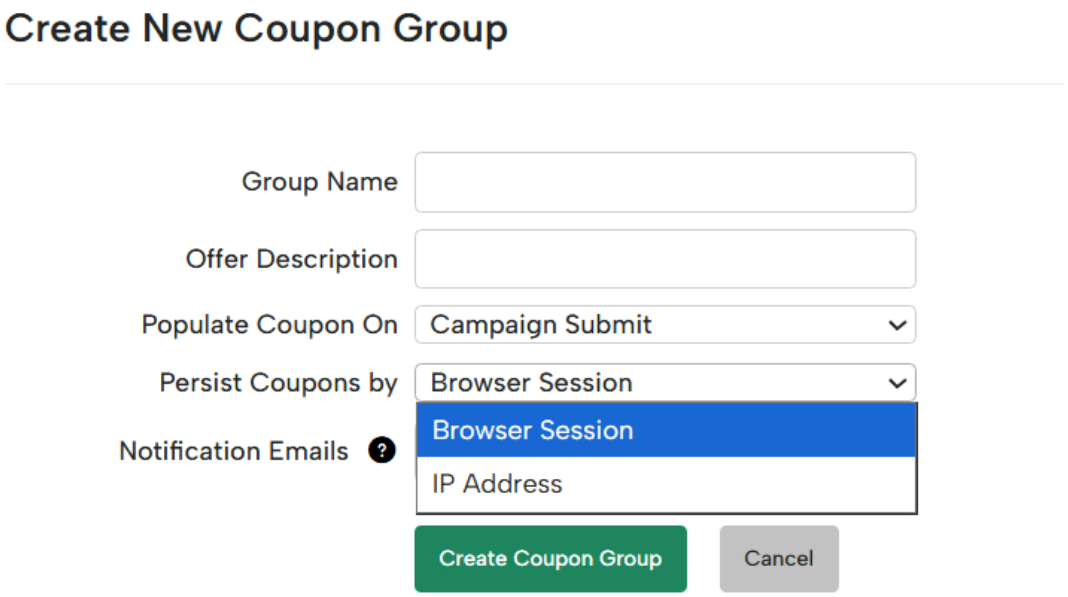
   ii. Campaign Display: If you show the coupon on the main page of the campaign, set the Populate Coupon On field to "On Display". **Special Note:** If you use Campaign Display, your campaign will use one of your codes every time it displays. This means a campaign that displays 10,000 times will use 10,000 coupon codes. Make sure you add enough codes if you use "Campaign Display."



d. **Persist Coupons by**: Select how long a coupon code is retained for a visitor.

   i. Browser Session: A new coupon code is generated each time a visitor starts a new session. If they leave the site and return later, they will receive a different code.

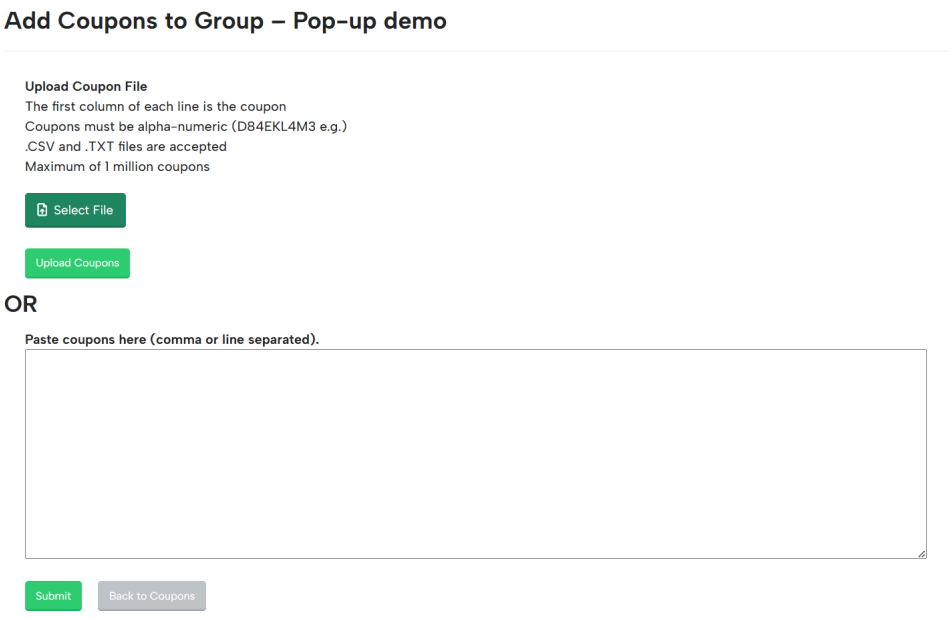
   ii. IP Address: The same coupon code is returned for visitors accessing from the same network and location, even across different devices or browsers. This option is recommended to help prevent coupon abuse and fraud.



