



The VouchrPulse User Guide

How campaigns get built, sent, claimed and redeemed

FOR MALL TEAMS, SHOPS & THEIR SHOPPERS • 5 SEPTEMBER 2026

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What VouchrPulse is

VouchrPulse is a platform for shopping centres to run digital coupon campaigns across their whole mall — one dashboard for the centre team, self-service tools for individual shops, and a simple claim-and-redeem experience for shoppers on SMS, WhatsApp and their phone's own wallet.

Instead of printed vouchers or a different system per shop, every offer in the centre flows through one platform: built once, sent to a shopper's phone, and redeemed in person with nothing more than a tap.

Mall / centre team

Builds campaigns, manages shops, sends via SMS/WhatsApp, and tracks performance across the whole centre.

Shop owners

Creates their own offers, joins centre campaigns, and sees redemption activity — no design or send skills needed.

Shoppers

Opts in once, gets sent offers by text or WhatsApp, and redeems with a tap — on their phone, in store.

How it works

Every campaign follows the same four steps, whether it's a centre-wide campaign the mall team builds, or a self-service offer a shop attaches on its own.

01

Build

The mall team creates a campaign with one or more offers. Shops can also build their own offer templates and attach them.

02

Send

Campaigns go out by SMS and/or WhatsApp to the centre's opted-in subscribers, on a schedule or straight away.

03

Claim

The shopper opens their digital booklet link and can add any offer to Apple Wallet or Google Wallet.

04

Redeem

In store, the shopper taps "Redeem" on their own phone — that's the confirmation. No scanning, no app, no POS integration required.

For the mall team

The centre dashboard is where campaigns get planned, sent and measured.

- **Campaigns & offers** — build multi-shop campaigns, attach offers, schedule sends, and duplicate past campaigns to save time.
- **Shops** — add shops individually or in bulk, with logos and images ready to go into every campaign.
- **Subscribers** — see who's opted in, who your top redeemers are, and manage opt-outs.
- **Analytics** — a Retail Pulse Score summarising centre health at a glance, plus delivery rates, redemption rates, best send times and channel performance.
- **Bulk import** — onboard shops, campaigns and offers from a spreadsheet, useful when bringing a whole centre onto the platform at once.
- **Message log** — every SMS and WhatsApp message sent, with delivery status.
- **Team & roles** — invite mall admins, mall managers, and shop-level users, each scoped to what they need to see.

For shops

Individual shops aren't just listed in campaigns — they get their own scoped login to run their own promotions.

My Offers

A shop can build a library of its own reusable offer templates — no design skills or mall admin sign-off needed to create, edit or remove one.

Join a Campaign

Any campaign the centre has open, a shop can join on its own by attaching one of its offer templates — right up until the campaign starts sending.

Dashboard & analytics

Shops see their own performance — messages sent, redemption rate, and which of their offers work best — scoped entirely to their own shop, with nothing from other shops visible.

How redemption works

This is the part shop staff care about most, so it's kept deliberately simple: there's no scanner, no app to install, and no connection to your till system required.

A

The shopper taps Redeem

On their own phone, from their digital booklet or wallet pass. That tap is the confirmation — nothing needs to happen on the shop's device.

B

Staff apply the discount

Staff see the offer and its exact discount value on the shopper's screen and key it into the till manually, the same way they would any manual discount today.

C

Staff can reconcile later

A live redemption activity page shows everything redeemed at the shop that day, so staff can check it against the till at any point.

Why no scan-to-redeem?

VouchrPulse doesn't integrate with individual shop POS systems, so a scanner would only add a step without actually connecting to anything. Trusting the shopper's own tap keeps redemption to a single action, in the moment, at the till.

For shoppers

Shoppers opt in once and everything after that happens on their own phone.

Opting in

Via a WiFi captive portal when they connect to the centre's guest WiFi, a QR code around the centre, or a simple web opt-in page — verified by a one-time code sent by SMS.

Getting offers

Campaigns arrive as an SMS or WhatsApp message linking to a personal digital booklet — every live offer from every participating shop, in one place, always up to date.

Wallet passes

Any offer can be added to Apple Wallet or Google Wallet with one tap, so it shows up automatically on the shopper's lock screen when they're near the centre.

Opting out

A reply of STOP, or a one-tap self-service unsubscribe link, depending on how the message was sent — always available, no login required.

Compliance & security

- **UK & US messaging compliance** — dedicated numbers go through the required registration (RC Bundle / 10DLC) before they're allowed to send, handled for you.
- **Multi-tenant isolation** — every centre's data is fully scoped and separated; shops only ever see their own.
- **Two-factor authentication** — available on every account, mall team and shop staff alike.
- **Opt-out by default** — every message includes a compliant way to stop receiving them.

Plans

Plans scale with what a centre needs rather than how many shops it has — every plan supports unlimited shops. Exact pricing is tailored per centre; get in touch for a quote.

Subscription plans

A flat monthly base fee, with SMS, WhatsApp and other usage billed per-unit on top.

Essential

- Unlimited shops
- Pay-per-SMS, no bundle required
- WiFi captive portal, QR & web opt-in
- Core analytics
- 2FA staff accounts

Growth

- Everything in Essential
- WhatsApp campaigns
- Digital wallet passes
- Advanced analytics
- Bulk import tools, priority support

Enterprise

- Everything in Growth
- Branded SMS sender included
- Dedicated WhatsApp Business number
- AI Pulse included
- Custom integrations, dedicated onboarding

Performance-based plans

An alternative to the subscription track — a lower monthly base fee, then pay only for the outcomes a campaign actually drives: redemptions and new subscribers.

Performance Starter

- Low monthly base fee
- Pay only for redemptions you get
- Unlimited shops
- WiFi captive portal, QR & web opt-in
- Core analytics

Performance Growth

- Everything in Performance Starter
- Pay per redemption and per new subscriber
- WhatsApp campaigns
- Digital wallet passes
- Advanced analytics, bulk import tools

NEXT STEP

Getting started

A demo is the fastest way to see your own shops and offers running on VouchrPulse before committing to anything. We'll walk through the mall dashboard, a shop's own view, and the shopper redemption flow, end to end.

Request a demo at vouchrpulse.com, or reach out directly — see the contact details on our site.

VouchrPulse user guide — reflects the platform as it stands at time of generation. Hosted at vouchrpulse.com/guide, kept up to date there as features evolve.