



**Brainvire Created  
A New Pathway  
With Improved  
Digital Marketing  
Solutions For a  
Client**

# About Couponchief

The client is a global workgroup that comprises 20+ coupon contributors and auditors. The main purpose of the client is to help customers save money. They offer coupons and deals for over 60,000 stores. Their dedicated team works round the clock to ensure that they have the latest and most accurate coupons.

Within a couple of minutes, these coupons help save \$20 on your average purchase.

Brainvire has been associated with the client since 2006, and there has been no turning back ever since then. They have gained recognition, increased customers, web traffic, and a lot more.

20+

Coupos Distributers Globally

Over

60,000

Stores



## Difficulties in marking presence in the Red Ocean Industry

Least to say, the coupon industry is one of the most competitive sectors. Marking your presence in this industry is not an easy job. Once done, maintaining your stance in the industry also requires sheer hard work and competence. Now, since almost everything is available online, the client wanted to provide coupons digitally to its customers. The client approached Brainvire so that they could reach out to its customers swiftly via an efficient website. Our digital experts left no stone unturned to reach the client's roots. We carried out in-depth research using paid-tools and software that helped us acquire valuable insights into the client's website and their competitors.



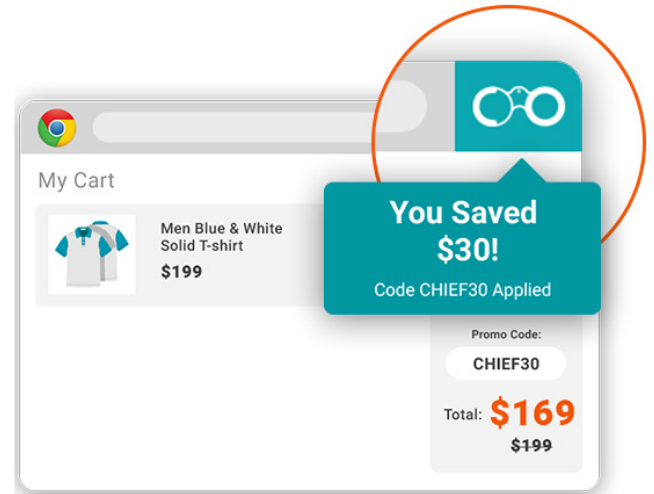
## Building a strong base with an efficient website

Our team was quick to notice the lagging issues on the client's website. The website design was not SEO friendly, so the team made optimal use of the SEO tactics to update the website and reach the right audience. All these downsides had a negative impact on the website. The website failed to rank higher on relevant keywords and failed to reach the right audience

to acquire web traffic. Our team also helped the client walkover this crucial phase in their journey. The experts began to work on the website since it was the major cause of all the glitches. Brainvire's digital team worked on all these loopholes and improved the entire website.

## Scout to save time, money and efforts

Our professionals optimized the client's site to make it SEO friendly and increase its speed. But the real action was with the Search Engine Result Page for attracting the right audience and increasing conversions. Brainvire suggested a unique solution to this problem. Since the client already has a loyal customer base, we thought of rewarding that customers with a smart chrome extension called "scout" to enhance their experience.



The coupon codes for different brands are now visible on the brand's website in the form of pop-ups. Users can directly apply code which can save their time, effort, and money. This is how Brainvire's digital team saved customers' money and increased the client's loyal customer base simultaneously!



## Differentiation with personalization

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The screenshot displays the couponchief.com website during a Cyber Monday promotion. At the top, a teal banner reads "Awesome Deals for Cyber Monday!". Below this is a large graphic with "CYBER MONDAY DEALS" and a "Browse More" button. The main content area is titled "Today's Top Coupons" and lists five offers, each with a "GET CODE" button:

- boohoo.com**: 60% Off everything Cyber Week (including sale items)
- THE WHITE COMPANY**: The White Weekend: 25% off everything at The White Company
- LANE BRYANT**: Cyber Week Sale - 40% off Sitewide
- CVS**: 30% off Sitewide and Free Shipping No Minimum
- WALGREENS**: Cyber Monday Sale - 30% off Sitewide



## Reach the right audience with FAQ markups

In this industry, apart from achieving good rankings, building trust also forms an important aspect because customers often desire the maximum benefits from their trusted sources. To address this issue, the digital team came up with a simple yet effective approach of implementing the schema markup on FAQs of each Brand store like this...

www.couponchief.com › postmates ▼

### Postmates - CouponChief.com

View our newest May 2020 **Postmates.com** coupon codes: \$100 in delivery fee credits f.. | New customers get \$100 in deli.. | \$25 Food credit + \$100 Deliver.

