



TheCoupon.Co Media Kit 2026



Recognition and Awards

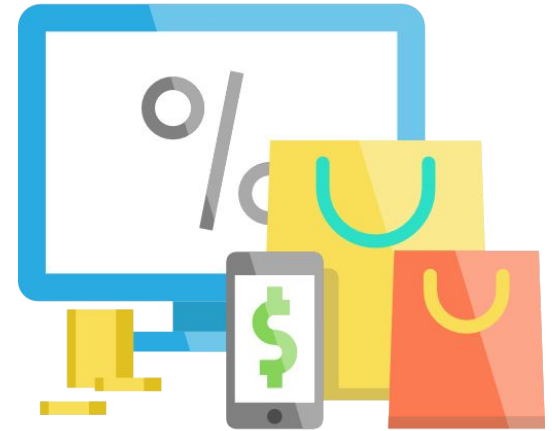


- Generated **over \$1 Billion** in referred sales for affiliate partners
- **Microsoft Advertising Elite Partner**
- **CJ High Commendation** for strategic cross-channel strategies
- **IMPA Finalist** three consecutive years for cutting-edge automation and technology
- Microsoft **Rising Star of the Year** Runner Up for 2021 and **Trailblazer of the Year** Finalist for 2022

Benefits of Partnering with a Coupon Site

Entrepreneur.com reports: “[W]e examined mainstream consumers' attitudes and expectations toward rewards and other shopping incentives”:

- 90% of respondents are more interested than ever in getting discounts, using coupons and earning cash back rewards when shopping online, precisely due to rising prices
- 81% state that the availability of rewards is a factor when deciding which ecommerce retailer gets their business
- The majority of respondents (61%) state they "always" or "often" look for coupons, discounts, cashback rewards or other ways to save on their purchases



Source: <https://www.entrepreneur.com/> - "As Inflation Soars, Consumers Want More Rewards and Shopping Incentives. Here's How to Give Them What They Want" (2022)

TheCoupon.Co Overview

Monthly Visitors

400,000 Unique Visitors



Monthly Views

500,000+ Pageviews



Average Age

59% of Visitors Are Aged
Between 18-44



Gender Breakdown

56% Female



Geography

88% North American



Device Usage

52% Mobile,
46% Desktop, 2% Tablet



TheCoupon.Co Partnership

TM+ Coupon Partnership:

- Wickfire will bid on **coupon-related search queries** in combination with brand name
- Placements will direct customers to a branded merchant page on TheCoupon.Co
- Focus on driving conversions, reducing shopping cart abandonment, and increasing AOV through targeted promotions
- We negative match exact brand name and can implement bid caps to ensure we aren't outranking internal paid search efforts or driving up search costs

Advertiser Name +

Coupon(s)	Promo Code(s)
Coupon Code(s)	Promotion
Discount Code(s)	Promotion Code(s)
Offer(s)	Promotional Code(s)
Offer Code(s)	Voucher(s)
Promo(s)	Voucher Code(s)

Why Should You Allow TM+ Bidding?

What are the costs involved with a TM+ campaign?

- Only paid when a consumer makes a purchase, so TheCoupon.Co is motivated to drive qualified traffic and advertise valid coupons
- Can work at the advertiser's base commission rate in the network

What is the benefit of you bidding on our TM+ keywords versus only doing it in-house?

- Allowing TheCoupon.Co to bid on TM+ helps to control advertiser's paid search space by keeping competitors out of top paid search positions
- Consumers are often looking for a reputable third party who can provide the best coupons available on the internet, not just what is featured on a merchant's website
- Merchant's won't have to waste their own paid search budget on traffic that doesn't convert

Coupon Research Tool

Let us do the coupon performance research!

We can work with you to test new coupons and provide metrics to see **which coupons perform best** on your customers.

You can use this data to only serve the most frequently used coupons on your other marketing channels.

Our proprietary system **dynamically resorts coupons daily** to ensure the highest performing coupons appear at the top of the coupon list.

