



# Merchant Quick Setup Guide

January 2020



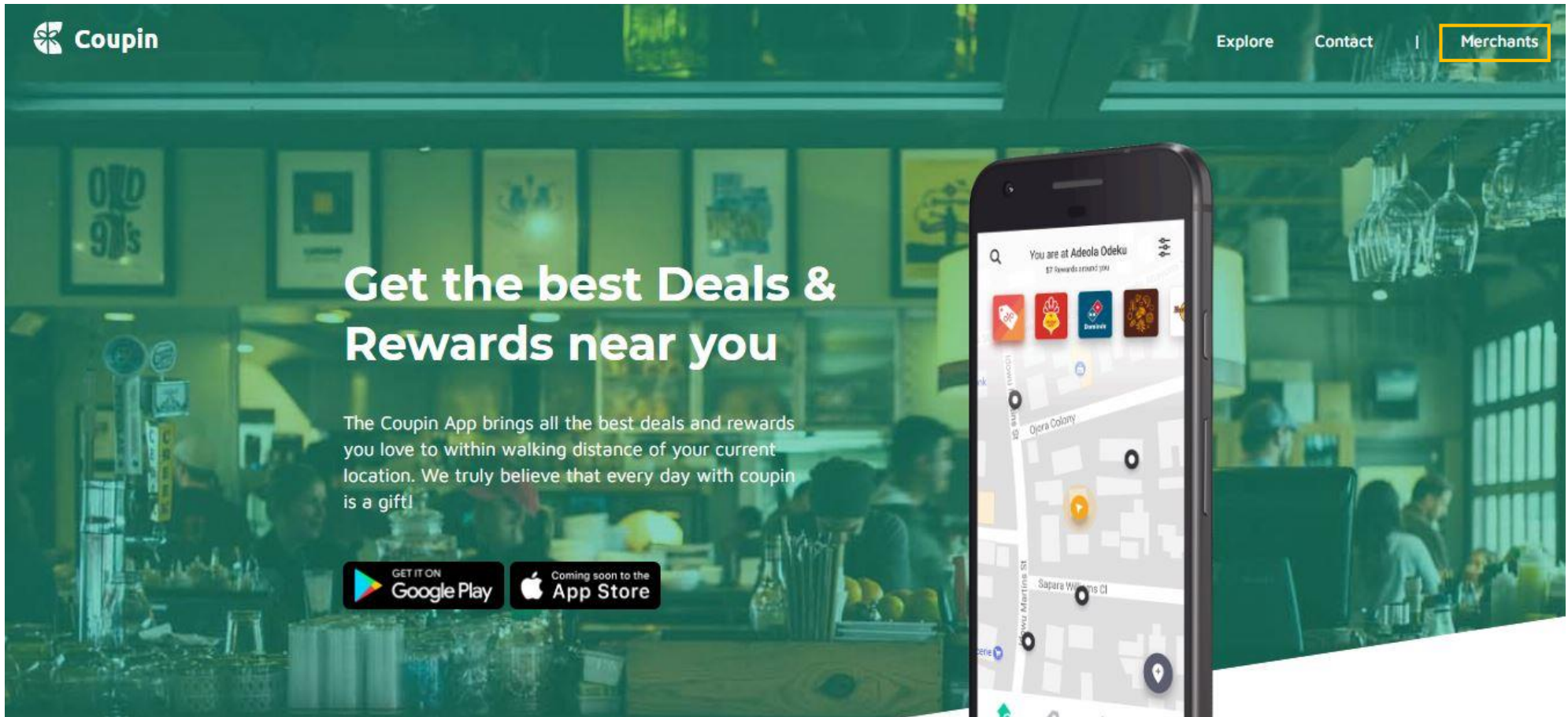
# Outline

- ❑ The Merchant Registration Online Form
- ❑ Completing Merchant Registration
- ❑ Merchant Dashboard Features
- ❑ Activating Rewards/Promotions/Rewards
- ❑ Analytics Section Features



