



Merchant Quick Setup Guide

January 2020



Outline

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



Completing Merchant Registration

- ❑ Please click the 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.

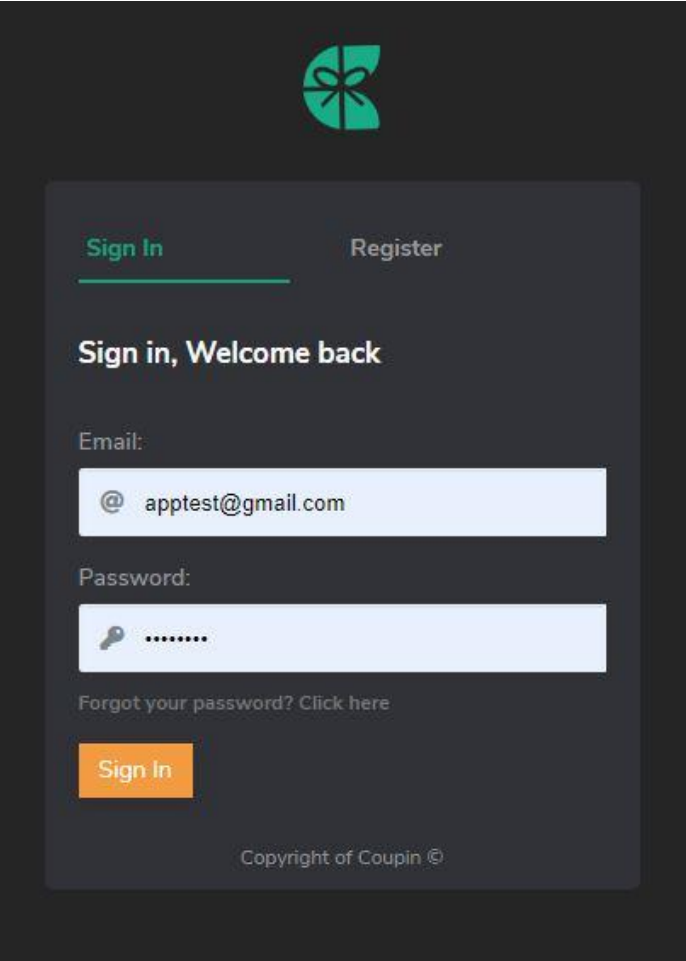
The screenshot shows a two-part registration form on a dark grey background. The top part, titled 'Upload Your Images', has two sections: 'Logo' and 'Banner'. The 'Logo' section shows a green square logo with a white bow icon and the text 'Click above to upload or clear logo image'. The 'Banner' section shows a green banner with the text 'Great Rewards Await you' and 'Every day with Coupin is a gift', along with 'Download Coupin now!' and app store links. Below this is the 'Set Your Password and Info' section. It has two password fields labeled 'Password:' and 'Confirm Password:', each with a hint 'This is the password linked with your email for login.' and 'Please confirm your password.' respectively. Below the passwords is a 'Description of Business:' field with a placeholder 'Appropriate Description' and a hint 'Describe business in 90 words or less'. At the bottom right is an orange 'Complete Registration' button. The footer says 'Copyright of CoupinApp ©'.

*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' (which is active and underlined in green) and 'Register'. The main heading is 'Sign in, Welcome back'. Below this, there are two input fields: 'Email:' with the value 'apptest@gmail.com' and 'Password:' with masked characters '.....'. A link 'Forgot your password? Click here' is positioned below the password field. At the bottom of the form is an orange 'Sign In' button. The footer text 'Copyright of Coupin ©' is located at the very bottom of the form area.



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:
	₹ 0	₹ 0

Reward Time

Please pick a start date:




Please select number of days:




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



Merchant's Portal – Reward Activation Page

 Merchant Dashboard



App Test
apptest@gmail.com

- Home
- Rewards
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Applicable Days:

All	Weekdays	Weekends
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Mon	Tue	Wed	Thu	Fri	Sat	Sun
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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

