

PAPER CODES UNLOCK DIGITAL PROBABILITY  
GAME AND COUPON REWARD

Activate shoppers with paper codes that are typed on a landing page to get probability game. Customers play, win coupons and come back to store.

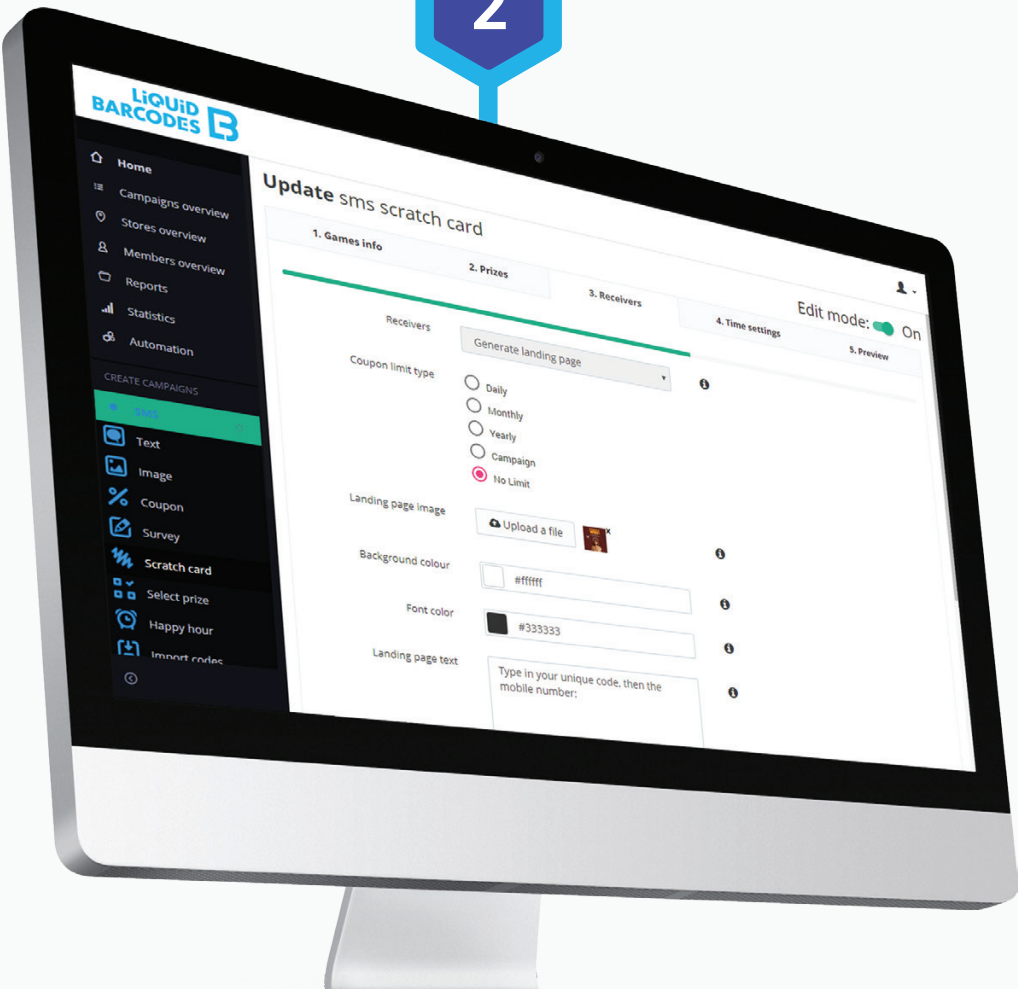
CREATE  
PAPER CODES

- > Log into Liquid Barcodes dashboard and choose **Codes > Coupon**
- > In step 1, select format 'List of unique codes in Excel'
- > In step 2, to create single use coupons set coupons validation limit = 1
- > In step 3, you enter the number of codes you need.
- > Fill in the remaining input and press finish
- > Navigate back to the front page and click on the campaign on the 'Codes' tab. A pop up appears where you can download a file with all the unique codes.



