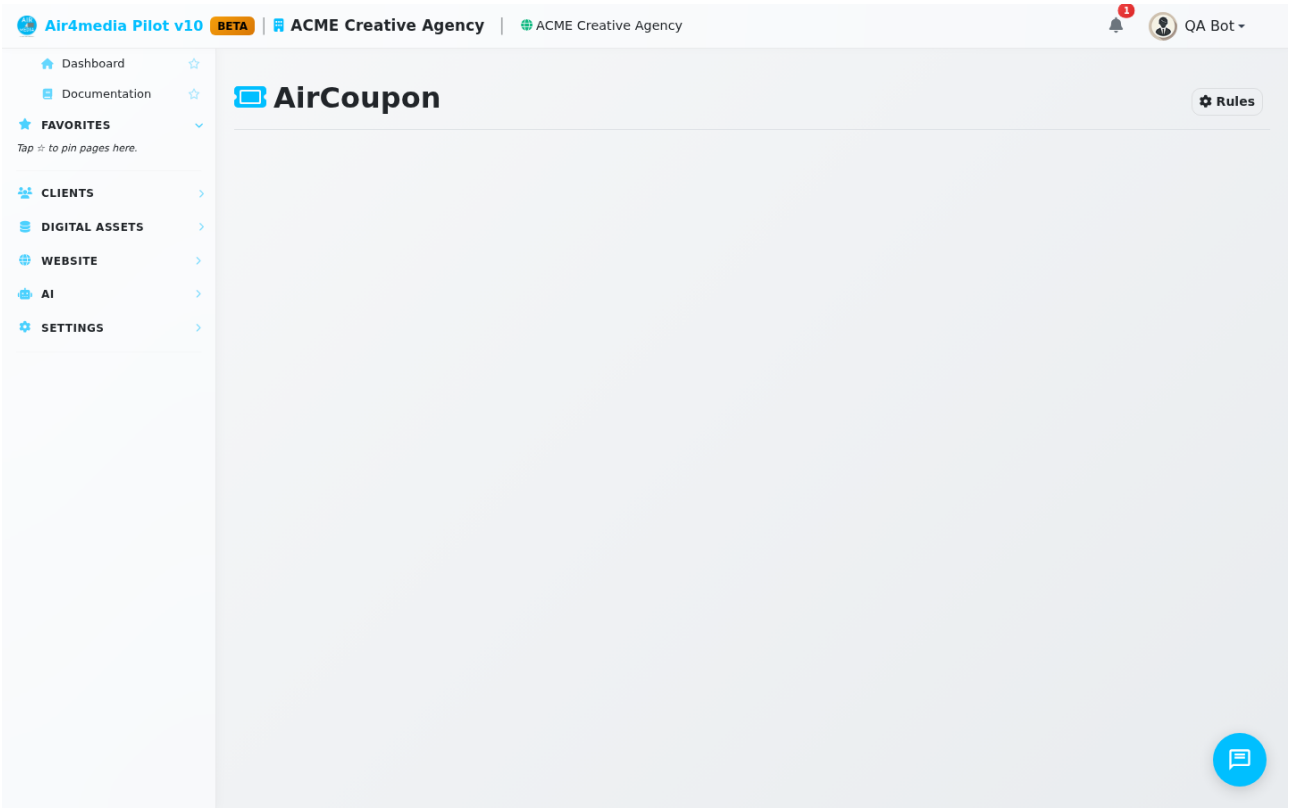

AirCoupon

Create and manage discount coupons and promotional codes for your customers — either manually on demand or automatically through rules tied to other platform actions.

Key Features

- **Dashboard Overview**: See at a glance how many coupons are Active, Redeemed, Expired, and Revoked.
- **Manual Coupon Creation**: Generate a coupon instantly with full control over the discount, duration, recipient, and optional description.
- **Copy Code**: Click **Copy** on any coupon row to copy the code to your clipboard in one click.
- **Automated Rules**: Set up rules that automatically issue coupons when specific events happen — such as a customer submitting a review or subscribing to a newsletter.
- **Flexible Discounts**: Offer a percentage off (e.g., 20% off) or a fixed dollar amount (e.g., $10 off).
- **Transferable Coupons**: Allow recipients to share their coupon with a friend. The detail view shows who claimed it.
- **Revoke Coupons**: Cancel individual coupons or revoke multiple at once using batch selection.

- **Email Delivery**: Automatically send the coupon code to the recipient's email when creating manually.

How to Use

Creating a Coupon Manually

1. From the AirCoupon page, click **Create** in the coupon list toolbar.
2. Choose the **Discount Type**: Percentage (%) or Fixed Amount ($).
3. Enter the **Discount Value** (e.g., 15 for 15% off, or 10 for $10 off).
4. Set how many days the coupon is **Valid For** (default: 90 days).
5. Optionally add a **Code Prefix** to brand the coupon code (e.g., SUMMER → SUMMER-XXXX). Defaults to AIR if left blank.
6. Set the **Max Uses** — how many times the code can be redeemed.
7. Optionally enter a **Recipient Email and Name** to assign the coupon to a specific customer.
8. Optionally add a **Description** to note the purpose of the coupon (internal reference only).
9. Check **Transferable** if the recipient can share the code with someone else.
10. Check **Send coupon via email** to deliver the code to the recipient automatically.
11. Click **Create**.

Viewing a Coupon

Click **View** on any row to see full details: the code, discount, status, expiry date, usage count, source, recipient, and — for transferable coupons — who claimed it.

Revoking Coupons

- To revoke a single coupon, click **Revoke** on the coupon row.
- To revoke multiple coupons, select them with the checkboxes and choose **Revoke Selected** from the batch actions menu.

Setting Up Automated Rules

1. Click the **Rules** button (top right of the page).
2. Click **Add Rule** to configure a new automation.
3. Give the rule a **Name**, then choose the **Trigger**: AirReview (Review Submitted) or AirMail (Subscribed).
4. Set the discount type, value, duration, and optional code prefix.
5. For AirReview rules, optionally set a **Minimum Rating** — the coupon only fires when a

review meets or exceeds that star threshold.

6. Check **Transferable** if the auto-generated coupon should be shareable.
7. Click **Save**. The rule is active immediately and runs automatically from that point on.

Rules can be deleted from the Rules panel at any time.

Tips

- Use **Code Prefixes** to make campaigns easy to identify — e.g., WELCOME, LOYAL, SUMMER.
- For ACME Creative Agency, an AirReview rule with a minimum 4-star rating is a great way to reward happy clients automatically.
- An AirMail **Subscribed** rule makes a strong welcome offer for new newsletter sign-ups.
- Revoked coupons stay visible in the list for your records — they simply can no longer be used.
- Use the **Copy** button to grab a coupon code instantly and paste it into an email or chat without opening the detail view.
- Check the **Redeemed** stat on the dashboard to track how many offers have been taken up.