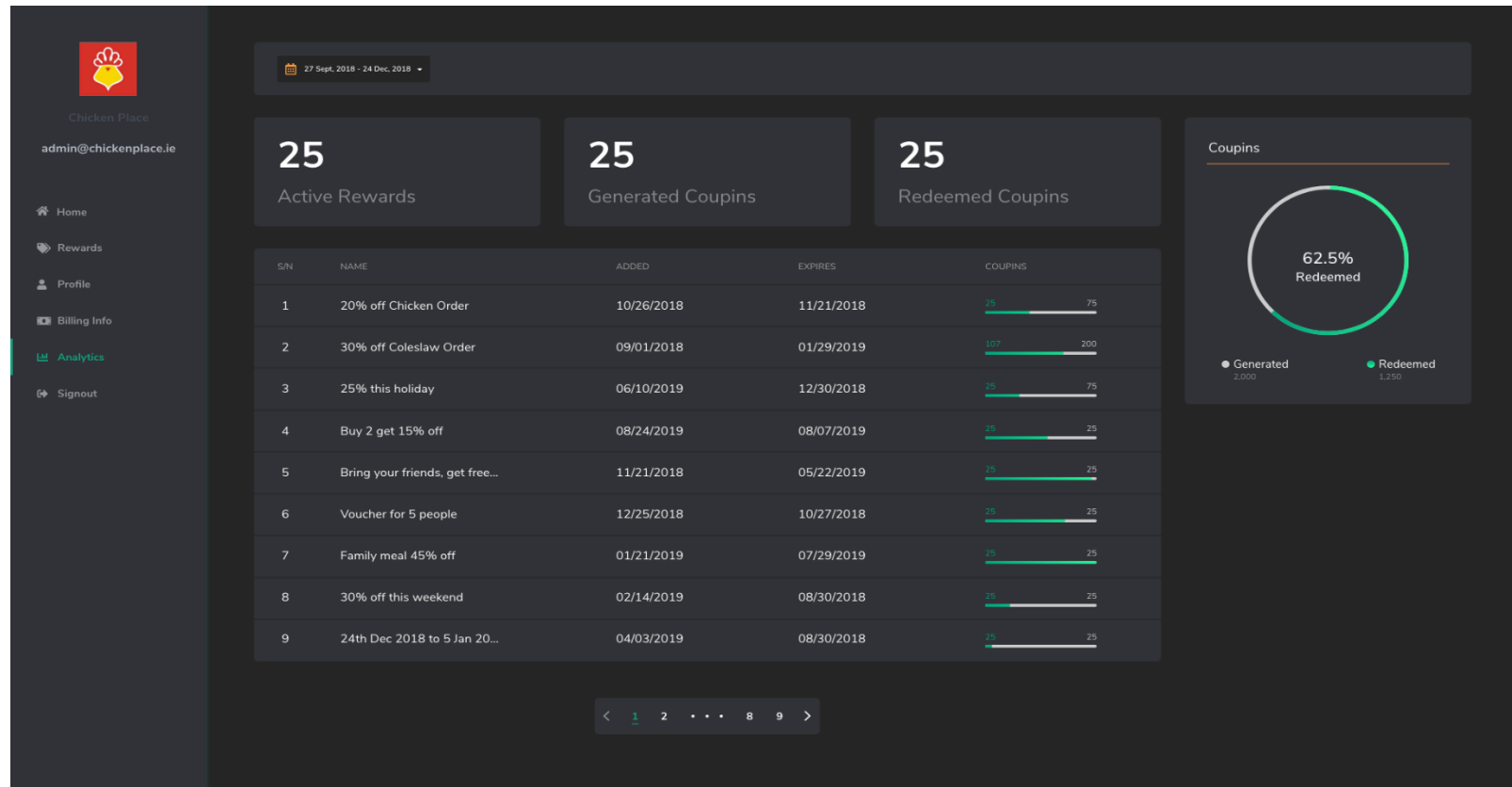
Sample Picture of Reward.