# Merchant Registration Online Form

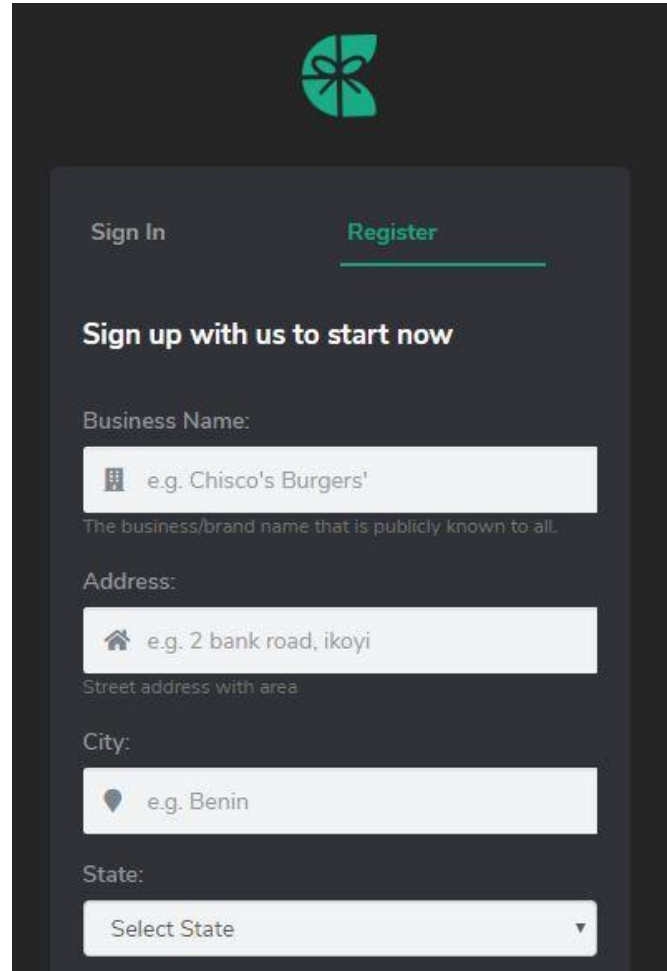
- ❑ Visit the Coupin website at [www.coupinapp.com](http://www.coupinapp.com) and click [Merchants](#) and select Register



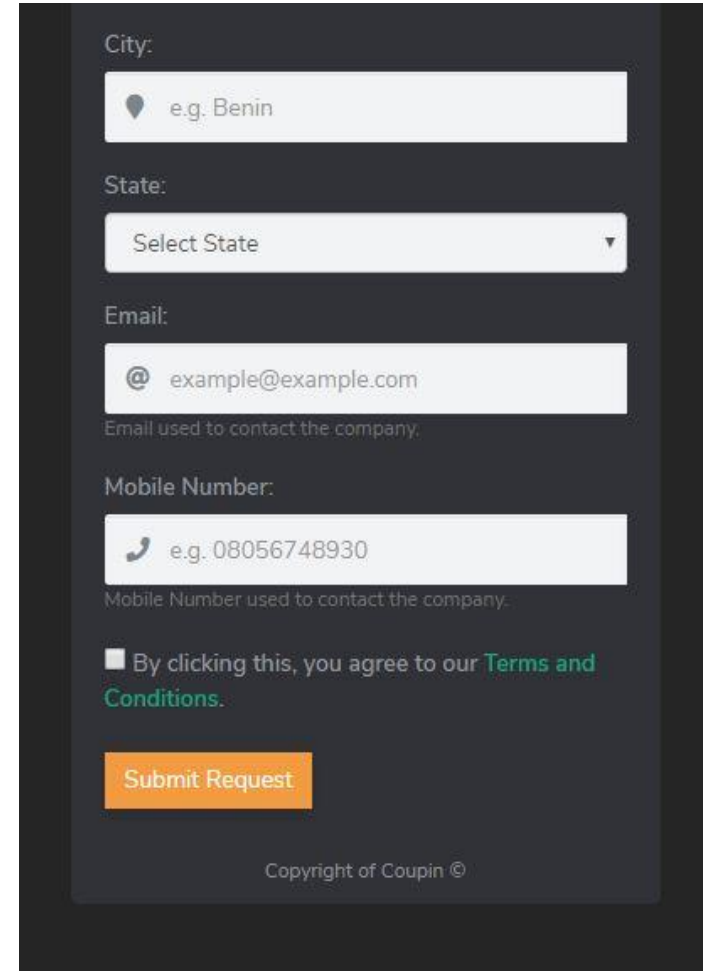
# Merchant Registration Request Form

- ❑ Fill all the required fields on the form until the fields colour indicate appropriate length or format.
- ❑ Read and click the terms and conditions prompt.
- ❑ Submit your request. An email with a link to complete registration will be sent to your email address once approved.

