

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.

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❏ 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.

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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.

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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.