

# Uniqodo

CASE STUDY

## Vouchercloud API enables 'always on' secure codes for lifestyle shoppers

### CHALLENGE - REVENUE LEAKAGE AND MISUSE OF VOUCHER CODES

European lifestyle platform, Vouchercloud, shares exclusive offers with its members, with a mission to help them live more and spend less. Their client services team looks after over 1,500 brands. Account managers speak to retailers day in, day out to secure exclusive content and exclusive deals for their user base, making sure they are happy with the affiliate partnership.

One of the key pressures is competition. Whereas previously, affiliates weren't considered as mainstream marketing, now the commercial benefit is apparent. There has been exponential growth, innovation in white-label sites and more publications are getting involved – it's a saturated market.

Before Vouchercloud started working with Uniqodo, their exclusive codes weren't secure.

Client services director, Chris Johnson

*"Working with over 1,500 retailers across the UK, we need to be on point with enhancing the platform and our technology, so they continue to buy into what we do."*

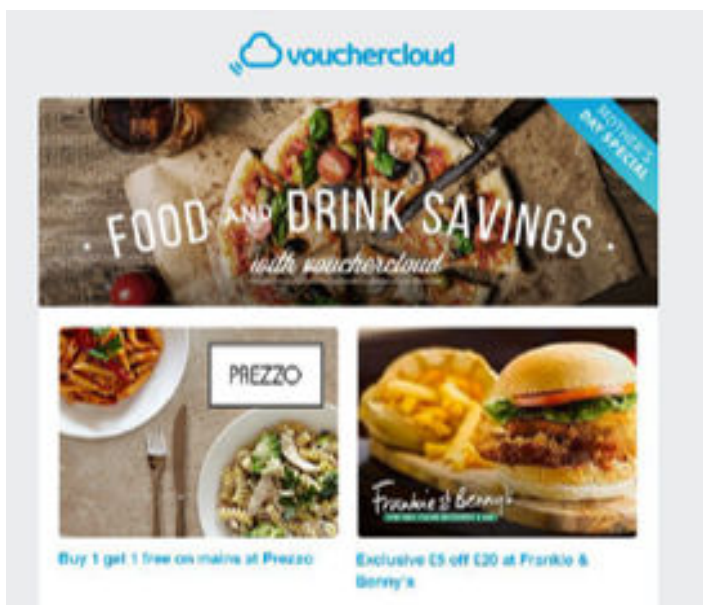
*"We would certainly recommend Uniqodo – it's a no brainer for us, for developing transparent affiliate partnerships with brands and being able to accurately gauge the real value we offer them."*

Vouchercloud's client services director, Chris Johnson, says one of the biggest problems was other sites re-purposing their content and sharing it with their communities.

Discount platforms were copying voucher codes, consumers shared them peer-to-peer with friends or they went viral on social media. It meant others were benefitting from Vouchercloud's work to secure the deals; they couldn't control the distribution exclusively for their members. Although this resulted in more sales for the brands, additional revenues came at the expense of being able to monitor campaigns and control the impact on their margins.

### PRIORITISING I.T. DEVELOPMENT PLANS

Vouchercloud is always inundated with new technology they could introduce into their platform; it's critical for them to prioritise on a case by case basis.



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### PRIORITISING TECH DEVELOPMENT TO INTEGRATE UNIQODO API

Their determining factors for a successful business case to add tech developments are:

- how easy it will be to integrate the technology;
- what benefits it will bring to their customer base and brand partners;
- the quality of the support and documentation from the suppliers.

The decision to implement secure, one-time use codes was straightforward because Uniqodo had proven they eliminate the threat of revenue leakage from codes being used by other platforms. Brands were already using the technology and saw it as a value-add to improve their targeting and campaign control.

Uploading batches of unique codes to the system was a possible solution, but this created a burden of administration to continuously allocate, check and monitor them. Should there be a fault among 50,000 codes, it would negate the whole batch.

Once the product and tech teams had bought into the concept, Vouchercloud's developers took no more than a month to set up the API and make the codes available.

They found the Uniqodo documentation was comprehensive and the user interface easy – all designed to be self-explanatory for a smooth integration with their back-end systems.



### IMPACT – GREATER CAPACITY FOR CREATING INNOVATIVE CAMPAIGNS

With the code API process running smoothly in the background, the client services team can focus on other ways to help their clients. They focus on reporting and analysis to give their clients detailed feedback from each campaign and work with them to review how to be more creative with their exclusive content.

The API gives a continuous supply of codes, enabling Vouchercloud and their partners to retain complete control over the number issued, value of sales and campaign parameters for each brand. An API integration is much more straightforward than batch uploads, alleviating the amount of administration needed and streamlining the process.

It is much easier for Vouchercloud to introduce product enhancements which will benefit their user base.

It also helps reduce the number of incoming Customer Service calls relating to codes that don't work or have expired. With secure, unique codes in place, it reduces the leakage – other parties cannot re-purpose the content or codes onto their platforms.