

Promotional code

- [Differences between promo codes and coupons](#)
- [Differences between discount codes, redemption codes, and invitation codes](#)
- [Association between promo codes and other features](#)

Differences between promo codes and coupons



All belong to paid conversion tools.

1) Promotion codes are used for cross - border/cross - platform traffic acquisition, guiding offline customers or those from other platforms to the store to complete paid conversion by using the promotion codes.

2) Coupons are used to engage users within the WeChat ecosystem and promote their paid conversion. [Manual adjustment required]

Differences between discount codes, redemption codes, and invitation codes



All belong to customer acquisition tools.

1) Promo codes are used for cross - border/cross - platform traffic diversion, guiding offline customers or those from other platforms to the store to complete paid conversions by using promo codes.

2) Redemption codes are basic tools for redeeming benefits, used for offline redemption and verification.

3) Invitation codes are tools used to invite users to a specific course/activity/scenario within the WeChat ecosystem to acquire new customers and boost user engagement.

Association between promo codes and other features



1) Promo codes support Pay-and-Get Rewards: After C-end users complete payment (non-zero orders), they can receive promo codes.

2) Promo codes support information collection: When C-end users click to claim promo codes, information collection can be triggered to collect user information.