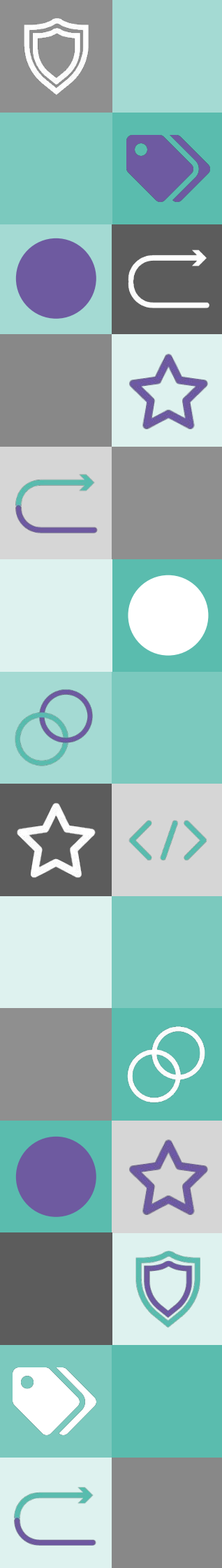




# uniqodo

Busting the Promotion Myths for APAC





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## Myth #1

There's nothing we can do to stop  
codes from leaking





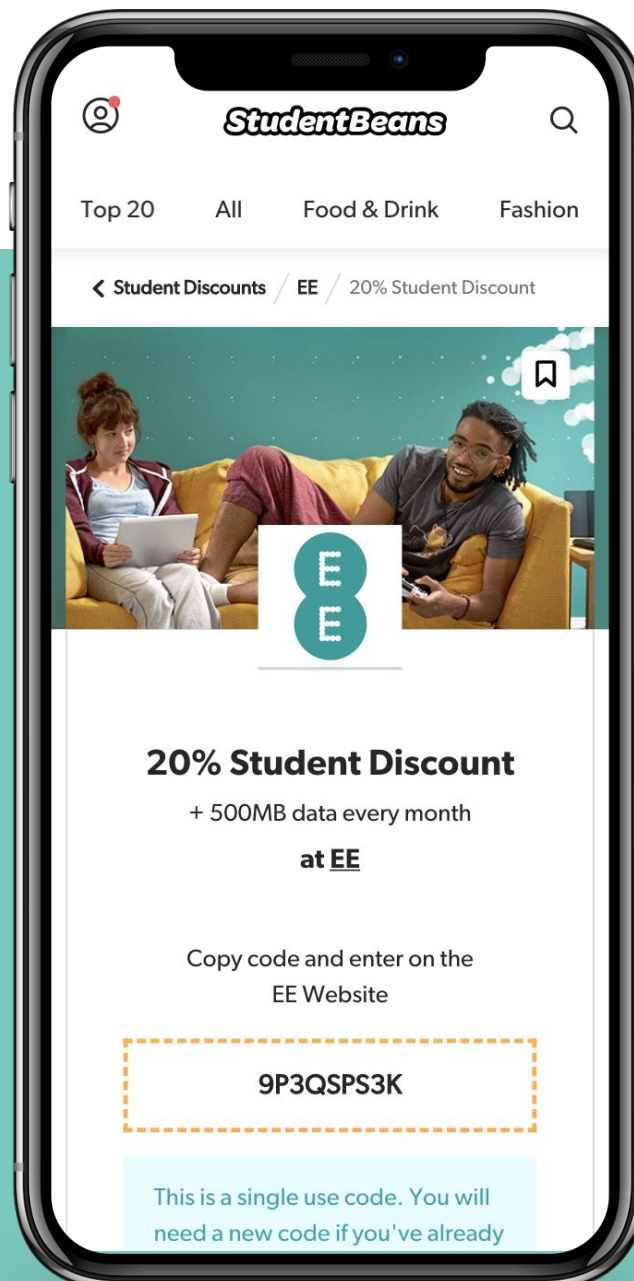
# Preventing codes from being leaked or shared into places you didn't intend.

At the heart of everything we do at Uniqodo is giving advertisers control over their promotions. With single-use unique codes, promotions can't be leaked to other publishers or shared by customers.

When promotions are leaked or shared, it can negatively impact your margins, with more customers accessing incentives than planned. It can also disrupt other marketing activity, with codes and campaigns clashing across your other channels.

Lastly, if promotions 'go viral' when that wasn't your intention, it can have a negative impact on your brand, being seen to be overly active in the affiliate channel with discounts and promotions.

We give advertisers the power of controlled promotions across all of your channels to overcome the problems associated with leaked or shared promotions, either by customers or other publishers.








