

zip

Always On Promotion

Boost your visibility with AI-powered promotions. Show up for your best customers — right when they're looking to shop.

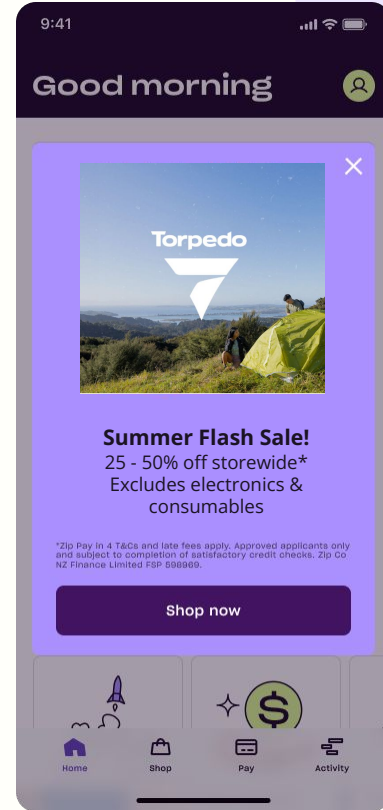
What is it?

A new feature that puts your promos in front of high-intent Zip customers.

We use AI to recommend your promotion to users based on past behaviour — via push, email, and in-app messages.

How it works:

1. A user logs a Zip session
2. The next day, they receive an promo from one of their top recommended merchants
3. You appear — if you have a live promotion running




In App Message. Indicative only

Why it matters

Reach more Zip customers, more often:

- Stay visible in our marketing automation
- Appear in high-intent placements
- Outcompete higher-tier merchants if they don't have a live promo
- Drive traffic and conversion — with no extra effort

The key? Always have a promo running.



**\$5 deals at
The Warehouse**

Bargains on home, grocery, health & beauty,
pets + more.

Ends Tuesday 14th January

[Shop now](#)

*Offers made directly by retailer and subject to their T&Cs. See retailer website for more details. Zip does not guarantee the offer. Zip Pay in 4 T&Cs and late fees apply. Approved applicants only and subject to completion of satisfactory credit checks. Zip Co NZ Finance Limited FSP 598969.

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Email. Indicative only

How the Automation works

- Each customer has 30 personalised merchant recs
- Our system checks each one for a live promo
- If your promo is active, you're in the mix
- If not, we move on to the next
- If no offers are live at all, we don't send anything

TIP: Multiple promos can be submitted in advance — we'll rotate them for you



1m ago

New year, new deals!*

Hot deals on Apple, computing, home entertainment + more at Noel Leeming. Ends Tues 14th January.

*Retailer T&Cs, Zip Pay in 4 T&Cs and late fees apply. Approved applicants only.

App Push. Indicative only

What kinds of promos can you submit?

It's not just discounts — here's what works:

- **Seasonal categories:** Winter Warmers, Back-to-School Essentials
- **Tactical sales:** 20% Off Clearance Stock, Spend & Save: \$20 Off \$100
- **Major trading events:** Father's Day Gift Guide, Valentine's Day Sparkle
- **New product launches:** iPhone 15, Nike's Latest Drop

Strong submissions convert. Weak ones get ignored.

	Good	Not so good
Title	Up to 70% Off Select Fragrances	Up to 70% Off
Description	Includes Marc Jacobs, YSL, and more. Hurry! Ends soon.	Get up to 70% off select fragrances

Why it matters: Title should hook attention | Description adds detail, not repetition | Limited space — make every word count

Checklist

Before you hit send, make sure you've got:

- **Offer title:** 35 characters or less
- **Description:** 120 characters or less
- **Start + end date**
- **Optional code** (e.g. ZIP10)
- **Landing URL** — so users go to the right place

Best Practices

- Submit multiple promos in advance. We'll rotate them for you
- Keep the promo calendar full to maximise exposure
- Only one promo shows at a time so avoid overlapping promotions
- Start strong — the earlier promo will take priority

Ready to go?

Don't wait for the next campaign — make your own moment.

[Submit your promotion here](#)

Need help? Reach out to your Partner Success Manager

Thank you

