

Code Creation Guidelines

The most important aspect about promotional codes is that they have to be read and entered by the user without any problems, avoiding the chance of input errors as much as possible. On the other hand the codes should not be too short and simple, allowing users to guess valid codes themselves. This document describes our guidelines to follow for generating optimal promotional codes.

Format

The most important technical aspect of creating codes is that each code must be unique, at least within a promotion. The code format we recommend is: At least 8 characters, including a dash. For example: XXXX-XXX. Blank spaces must be avoided. In case of use, a blank space counts as 1 character. A dash also counts as 1 character. Preferably, use dashes to improve the readability of the code and thereby reduce the chance that the entry goes wrong. Use dashes to create a character pattern in the code so that the printing direction is easily identified by the printer. For example: XXXX-XXX is a 4-3 character pattern.

Deviation is allowed when the two following conditions are respected:

- The code has a minimum number of characters to limit guessability of valid codes by the users
- The code is created in a way to reduce consumers entry errors (we advise not to use codes with a length of more than 18 characters).

Guessability

We strongly advise a guessability rate of your codes of at least of 1/10.000. You can see the guessability of your code when you add a new campaign. When you scroll down to **Used codes ratio advice** you can see the total possible amount of codes you can produce with your current settings, the amount of codes you are going to generate and the guessability of your codes. For example:

The total possible amount of codes using these settings is: **68.719.476.736**

You are now going to add **100.000** of these codes to this campaign.

You will be using 1 out of every **687.195** possible codes. (our advice is that this must be at least 1/10.000)

Letters and digits to avoid

When you add a new campaign you can create a Code pattern or Characterset and rule out certain letters and numbers. You can do this at [code properties](#). Below [code properties](#) there are 50 example codes based on your settings. Please check these codes thoroughly before saving your campaign. The settings **can not** be changed after the campaign is created! Do not use lowercase letters, unless really necessary. Preferably not in italics. The following letters and digits are easy to be confused by consumers. Of course this also depends on the font your codes will be printed/displayed in.

0, O , Q, D	A, 4
5, S	2, Z, 7
1, I, L	6, G
B, 8	K, X
U, V	M, W

letters and digits to avoid when there is an automatic correction system on the website.

In bold the characters that we advise to avoid at all cost.

Recommendations

Use only 1 character of each group when creating your code to avoid confusion during the entry. The website should include an automatic correction system to correct wrong entry by consumers. Excluded characters can be replaced by permitted characters that resemble. For example: S and 5. When there is no automatic correction system on the website, at least exclude all of the listed characters below.

0, O	U, V
5, S	A, 4
1, I, L	2, Z, 7
B, 8	

letters and digits to avoid when there is no automatic correction system on the website.

In bold the characters that we advise to avoid at all cost.