

## axis diplomat 2020 eBusiness Modules

# eBusiness Promotional Vouchers

Manage voucher codes that can be used to offer discounts and promotions at the checkout of your [axis vMerchant](#) web site.

Vouchers are a great marketing tool and have a number of advantages over simply showing special offers on your website:

Firstly, because they are simply a code consisting of letters and numbers (for example PROMO1 or EASTER) that you provide to customers, they can be sent to a restricted sector of your customer base. For example, you could use the Gap Analysis capabilities of [axis diplomat](#) to identify those customers that have bought printers from you but no consumables, and send that specific range of customers a voucher that entitles them to discounts on printer consumables. You then maintain margins by not offering discounts to customers that are already buying those products.

You can also use voucher codes to learn more about what is effective within your customer base, by sending different voucher codes to different customer types, or with different messages, and monitoring the effectiveness of each campaign.

Vouchers also give you an effective way of measuring results from other marketing avenues. For example, if you place an advertisement in a particular publication or through a social media channel, you can include a specific voucher in that advert - in this way, you will have a very simple measure of how effective that marketing is.

Finally, there are many forums where users share voucher codes amongst themselves. It is not unheard of for companies to deliberately "plant" their own voucher codes on such sites as a way of reaching new audiences.

### Voucher Types

Each voucher may be any one of the following:

Type	Examples	Type	Examples
Amount	£10 off all orders over £100 Spend £50 on Bulbs and get £5 off	Free Gift	Free Gardening Book with all orders over £100 Spend £50 on Bulbs and get a free Gardening Book
Percentage	Get 10% off all orders over £100 Spend £50 on Bulbs and get 10% off	Multi-Buy	Buy 3 Packs of Bulbs and get the cheapest at half price1 Buy 1 Get 1 Free1
Per Unit	Get £10 off every Rechargeable Power Tool		

Note 1 - multi-buy savings are always automatically applied to the cheapest item(s)


## How Does It Work?

A single simple maintenance function within **axis diplomat** allows you to create voucher codes. Each code is associated with a product code, which is added to the imported sales order as a negative (discount) item.


This allows you to use any of the standard analysis capabilities of **axis diplomat** (such as Sales Business Intelligence and Gap Analysis) to measure the effectiveness of a particular promotion.

**axis vMerchant** automatically detects the existence of one or more valid vouchers and adds a voucher prompt to the checkout.


### In Your Shopping Basket

Item	Code	Price	Quantity	Sub Total
 "Wimbledon" Electric Mower 5-blade steel cutting cylinder <span>✓ In Stock (23)</span>	EGPLMOW4	£166.94	1	£166.94
<span>X Remove</span>				
<span>UPDATE</span>				


**Delivery**  
To see an accurate calculation of the cost of delivery for your order, please select your Delivery Area and the Delivery Service.  
The actual Delivery Area used will be based on the delivery address that you specify in the checkout.  
**Delivery Area**  
  
**Delivery Service**

**Order Summary**  
Apply Voucher  
  
**Goods Value** £166.94  
**Delivery** £5.00  
**Total** **£171.94**  
inc VAT  
**Net** £143.29  
**VAT** £28.65  
**CHECKOUT**  
OR  
Check out with 

### In Your Shopping Basket

Item	Code	Price	Quantity	Sub Total
 "Wimbledon" Electric Mower 5-blade steel cutting cylinder <span>✓ In Stock (23)</span>	EGPLMOW4	£166.94	1	£166.94
<span>X Remove</span>				
<span>UPDATE</span>				

**Delivery**  
To see an accurate calculation of the cost of delivery for your order, please select your Delivery Area and the Delivery Service.  
The actual Delivery Area used will be based on the delivery address that you specify in the checkout.  
**Delivery Area**  
  
**Delivery Service**


**Order Summary**  
Apply Voucher  
 Remove  
**Goods Value** £166.94  
**Voucher** -£16.69  
**Delivery** £5.00  
**Total** **£155.25**  
inc VAT  
**Net** £129.38  
**VAT** £25.87  
**CHECKOUT**  
OR  
Check out with 

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Business Software

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