

Marketing - WeCom Marketing

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Invitation code

Invitation code

Will courses activated by invitation codes be counted towards the subscription volume?



Subscriptions will be counted. Courses activated using invitation codes, full - amount coupon deductions, or redemption codes will all be counted towards the subscription volume.

Why does it prompt that the invitation code is invalid?



The invitation code may be invalid because:

1. The invitation code has already been used. You can check the usage status of the invitation code in [Marketing Center] - [Invitation Code] - [Usage Records].
2. The invitation code has expired. You can check if the invitation code is still within the validity period.

Invitation code

Can the created invitation codes be deleted after they are invalidated?



Yes, it can be deleted. After invalidating the invitation codes in this batch, you can click [Delete].

What is the validity period of the invitation code?



The validity period of an invitation code refers to the time frame during which the invitation code can be used normally.

Within the set validity period, users can use the invitation code to obtain the corresponding content products.

If a user uses the invitation code outside the validity period, it will indicate that the invitation code is not yet valid or has expired.

Invitation code

Can the invitation code only be used once?



Yes, an invitation code (link and number) can only be used once.

What is the validity period of the courses redeemed with invitation codes?



The time limit for activating a course with an invitation code is related to your invitation code settings.

1. If your invitation code is for a single-course or a column course, there is no expiration date.
2. If your invitation code is for a membership course, the validity period will start from the redemption time and be determined by the membership activation duration you set.

After the invitation code is set to expire immediately, can users who have already received the invitation code still use it normally?



After clicking [Invalidate Immediately] on the invitation code in the backend:

1. Users who have received and redeemed the invitation code can still continue to view the courses previously activated through the invitation code.
2. Unredeemed invitation codes can no longer be redeemed for use.

After clicking the invitation code link, an error message saying 'The invitation code has been locked' appears?



Reasons for this prompt:

If a user clicks on the invitation code link too many times within 24 hours or keeps refreshing the page while the link is loading, the system may prompt that 'the invitation code has been locked'.

Solutions:

You can send a different invitation code to the customer or suggest that they click on the invitation code link the next day.

Can users activated via invitation codes be deleted?



Yes, it's possible.

Step 1: On the elink management console, click [Marketing Center] - [Invitation Codes]. Find the invitation code batch you're targeting and click [Usage Records]. Locate the user you want to remove and click [User Name].

image.png

Step 2: In the user details - activation records, you can see the courses the user activated via the invitation code. Click the [Delete] button.

image.png

Note: You can also go to [User Management] - [User List] on the elink management console, filter by the user's nickname to find the user. In the activation records of the user details, you can see the courses the user activated via the invitation code. Click the [Delete] button.

image.png

Can the link of the invitation code generate a QR code?



You can convert the link into a QR code. You can perform the operation through the following path: Copy the invitation code link, click [Applications] - [Supporting Tools] - [QR Code/Short Link] on the elink management console. Paste the invitation code link and click [Compress] to generate the QR code.

Invitation code

Can the invitation code be used only once?



Yes, an invitation code (link and number) can only be used once.

Can invitation codes be sent in bulk?



Currently, only stores with a Mini Program can send out invitation codes in bulk.

If you have already launched a Mini Program for your store, you can send out invitation codes in bulk by following these steps:

1. Log in to the elink management console, click [Marketing Center] - [Invitation Codes], and generate invitation codes.
2. Click the [Share] button for the target batch of invitation codes, select [Mini Program], scan the QR code, and forward the page to a WeChat Community.

image.png

3. Please note that only users in the community can claim the invitation codes, and each user can claim only once. Forwarding is not supported.

Invitation code

How to issue invitation codes to users?



For a detailed tutorial on the invitation code function, please refer to: [Tutorial on Using Invitation Codes](#)

Can the use of the invitation code be terminated?



It can be terminated. You can perform the operation through the following path:

On the elink management console, click [Marketing Center] - [Invitation Codes], find the invitation codes of the target batch, and click [Invalidate Immediately]. This will invalidate the unused invitation codes in this batch, while the previously used invitation codes will remain unaffected. Currently, batch invalidation and single invitation code invalidation are supported. The operations are as follows:

1. For batch invalidation, select the target batch and click "Invalidate".

image.png

2. For single invalidation, click "Usage Records" of the target batch, select the invitation code to be invalidated, and click "Void".

image.png

image.png

Is there a limit to the number of invitation codes per batch?



A maximum of 10,000 invitation codes can be generated per batch. If you need a larger quantity of invitation codes, please generate them in multiple batches.

Invitation code

Can the invitation code still be used within its validity period after the online store expires?



Invitation codes cannot be used when the online store is closed, while redemption codes can still be redeemed and used during this period.

Invitation code

Can the created invitation codes be deleted after being invalidated?



It can be deleted. After invalidating the invitation codes in this batch, you can click [Delete].

Invitation code

Which products support the use of invitation codes?



Invitation codes support the use of images, texts, audios, videos, live streams, courses, e-books, columns, super columns, memberships, premium memberships, camps, physical products, valuable coupons, class packs, and offline courses.

Can the invitation code be used to redeem courses that are not available for individual purchase?



Neither invitation codes nor redemption codes can be used to activate courses that do not support individual sales.

Invitation code

Does using an invitation code support information collection?



Yes, it is supported. Information collection is supported when using invitation codes.

Invitation code

Can multiple people share one invitation code?