## Myth #2

Publishers can't use single-use codes, so we can't work with them



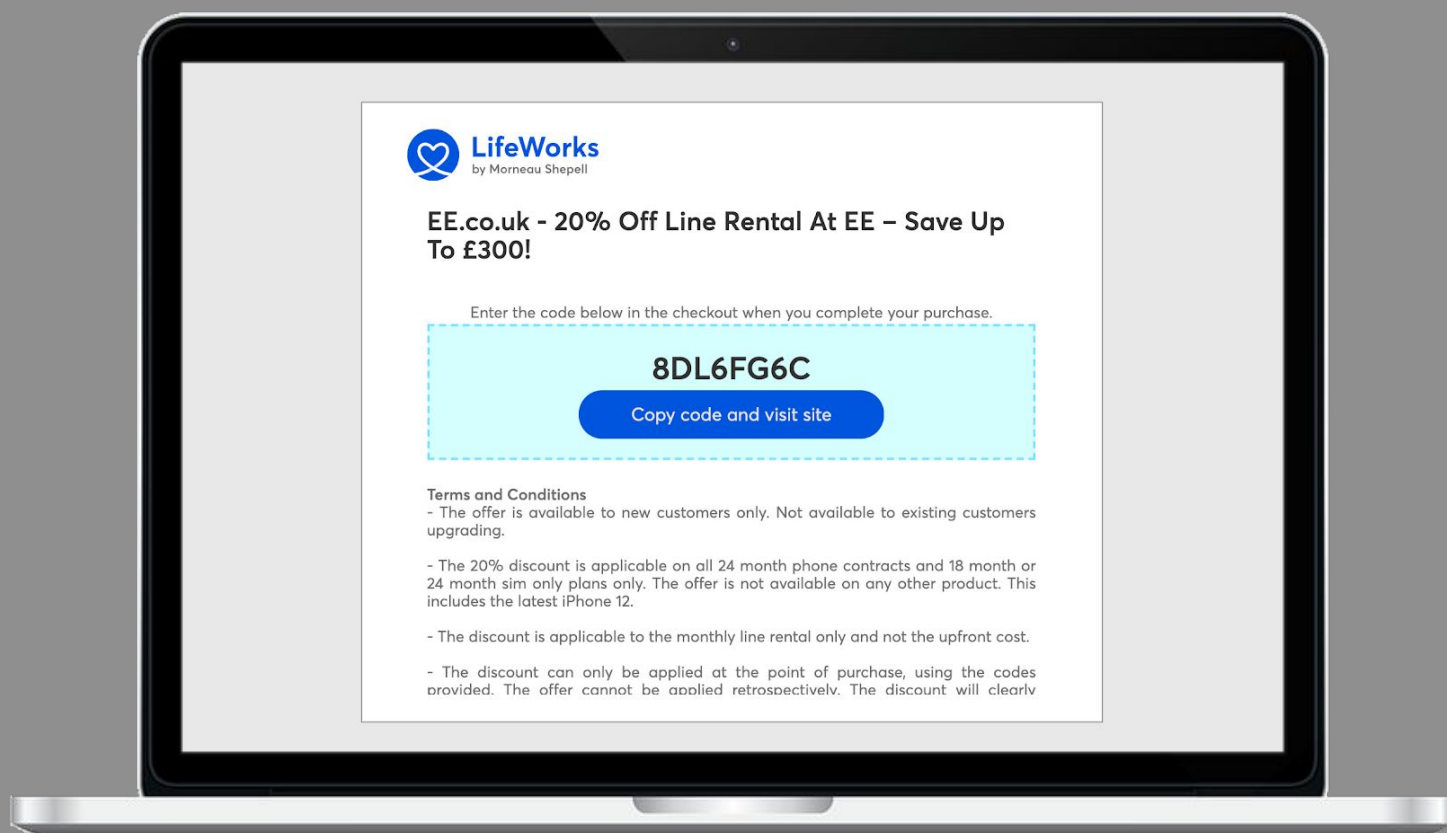


# Making the distribution of single-use codes simple with publishers

Distribution of promotions is critical for any successful affiliate team. Uniqodo has established API integrations with all of the major global publishers, including voucher sites, closed-group publishers, employee benefits platforms, content sites and media partners.

But it's also **really simple** for us to integrate with any new publisher, even influencers or brand partners. We have four options for enabling the distribution of single use code promotions;

1. **API integration:** handled by Uniqodo's team of engineers working directly with the publisher *(1 - 7 days integration time, dependent on publisher responsiveness and application complexity)*
2. **CSV batch:** download a batch of unique codes from Uniqodo for your chosen publisher to upload, all still fully tracked and reporting in Uniqodo's platform *(Instant download from Uniqodo, depends on publisher functionality)*
3. **HTML 'click to reveal' button:** we provide an HTML snippet for the publisher to add to their site that will call our API to issue a unique code to a customer upon request *(Super simple and super quick - this is the lightest touch and fastest integration option)*
4. **Interstitial page:** landing page hosted by Uniqodo to issue unique codes for a promotion *(Absolutely any publisher can use this, and Uniqodo do all the work - example below)*

