

Application Overview

Foresite's Gift Certificate/Coupon Program v4.0 comprises two distinct programs: (1) the Gift Certificate Program; and (2) the Coupon Program. The Gift Certificate Program provides all the tools needed to sell, redeem and manage gift certificates in an e-commerce store. Customers can purchase gift certificates and select to have them delivered electronically or via postal mail to their friends and family. The friend or family member can then visit the site and purchase any item or items in the store using the gift certificate as if it were cash. The Coupon Program helps you to increase your sales by providing incentives to your customers to purchase more. You can set up coupons to provide a seemingly unlimited multitude of different discounts from "volume discounts" to free shipping based on buying requirements.

Application Features**Coupon Program****Simple System Setup**

Set up the store to create, deliver, redeem and manage coupons in minutes.

Almost Limitless Discounting Options

Using easy-to-use screens, coupons can be set up to require the purchase of a certain number of products by category, subcategory or product before the coupon will apply. The coupon can be set up to apply a flat rate or percentage discount only on products selected by you by category, subcategory or product. Coupons can be set up to apply a discount only to the second item of a pair, every second product in the basket or to the highest priced item in the basket. The discount can be set up as a volume discount so that it increases as the total value of the basket increases (i.e. \$10 off \$100, \$20 off \$300). Coupon can also be set for free shipping. The discount can also be set to apply according to the ratio of the purchase of the required item (i.e. buy two caps get 10% off one t-shirt; buy four caps get 10% off two t-shirts). The discount can also be applied no matter how many required products are purchased or applied as an unlimited discount.

Powerful Coupon Options

Set up coupons with expiration dates. Set (a) the total number of times a coupon can be used (first 100 users get discount); (b) the number of times a coupon can be used by the same person; or (c) a coupon as a default coupon so that it is applied even where the customer uses no coupon.

Coupon Distribution Convenience

Because coupons can be set up to apply only once per customer the same coupon number can be delivered to all of your customers. This allows you to create a coupon with a single coupon code and send it to all of your customers.

Gift Certificate Program**Simple System Setup**

Set up the store to sell, redeem and manage gift certificates in minutes.

Secure

Gift certificates are not delivered until the purchase transaction is verified. The Gift Certificate Program uses an automatically generated number.

Purchasing Convenience

The program adds the gift certificates as products to your store allowing customers to easily purchase them by simply filling out the details of the recipient.

Redemption Convenience

The recipient simply enters the unique gift certificate number at checkout to pay for the purchase. If the amount covers the transaction no other payment is required and change is kept on the number for later use. If the purchase exceeds the gift certificate amount, credit is given for that amount and an additional payment method is presented.

Administration Convenience

Site administrators are able to obtain reports of gift certificate sales, send or re send certificates, add value to certificates and search for certificates by number, customer name or order number.

Application Benefits**Increased Sales**

Gift certificates provide an additional option to customers purchasing gifts which increases stores' chances of making a sale. Coupons have been proven to increase sales by encouraging customers to make purchases. First-time-buyer coupons are also a great way of enticing new customers by providing them with incentives to purchase.

Track Your Marketing Campaign's Effectiveness

The Coupon Program has reporting functions that allow you to know exactly how many purchases were made using each coupon. Using the Coupon Program in conjunction with other Foresite Programs such as the Affiliates Program and the Targeted E-Mail System further enhances this ability and the overall effectiveness of your campaigns.

Application Return on Investment

Foresite's Gift Certificate/Coupon Program provides an obvious opportunity to increase sales and profits. The program is designed to use few server resources and costs nothing to operate.

Application Real-World Usage

Foresite's clients have been making excellent use of the Gift Certificate/Coupon Program for more than three years. Edwin Watts uses the Gift Certificate Program for its online Gift Certificate Program. The New England Patriots, Western Warehouse, National Geographic, Build-a-Bear and many others all use the program extensively. Asiafoods.com utilizes the Coupon Program to regularly send e-mails to its customers with coupons offering special promotions.