



ALL ABOUT THE THECOUPON.CO

Wickfire drives conversions from deal-oriented shoppers by directing coupon search traffic to customized merchant pages on our coupon site, **TheCoupon.Co** (TCC).



We offer TM+ partnerships to drive sales for clients on a CPA basis. TM+ refers to searches on Google and Bing for your "trademark + coupon, deal, discount", etc.



Wickfire is a reliable third-party partner customers trust. With over 500K+ unique visitors monthly, folks know TCC has deals they can count on!



Let our expert team do the heavy lifting on TM+ so you can reallocate budget into other channels like content creation or influencer marketing.



WHY SHOULD WE LAUNCH A TM+ CAMPAIGN WITH THECOUPON.CO?



RISK-FREE ACTIVATION

TheCoupon.co works exclusively on a performance basis, so you only pay for sales TCC generates. There are **no activation fees or partnership fees** required to launch and we'll launch at your base commission rate.



DOMINATE YOUR SEARCH SPACE

By negative-exact matching your branded terms, we don't **inhibit** in-house efforts but **complement** them. We also patrol the search space for unauthorized bidders promoting fraudulent coupon codes looking to capture traffic and/or sales at your expense.



CONTROL YOUR STORE PAGE

Our partners control the offers and promotions we post on their TCC store pages. We'll only publish the deals you want driving purchases. Have a large stock of inventory that needs moving or a variety of coupon codes you need promoting? We can help!



GAIN PERFORMANCE INSIGHT

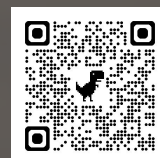
Our proprietary software dynamically resorts offers based on performance, so our site is a great, low-cost environment to determine which offers motivate your customers.



REACH NEW CUSTOMER SUBSETS

Work with our experienced business development team to tailor offers to new and existing customers to capture more sales!

LET'S CONNECT!



TheCoupon.Co
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