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***



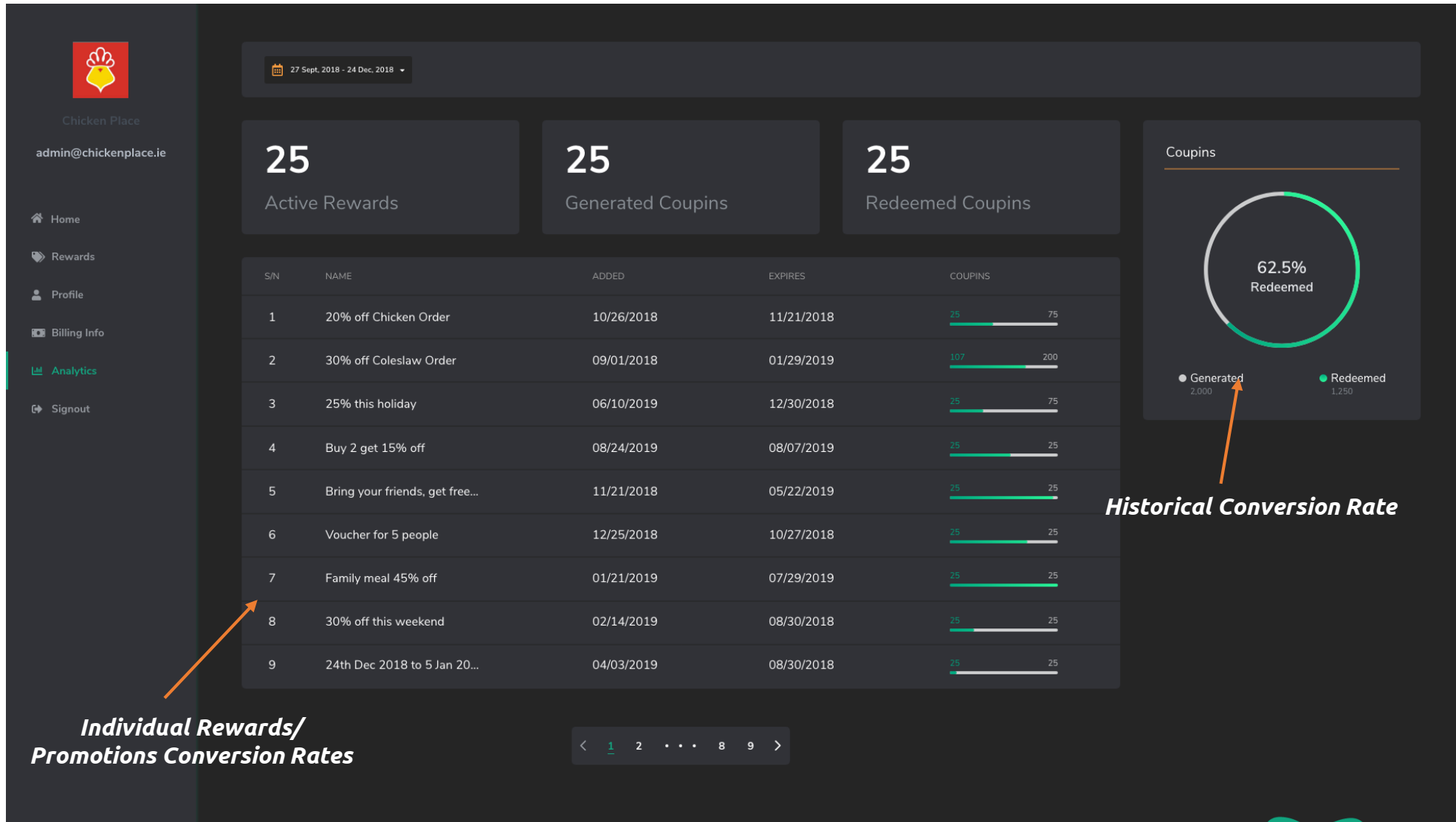
Analytics Dashboard - Homepage



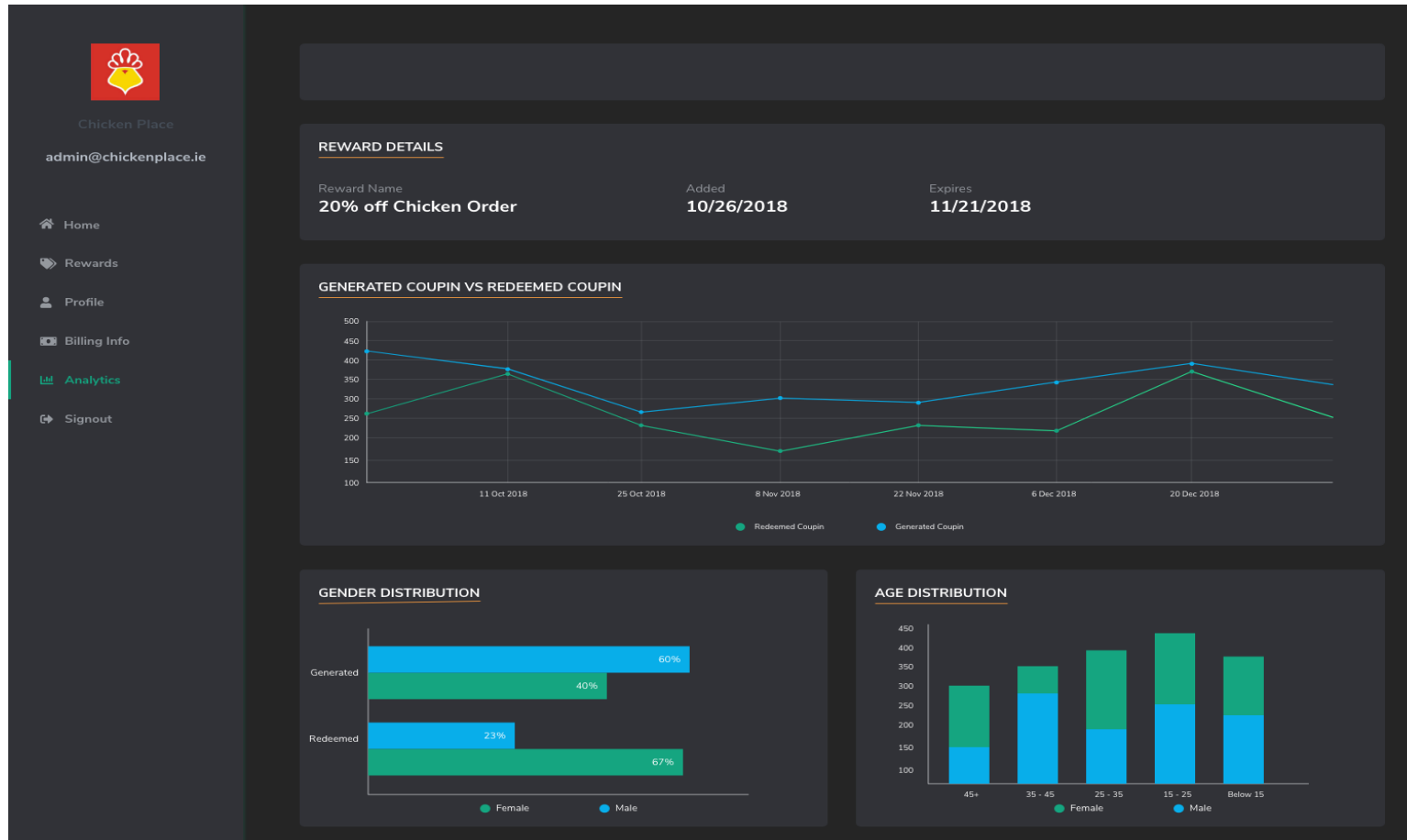
- ❑ Quick overview of best performing promotions/rewards
- ❑ Complete merchant historical data over any specified period.
- ❑ Percentage distributions of redeemed Vs. generated coupons (promotional codes)
- ❑ Customer data from a specific retail location