*\*Check your spam/junk folder if email is not received after 24 Hrs.*



The first screenshot shows the initial registration form. At the top is a green logo of a bow. Below it are two tabs: 'Sign In' and 'Register', with 'Register' being the active tab. The main heading is 'Sign up with us to start now'. The form fields include: 'Business Name' with a placeholder 'e.g. Chisco's Burgers' and a subtext 'The business/brand name that is publicly known to all.'; 'Address' with a placeholder 'e.g. 2 bank road, ikoyi' and a subtext 'Street address with area'; 'City' with a placeholder 'e.g. Benin'; and 'State' with a dropdown menu showing 'Select State'.



The second screenshot shows the continuation of the registration form. It includes: 'City' with a placeholder 'e.g. Benin'; 'State' with a dropdown menu showing 'Select State'; 'Email' with a placeholder 'example@example.com' and a subtext 'Email used to contact the company.'; and 'Mobile Number' with a placeholder 'e.g. 08056748930' and a subtext 'Mobile Number used to contact the company.'. Below these fields is a checkbox with the text 'By clicking this, you agree to our Terms and Conditions.' and a green link 'Terms and Conditions.'. At the bottom is an orange 'Submit Request' button and a footer 'Copyright of Coupin ©'.



# Completing Merchant Registration

- ❑ Click merchant activation link received via email
- ❑ Select registration plan
- ❑ Upload your official logo and background banner.  
(These will appear as is on the app. Ensure these are professional and appropriate for your target customers)
- ❑ Set and confirm your password
- ❑ Type in an accurate description of your business and complete registration.

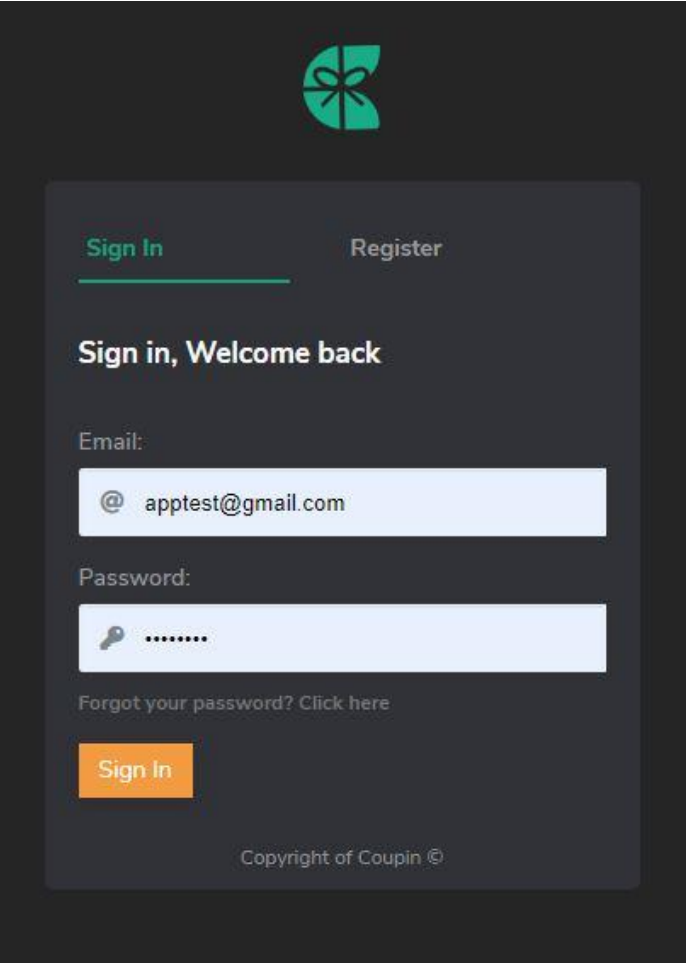
The screenshot shows the 'Upload Your Images' and 'Set Your Password and Info' sections of the CoupinApp merchant registration form. The 'Upload Your Images' section has two fields: 'Logo' and 'Banner'. The 'Logo' field shows a green square with a white bow icon and the text 'Click above to upload or clear logo image'. The 'Banner' field shows a green banner with the text 'Great Rewards Await you', 'Every day with Coupin is a gift', and 'Download Coupin now!' with App Store and Google Play logos. Below the banner is the text 'Click above to upload or clear banner image'. The 'Set Your Password and Info' section has two password fields: 'Password:' and 'Confirm Password:'. Below the 'Password:' field is the text 'This is the password linked with your email for login.' Below the 'Confirm Password:' field is the text 'Please confirm your password.' There is also a 'Description of Business:' field with the placeholder text 'Appropriate Description' and the instruction 'Describe business in 90 words or less'. At the bottom right is an orange button labeled 'Complete Registration'.