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How do I use Postmates? ▼

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Does Postmates have a referral program? ▼

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Where does Postmates deliver? ▼

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How can I avoid fees with Postmates? ▼

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What is Postmates Party and how can it save me money? ▼

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^ Show less

★★★★★ Rating: 4.8 - 15 votes



# Running ahead with 2.5 million visits per month and counting...

Our online marketers successfully improved the website's speed by over 20%. The new website boosted the traffic rate by 80%. The bounce rate dropped by 1.62% in merely 30 days. To top it all, the Brainvire experts triumphantly increased keyword ranking.

The client's website now had 1000+ daily deals coupled with over 2000 coupons being updated every day. They are now enjoying over 2.5 million monthly visits on their website.

Over the years, the client has gained increased traffic, which has led to an increased number of visitors on their website.

**1000+**

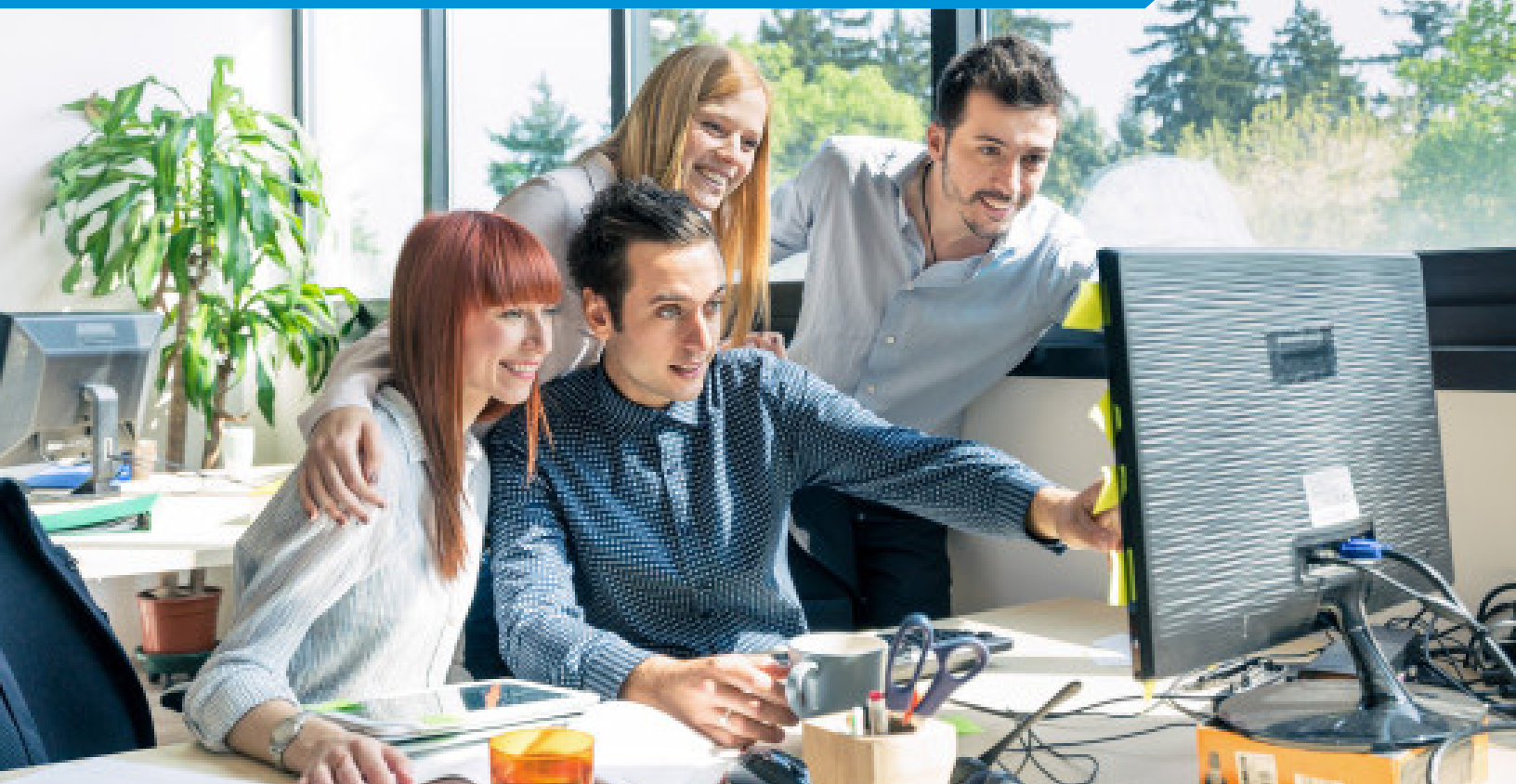
Daily Deals Coupled

Over  
**2000**

Coupons Every Day

Over  
**2.5 Mn**

Monthly Visit



**Contact Us**

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