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

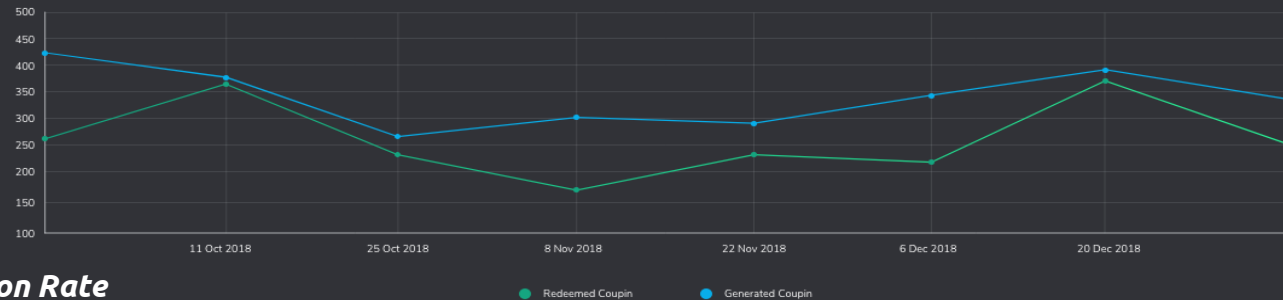
REWARD DETAILS

Reward Name
20% off Chicken Order

Added
10/26/2018

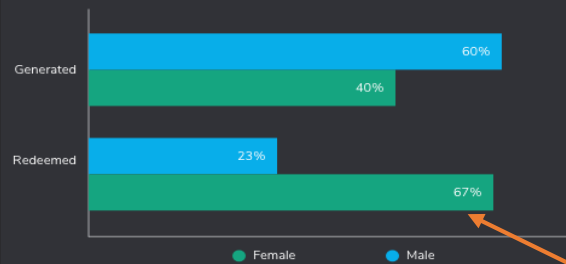
Expires
11/21/2018

GENERATED COUPIN VS REDEEMED COUPIN

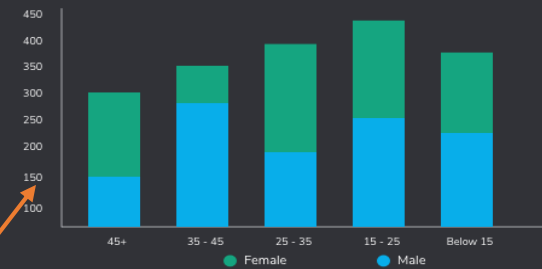


Promotion Conversion Rate Trends

GENDER DISTRIBUTION



AGE DISTRIBUTION



Age & Gender Data Trends





Thank You

www.coupinapp.com