Each invitation code can only be used once. It is not supported for multiple users to share one invitation code.

Can users use the invitation code permanently after obtaining it?



Corresponding to the product validity period configured in the teacher invitation code settings, if the validity period is set to permanent, the redeemed course will be valid indefinitely.

What's the difference between redemption codes and invitation codes?



Redeem code: It is a combination of a series of numbers or letters. Users can use the redeem code to exchange for courses, coupons and other benefits in the online store. Store operators can distribute redeem codes to users by selling them on other platforms or printing offline gift cards.

Invitation code: It is used to invite friends, peers, superiors or students of other content products to experience courses. You can give an invitation code to others to invite them to study the teacher's paid content products for free.

Invitation code

Will courses activated with invitation codes count towards the subscription volume?



It will be counted towards the subscription volume. Courses activated using invitation codes, full - value coupon deductions, or redemption codes will all be counted towards the subscription volume.

Tutorial on Using Invitation Codes



I. Function Introduction

□ Invitation Code□ is a feature that enables users to give invitation codes to others, inviting them to learn the instructor's paid content products for free. For merchants, it supports mass - sending or sending specified links to students for redemption.

II. Purpose of Use

Invite friends, peers, superiors, or other content product users to experience courses
Deliver courses in batches

III. Use Scenarios

Scenario 1: After launching a new course, you need to get students' learning experience feedback. You can distribute invitation codes to some students to let them experience the course content for free.

Scenario 2: In the toB scenario, when an enterprise delivers courses in batches, invitation codes can be used for the distribution and redemption of benefits.

IV. Operation Path

Merchant side: Desktop management console → Marketing → Marketing Campaigns → Invitation Code

Student side: Obtain the invitation code link in WeChat → Obtain product benefits
1.png

V. Usage Tutorial

Step 1 Configure the Invitation Code Module (Store Management Console)

1. Log in to the elink store management console. After entering from ?Marketing?, click ?Marketing Campaigns?, select ?Invitation Code?, and enter the invitation code list page. Click ?Create Invitation Code?.

image.png

2. After filling in the basic information of the invitation code and product benefits, click the ?Save? button to complete the configuration.

3.png

Step 2 Distribute Invitation Code Links (Distribute links via the WeChat environment)

1. Distribute a link to a single student (Note: Under this path, one link only supports one - time redemption. Students are allowed to redeem multiple times through multiple single links within one batch.)

A. Enter ?Usage Records? and quickly copy a single link.

image.png

B. Click the ?Download? button in the list to download the EXCEL document of the invitation code information. Or click ?Usage Records? to enter the invitation code usage record page.

image.png

Send the EXCEL document or the invitation code link in the usage records to students.

5.png

2. Distribute links in batches through sharing (Each user who receives the link can redeem once.)

Click  Share  in the list to pop up the sharing window (in the form of H5 or Mini Program).

*Note: The H5 link can be forwarded. If you don't want users to copy/forward privately, you can choose the Mini Program sharing path.

image.png

Step 3 Click the Link to Obtain Benefits (Distribute links via the WeChat environment)

Merchants distribute invitation links to students via WeChat. After students open the link in WeChat and click ?Use Now?, they can subscribe to the content for free.

7.png

VI. Notes

1. Please control the number of invitation codes generated in each batch within 100,000. If you need more invitation codes, please generate them in multiple batches.
2. Since free content can be viewed directly, there is no need for an invitation code. You can directly send the content link to students. For paid content that has been taken off the shelf and the purchase channel on the home page is hidden, the invitation code can still be used to activate it.
3. For invitation codes in the ?Normal? or ?Expired? status, you can edit the invitation code title, expiration time, batch name, and usage instructions.

After modifying and saving the invitation code title and usage instructions, the invitation code list on the management console and the student side will be updated synchronously. After modifying and saving the batch name, the invitation code list on the student side will be updated synchronously.

4. You can set the validity period for redeeming courses. The validity period for redemption through the invitation code is subject to the settings in the invitation code, not the validity period of the product itself.

Coupon

How many ways can users claim coupons?



1. Ways for users to actively claim coupons: Claim on the homepage, claim on the course details page, claim via link/QR code.
2. Ways for users to passively receive coupons: Targeted distribution, redemption with a coupon code, distribution as a payment gift, etc. Coupons received passively by users will be directly credited to their accounts.

What are the differences between user - claimed coupons and targeted - issued coupons? How can they be used in combination?



User redemption means that users redeem coupons through links or on the details page. Targeted distribution is for specific user groups and is automatically distributed when users enter the store. The same coupon can be used for both user redemption and targeted distribution. Merchants can choose according to their own needs.

Can the coupon be forcibly invalidated?



Yes. Merchants can click to end the coupon issuance, and students who have already received the coupon can use it normally within the validity period. Users who haven't received it cannot receive it anymore.

Why can some users still use the coupon after it has been manually terminated?



Manually ending a coupon means that after you end the coupon, users can no longer claim it. However, users who have already claimed the coupon or received it through targeted distribution can still use it within the validity period you set.

Can the coupon be transferred after it is redeemed?



Once a coupon is claimed, it can only be used by the claiming user. Gift-giving of coupons is not currently supported.

Why can users still claim the coupon when forwarding the link after unchecking the option to allow sharing the coupon link?



If you forward the original link, users can claim [the relevant item], and this cannot be blocked. Please proceed with caution. The restriction here is that after the buyer claims [the relevant item], they cannot share it with others for claiming.