\*Max Logo Dimension: 200 x 200 Pixel  
\*Max Banner Dimension : 950 x 323 Pixel



# Sign In - Merchant Dashboard

- ❑ Once registration is completed you will be redirected to login as a merchant.
- ❑ Log in with your registered email and imputed password (lower case letters)
- ❑ You will be redirected to the merchant dashboard
- ❑ See next slides for merchant dashboard features.



The image shows a dark-themed login interface for a merchant dashboard. At the top center is a green logo consisting of a stylized bow or ribbon. Below the logo, there are two tabs: 'Sign In' (highlighted with a green underline) and 'Register'. The main heading is 'Sign in, Welcome back'. Below this, there are two input fields: 'Email:' with the text 'apptest@gmail.com' and 'Password:' with a key icon and masked characters. A link 'Forgot your password? Click here' is positioned below the password field. At the bottom left is an orange 'Sign In' button. At the bottom right is the text 'Copyright of Coupin ©'.



# Merchant Dashboard Homepage Features

The screenshot displays the Merchant Dashboard interface. On the left is a dark sidebar with a logo and navigation links: Home, Rewards, Analytics, Profile, Billing Info, and Signout. The main content area has a dark header with the text 'Merchant Dashboard'. Below this, a section titled 'OVERVIEW OF THE LAST 30 DAYS' contains three cards: '3 Active Rewards', '2 Generated Coupons', and '1 Redeemed Coupons'. A text prompt below these cards says 'For more insights about your customer preferences go over to the Analytics dashboard or click [here](#)', with three orange arrows pointing from the text to each of the three cards. Below this is a section titled 'CUSTOMER CODE VERIFICATION' which includes a text input field with the placeholder 'Type in code to be verified..' and a green 'Verify' button with a magnifying glass icon. An orange arrow points from the text 'Promotional Code Verification' to the input field. The text 'Monthly Historical Summary' is positioned above the 'Verify' button.

Merchant Dashboard

App Test  
apptest@gmail.com

Home Rewards Analytics Profile Billing Info Signout

**OVERVIEW OF THE LAST 30 DAYS**

3 Active Rewards

2 Generated Coupons

1 Redeemed Coupons

For more insights about your customer preferences go over to the Analytics dashboard or click [here](#)

**CUSTOMER CODE VERIFICATION**

Type in code to be verified..


Verify


*Monthly Historical Summary*

*Promotional Code Verification*



# Merchant's Portal – Rewards Menu

 Merchant Dashboard



App Test  
apptest@gmail.com

- Home
- Rewards**
- Analytics
- Profile
- Billing Info
- Signout

## REWARDS

<

>

S/N	NAME	DESCRIPTION	STATUS	EXPIRES	Promotion / Rewards Activation
1	Test Test Name	Test DescriptionBuy Get O...	Active	January 26, 2020	
2	TEST TEXT REWARD NAME	TEST TEXT DESCRIPTION	Active	January 25, 2020	
3	TEST TEXT AND DESCRIPTION	TEST TEXT AND DETAILS	Active	January 24, 2020	


+ Add Reward


*Rewards/Promotion Information Dashboard*





# Merchant's Portal – Reward Activation Page

 Merchant Dashboard





App Test  
apptest@gmail.com

- Home
- Rewards
- Analytics
- Profile
- Billing Info
- Signout

## ADD NEW REWARD

### Reward Info

Name:\*  
 e.g. Family Meal

Description:  
 Description...

