

## General

In general, mobile vouchers are issued to increase sale and promote customer loyalty. The goals of mobile voucher and discount campaigns are usually the same and can include

- Encouraging repeat business
- Increasing product awareness
- Incentivise customers to try a new product or service
- Selling overstocked products at a discount
- Target specific hard to reach markets
- Softening the blow of increased prices to a loyal base
- Launching a new marketing campaign
- Cross selling similar products / services
- Quickly responding to competitors offers