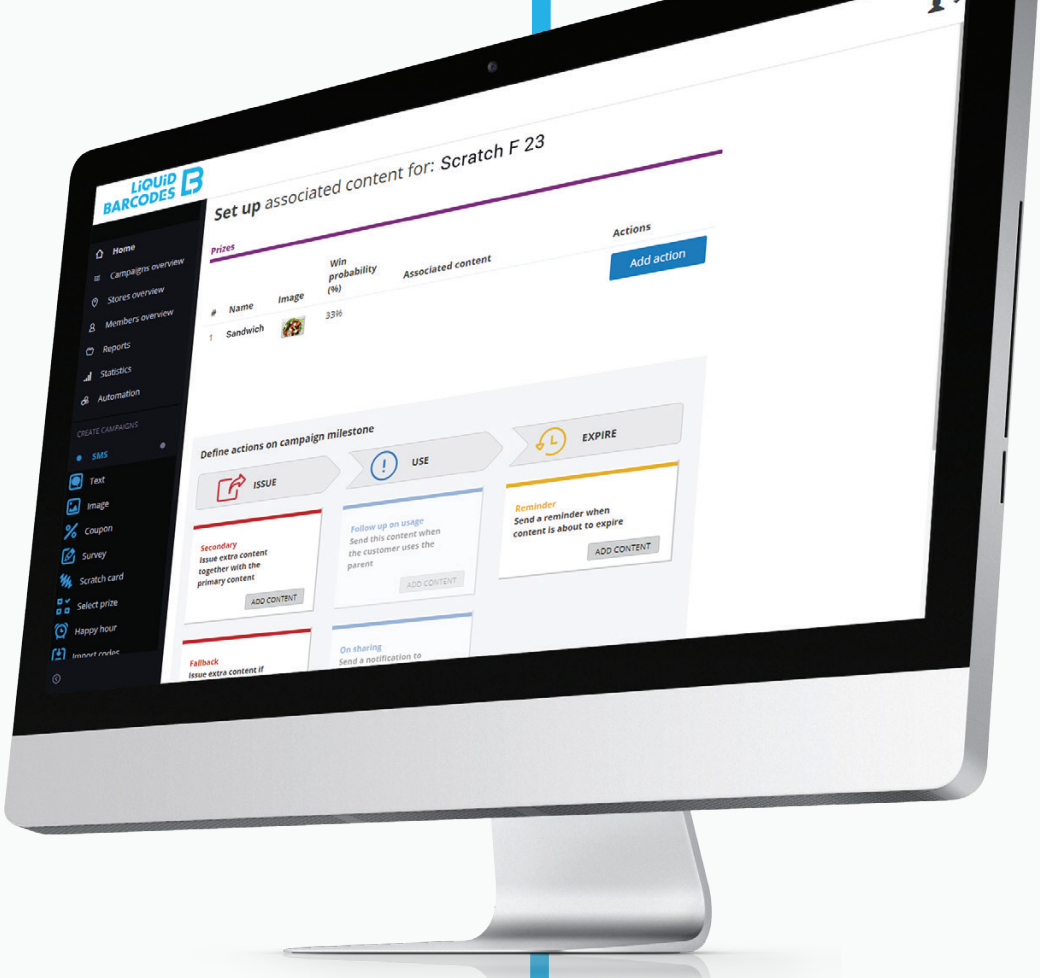
CREATE GRAPHICS  
AND SET UP THE  
GAME CAMPAIGN

- > Graphic requirements for the game can be found here: [kb.liquidbarcodes.com/campaign-operations](https://kb.liquidbarcodes.com/campaign-operations)
- > For the landing page, we recommend a square image with game and prize information
- > Log into Liquid Barcodes dashboard and choose **SMS > The game you have selected**
- > Fill in the required input
- > In step 'Prizes', you list all prizes customers can win
- > In step 'Receivers', select 'Generate landing page' and set Coupon limit type = No limit
- > At the bottom of the 'Receivers' step, in the drop down 'Validating paper campaigns', find the campaign created in step 1 and tick it on.
- > More details on [kb.liquidbarcodes.com/how-to-videos](https://kb.liquidbarcodes.com/how-to-videos)