How to view the data after creating a coupon?



1. Check the issuance status of coupons:

(1) Filter coupons according to your viewing needs.

Filter the activity status. The coupon activity status is classified according to the validity period:

- Not started (can be claimed but cannot be used)
- In progress (can be claimed and used)
- Stopped manually (cannot be claimed but can be used)
- Ended (cannot be claimed or used)

(2) You can directly view the coupon collection data on the coupon list page.

image.png

2. View the detailed data of coupons: image.png

Click [Effect Data] in the coupon list to view more detailed coupon-related data (statistics up to the previous day).

How can users use coupons?



I. Merchants do not check the option for stackable coupons

After users receive coupons, they can select the coupons to use when making payments on the product detail page. Only one coupon can be used for each payment, and users can choose not to use any coupons.

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II. Merchants set stackable coupons

After users receive coupons, they can select the coupons to use when making payments on the product detail page. Multiple stackable coupons can be used for each payment, and users can choose not to use any coupons.

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How to control the sharing of coupons or stop their issuance?



1. Control the sharing of coupons: When creating (editing) a coupon, check or uncheck the sharing settings to control the spread of the coupon sharing link.

image.png

2. Stop issuing: Click 'Stop' on the coupon list page and confirm. After stopping, users will not be able to claim the coupon, and users who have already claimed it can continue to use it.

image.png

How can users view their own coupons?



Users can view their coupons in [Personal Center] - [Coupons]. Coupons are divided into three categories: unused, used, and expired.

(Unused coupons are sorted in descending order by start time, used coupons are sorted in descending order by usage time, and expired coupons are sorted in descending order by expiration time.)

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Coupon Usage Tutorial



I. Function Introduction

□ Coupons□ are a marketing tool that allows users to enjoy discounts when purchasing courses through merchants' concessions. Coupons are one of the key factors in promoting user conversions.

II. Purpose of Use

Merchants issue coupons to users, stimulating them to make purchases through discounts and improving the paid conversion rate.

III. Usage Scenarios

Scenario 1: To**stimulate the first - time conversion of new users**, a merchant sets up discount coupons for low - priced courses in the store and distributes them in the new user community.

Scenario 2: To**attract users to purchase high - priced courses in the store**, a merchant sets up full - reduction coupons for the courses and distributes them to old users through targeted distribution.

IV. Operation Path

Merchant side: Desktop management console → Marketing → Coupons

Student side:

- Coupon collection path: WeChat H5 store → Store homepage/Course details page/Targeted coupon pop - up window → Collect coupons → Coupons are added to the user's account;

- Coupon usage path: WeChat H5 store → Course details page → Use coupons;

image.png

V. Usage Tutorial

Step 1: Create coupons (Management background)

1. Click Create coupons

image.png

① **General coupons:** Coupons that can be collected by all users;

② **Exclusive coupons:** Limit the identity of collectors to create exclusive coupons;

③ **Employee coupons:** Combine the capabilities of Enterprise WeChat to empower employees to issue coupons with one click, preventing the leakage of community - issued coupons through forwarding.

2. Create coupons and configure field information

 ① **General coupons** 

Note: After creating coupons, only some fields can be edited. Please check carefully before saving.

image.png

② Exclusive coupons

The rules of other fields are the same as those of general coupons, with an additional setting item for specified identities to actively collect coupons.

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Step 2: Distribute coupons (Management background)

1. Passive coupon distribution by merchants

Merchants **configure coupons on the homepage, configure coupons on the course details page, and promote the coupon collection page** to place coupons somewhere and wait for users to actively collect them.

1) Merchants can configure coupons in [Store management](#) - [Mobile](#) - [Store homepage](#) - [Build store homepage](#) , and users can collect coupons on the homepage.

image.png 60110100_1699430530.png

2) Merchants can check [Public settings](#) when creating coupons. After checking, the coupons will be displayed on the product details page, and users can collect them there.

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3) Merchants can click [Promote](#) in [Coupon list](#) to promote the QR code or link externally. After users scan the QR code or click the link, they can collect coupons on the coupon collection page.

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2. Active coupon distribution by merchants

When using **targeted distribution, purchase rewards, and redemption codes** and other functional modules, merchants can use coupons as benefits for distribution, and the coupons will be directly added to the user's account.

1) Merchants can click **Targeted distribution** in **Coupon list** to distribute coupons in a targeted manner. After distribution, the coupons will automatically enter the user's account, and a pop - up window indicating that the user has received the coupon will appear when the user enters the store homepage.

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2) When creating **Purchase rewards** in **Marketing** - **Marketing games** - **Purchase rewards**, merchants can add coupons as benefits. After users successfully make a purchase, the coupons will automatically enter their accounts.

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3) When creating **Redemption codes** in **Marketing** - **Marketing games** - **Redemption codes** , merchants can add coupons as benefits. After users redeem them, the coupons will automatically enter their accounts.

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Step 3: Collect and use coupons (Student side)

1. Several ways for students to collect coupons

image (10).png

2. Ways for students to use coupons

image (11).png

Step 4: View performance data (Management background)

Merchants can click [Performance data](#) in [Coupon list](#) to observe the data on coupon distribution, collection, and usage.

image.png

image.png

Note: [Data overview](#) statistics are as of 24:00 of the previous day. [Targeted distribution records](#) , [List of products with coupon usage](#) , and [List of users who collected/used coupons](#) are updated in real - time.