e. **Notification Emails**: Enter the email address that should be notified when the coupon bank drops below 10%.

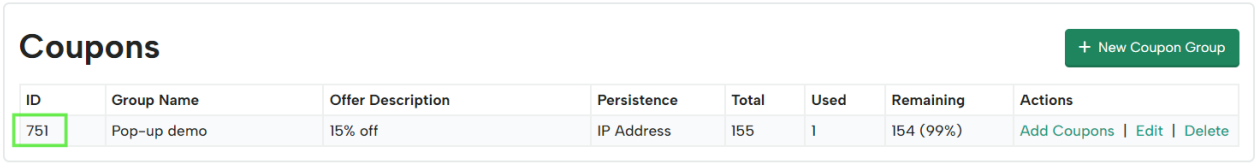
4. Once ready, click "Create Coupon Group".

5. Add the coupons to the group. You can either upload a file in CSV or TXT format or manually copy and paste all coupon codes in **comma or line separated** format (Coupon1,Coupon2,Coupon3...):

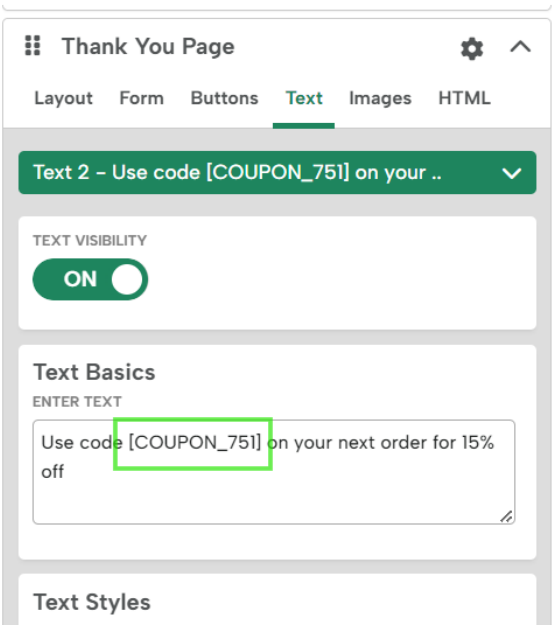


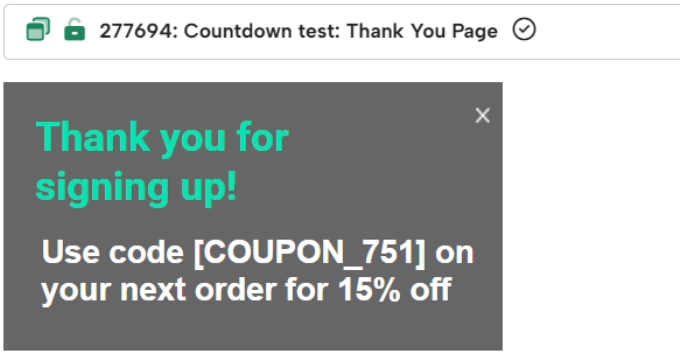
6. Click "Submit"

7. Take Note of the Group ID. In this example, the Group ID is 751.



8. In the Editor, you can add [COUPON_{GROUPID}]. In this case, it is [COUPON_751].





PLEASE NOTE: Within Digioh, there is a process that runs daily and cleans up coupon codes: Any used codes from 90+ days ago and any unused coupon codes that are a year old will be removed.

