

Vouchernaut for Brands

Who we are, what we've built, and how
we show the sales we add





— FOREWORD

Voucher sites and the last link

Voucher sites sit at the last link of an online purchase. A shopper with a full basket sees an empty code box, leaves to search for a code, finds one that works and comes back to pay. That moment is what voucher sites are best at. It is conversion rate optimisation, and few partners do it better.

It is also why brands doubt them. Many of those shoppers had already decided to buy. The brand gives away the discount, pays commission on the order, and the voucher site gets the credit because it had the last click. Affiliate managers have known this for years. It's why many programmes pay voucher sites a lower rate, keep their best codes private or ask for evidence before they pay more. They're right to ask.

I've seen it from the inside. My first job in affiliate marketing was on the paid search team at vouchercloud, one of the UK's biggest voucher sites, and I started Vouchernaut ten Black Fridays ago. I'm back running it now, to give a better answer to the question brands kept asking: did this partner bring me a sale I wouldn't otherwise have had?

So we've built most of Vouchernaut to reach shoppers before they've chosen where to buy: comparison tools that cost a phone contract in full, guides people read weeks before they spend, a shop with price history, discounts for students and NHS staff, a connector that lets AI assistants find codes that work, and group cashback that sends money to local clubs and charities. We build fast and measure everything, so you can see what each part adds.

None of that counts unless you can see it. Every click we send carries the channel it came from, and your traffic report splits clicks and sales by channel and by article, with new customers and the codes used. Where a report isn't enough, we'll run a test with you.

This guide explains who we are, what we've built, how each click is reported, the rules we keep and how to work with us. If you run an affiliate programme, we're on Awin as publisher 322637.

Doug Silkstone

FOUNDER, VOUCHERNAUT

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What's in this guide

Three parts, in the order of the questions brands ask us: who we are, what we do, and how we work with you. Every line on this page links to its page.

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A chip names the channel a feature's clicks are reported under in your traffic report. No chip means no channel of its own.

THE SHORT VERSION

Vouchernaut on one page

The five questions brands ask us first, answered in a paragraph each.

Who is Vouchernaut?

CHAPTER 9 · P. 56

A UK shopping site and an affiliate partner: we're a publisher on Awin, number 322637. We run a voucher site, a shop, comparison tools, guides and more. When a shopper clicks through from us and buys, the brand pays commission through Awin, as it would any partner. We build fast, measure everything and label every click.

What do we do?

CHAPTERS 3-6 · P. 17

Store pages list brands' codes and deals, with shoppers' reports on whether they worked. A shop with price history, and tools for phones, energy, broadband, parking and What's On, help people compare before choosing a retailer. Guides, a weekly email, an extension, an AI assistant connector and group cashback reach shoppers elsewhere.

Who runs it?

FOREWORD · P. 02

Doug Silkstone, who started Vouchernaut ten Black Fridays ago and is back running it as owner. His first job in affiliate marketing was on vouchercloud's paid search team. He also runs WithSeismic, a product engineering studio, and Benson, a tool that shows online stores when coupon extensions take the last click.



What's the goal?

CHAPTER 1 · P. 05

To prove that a voucher site can add sales a brand wouldn't otherwise have had, not just take credit for orders that would have happened anyway. Those extra sales are called incremental. We're proving it in the open: every click labelled with its channel, sales reported by channel and article, and controlled tests run with brands.

How are we doing it?

CHAPTER 2 · P. 13

We reach shoppers before they've chosen a retailer, with comparisons, guides, price watches and verified discounts, and send them on through links that say where they clicked. We keep rules that leave other partners' sales alone. And we test with you, holding some shoppers back, to measure what we add.

WHAT'S LIVE

AS OF 12 OCTOBER 2026

985

store pages, each with the codes and deals we list

5,220

products in the shop, from 21 stores' feeds

102

phones in the phone finder, plus 235 SIM-only plans

about 21,000

What's On listings, across 86 places

76

guides across Life, Culture, Gaming, Tech, Music and Food

73

software tools, each with its own page

26

UK airports in airport parking

10

report channels; every click carries one of them

What we're trying to prove

Voucher sites are good at the last step of a purchase, and brands have sound reasons to doubt the credit they take for it. This chapter sets out both sides, what incrementality means, and what we want to show.