Why can't students see the coupon after it's been applied to a specific product?



To provide users with a better experience, the system has set multiple constraint rules for displaying coupon content. For example, if a merchant configures products for a coupon in the background, but learners cannot see them, the following situations may occur:

1. The selected products do not meet the usage threshold of the coupon.

Example: A merchant's coupon offers a 2 - yuan discount when the purchase reaches 10 yuan. If the merchant selects a 9 - yuan , it does not meet the usage threshold of the coupon, and the product will not be displayed on the learner's end.

PS: Multiple knowledge products cannot be purchased at once, while multiple physical products can.

2. The merchant has selected a course that is participating in a marketing event, and the coupon usage condition is set to be available only when purchasing products at the original price.

Example: The merchant sets the coupon to be available only when purchasing products at the original price, but selects products participating in time - limited

discounts and flash sales. In this case, the products will not be displayed on the learner's end.

3. There is a conflict between the super - member benefits and the coupon conditions.

Example: The merchant sets the condition that super - member discounted products cannot be used in combination with coupons. If the coupon selects relevant products, the relevant products will not be displayed when super - members enter the coupon collection page.

The above rules also apply to custom - recommended products. Recommended products may also not be displayed on the learner's end due to the above situations.

Frequently Asked Questions about Post-coupon Price and Automatic Coupon Redemption



1. Can the post - coupon price and automatic coupon redemption be disabled?

Answer: Yes, you can disable this feature in the Coupon List - Post - coupon Price Display Settings. After disabling, the post - coupon price and automatic coupon redemption will not be displayed on the C - end.

2. How is the post - coupon price calculated?

Answer: After users enter the product details page, the system selects the coupon with the highest available amount for the current product price from the coupons in the user's account and the publicly available coupons on the product details page for calculation.

- If the coupon with the highest amount is in the user's account, the purchase button will display [Buy Now XX after coupon]. Clicking the purchase button will automatically use the coupon.
- If the coupon with the highest amount is publicly available on the product details page, the purchase button will display [Redeem Coupon and Buy XX after coupon]. Clicking the purchase button will automatically redeem and use the coupon.

3. What types of products do not support the post - coupon price and automatic coupon redemption?

Answer: Currently, it does not support educational assistance tools, AI interactive courses, paid coupons, course packs, affiliate products, and premium memberships.

Tutorial on Using Coupons in Combination



I. Function Introduction

The coupon feature of the marketing tool has been updated! A new coupon stacking setting has been added, allowing multiple coupons to be used in a single order, meeting merchants' needs for more marketing strategies such as full - amount discounts. For the same product, users can stack coupons obtained from different channels. To enjoy greater stacked discounts, users will make payments in a short time, which can stimulate user payment conversion.

II. Purpose of Use

Meet merchants' coupon requirements in refined operation scenarios;

Improve the coupon conversion rate of the corresponding user group;

III. Use Scenarios

Scenario 1: [Stimulate conversion of coupon - receiving users]: Merchants can distribute pre - event coupons through multiple channels during the pre - heat stage and event coupons during the event stage. The double - stacked discounts can stimulate users to place orders.

Merchants can also hold multiple event coupons, and the multiple - stacked discounts can stimulate users to place orders.

Scenario 2: [Referral marketing]: Merchants can distribute multiple coupons to old customers who bring in multiple new customers. Old customers can stack and use these coupons, promoting referral marketing.

Scenario 3: [Refined operation]: Merchants can distribute coupons in batches according to the learning situations of different students. Excellent students can stack more coupons, enabling more refined student management.

IV. Operation Path

Merchant side: Marketing Center - Coupons - Create Coupons - Check the option for stackable coupons

Student side: Receive Coupons - Product Details Page - Order Confirmation Page

image.png

V. Usage Tutorial

Step 1Enter [Marketing Center] - [Coupons], clickCreate a new coupon. Check the option to allow stacking with other stackable coupons. (Store management backend)

[\(Click to view the coupon creation tutorial\)](#)

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Step 2Students actively receive coupons(Students enter the H5 store)

image (2).png

Step 3 Students place orders using coupons (Students enter the H5 store)

image (3).png

Step 4 Select stacked coupons on the order payment page. (H5 store)

image (4).png

Step 5 Check the order status of orders using stacked coupons (Merchant management backend)

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Introduction to the rules for stacking coupon usage



1. Coupon stacking rules:

Parallel stacking. Both full - reduction coupons and discount coupons can be stacked.

There is no upper limit on the number of stacked coupons, but **only one coupon from the same batch can be used at a time**. For example, for an order with a product priced at 100 yuan, there is a coupon for a 50 - yuan reduction without a threshold (stackable) and a coupon for a 20% discount without a threshold (stackable). Then the final price of the product is: $100 - 50 - (100 * (1 - 0.8)) = 30$

2. Does the stacking usage setting support secondary editing?

Secondary editing is not allowed.

3. Does coupon stacking support shopping cart items?

Currently **shopping cart** items are not supported.

4. Can stacked coupons be used in combination with marketing campaigns/super memberships?

It depends on whether the product's coupons are set to be used in combination with marketing campaigns/super memberships.

Tutorial on selecting applicable products for coupons grouped by product



I. Feature Introduction

The coupon feature in marketing has been updated! A new 'Select by product group' function has been added for applicable products. Merchants can select a product group to batch set the applicable products for coupons. Moreover, by modifying the content of the product group, they can batch modify the applicable products for coupons, improving the efficiency of merchants' marketing operations.