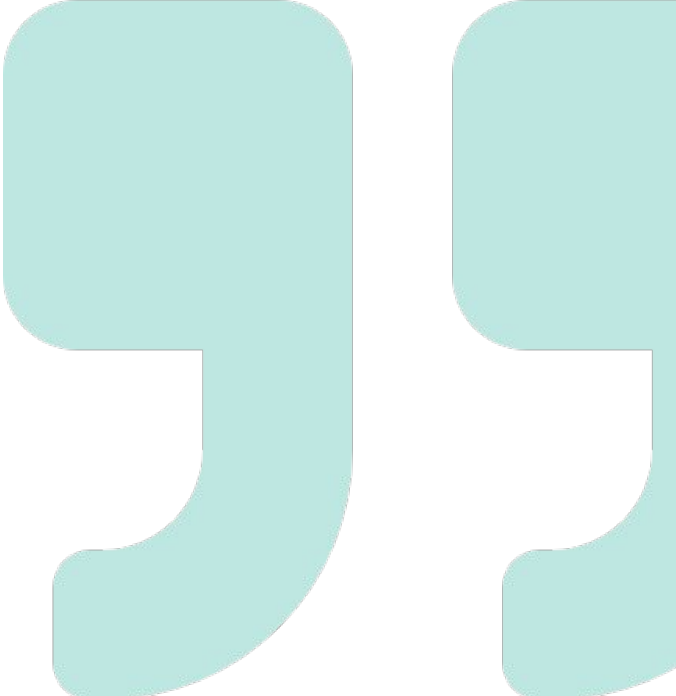






## Myth #3

Codes are just a vehicle for giving  
a discount or money off





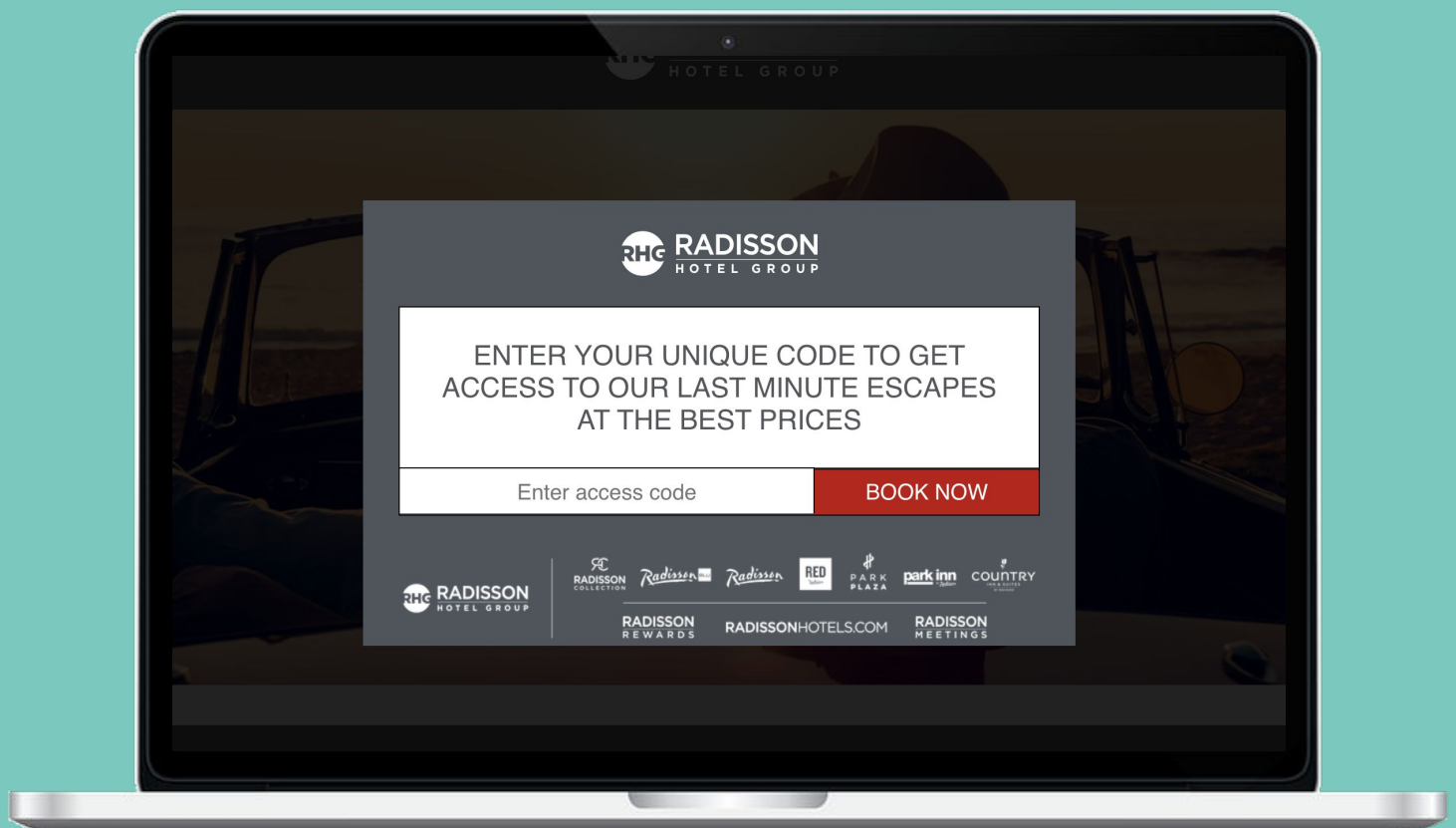
# Codes can unlock so much more than just discounts or money off

Think of a code as a token that can unlock all sorts of different incentives or experiences. They definitely don't have to just give discounts or money off.

Here's a few ways that we work with clients who do not want to damage margins by just offering discounts to their customers as a way of driving conversion and sales...

1. **Access:** a code can be used as an access key to unlock gated content on your site. It could be a deal, or it could be an exclusive product or product launch
2. **Award loyalty points:** a code can reward customers with loyalty points for eligible purchases
3. **Voucher:** a code can reward a customer with a voucher/gift card for eligible purchases
4. **Custom journey:** a code can unlock a custom landing page or journey on your site

Some of the most successful promotions that we run for our clients don't give away a discount, but instead provide customers with a unique, great experience such as exclusive early access to a new product launch, or a bespoke rewards page just for your most loyal customers. All of these promotions can be distributed via affiliate partners, and our data tells us they get even higher engagement and conversion than standard discounts and money off.