01 What voucher sites are good at, followed through one order

02 Why brands doubt them, and how we got here

03 What incrementality means, and what we're setting out to prove



THE CHECKOUT

What voucher sites are good at

Voucher sites work at the last step of an online purchase, the code box at checkout. What they do there is conversion rate optimisation, and our own search data shows who comes looking for a code.

Most online checkouts have a box that asks for a promo code. A shopper with a code types it in; one without may pay anyway, or leave to look for one. Voucher sites are built for that moment: a page for each shop with its current codes, their terms and expiry dates, and a link back. When a code works, an order that might have stalled gets finished. That is conversion rate optimisation (CRO): raising the share of visits that end in an order.

Voucher sites can raise what a shopper spends, too. A code such as “10% off orders over £75” asks someone with £68 in the basket to add something first; Affiliate Window, now Awin, called these “stretch and save” codes in 2012¹. Networks and agencies name two more strengths: reach through large email lists, and exclusive codes traced to one partner. The evidence offered for them is mostly the industry’s own case studies².

Then there is the basket that would otherwise be left. Baymard Institute’s survey of US shoppers doesn’t list

hunting for a coupon among the reasons people abandon a checkout; the top reason, given by 40%, is extra costs that are too high³. A working code, found in a voucher site’s email or on its page, lowers the total and speaks to that reason. That is genuine CRO, and brands are right to value it.

Most code searches name the shop

Google’s Keyword Planner shows how often UK searchers ask for codes; we pulled its figures for September 2025 to August 2026 on 12 October 2026⁴. The four generic phrases (voucher, discount, promo and coupon code) come to about 54,000 searches a month together. One retailer’s phrase, “asos discount code”, gets about 110,000 on its own, and other shops’ code searches pass the generic total too (Figure 1.1).

We read that as most code searchers having chosen the shop before they look for a code. That is good for a voucher site’s conversion rate, and it is also the heart of the doubt.

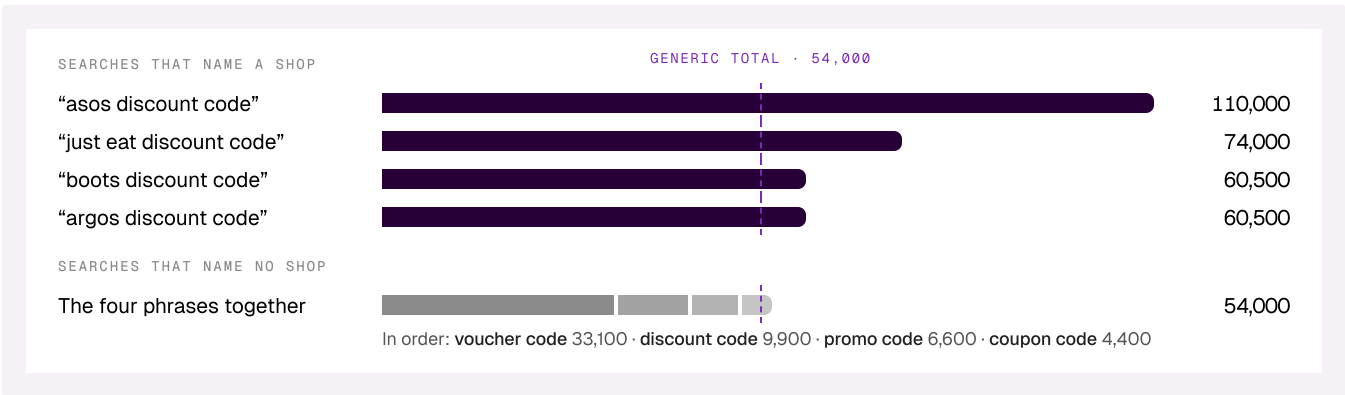


FIGURE 1.1 Average monthly UK Google searches, September 2025 to August 2026, from Google Ads Keyword Planner (UK, English, Google Search), pulled by Vouchernaut on 12 October 2026. Google rounds volumes into ranges and counts plurals with each phrase⁴.

— A WORKED CASE · ILLUSTRATIVE

Sam's order at the checkout

One order followed from basket to commission: what the voucher site did well, and who was paid for it.

Through this guide we follow one shopper, Sam, and one brand, a running brand. Both are invented, and every number about them is illustrative. Two days before this order, Sam read a running-shoe review on an independent blog and clicked through, setting the blog's affiliate cookie. Today Sam comes back directly with £84.00 of shoes in the basket, sees "Have a promo code?", and searches for the brand's name and "discount code" in a new tab.

