COUPON MANAGER

Easily Create, Manage and Distribute Coupon Codes

Coupon Manager helps marketers easily create, manage, and distribute unique coupon codes via email or SMS. Create revenue opportunities by engaging lapsed customers and incentivizing return shoppers, delivering, and tracking dynamic codes for coupons and promotions. Track valuable metrics like redemption rate, average redemption time, and revenue per coupon.

Key Benefits

- **Provide incentives** with dynamic codes for coupons and promotions.
- **Easy-to-use visual editor** lets you define the style and content of your coupon image.
- **Minimize coupon abuse** with coupons that are unique to each user and campaign.
- **Real-time rendering** of coupons at the time of open gives you the flexibility to modify content and manage coupons after your message has been sent.

Create, deliver, manage and track dynamic coupons codes for your email and SMS messages.

Email or SMS

Insert coupon codes into any email or SMS message.

Unique Coupon Codes

Distribute coupons that are unique to each campaign to minimize risk and coupon abuse.

Expiration Dates

Whether you set an expiration date or rolling time period, include the time remaining within the coupon image to drive a sense of urgency.

Coupon Redemption Tracking

Track and report on metrics such as redemption rate, average redemption time and revenue/discount per coupon. Contact fields are updated with information like the coupon codes and campaigns that shoppers interact with, making it possible to segment and better target offers to them in the future.

Real-Time Rendering

Coupons are rendered at the time of open, giving you the flexibility to modify content and manage coupons after your message has been sent.

Visual Editor

The visual editor makes it easy to design the style and content of your coupon image with an easy-to-use editor. Support for both text and barcodes.

Image Tags

Avoid the hassles of moving coupon data into Bronto with image tags.

Connect Coupon Codes to Your Ecommerce Platform

Append the unique coupon code as a query parameter on your links and connect the data to your ecommerce platform — Bronto integrates with major ecommerce platforms to automatically apply coupons to customers' shopping sessions.

Coupons for Pop-Up Manager

Integrate with Bronto Pop-Up Manager to display unique coupons, weaving that same code into your welcome series for a consistent experience to help drive that crucial initial purchase.