### Discount Info

Discount	Old Price:	New Price:
<input data-bbox="777 839 922 896" type="text" value="%"/>	<input data-bbox="969 839 1404 896" type="text" value="₹ 0"/>	<input data-bbox="1452 839 1887 896" type="text" value="₹ 0"/>

### Reward Time


Please pick a start date:


This is when the users will start to see the reward.

Please select number of days:



# Merchant's Portal – Reward Activation Page

 Merchant Dashboard



App Test  
apptest@gmail.com

- Home
- Rewards
- Analytics
- Profile
- Billing Info
- Signout

Applicable Days:

All	Weekdays	Weekends
-----	----------	----------

Mon	Tue	Wed	Thu	Fri	Sat	Sun
-----	-----	-----	-----	-----	-----	-----

Pick the days of the week that apply to you.

Reward Categories:

☐ Entertainment ☐ Food and Drink ☐ Gadgets ☐ Groceries ☐ Health & Beauty ☐ Shopping ☐ Tickets ☐ Travel

Please tick categories that best describe your business.

Can this reward be used multiple times:

☐ Yes ☐ No

Can this reward be delivered:

☐ Yes ☐ No

Reward Pictures:

Select Files

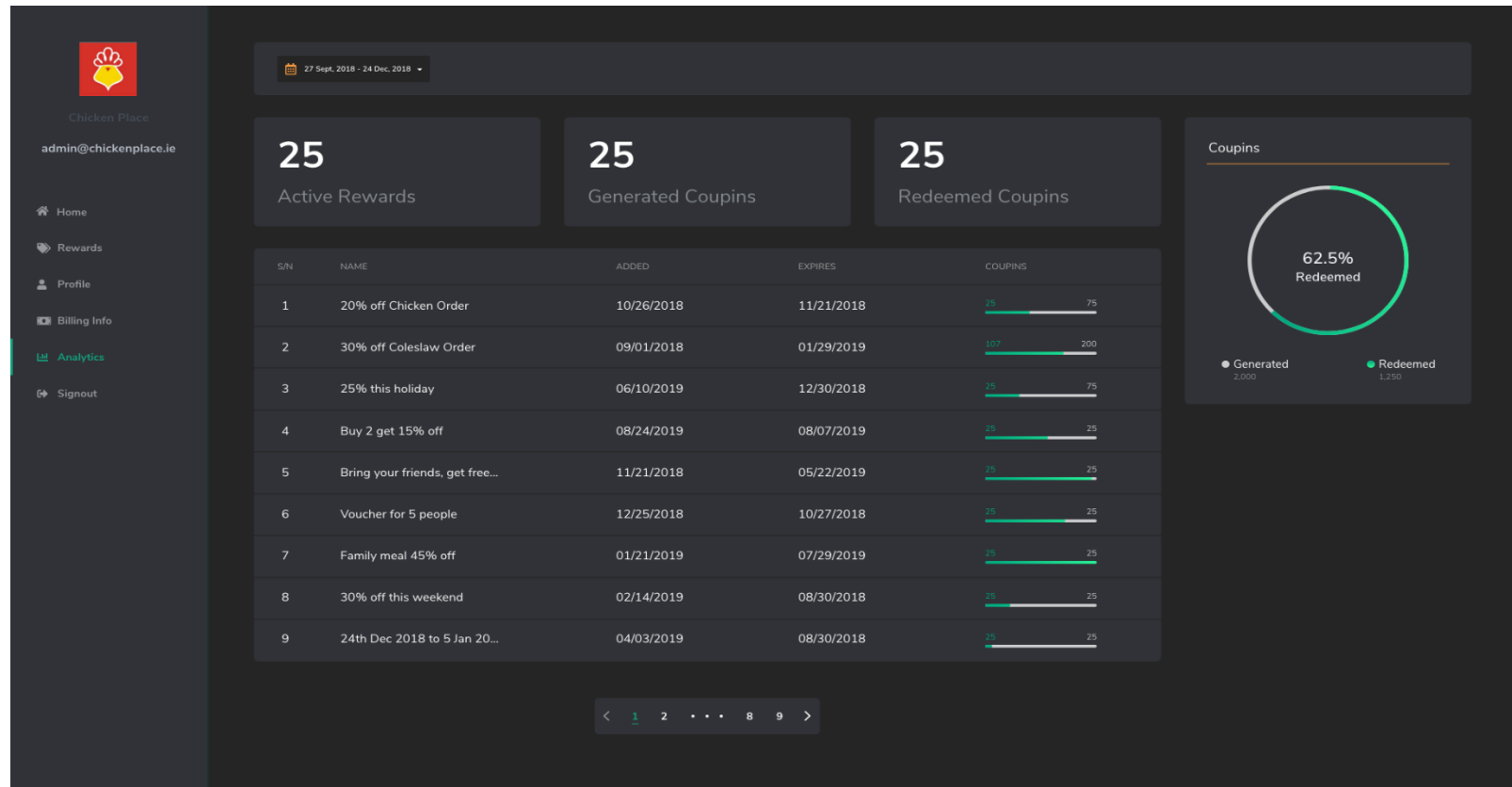
Sample Picture of Reward.