II. Purpose of Use

To improve the operational efficiency of merchants in multi - coupon scenarios.

III. Use Scenarios

Scenario 1: [Batch set applicable products] When merchants have a new marketing campaign that covers a large number of products, they can put these products into the same product group. Then, they can select the corresponding group when setting up coupons. In the future, other coupons can also reference this group.

Scenario 2: [Batch modify coupons] When merchants launch new products and need to add them to existing marketing campaigns, they can directly add the new products to the groups associated with these coupons. Then, these coupons can be used for the new products.

IV. Operation Path

Merchant side:

1. Configure product groups: Merchant background → Transactions → Product groups → Create a new product group → Content management
2. Configure coupons: Merchant background → Marketing → Coupons → Create/Edit a coupon → Select 'Select by product group' for applicable products

Student side: WeChat H5 store → Receive coupons → Use coupons

image/png

V. Usage Tutorial

Step 1Configure product groups(Management background)

1. Enter [Transactions] - [Product groups], click 'Create a new product group', fill in the group name, and click 'OK' to save.

image/png

(Product group)

2. Click 'Content management', click 'Add products', and select the products to be added to the group.

image/png

(Product group)

image/png

(Product group - Content management)

Step 2 Configure coupons(Management background)

1. Enter [Marketing] - [Coupons], click 'Create/Edit a coupon' immediately. In the 'Applicable products' field, select 'Available for specified products'/'Not available for specified products', and then select 'Select by product group'.

image/png

(Create/Edit a coupon)

2. Click 'Add product group', select the required group in the pop - up window, and click 'Confirm'. After filling in other coupon information, save the coupon settings.

image/png

(Add product group)

Step 3 Receive coupons(H5 store)

image/png

(H5 store)

Step 4 Use coupons(H5 store)

image/png

(Order confirmation page)

Group buying

How to create a Joint Orderg activity?



Enter the elink Online Store [Management Console], click [Joint Orderg] under the [Marketing] function to enter the Joint Orderg details page. Select a Joint Orderg type from Regular Joint Orderg, New - User Invitation Joint Orderg, and Tiered Joint Orderg, and click the corresponding [Create Joint Orderg]. Then you can create a Joint Orderg activity for an effective paid course (including e - books, live streams, videos, audios, articles with images, columns, major columns, memberships, affiliate products, camps, in - person courses, event management, and exercises).

For specific operations, please view the details: [Joint Orderg Usage Tutorial](#)

Can I cancel a Joint Orderg event after initiating it?



After a student initiates a group purchase, they cannot cancel it within the validity period of the group purchase. They can only wait for the group purchase to succeed or fail.

If virtual group formation is set and you want to stop the Joint Orderg activity, will those who haven't succeeded in forming a group still be considered successful?



This issue can be divided into the following three scenarios:

1. For users who have successfully completed a group-buying activity, if you stop the ongoing group-buying event, they will not be affected.
2. For users currently participating in a group-buying activity, if you have enabled simulated group formation, the group will be immediately formed through simulation.
3. If simulated group formation is not enabled, the user will receive an automatic refund.

How to change the QR code for a successful Joint Orderg?



There are two ways to change the QR code that pops up upon successful Joint Orderg:

1. If the course details page is set to prompt users to follow the Official Account after purchase, simply change the QR code image for prompting users to follow the Official Account after purchase.
2. If the course details page is not set as such, you can modify the QR code image in [Settings] - [Store Settings] - [Follow Settings] - [Prompt to Follow after Purchase].

How many new users can be set as the minimum number for each group in the Joint Orderg activity?



For regular Joint Orderg and tiered Joint Orderg, there is no limit on the number of new users in each group.

For new - user invitation Joint Orderg, participants must be new users. That is, there must be at least 1 new user in each group..

Can users who have participated in a Joint Orderg activity for a certain course use the invitation code or redemption code for that course?



If the user fails to successfully form a group purchase and obtains the course using an invitation code/redeem code first, it will not affect the ongoing group purchase activity. The user will be refunded after the group purchase ends.

Does the system support enabling both simulated group formation and over - capacity group formation for Joint Orderg?



Yes, it is supported. Both simulated group formation and over - capacity group formation for Joint Orderg can be enabled simultaneously.

How can users participate in Joint Orderg?



You need to create a group-buying activity in the store backend first. After creation, users can access the group-buying activity through the knowledge product link of the group-buying course.

There are two ways for users to participate in group-buying:

1. Users can choose to initiate a group actively. After paying at the group leader price, they can invite friends to join the group. They can also click [View Group-buying Details] in [My Purchases] or on the course details page to check and monitor the progress of the group-buying at any time.
2. Users can choose to join an existing group. After paying at the group-buying price, they can invite friends to join the group and complete the group-buying task. The progress of joining the group can also be viewed in [My Purchases] or on the course details page.

Is there a difference between the event time and the group formation time limit for Joint Orderg activities?



The event time of a Joint Orderg activity refers to the time period set by the merchant for the Joint Orderg event.

The group formation time limit refers to the time restriction for users to invite friends to participate in the Joint Orderg.

image.png

For example:

If a merchant sets a Joint Orderg activity from 00:00 on the 26th to 12:00 on the 26th, the event time is 12 hours.