# Myth #4

## Codes devalue our brand





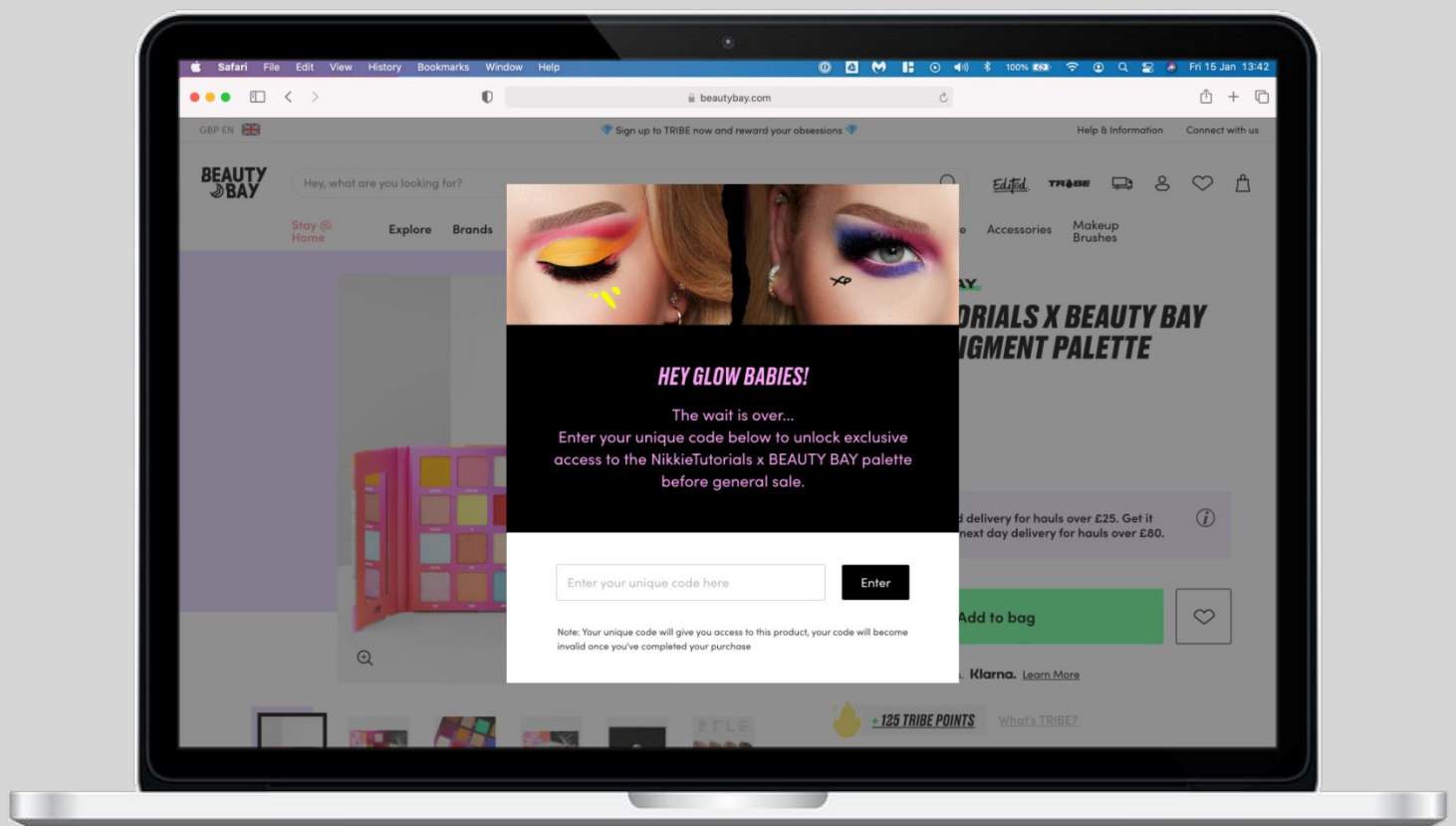
# Codes can build brands when approached with the right solutions

With the right solution in place, codes can actually be used to build your brand, not devalue it.

A great example of how you leverage controlled campaigns with a creative approach is a recent campaign we ran for global beauty retailer; Beauty Bay. Having teamed up with beauty YouTuber NikkieTutorials on a new pressed pigment palette, Beauty Bay wanted to use the launch of this new collaboration to drive awareness, acquisition and a huge social buzz.

Beauty Bay launched a teaser campaign to encourage people to sign-up to a waiting list to get exclusive early access to the product before it went on general release. 2hrs before the palette went on sale, Uniqodo sent unique codes via email to everyone (87,000 people!) who had signed up to the waiting list, and built a content gate on the product page that only allowed access with the code.

Over 6,500 people bought a palette in the early access window, delivering quarter of a million pounds in revenue. And no discount in sight. Just lots of super happy customers. Now *that's* how you deliver promotions like a boss.







