



SEGMENTS COUPON CODE TRACK

Built by Team - Tcc for DataPalooza Hackathon





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Problems

Problems faced in retail low vision on coupon tracking and insights.

02

Solution

Utilize segment tracking tools and technologies for coupon code insights

03

Demo

Video demo of the tool using segments and other technology service



04

Links

Test project in real time by downloading our MIT licensed - project links



PROBLEMS

1

Unclear Campaign Performance

Retailers might find it challenging to measure how well their coupon campaigns are performing



2

Inability to Attribute Sales

Determining the direct impact of coupon campaigns on sales might be difficult without proper tracking

3

LACK OF CUSTOMER INSIGHTS

Limited analytics may result in a lack of understanding about customer behavior and preferences related to coupon usage



SOLUTION

1

SEGMENTS ADVANCED TRACKING SYSTEMS

Advanced tracking tools and technologies to monitor the entire customer journey, from coupon acquisition to redemption.

2

SEGMENTS ANALYTICS PLATFORMS

Analytics platforms that can provide in-depth insights into customer behavior. This includes understanding which coupons are driving the most conversions, the demographics of users redeeming coupons, and the impact on customer retention.

3

SEGMENTS INTEGRATION WITH EXTERNAL PLATFORMS

Seamless integration between your coupon system and external platform. Integration can help in tracking coupon usage, sales data, and customer interactions in real-time.



PROJECT DEMO

SEGMENTS COUPON CODE TRACK

TCC Demo working tool includes an online retail site hosted on AWS S3, Twilio segmentation tool for tracking coupon codes, data transfer to a Snowflake table, and a backend Node.js application for retrieving valid coupon codes used by other users.

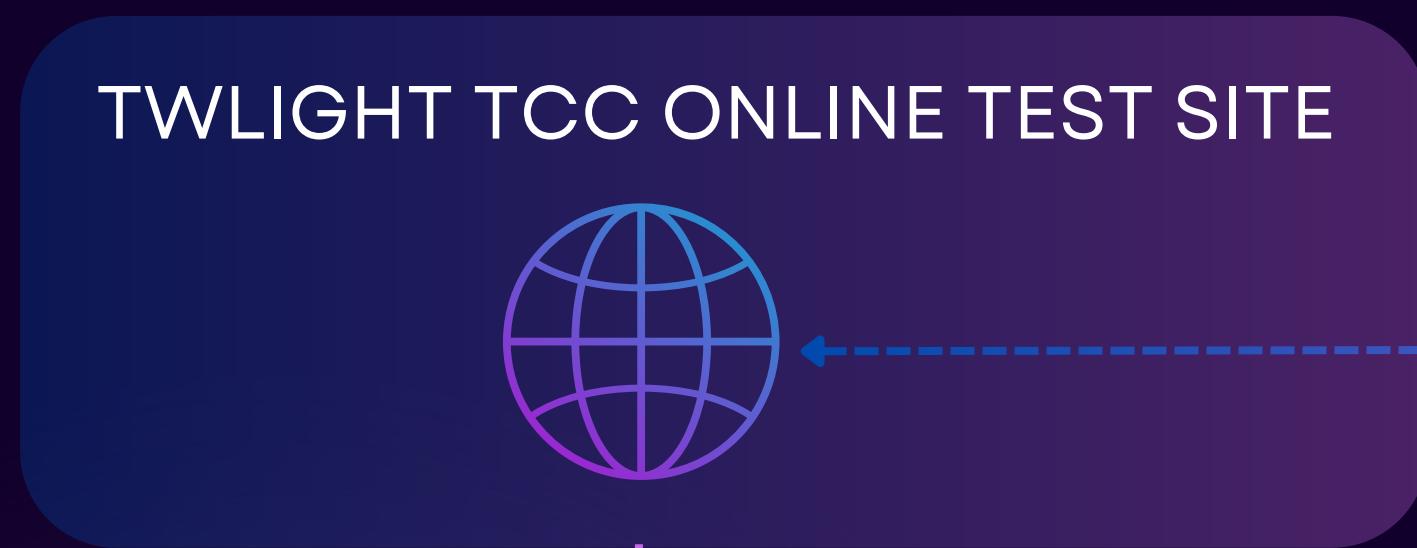
Solves several challenges and provides benefits in the context of managing coupon codes and enhancing the functionality of an online retail site





ARCHITECTURE

SOURCE



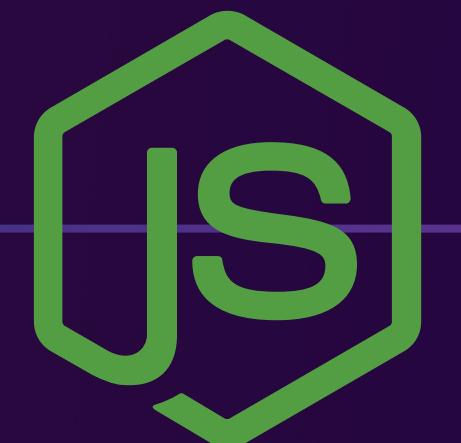
01
SEGMENTS



DESTINATION



03



NODE.JS



02





WORK AROUND

01



Segmentation is used for the generation and tracking of coupon codes. This helps in managing and distributing unique coupon codes to different users.

02



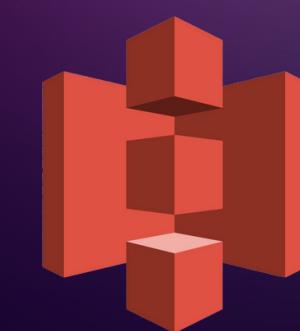
Snowflake table stores data related to coupon usage, user segments. Structured data can be queried for analysis.

03



Node.js application queries the Snowflake table to check the validity of the coupon code. It retrieves information about the coupon code.

04



Users interact with the online retail site, browsing products, and potentially encountering promotions or coupon code offers

STEP 01

STEP 02

STEP 03

STEP 04



DEMONSTRATION

Sources - twilightTCC - Set 2023-12-03 11:32am - Sno TCC -Online Store DATAPALOOZA-TCC DataPalooza-TCC - Present + app.segment.com/deepanrajvampire/overview

Workspace Deepan Home Connections Sources Destinations Health Catalog Privacy Protocols

Your Segment Overview

You've added Sources and Destinations to Segment. Add others to do even more with your data.

SOURCES + Add More

- twilightTCC

DESTINATIONS + Add More

- DATAPALOOZA

Segment Documentation View all documentation

Our docs contain resources to get your workspace working for all your needs.

Invite a team member to help

Peers in different functions make setup easier and Segment more powerful.



LINKS

SCAN HERE



CLICK HERE





THANK YOU



TEAM TCC



DEEPAN

