

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.

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