Additional Dynamic Coupon Code Information

- This will work in Text, Buttons, and HTML campaigns (Please see special notes below on using Coupon Codes in HTML Block).
- You can add coupons, but you can't remove coupons.
- You can remove a Coupon group, but that will remove all coupons in that group.
- Digioh shows the percentage of coupons remaining. Once it goes below a certain amount, we recommend adding more coupons by clicking on "Add Coupons."
- We recommend adding no more than 5,000 coupons at once. You can add as many batches of coupons as you'd like to a code bank.
- We also recommend setting up notifications to let you know when codes are running low so you can replenish them before they run out.
- Coupons are consumed in the order they were uploaded. For example, if you had 10 coupons remaining and upload a new batch, it will first use the 10 remaining in sequential order before starting to use the new ones.

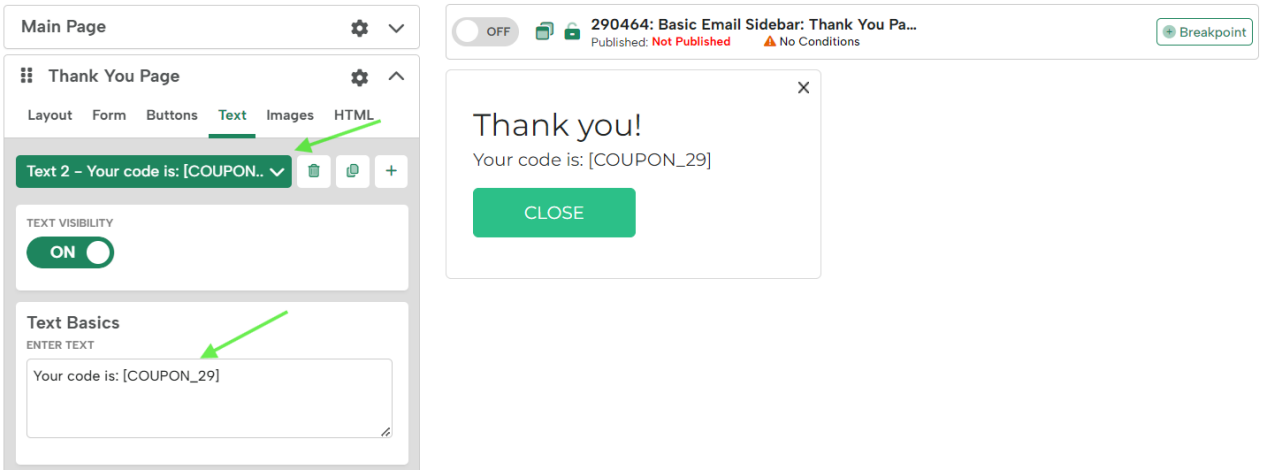
Checklist: Launching Campaigns with Coupon Codes

Before making your coupon campaign live, **double-check that you've completed the following**.