Create Reward

***\*Cut-off time for live activations for the next day is at 5 PM. Ensure to activate your rewards before 5 PM to have your promotions and content live on the Coupin app within 24Hrs***



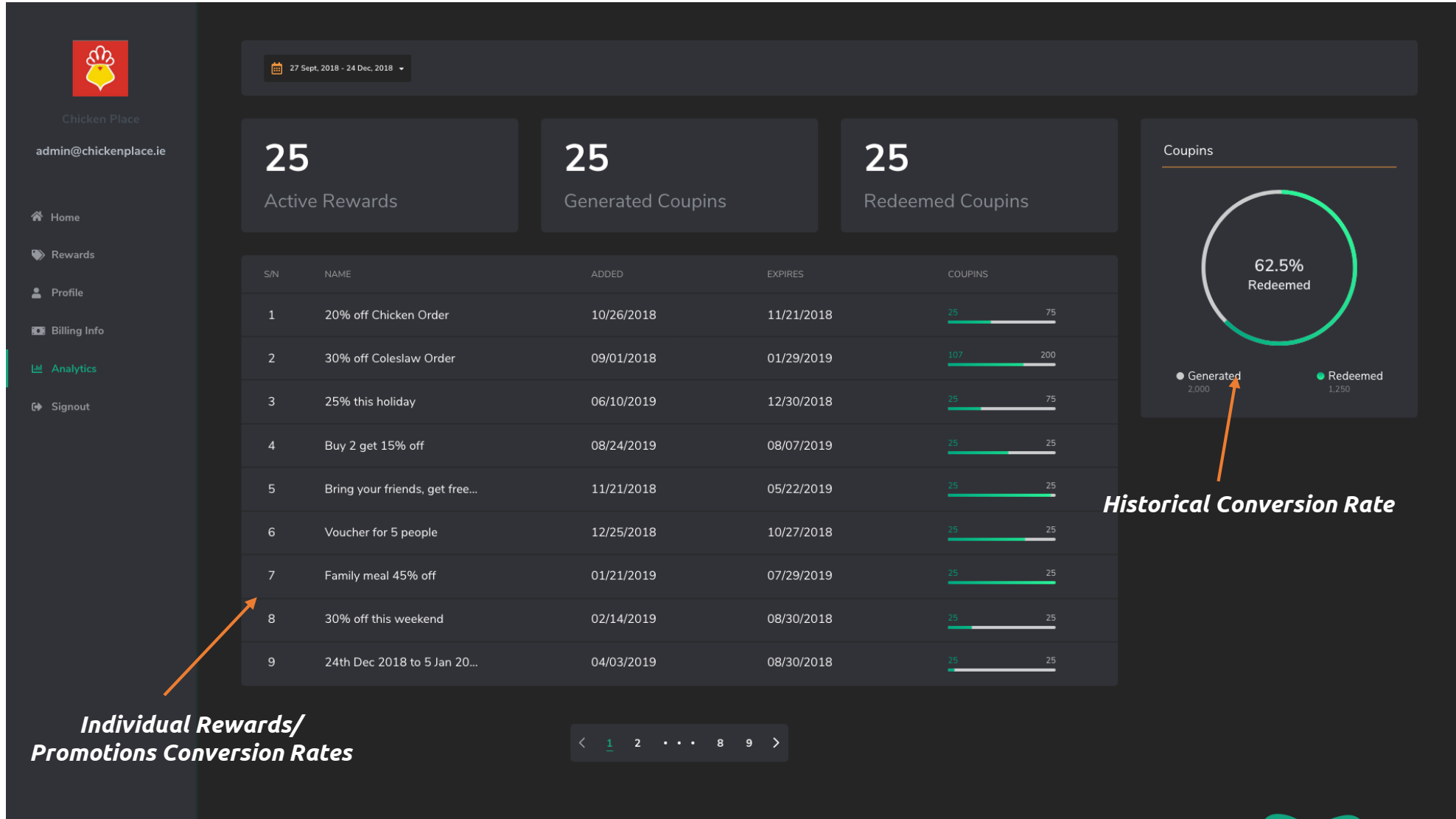
# Analytics Dashboard - Homepage



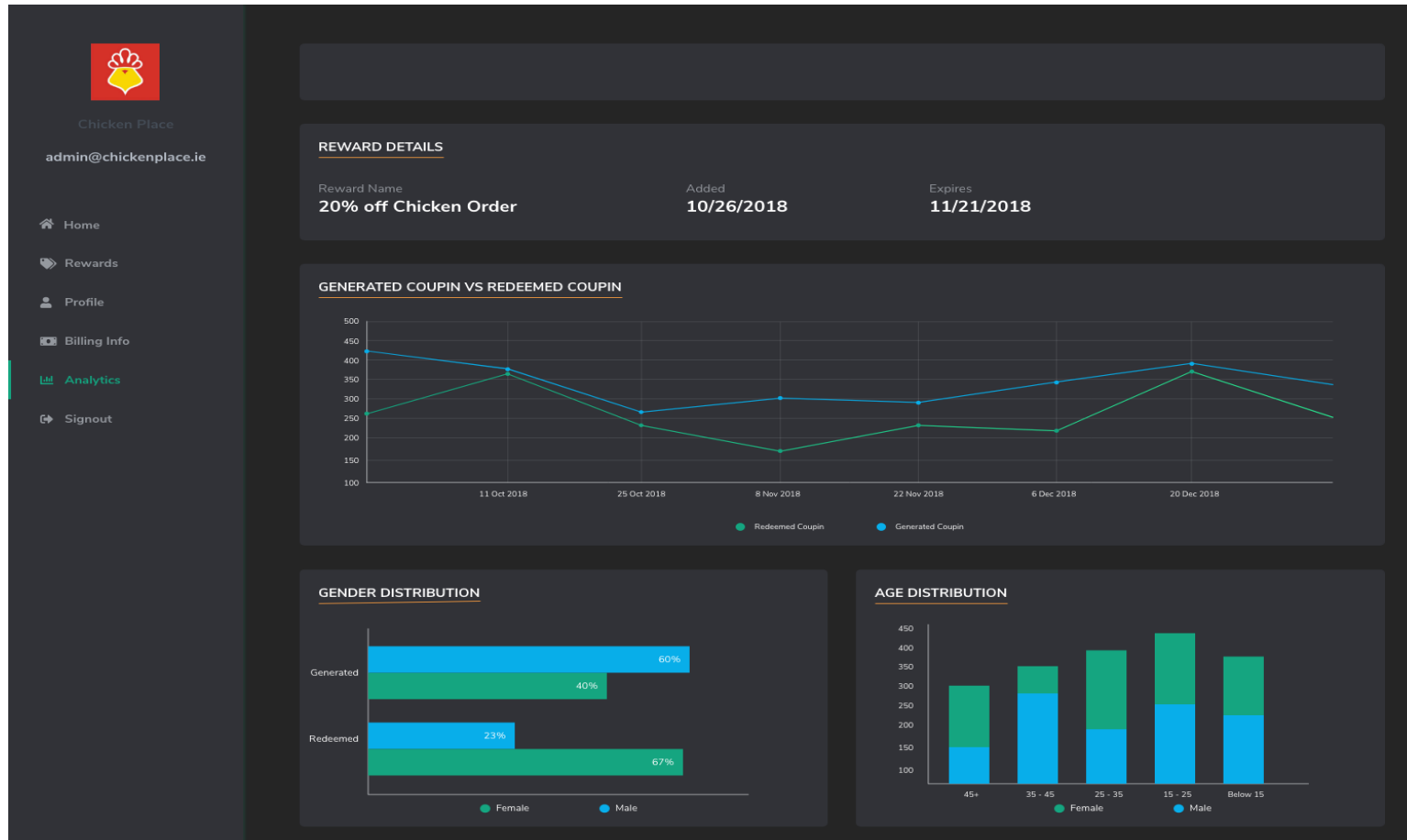
- ❑ Quick overview of best performing promotions/rewards
- ❑ Complete merchant historical data over any specified period.
- ❑ Percentage distributions of redeemed Vs. generated coupons (promotional codes)
- ❑ Customer data from a specific retail location



