



DATA-DRIVEN MULTI-CHANNEL MARKETING SOLUTION

COUPONING



What Is Couponing?

At ZinMobi we have two options available for couponing. Firstly, we can generate 6 digit unique per customer coupon codes which are inserted into each text. The code can be validated /redeemed by till staff in ZinMobi's platform or by using the Redeem Coupon screen in ZinMobi's Light Touch Loyalty product.

The second is POS Compatible Couponing. This feature allows our clients to send and redeem coupons compatible with their existing POS system without the need for costly integrations or APIs.

[Continue Reading to find out How to Use Couponing →](#)

ZinMobi Generated Coupons are unique 6 digit codes. i.e. Every customer gets a different Coupon Code for the campaign. This prevents duplicate redemptions by the same customers or customers sharing their Coupon Code with others.

The code can be validated /redeemed by staff at the till by using ZinMobi's platform or – as we recommend - by using the Redeem Coupon screen in ZinMobi's Light Touch Loyalty product.

ZinMobi Generated Coupons are a great solution for retailers that can generate or redeem coupons via the POS.

Coupons Can Be Used For Inbound And Outbound SMS Campaigns

What is an OUTBOUND campaign?



Put simply, an Outbound Campaign is a message sent by you to your customers. It involves you creating your message, adding your coupon (if required), defining your audience and sending to the customers.

What is an INBOUND campaign?



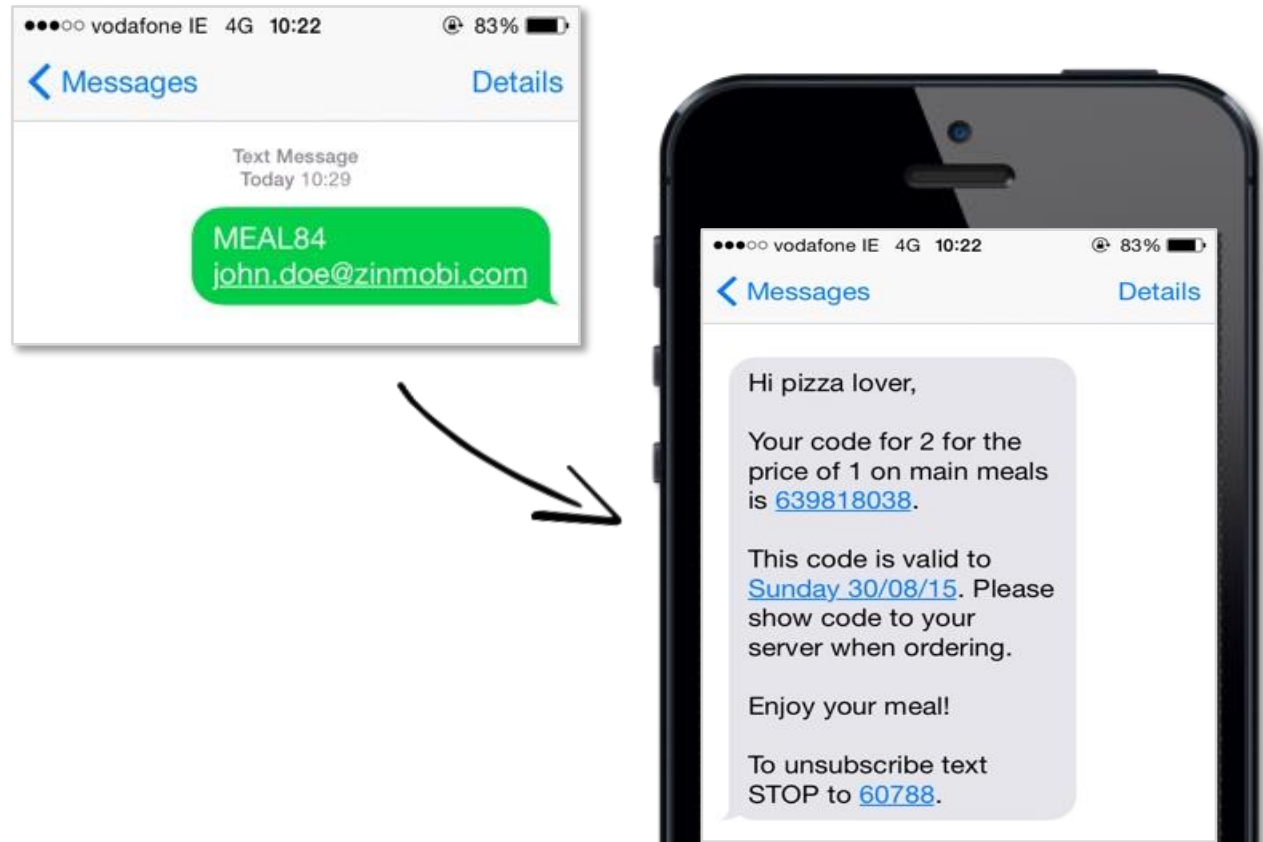
An Inbound Campaign is when you ask customers to text you; and in return you automatically send an instant reply text which can contain a special offers, discounts or coupons.

Getting Started

ZinMobi Generated Coupons can be added to your account by contacting our account management team at support@zinmobi.com. All you need is a device capable of connecting to the internet for coupon redemption.

ZinMobi's POS Compatible Couponing affords clients a simple and convenient way to easily 'plugin' ZinMobi's mobile couponing with your existing POS system without the need for costly integrations or APIs. It's is easy to set up - All you need to provide ZinMobi with an excel file containing a list of unique coupon redemption codes downloaded from and compatible with your POS. The redemption codes will be pre-loaded into our database against the corresponding coupon. When a text is sent the codes will be populated into the message.

When a customer presents a coupon at the till the cashier can then redeem using the POS.



Getting Started

POS Compatible Couponing is a ZinMobi premium feature. Please contact your Account Manager or email support@zinmobi.com to discuss setting up this feature on your account.