

VOUCHER TOOL

INGENIOUS ENTERPRISE

Voucher campaigns are commonly used by e-commerce to generate sales or attract new customers. Customers simply need to enter the code during checkout, in order to enjoy a rebate off their purchase.

The voucher tool on the Ingenious Enterprise platform enables e-commerce to manage these codes hassle-free. With this tool, marketers can design and implement voucher campaigns according to their business goals.

BENEFITS OF THE VOUCHER TOOL



Manage unlimited vouchers

Marketers can administer any type and any amount of voucher they want. Within a single campaign, multiple voucher codes may be used and their rebate may be in the form of a percentage or a fixed sum.

A large number of codes can also be managed easily by using wildcards. Marketers need only to create one code, with its digits replaced by an asterisk, to imply the creation of multiple voucher codes.



Track online and offline vouchers

Marketers can create vouchers meant for specific partners only. Furthermore, as a partner may have multiple websites and thereby multiple ad spaces, voucher codes are to be set at an ad space level.

Therefore, offline vouchers can also be managed with this voucher tool, as long as the respective offline ad space has been defined.



Protect against voucher fraud

All advertisers and partners will have absolutely no extra charges for their payment transfers within the Single Euro Payments Area (SEPA).

Together with the efficiency gained, fewer resources are needed for financial processes, so that clients can focus on the core areas of their businesses.

VOUCHER TOOL

INGENIOUS ENTERPRISE



Incentivise good performance

All data will be consolidated on the Ingenious Enterprise platform, so that both the e-commerce and their partners can analyse the performance of their voucher campaigns in comparison to other campaigns.

Different incentives can also be defined and assigned to each voucher code, in order to encourage better performance, aligned with their marketing goals.

FEATURES AT A GLANCE



Easy management for large number of vouchers



Tracking of online and offline vouchers by defining them at an ad space level



Commission rules for unauthorised voucher use can be defined



Set incentives to encourage better performance from partners

ABOUT INGENIOUS TECHNOLOGIES

Ingenious Technologies is a leading independent marketing technology provider, which was awarded Best European Performance Marketing Technology in 2016. With the cloud-based Ingenious Enterprise platform, companies across all industries can aggregate, structure, enrich and analyse all data collected, both online and offline. Thanks to real-time processing and a high level of automation, reliable data sets are available for clients to make agile marketing decisions. Through its in-house R&D team, as well as international Customer Excellence team, which manages clients worldwide from its headquarters in Berlin, Ingenious Technologies secures its success through constant innovation and proximity to the market.

Contact us:

Ingenious Technologies AG
Französische Straße 48
10117 Berlin

Tel: +49 30 577 02 60 70
Fax: +49 30 577 02 60 99
Email: sales@ingenioustechnologies.com