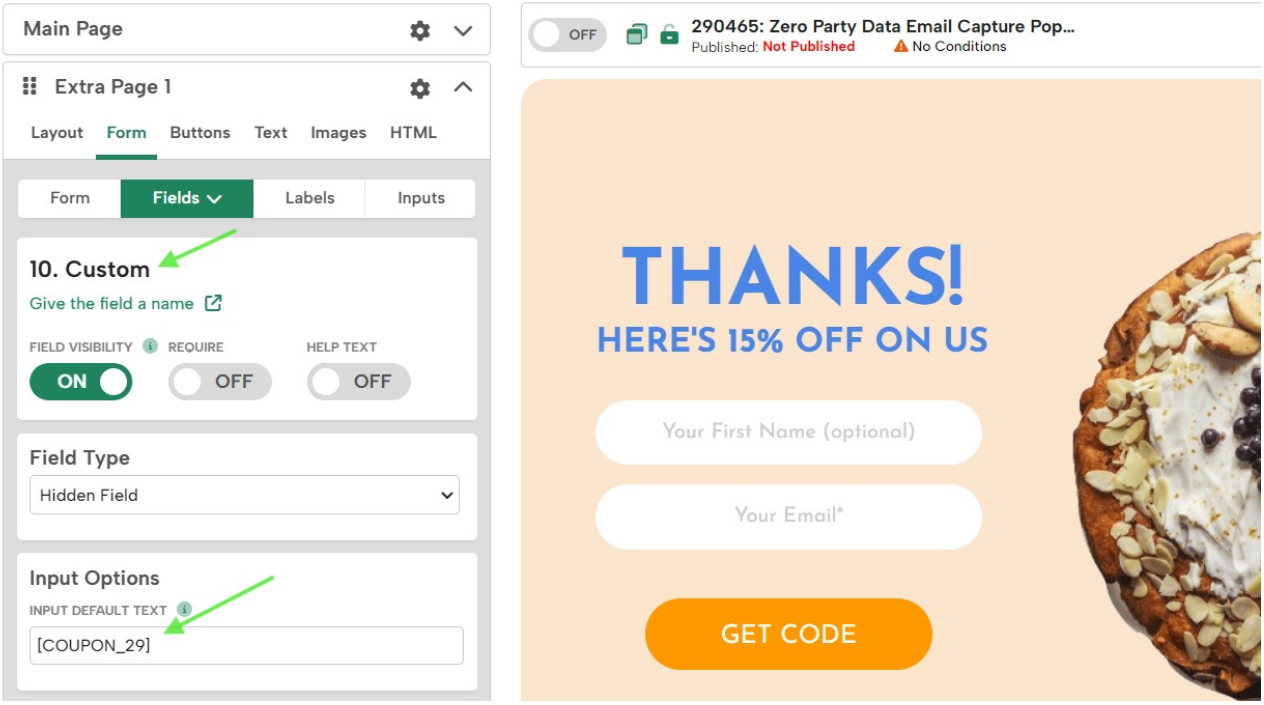
1. **Created a new coupon group.** Make sure it is "Campaign Submit" if you are showing the coupon code on the Thank-You page or passing it as a hidden field. This makes sure we only use the coupon on submit - not on display.

2. **Uploaded all the coupons into the group.** Try to upload 1,000 coupons at a time for best results. Limit is 5000 coupons per upload.

3. **Updated the new coupon merge tag** on the Campaign Thank-You page. This ensures the code is displayed in the Thank-You Page.



4. **Updated the Hidden Field** - CUSTOM_10 to pass the COUPON_29 field. We used CUSTOM_10 field, but you can use any custom hidden field.



Adding Coupon Codes to HTML Blocks

If you add Coupon merge tags to the "HTML" elements in the editor, that HTML element must fulfill at least one of these requirements:

1) Have no other HTML embedded within it at the same level as the Coupon merge tag (i.e., Coupon merge tag must be contained within the lowest child HTML element).
OR
2) Wrap the Coupon merge tag within its own "div" tag or "button" tag (only these 2 will work for now).
We typically recommend doing #2 to be safe.

Coupon Code FAQ

Q: I keep getting the same coupon code when I submit my test email. Why is that?
A: Our system only gives out 1 coupon code per IP Address unless you specifically change it to a browser session (see step 4.4 above). This prevents users from collecting more than one coupon code. You will get the same coupon code if you submit multiple emails on the same IP address.