If User A starts a Joint Orderg at the beginning of the event, their group formation time limit is 12 hours. If User B starts a Joint Orderg at 10:00 on the 26th, the validity period of User B's Joint Orderg is 12 - 10, leaving 2 hours.

What is an oversubscribed group purchase?



After enabling oversubscription for group purchases, if the number of participants in a specific group exceeds the set group - buying limit, the group will be formed based on the actual number of participants. This helps avoid situations where oversubscribed users make successful payments but are forced to receive refunds.

image.png

Can the group-buying activity be set up without a group leader?



Joint Orderg activities must have a group leader.

What is the simulated group formation for Joint Orderg?



Enable simulated group formation. When the group - buying time limit expires or the group - buying activity ends, for groups with insufficient participants, the system will simulate 'anonymous' buyers to reach the required number and form the group.

image.png

Can I modify the Joint Orderg settings if I set them incorrectly?



There are the following three situations:

1. Once a group-buying activity is created and is in the unstarted state (the group-buying activity time has not arrived), only the group-buying settings can be edited.
2. When the activity is in progress, only the activity time can be extended, and other settings cannot be edited. Online group formation, simulated group formation, and over - quota group formation can be set.
3. Under special circumstances, you can perform the [Stop Group - Buying] operation on the group - buying activity that is in progress or has not started. Users who have completed group - buying will not be affected. If simulated group formation is not enabled for users in the process of group - buying, the system will automatically refund the users. If simulated group formation is enabled, the group will be formed directly.

How long does it take for users to get a refund after a group-buying fails?



If the Joint Order fails, the paid fees will be refunded to the user's payment account via the original payment method within 24 hours.

Can users change to purchase at the original price during the group-buying event when they participate in the event while purchasing a course?



Since the user has already participated in the group-buying activity, they are temporarily unable to purchase the course product at the original price during the activity period. You need to wait until the group-buying activity ends. If the group-buying fails, you can then purchase the course product at the original price again.

Can promoters earn commissions for successfully promoting group-buying courses?



Joint Orderg supports the promotion function for promoters, who can earn commissions.

If a sub - promoter of a promoter promotes the group - buying course products, the corresponding promoter will receive an invitation reward.

If a user who has a binding relationship with a promoter participates in and successfully completes a Joint Orderg, the corresponding promoter will receive a commission reward.

Can users get a refund for course products purchased through Joint Orderg if they no longer want them?



If the Joint Orderg fails, a refund will be automatically processed within 24 hours after the failure. For orders that have successfully completed Joint Orderg (not eligible for commission), refund operations are supported.

Can users who have already purchased this membership course renew their membership through Joint Orderg again?



For membership benefits with a validity period of 365 days, if you have purchased this membership and the benefits are still valid, you can either initiate a group purchase for renewal or join others' group purchases for renewal.

For the three types of membership benefits, namely 'permanent', 'fixed validity period', and 'valid for 365 days and no repeated purchases allowed within the validity period', group purchase renewal is not permitted..

Redeem code

Does the redemption code support information collection?



Redeem codes support the use of the information collection function. However, only one course can be added to the redemption benefits of this redeem code, and the information collection feature must be enabled for this course. If more than one course is added to the benefits, information collection will not be carried out.

Redeem code

If multiple courses are selected when creating a redemption code, can one code be used to redeem all the courses?



Yes, all the courses added when creating the redemption code can be redeemed.

Where can I increase the quantity of redemption codes?



On the list page of the Marketing Center - Redeem Codes, you can add them in [Code Library] - [Add Inventory].

Redeem code

If a user purchases a course with a coupon redeemed by a redemption code, can the promoter still receive a commission?



Yes, it is supported. After using the coupon for deduction, the referral commission is calculated based on the actual amount paid by the user.

Redeem code

What is the maximum inventory that can be added for the redemption code?



The maximum number of inventory that can be added at one time for a redemption code is 10,000, and the maximum cumulative inventory that can be added is 100,000.

The redemption code activity has ended. How can I delete it?



In the Admin Console, go to [Marketing Center] - [Redeem Codes] - [Delete]. Once deleted, the codes will no longer be displayed. Please operate with caution.

How to invalidate a batch of redemption codes?



In the management console, go to [Marketing Center] - [Redeem Codes] - [Deactivate]. This operation will not affect used codes, but unused ones will be deactivated. Please proceed with caution.

Redeem code

Can I use the existing coupons in the coupon library when creating and adding coupons in the redemption code?



Yes, it already supports directly invoking existing coupons using redemption codes.

Redeem code

Can the redemption code be used simultaneously with other marketing campaigns?



Redeem codes are not eligible for use in conjunction with other marketing campaigns.

Redeem code

Can the redemption code be transferred to others for use?



Yes, but each redemption code can only be used once.

Redeem code

Does the Mini Program support redemption codes?



Yes, the Mini Program supports redemption codes.

Redeem code

Where can I view the redeemed courses and coupons?



Hello, the products redeemed by users can be viewed in [Personal Center > My Purchases] on the course page or the store homepage. The redeemed coupons can be viewed in [Personal Center > Coupons].

Where can I redeem the redemption code?



Hello, users can click [Personal Center] - [Redeem Center] at the bottom of the store homepage or in the upper right corner of the course, then click on the redemption code field and enter the redemption code to complete the redemption. Each redemption code can only be used once.

How to use the redemption code feature?



(1) Create a redemption code. Log in to the backend, click [Marketing Center] - [Redemption Codes] to enter the redemption code list page.