# Myth #5

## Codes just erode margins



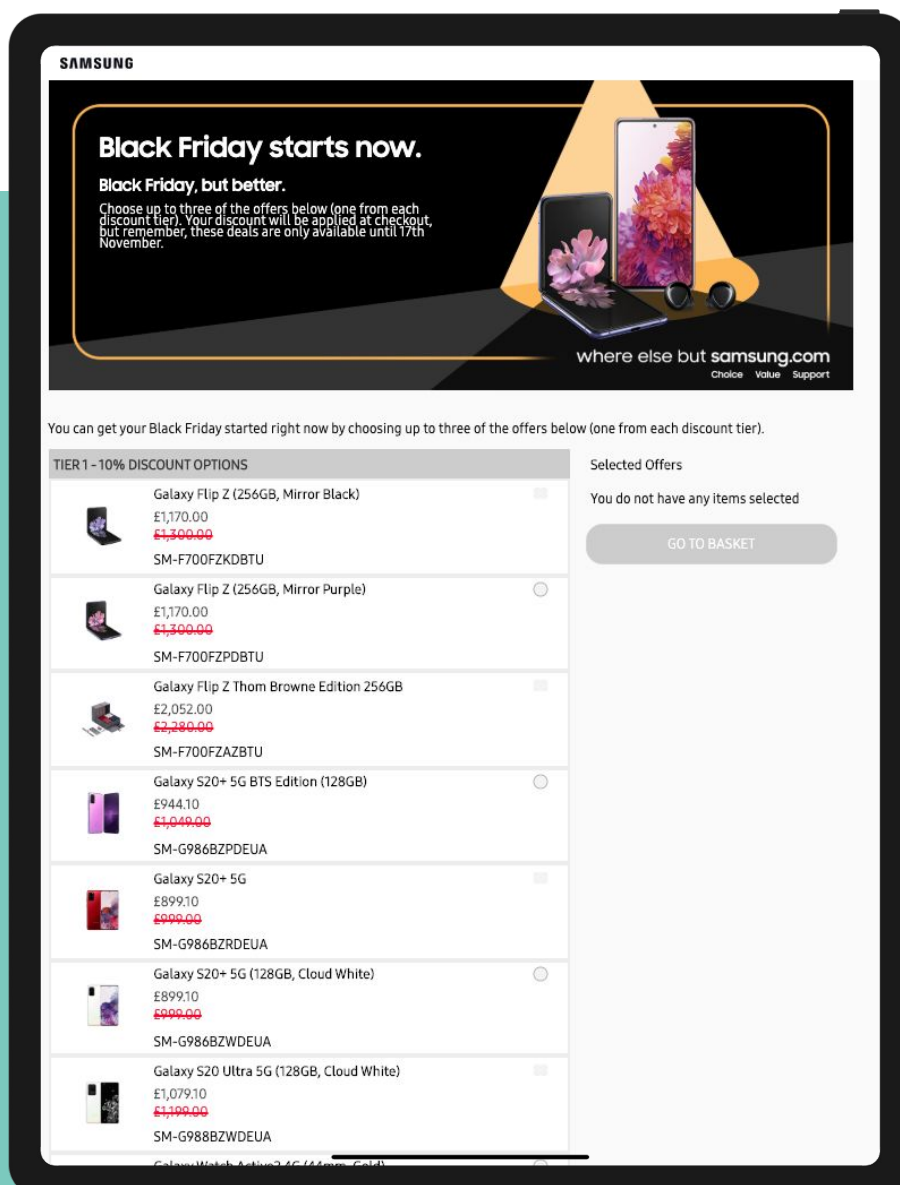


# Use codes to drive specific customer and business outcomes

Codes that are offering generic, blanket discounts you do run the risk of eroding profit margins. The way we work is to understand objectives, and design promotions that achieve results without impacting margins. A couple of examples;

## Samsung

Wanted to capitalise on early search traffic before Black Friday as well as getting rid of aged and overstocked products. Using a waiting list teaser campaign, we signed up 300k (200k new) customers and sent a unique code to access an early-bird campaign page. Eligible products were curated in 4 different tiers; 10%, 15%, 20% and 40% off, and customers could pick one product from each tier. Creating an early access campaign enabled Samsung to acquire new customer demand, and tiering incentives encouraged customers to buy more than one product, plus by selling distressed stock, the margin loss was mitigated against potential write-off and increased baskets.







## Myth #6

If you start using codes, it's a hard route to come back from\*

\*see Myth 3, 4 and 5








## Myth #7

Exclusive discounts don't work  
because onsite offers are often  
bigger and better