A voucher site ranks for that search. Sam clicks "Get code", which passes through the site's affiliate link and sets its cookie, then copies "10% off orders over £75", saves £8.40 and pays £75.60. The code worked and the order was finished: the voucher site did its job well.

Under last click, the rule that pays the final affiliate link before a purchase, the voucher site is paid on Sam's order: £3.78 at an illustrative 5%. The blog that introduced Sam is paid nothing. Sam had chosen the shoes and the shop before searching, so the code may have changed the price Sam paid without changing whether

Sam bought. If so, the brand gave away £8.40 and paid £3.78 for an order it would have had anyway.

A problem written down in 2012

Sam's path is the one Affiliate Window, now Awin, described in a February 2012 paper for advertisers: a shopper sees "Enter voucher code here", leaves to search, and comes back through a voucher site that then claims the sale¹.

Its fixes were practical: show the code box only to visitors from authorised affiliates, as Red Letter Days did; give chosen affiliates exclusive codes; set minimum-spend codes; and track which code each affiliate drove, so the brand can decline commission on codes an affiliate wasn't allowed to use¹. It came from a network with a stake in the channel, and still describes the problem well.

Voucher sites do something real at the checkout. The doubt is about credit, not about the shoppers, and the next section sets it out.

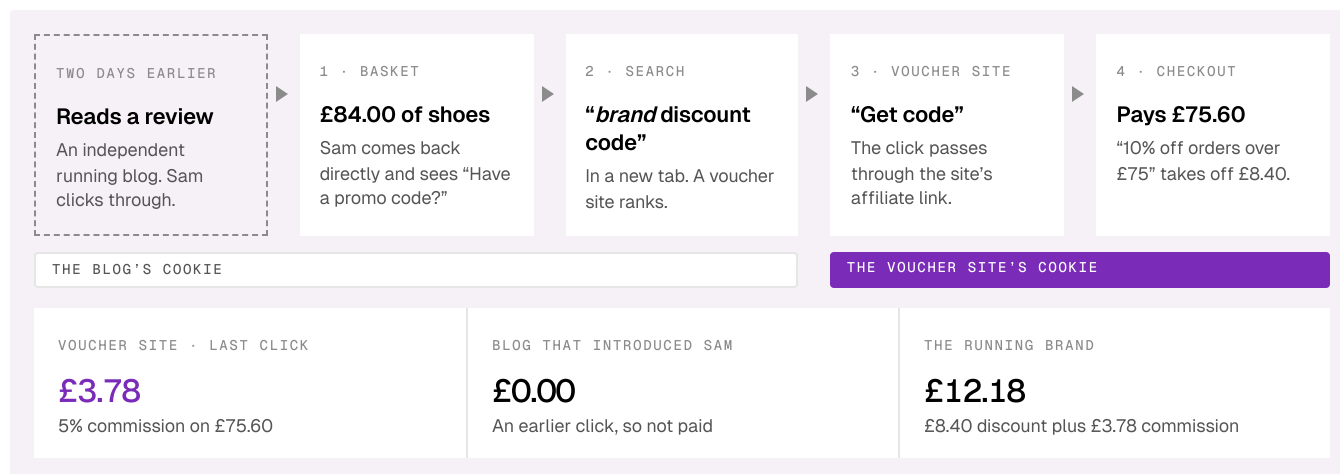


FIGURE 1.2 Sam's order from basket to commission. Illustrative: an invented shopper, brand, prices and commission rate; network fees are left out. Sam's click through the voucher site replaces the blog's cookie, and under last click only the last link is paid.

— THE DOUBT

Why brands doubt them

The five reasons affiliate managers give for paying voucher sites less or watching them closely, what the evidence says about each, and where the UK channel's money has moved.

Last click takes all the credit

Under last click the final affiliate link before an order is paid in full and earlier partners get nothing, as the blog did in Sam's order. In theory, paying per sale lets publishers free-ride on other partners' work and on the shopper's own likelihood of buying⁵. An agency, Acceleration Partners, says last click "systematically over-credits coupon and cashback affiliates", without a published method⁶.

Codes leak

A code made for one audience, a newsletter or a staff scheme, can spread to sites it was never given to. The IAB's UK voucher code (2013) says vouchers "must only be monetised with the permission of the relevant Advertiser"⁷; networks let brands track which partner used which code and decline commission on unauthorised ones¹.