(2) Click [Create New Redemption Code] to enter the redemption code editing page and create a redemption code on your own. (Once a redemption code is created and used, both the inventory and redemption benefits can only be increased, not decreased. Please set them carefully.)

(3) Click [Code Library] on the redemption code list page to view the usage of redemption codes. If you want to increase the number of redemption codes, click [Add Inventory] to add to the inventory.

(4) Click [Code Library] of a redemption code to copy and send the redemption code to the corresponding users for use.

For detailed information, please refer to: [Redemption Code Usage Tutorial](#)

What are some examples of scenarios where redemption codes can be used?



1. An online store wants to expand its sales channels. By using the redemption code function, it packages some courses and coupons into gift packs. Users can claim the gift packs after obtaining the redemption codes.
2. The store operator prints the redemption codes on beautiful gift cards and sells them on other e-commerce platforms and through offline channels. By leveraging the traffic from other channels, the store can attract more customers and increase sales.
3. Provide free access to paid courses for certain users, such as those who have made offline payments.

What are redemption codes?



A redemption code is a combination of numbers or letters. Users can use redemption codes to redeem courses, coupons, and other benefits in the online store. Store operators can distribute redemption codes to users by selling them on other platforms or printing offline gift cards.

Product recommendation

What is the product recommendation function?



After merchants enable the product recommendation feature, the [Featured Courses] module will be displayed below on the product detail page, showcasing the products added by the merchant. Users can click on these products to jump to the corresponding product detail pages for selection and purchase.

What are the use cases for product recommendations?



During the operation process, merchants can use this feature to configure the courses they want to promote as recommended products. These products will receive higher exposure and clicks in the [Related Recommendations] - [Featured Courses] module on the product detail page, guiding users to purchase more products. This helps merchants improve conversion rates and extend users' browsing time in the store.

Is there a limit to the number of products that can be added for product recommendation?



There is no upper limit for adding quantities, and you can add items freely according to your own needs. However, in the [Featured Recommendations] section on the product details page for users, a maximum of 6 products can be displayed.

What are the display rules for recommended products?



Randomly recommend 6 products from the recommended product list. The recommended products on different product detail pages vary.

What operations can recommended product merchants perform?



Merchants can centrally manage recommended products through the recommendation list, including adding and removing products.

Where will the courses participating in product recommendations be displayed?



Courses participating in product recommendations will be displayed in the [Related Recommendations] - [Featured Courses] module on the course details page, showing the products added by the merchant.

Which courses can be added to the product recommendations?



Available products for addition include columns, large columns, memberships, articles, audio, videos, live broadcasts, affiliate products, camps, physical products, valuable coupons, offline courses, lesson packages, class courses, and AI interactive courses.

Where is the entrance to the product recommendation function?



Log in to the elink management backend - [Marketing] - [Marketing Campaigns] - [Product Recommendations] to add the products you want to recommend.

image.png

How to add recommended products to the product recommendation feature?



In the module of [Marketing Center]-[Product Recommendations]-[Add Recommended Products], customers can directly add products from the product list page to the recommendation list. The products that can be added include columns, major columns, memberships, articles, audios, videos, live streams, affiliate products, and camps.

Product Recommendation Usage Tutorial



I. Function Introduction

□ Product Recommendation□ is a tool that helps merchants increase the exposure of specified products. After setting it up, when customers view product details, they can see the products you want to promote, increasing product visits and conversion rates.

II. Purpose of Use

Increase product exposure and revenue.

III. Use Scenarios

Scenario 1:

A merchant has newly launched a batch of courses and wants to increase their exposure beyond community media and the store homepage. So, the merchant uses Product Recommendation to guide users to purchase more products, thereby helping to improve conversion rates and extend users' browsing time in the store.

IV. Operation Path

Merchant side: Merchant's computer management console → Marketing → Marketing Tactics → Product Recommendation

Student side: Visit the product detail page → Related Recommendations → Featured Courses

V. Usage Tutorial

1.png

1. Enter the elink management console, click  Marketing on the left, and you can find  Product Recommendation in  Marketing Tactics .

image.png

2. Add/Manage Recommended Products

Customers can centrally manage recommended products through the recommendation list, including adding and deleting products.

Scope of recommended products: Customers can recommend all knowledge products in the store. Products that have been taken off the shelves or hidden will not be displayed.

2.1 Add Recommended Products

Click the ☐ Add Recommended Products ☐ button, and you can select and add knowledge products from the current store in the product pop - up window. There is no upper limit on the number of products to add, and customers can add them freely according to their needs.

Number of products displayed: In the ☐ Featured Recommendations ☐ module on the C - end product detail page, a maximum of 6 products can be displayed.

Recommendation rule: Random recommendation. 6 products are randomly recommended from the recommended product list. The recommended product content is different on different product detail pages.

3.png

4.png

2.2 Delete Recommended Products

Click the ☐ Delete ☐ button in the product list to complete the deletion.

5.png

5.1.png

3. Other entry for product recommendation settings: Add products to the recommendation list directly from the product list

3.1 In the ☐ Knowledge Products ☐ module, customers can directly add products from the product list page to the recommendation list. The entry is as follows:

6.png

3.2 In the ☐ Content Market ☐ module, customers can add distributed products from the content list of the channel provider. The entry is as follows:

7.png

Reminder: The above two recommendation operations can only be used after the ☐ Recommendation Settings ☐ button is turned on.