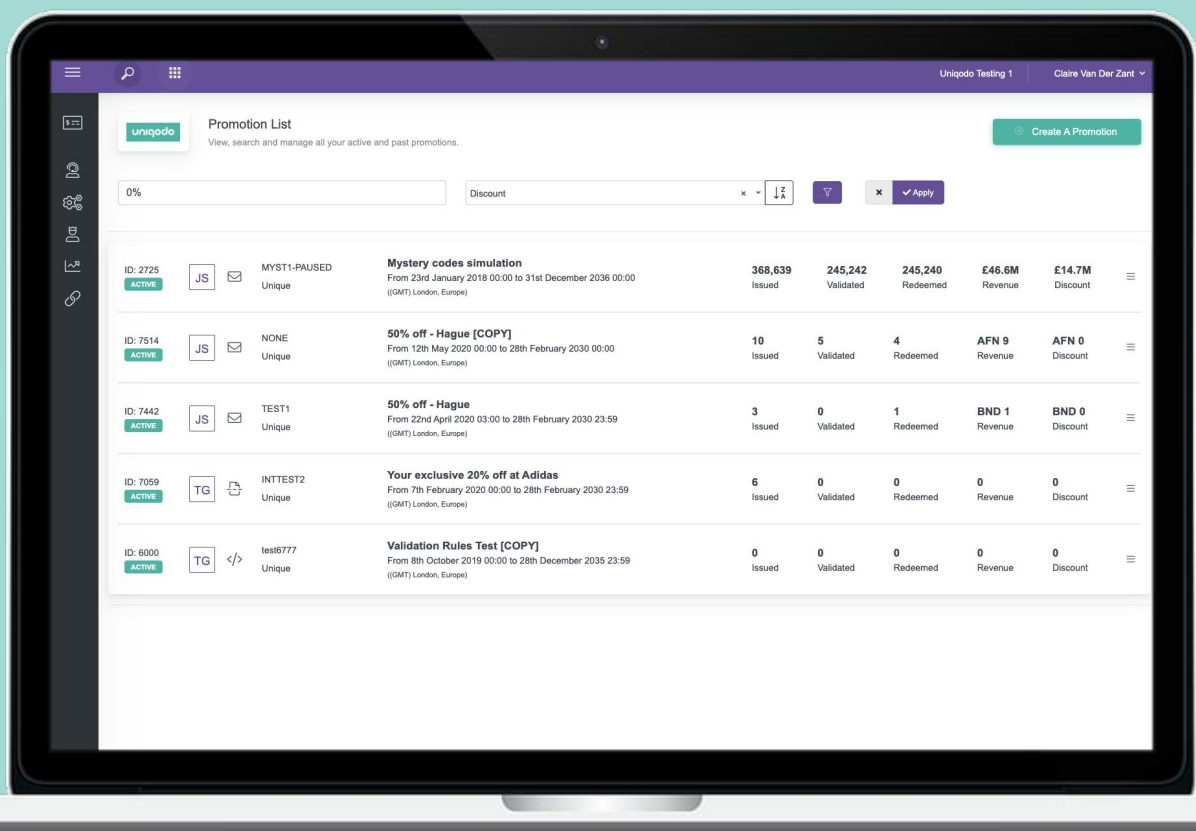


# The right platform takes all the hard work out of promotion management

When you add up all of the different promotions that are out there in the world wide web, on publisher sites, in your CRM, on social and on your site, managing which promotions are exclusive to which customers can be a nightmare.

Our solution for that is using a dedicated Promotion Platform that all of your teams can use across the business, making it simple to see all of your live promotions, and to more effectively manage which campaigns are exclusive at any given time. Plus, with the ability to switch promotions on and off, you can be confident that you're not saying one thing in one channel, and doing something contradictory in another channel.

Uniqodo's clients use us across their business, so it's not unusual for us to have CRM, eCommerce, loyalty, affiliate, performance, social and trading teams all plugged into the platform. In fact, that's when it really works at it's best. All with control and advanced promotion validation and formats to really turn your promotions into stand-out, brand building, target hitting campaigns.








