

## Use “Voucher” if...

You're marketing to a UK audience

You're offering exclusive or gated offers

You're running loyalty or luxury campaigns

You want to reinforce trust and perceived value

## Use “Coupon” if...

You're marketing to a US audience

You're encouraging casual, price-based redemptions

You're optimising for volume or mobile deals

You want to emphasise speed and savings

# Coupon Code Vs Clearance

**J Elliott**



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