4. Recommendation Settings - Switch

After customers turn on the ☐ Recommendation Settings ☐ switch, the ☐ Featured Recommendations ☐ product recommendation component will be displayed below the product detail page of the H5 store for users to view.

2.png

VI. C - end Effect

The recommendation module is displayed in the related course recommendations - Featured Courses.

9.png

Flash sale

Flash sale

Does the flash sale support information collection?



Flash sales support information collection.

Do promoters get commission for promoting courses in flash sales?



Flash sales support the promoter function. The promotion button will also be displayed on the details page of courses participating in flash sales. There will be commissions for courses set to participate in promotion.

Flash sale

Why is the appointment flash sale button grayed out and unclickable?



You need to enable preheating before enabling reservations, and the reservation function requires binding to a verified service Official Account to use.

Why didn't the reserved users receive the reminder for the flash sale event?



Due to WeChat's rule restrictions (users need to interact with the Official Account within 48 hours), users who make early reservations may not receive reminders when the event starts. For better event results, it is recommended to set a reasonable pre - heat period and send official account articles.

User interaction behaviors with the Official Account: Click on official account articles, click on menus, send messages, and newly follow the Official Account.

Can all users make purchases if the pre - reservation for the flash sale is not enabled?



Yes. If preheating is enabled but reservation is not, all users can participate in the flash sale to make purchases. (Preheating: After preheating is enabled, the event information will be displayed on the product detail page; Reservation: After reservation is enabled, only users who have successfully reserved can participate in the flash sale.)

If the reservation function is enabled for the flash sale event, can only users who have made a reservation make a purchase?



If appointment is enabled, users need to make an appointment to participate in the flash sale. Users who haven't made an appointment are not supported to participate in the flash sale and can purchase at the original price. Making an appointment requires following the Official Account, and users will receive a prompt after successful follow-up.

What is the process for a flash sale event?



A flash sale event consists of two phases: the pre - sale phase and the sales phase.

Set a period of time before the event starts (e.g., 48 hours) as the pre - sale phase (the pre - sale time can be selected from 0 - 24 hours). A countdown will be displayed on the course details page to create a tense promotional atmosphere. You can also activate the "Reservation" feature to guide users to follow the Official Account to obtain the qualification to participate in the event and receive notifications before the event starts (the reminder time can be set to notify users 0 - 30 minutes in advance). During the sales phase of the event, the low price and time limit will stimulate an increase in the traffic and sales volume of the Online Store.

How to create a flash sale event?



1. Create an event. In the [Marketing Center] - [Flash Sale], click "Create Flash Sale" to navigate to the event settings page.
2. Set up the event. The flash sale settings are divided into three parts: Product settings, Event information, and Reservation settings.
3. Event management and viewing. After creating the event, you can view event details such as event status, validity period, total product quantity, reservation status, purchase status, and transaction amount. Based on actual operations, you can share the event QR code and link, re - edit the event (editing is not allowed after the pre - heating period starts), and manually end the event.

For the graphic tutorial of the operation, please refer to:[Flash Sale Event Tutorial](#)

Pay and Get Gifts

Can the Pay-to-Get-Gifts campaign offer both coupons and redemption codes simultaneously?



Currently not supported. You can only choose either "Offer Coupons" or "Offer Redeem Codes".

Can the Pay-to-Get-Gifts campaign be combined with other marketing campaigns?



Payment rewards can be used in combination with coupons, promo codes, limited-time discounts, and flash sales.

Can I set up payment rewards for all purchases in the online store?



You can add a maximum of 50 products from your own store to the "Pay and Win Gifts" promotion (supports adding images and texts, audios, videos, live streams, e-books, columns, major columns, camps, memberships, super memberships, in-person courses, event management, and teaching aids and related products). If your store has 100 products, you need to set up two "Pay and Win Gifts" promotions to ensure that users who purchase any course can enjoy the benefits of this promotion.

Can the same product participate in two or more Pay-to-Get-Gifts campaigns simultaneously?



Currently, it is not supported. If Product A has already participated in a certain Pay to Win promotion, when setting up a second Pay to Win promotion and selecting this product, a prompt will appear indicating that the product has already participated in other marketing promotions.

Invite friends to watch

Invite friends to watch

Ask friends if information collection is supported?



Direct purchasers support information collection, but those who are shared with through the 'Invite Friends to View' feature do not support it.

Invite friends to watch

Do the discontinued products support the feature of inviting friends to view?



Yes, it is supported. You can invite friends to view the out-of-sale products.

Promotional code

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.

Valuable coupons

Valuable coupons

Which marketing tools support paid coupons?



Currently, paid coupons support coupons, promo codes, Joint Orderg, limited-time discounts, product recommendations, payment rewards, and promoters.

Other marketing tools are not supported for now.

What is the order status after placing an order with a valuable coupon?



Paid coupons are delivered by the system. After placing an order, the learner's end will show a status of [Pending receipt].

Which store decoration capabilities are supported for paid coupons?



Currently, store component decoration is not supported. However, merchants can place paid coupon links in components that support custom links.

Valuable coupons

Are price adjustments allowed for products participating in marketing campaigns?



Currently only supports Price adjustments for "valued coupons" under certain restrictions Price adjustments for other products will be gradually available in the future.

Note: The price adjustment restrictions for products participating in different marketing campaigns are as shown in the figure:

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