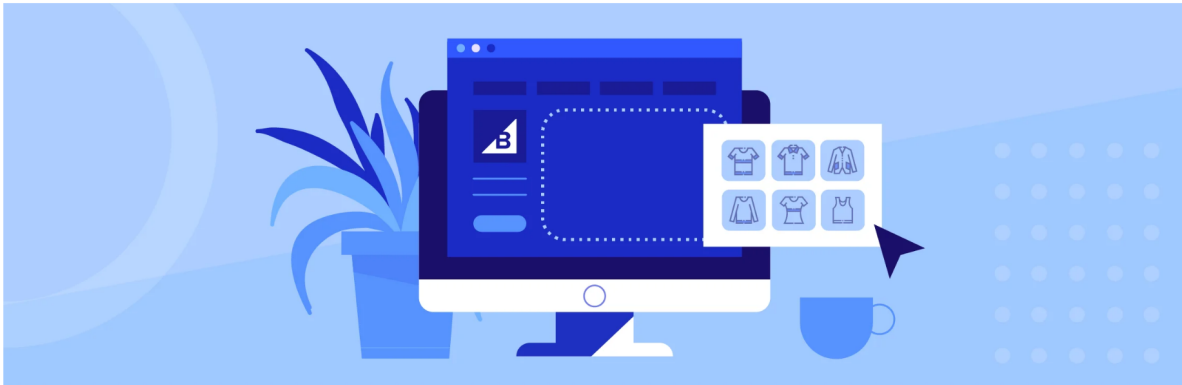


Introducing Bulk Coupon Management: Scale Your Coupon Strategy Without the Manual Work



Manage coupon codes at scale

Coupon promotions are one of the most effective tools for targeted marketing, but managing them one code at a time creates a bottleneck. When you need unique codes for an affiliate program, a loyalty campaign, or a seasonal push across multiple channels, creating them individually is not practical.

That is why we have introduced **Bulk Coupon Management**, a new capability that lets you generate, manage, and distribute coupon codes in bulk directly from the standard promotion editor. It is designed for teams who need to scale personalized offers without adding operational overhead.

Rules

You don't have any discount rules for this promotion yet.

+ Add rule

Coupon Code

↔ Use single coupon code

Codes will be generated when you create the promotion. It may take time for large volumes, you can leave the window open and check back later.

Example code

LOYALTY_A1B2C3_2026 Up to 2 billion unique combinations

Number of codes *

10000

Code length (excluding prefix/suffix) *

6

Format *

Numbers and Letters (A1B2)

Prefix

LOYALTY

Suffix

2026

Separator

Underscore (_)

Targeting

Target customers if

What Bulk Coupon Management does

Bulk Coupon Management adds a code generation engine to the coupon promotion workflow. Instead of entering a single code, you can switch to bulk mode and configure your code preferences using customizable options such as length, format, and optional prefixes or suffixes. This is designed for scenarios where you want:

- Many unique codes tied to the same discount logic
- Operational control over creation and distribution

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- A manageable way to search, revoke, and audit multiple coupon usage at the code level

Why this matters

Bulk Coupon Management helps you move from one-size-fits-all discounts to targeted, trackable campaigns at scale, allowing you to:

- ✓ **Personalize without manual effort:** Generate thousands of codes for email campaigns, loyalty rewards, or account registration incentives. Each customer gets their own code, which reduces sharing and misuse.
- ✓ **Track performance across channels:** Assign unique codes to different marketing channels, affiliates, or influencers. Each code's usage is tracked individually, so you can see exactly which channels are converting.
- ✓ **Maintain full control over redemption:** Set usage limits at the promotion level to cap total redemptions, or configure per-code and per-customer limits en masse to prevent overuse.
- ✓ **Simplify campaign operations:** Download codes as CSV, distribute them through your existing email or CRM tools, and manage everything from a single promotion. No need to create separate promotions for each code.

How it works

Bulk coupon codes inherit all the discount rules, targeting, and scheduling of the parent promotion. The generation options control how the codes look and how many are created.

Setting	What It Controls	Example
Number of codes	How many unique codes to create. Up to 10,000 coupon codes can be generated per batch.	Generate 500 codes for a holiday email campaign.
Code length	The number of random characters in each code (6 to 16), excluding any prefix or suffix.	A length of 6 with numbers and letters produces codes like A1B2C3, DEF456, etc.
Format	Whether random characters are numbers only, letters only, or both.	"Numbers and Letters" for general use; "Numbers only" for phone-friendly codes that can be entered without switching to a text input.
Prefix /	Static text added before or after	Prefix "LOYALTY" and suffix "2026" produces

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Suffix	the random characters for branding or campaign identification.	LOYALTY-A1B2C3-2026.
Separator	The character between prefix, code, and suffix to provide clearer distinction.	Dash (-), underscore (_), or no separator.

Codes generated can also be downloaded immediately from the control panel as a CSV file for import into your preferred marketing automation solution, such as Klaviyo, Mailchimp, HubSpot, Omnisend, or Brevo. You can add more codes at any time by editing the promotion and generating additional batches. To maintain peak store performance, a maximum of 2 million codes is recommended per store.

Sample use cases

Use Case	Setup	Outcome
Influencer Campaign	15% off with 500 unique codes using prefix INFLUENCER-.	Track and revoke individual influencer codes without duplicating promotions.
Affiliate Network Distribution	\$20 off with 10,000 generated alphanumeric codes.	Distribute codes at scale while maintaining one consistent promotion structure.
Segmented Email Campaign	20% off with 5,000 unique codes, one per customer.	Reduce code sharing and monitor redemption per individual code.
Channel-Based Campaign	10% off with unique code batches per channel using prefixes like IG-, META-, WEB-.	Compare ad performance and campaign ROI across channels by tracking redemptions at the code level.

The final word

Bulk Coupon Management removes the friction from scaled coupon campaigns. You generate the codes you need, distribute them where they matter, and track performance at the individual code level.

Whether you are running an affiliate program, a segmented email campaign, or a one-time loyalty reward, bulk coupon codes give you the infrastructure to execute it cleanly from a single promotion.

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