Bidding on the brand's name

A voucher site can buy search ads on the brand's name plus "discount code" and meet the brand's own customers just before they pay. Google doesn't restrict trademarks as keywords⁸, so programme terms decide: Awin requires publishers to follow them⁹, and Google lists affiliates advertising against them as a policy breach¹⁰.

When eBay paused ads on its own name, 99.5% of that traffic still arrived through the free result¹¹.

Few new customers

The worry is that a voucher site's orders come mostly from people who already buy from the brand. We found no independent public figure on it; the ones in circulation come from networks and cashback businesses¹². A brand can measure its own by passing Awin a new-or-returning value with each order, which also lets it decide what "new" means¹³.

Commission is tiered

So brands price the doubt. Awin lets an advertiser pay different rates by voucher code, by new or returning customer and by publisher tag¹⁴; a cut needs seven days' notice and can be at most 20% every 30 days¹⁵.

Where the money has moved

In 2023 UK brands spent £1.67bn on affiliates; voucher and discount sites took 13%, cashback and loyalty sites 25%, content 23%¹⁶. Voucher budgets fell in 2024 and again in 2025^{17,18}, yet about four pounds in five were still paid on last-click cost per acquisition, or CPA (Figure 1.3).



FIGURE 1.3 UK affiliate and partner marketing, from the APMA's reports covering 2023, 2024 and 2025. Networks ask publishers to place themselves in categories, so the shares are approximate.

HISTORY

How we got here

Sixteen years of UK voucher sites in date order. Allegations are marked as allegations, and a network's decision is not a court's.