## Myth #8

We don't have promo code fields  
in the checkout, so can't run code  
campaigns



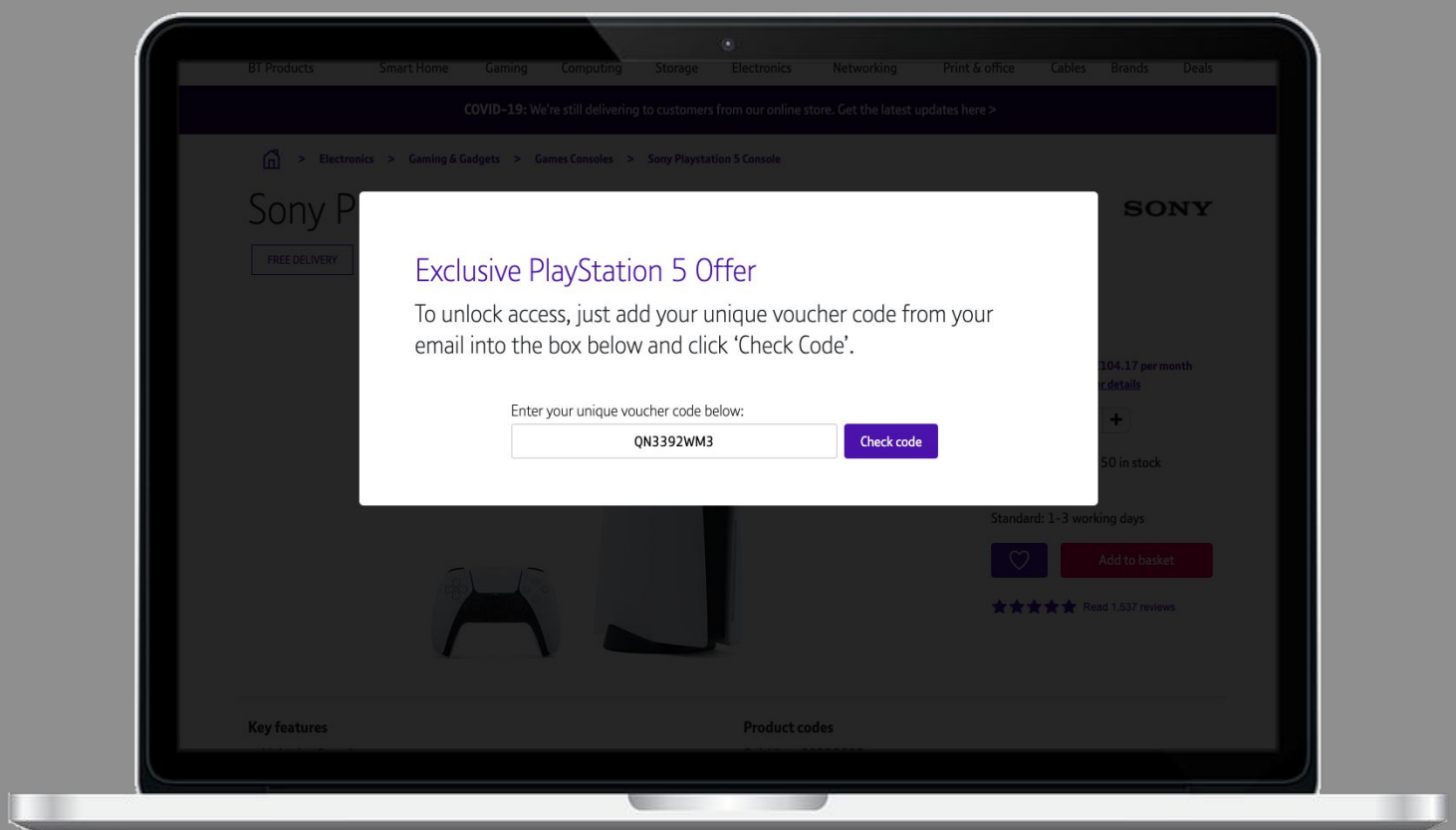


# Using codes as 'access keys' to allow you to test and run exclusive campaigns

Just because you don't have a promotional code field in your checkout (to avoid customers from code-seeking, we get it!) doesn't mean you can't still run exclusive promotions with affiliates and closed-group publishers.

Either set up a separate landing page on your website, or we can create you a custom landing page, and we can provide a content gate that only allows access to the customers you have issued a unique code. The page might have special deals or offers, a new product or range of products not yet on general release, or a special reward for VIP customers.

Once a customer has added the product or products to their basket, they just checkout as normal, no code required. It really is as simple as that.







## Myth #9

A code is a siloed tactic for driving engagement and conversion



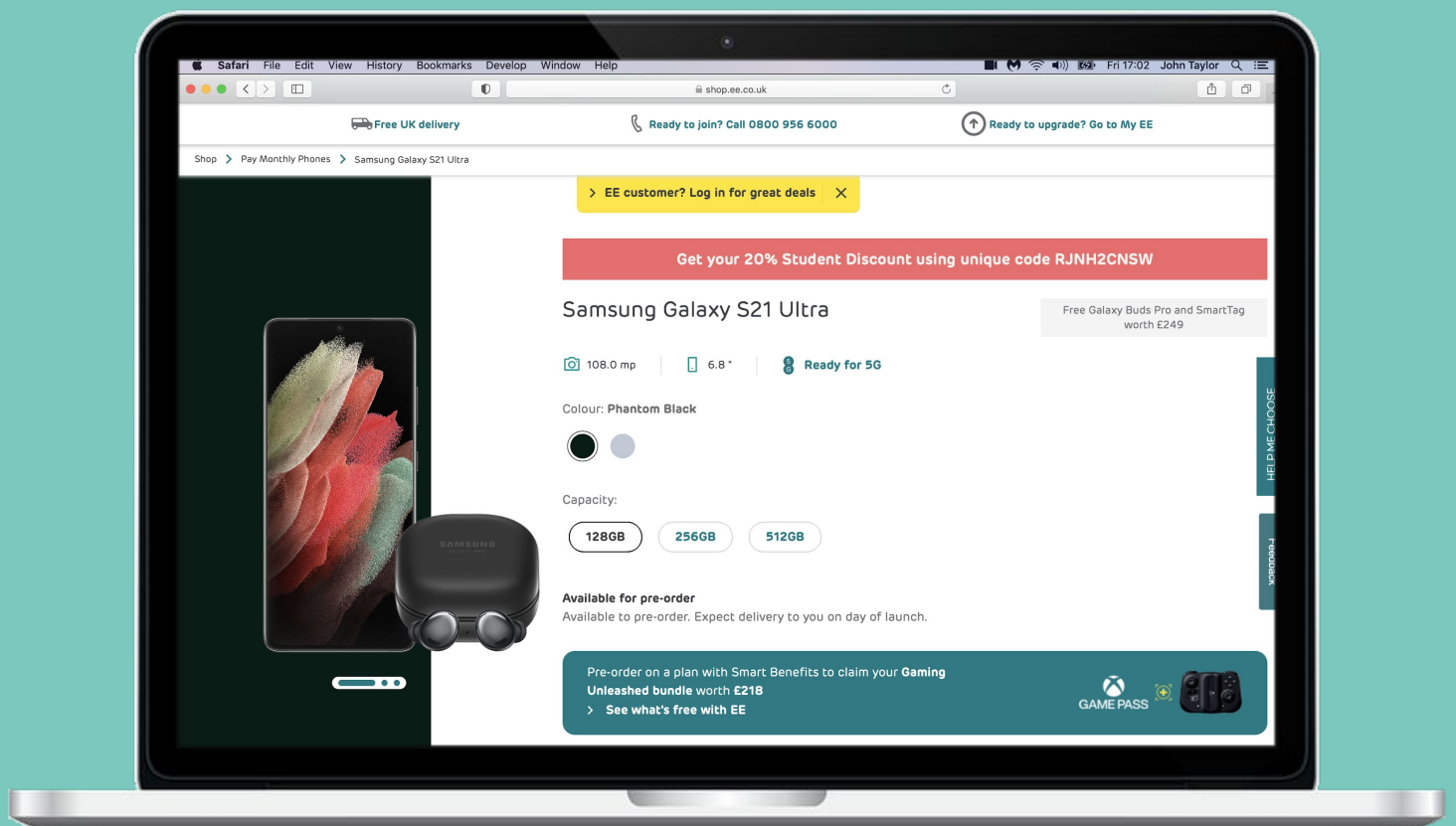


# When you combine controlled promotions with onsite activation, magic happens

Unigodo is both advanced promotion solutions and an eCommerce optimisation engine. We do all the whizzy things with codes and promotions as well as building bespoke promotion journeys and messaging on site. Why? Because curating an end-to-end promotional experience for your customers takes results from hitting objectives to smashing targets.