The screenshot displays the 'TheCoupon.Co' website interface for 'LG Electronics Coupons & Deals', updated in January 2024. The page features a list of active coupons, each with a 'Get Coupon' button and performance metrics. The coupons include:

- Best Offer:** 10% Off (10% off with email signup). Offer Ends Soon. #1 Best LG Electronics offer for January 5 | Used 49 times in the past day.
- \$400 Off:** Up to \$400 off laundry appliances. Offer Ends Soon. New Deal! Created and Verified on January 2 | Used 16 times in the past day.
- 25% Off:** Save up to 25% on select OLED TVs. Offer Ends: 1/14/24. New Deal! Created and Verified on January 2 | Used 15 times in the past day.
- 10% Off:** 10% off Laptops, Monitors, and Projectors for students and faculty. Offer Ends: 3/31/24. New Deal! Created and Verified on January 2.
- Current Specials:** See all current specials. Offer Ends Soon. Used 8 times in the past day.
- Free Wall Mounting:** Free wall mounting with purchase of an LG OLED TV. Offer Ends Soon.

On the right side, there is a sidebar with the LG logo, a 'Visit the site' button, and a section titled 'About TheCoupon.Co' which mentions over 10 years of service and BBB A+ rating. At the bottom right, there is a 'Get New LG Electronics Coupons' section with an email input field and a 'Subscribe' button.

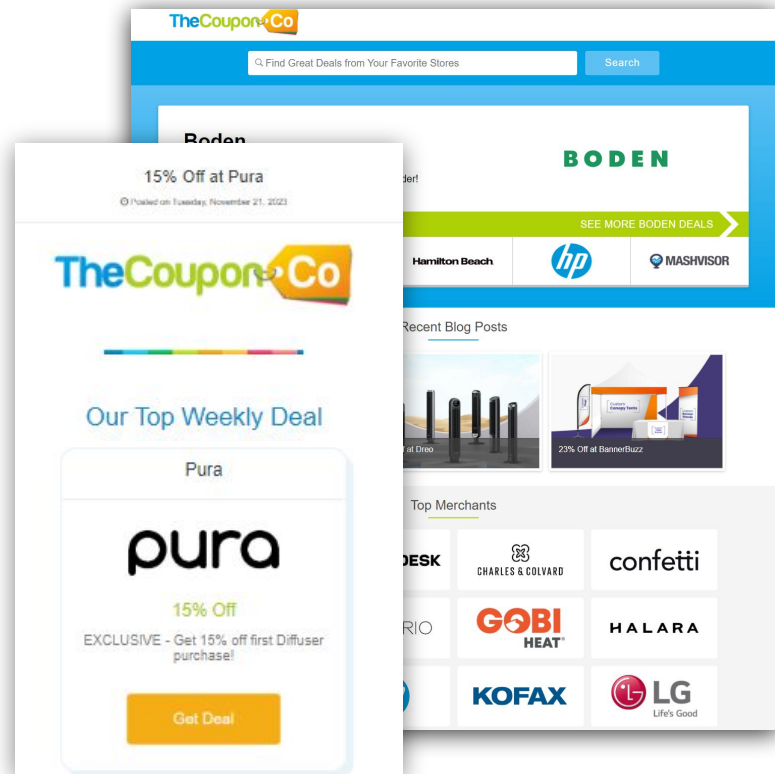
Content Placements

Exposure Placements

- Get seen by our coupon audience and highlight exclusive offers to boost brand awareness as well as conversions

TheCoupon.Co Blog

- On our blog we frequently post content from our advertisers, and content created by our internal team, to promote seasonal coupons or new product launches



TheCoupon.Co Next Steps



Looking to launch a campaign?

- We can run a TM+ coupon campaign for any advertiser, all we need is TM+ approval

Already running a campaign with us but looking to optimize?

- Please reach out to us directly and we can put together a recommended optimization strategy
- In exchange for commission rate increases, exclusive offers or bidding rights, we can offer added value placements ranging from placements on TheCoupon.Co to blog posts

Contact Us

**Have a question about working with
Wickfire on TheCoupon.Co?
We'd love to hear from you!**

partners@wickfire.com

