

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

image (3).png

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

image (4).png

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

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