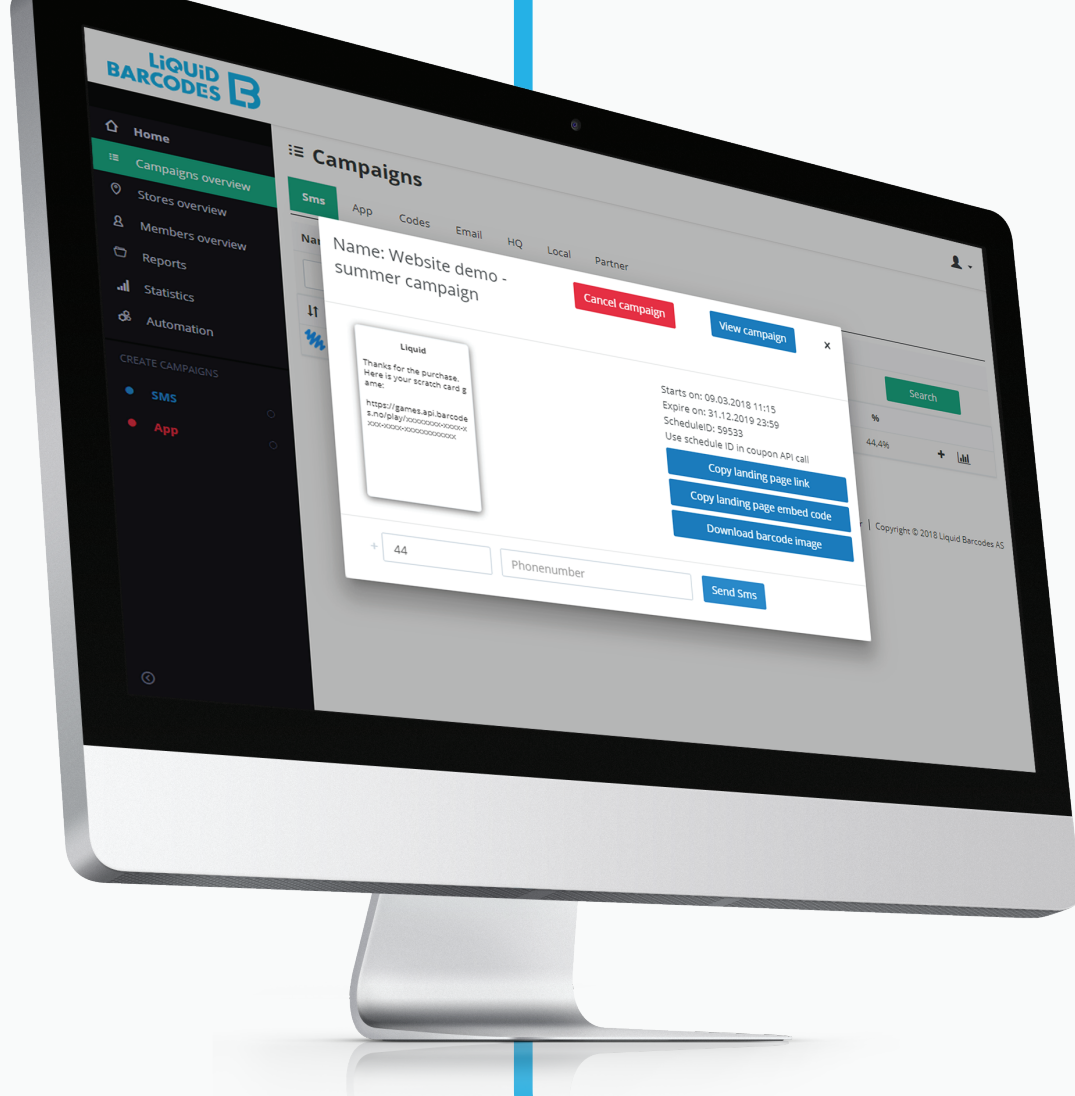
CREATE  
PRIZES

- > Find the campaign on the front page in the SMS pane and click the + sign to open the associated content menu.
- > For each Prize, press 'Add action'
- > For coupon prizes, select % Coupon concept on the Select concept pop up.
- > Fill in the required input.
- > Graphic requirements for the coupon can be found here: [kb.liquidbarcodes.com/campaign-operations](https://kb.liquidbarcodes.com/campaign-operations)



PRINT AND DISTRIBUTE  
THE PAPER CODES

- > Create the print voucher design you like with a designated white space for the 8 digit unique code
- > In dashboard, navigate to the SMS pane and find the game campaign created in step 2 and click on the campaign.
- > To communicate the landing page link on the print voucher, you have two options:
  1. Print a barcode representation of the link that customers scan to enter the site. You find the barcode by clicking 'Download barcode image'.
  2. Print a short version of the link. You find the full link by clicking 'Copy landing page link'. Use an online third party url shortener tool to get short link or set up a campaign link on your own domain that redirects to the full link.
- > Send the design file and codes to your printing house.
- > Remember one unique code per voucher.
- > Distribute paper codes to all relevant distribution points, eg. your stores together with instructions.



CUSTOMERS GET VOUCHER,  
NAVIGATE TO THE LINK,  
ORDER GAME AND  
COME TO STORE

- > Distribute the voucher to customers according to your campaign plan, eg. customers that buy a particular product.
- > Customers navigate to the landing page link to type the code, then type their phone number.
- > Liquid Barcodes send the customers an SMS with game link
- > Customers play and the lucky ones win a coupon
- > Customers bring the coupon to store
- > Example links: [liquidbarcodes.com/concepts/landing-pages](https://liquidbarcodes.com/concepts/landing-pages)