# Analytics Section Features



# Analytics Dashboard – Active Page



- View and analyze specific reward /promotion customer reactions into gender, age, conversion attributes
- Further streamlined data analysis
- See best performing rewards and promotions to plan targeted future marketing campaigns .
- Data export functionality.



# Analytics Dashboard – Active Page



Chicken Place

admin@chickenplace.ie

- Home
- Rewards
- Profile
- Billing Info
- Analytics**
- Signout

## REWARD DETAILS

Reward Name

**20% off Chicken Order**

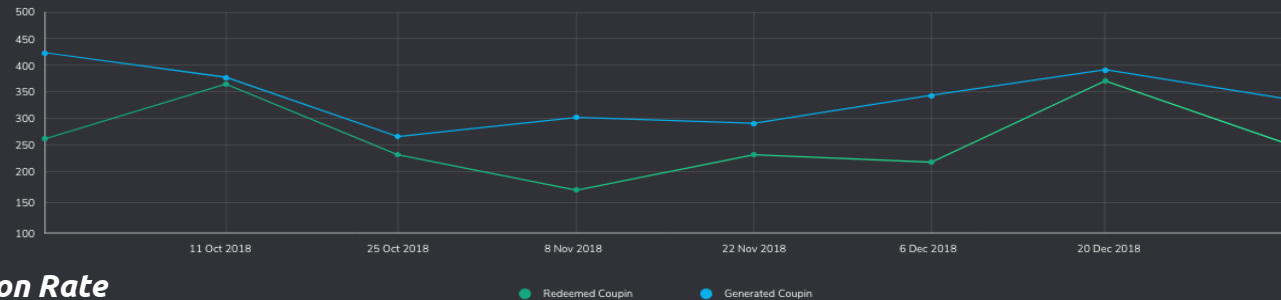
Added

**10/26/2018**

Expires

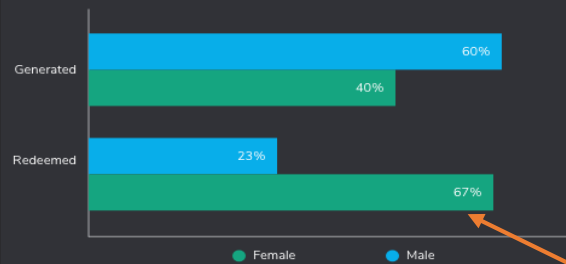
**11/21/2018**

## GENERATED COUPIN VS REDEEMED COUPIN

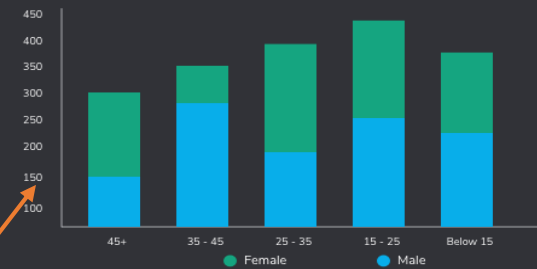


**Promotion Conversion Rate Trends**

## GENDER DISTRIBUTION



## AGE DISTRIBUTION



**Age & Gender Data Trends**





Thank You

[www.coupinapp.com](http://www.coupinapp.com)