For one of our European telco providers, we message all of their affiliate voucher traffic onsite to remind customers of the offer, display price changes inline on eligible products, dynamically display their unique code in messaging overlays and auto-apply codes at the checkout. The telco had been running deals with student publishers for many years, but when we turned on this capability, it increased conversion rates by over 30% on top of the performance they had seen previously.

Whilst a discount will always be a great tactic to incentivise a purchase and drive conversions, if you want to achieve outstanding results, delivering a great Promotion Experience is the way forward.







## Myth #10

Promotion technology is  
complicated to integrate and  
expensive to buy



# Uniqodo is fast, robust and simple to integrate, and our ROI is worth every penny

Using JavaScript tag integration makes getting started quick and simple. No IT development projects or time required from advertisers. Simply add our tag directly to your site, via your tag management platform, or you can enable us via Commission Factory's MasterTag. We are ISO27001 accredited and work with major global brands who trust and rely on Uniqodo's technology.

And by controlling your promotions, delivering against key business objectives, and creating experiences that supercharge conversion, we drive ROI that writes the business case for you!

## Boots - 10% Student Discount with Student Beans

(no ability to issue single-use codes without Uniqodo)

Time campaign live: 8 months

ROI: **8116%**

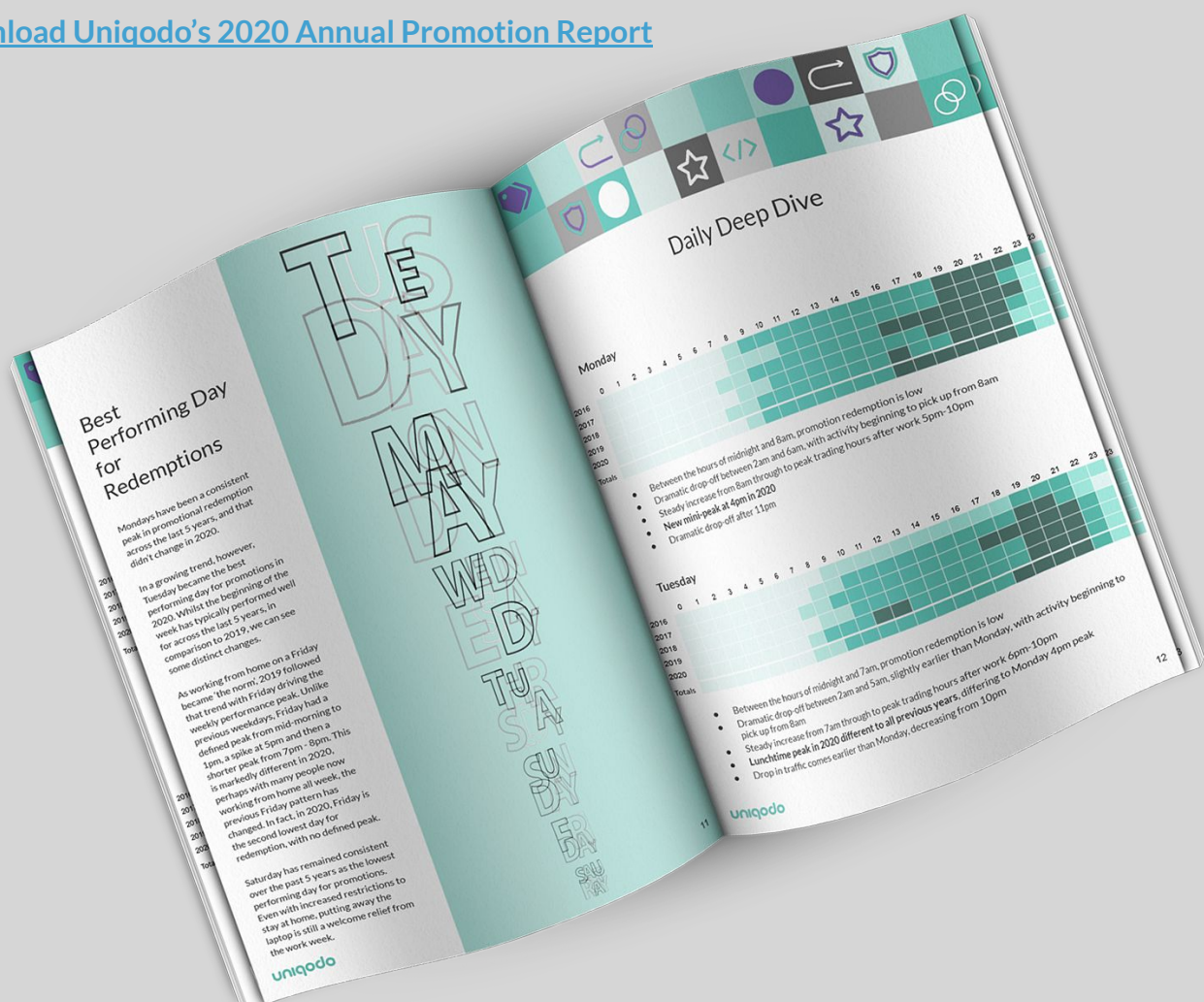
## Samsung 'Early Bird' Black Friday campaign 2020

(unique codes and bespoke campaign page build by Uniqodo)


Time to build and launch: 6 weeks

ROI: **6,160%**

[Download Uniqodo's 2020 Annual Promotion Report](#)







Have a chat with us about any other challenges you face in  
making voucher codes work for your business.

Claire Van der Zant  
[claire@uniqodo.com](mailto:claire@uniqodo.com)