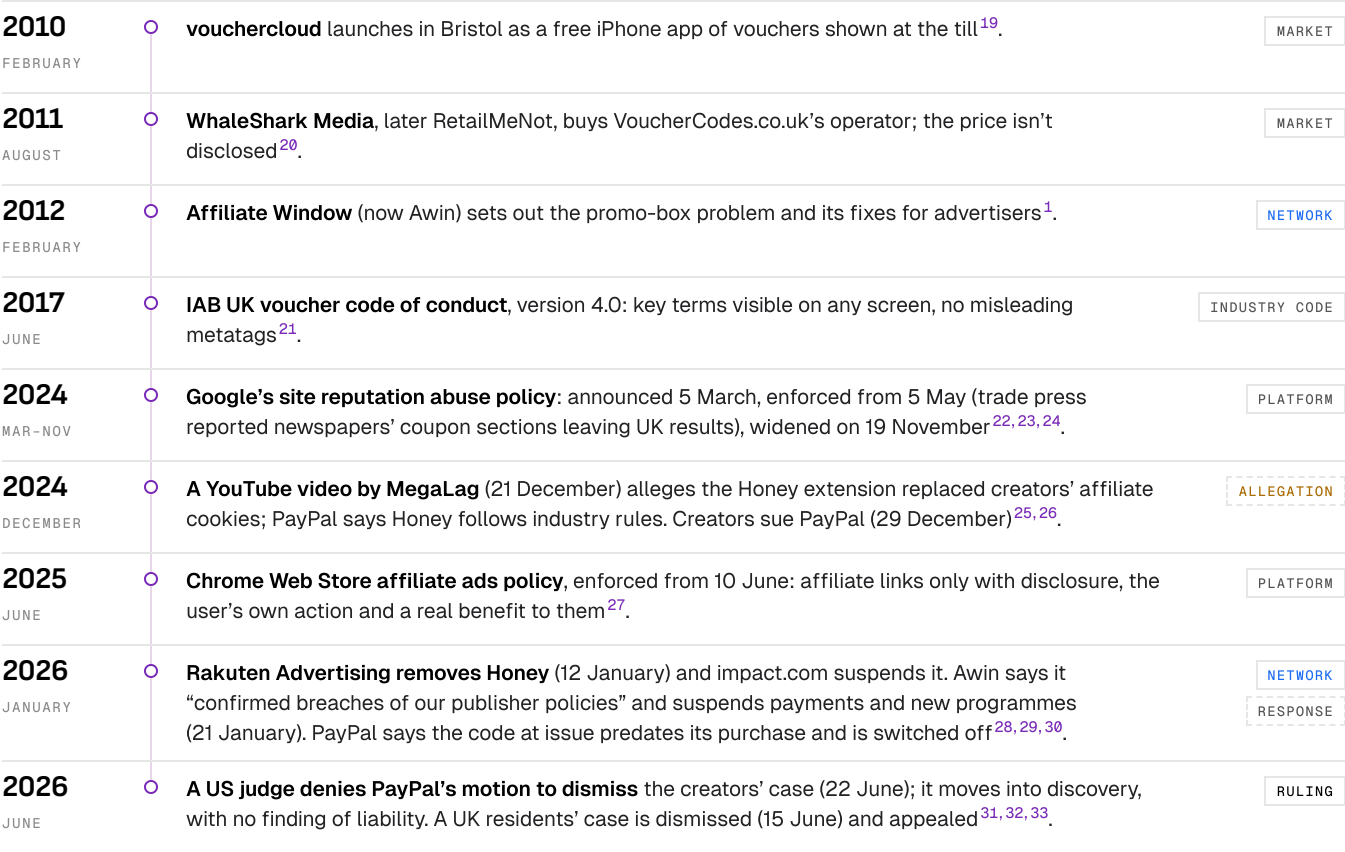


FIGURE 1.4 A timeline of UK voucher sites and the rules around them. Tags: **ALLEGATION** a claim not tested in court; **NETWORK** a network's contract decision; **RESPONSE** the company's reply; **RULING** a court's decision; none has found PayPal liable.

Ownership changed hands often as the business grew: Groupon bought vouchercloud in 2018 at a \$65m enterprise value³⁴. Doug, who runs Vouchernaut, had his first job in affiliate marketing on its paid search team. The doubt is as old as the boom: in 2017 Awin wrote that, unchecked, the voucher space "can generate one of the most negative impressions of the affiliate channel"³⁵.

Since 2024 the rules have tightened. Google's policy targeted coupon sections hosted on other publishers' domains, not standalone voucher sites²⁴. Awin sets

browser extensions to Soft Click by default, so their clicks don't override content sites and creators³⁶, and requires them to stand down when another publisher sent the shopper⁹.

As of 12 October 2026 the creators' case against PayPal is in discovery, with no finding of liability, no class certification and no settlement³²; no court has found PayPal liable. Read in date order, these changes move credit towards the partner that brought the shopper. That reading is ours.

— DEFINITIONS

What incrementality means

An incremental sale is one that would not have happened without the partner. Measuring it means comparing what happened with what would have happened anyway.

Awin defines incrementality as the extra value affiliate activity delivers that would not have happened without it: new customers, bigger baskets, higher conversion or more sales in key categories³⁷. Put plainly, it is the sales a partner adds, not the sales it touches.

What would have happened without the partner is the counterfactual. It can't be observed for any one shopper, so it is estimated with a holdout: shoppers, places or weeks chosen at random not to see the partner, compared with those who do. In Google's Conversion Lift terms, incremental conversions are the exposed group's minus the control group's, and incremental cost per action is spend divided by incremental conversions³⁸. We call that the cost per incremental order; impact.com calls it "Adjusted CPA"³⁹.

Last-click reports answer a different question: which link was touched last. Lift studies set attribution rules

aside and compare all conversions in both groups, and Google warns that lift percentages are easy to inflate when the control group rarely converts; compare partners on incremental orders and the cost of each³⁸.

Two shortcuts are often mistaken for the answer. A new customer isn't necessarily incremental, since they may have been coming anyway, and a returning one can be, if they were won back from a rival. And a code's redemptions can misstate its effect in either direction, as the next page shows. Both are evidence worth having; neither is a test.

One working term of our own: the incrementality factor, incremental orders divided by the orders a network credited to the partner. A partner credited with 100 orders that added 15 has a factor of 15%.

WORKED EXAMPLE · ILLUSTRATIVE · SAM'S ORDER, 100 TIMES

£3.78

cost per order in a last-click report: the commission alone

- Each order is an £84.00 basket with a 10% code and 5% commission on what the shopper pays. The brand gives away £8.40 and pays £3.78 on £75.60: £12.18 an order. Network fees are left out.
- Across 100 such orders: $100 \times £12.18 = £1,218$. The last-click report shows £3.78 an order.
- A holdout finds 15 of the 100 would not have happened without the voucher site, a factor of 15%. Cost per incremental order: $£1,218 \div 15 = £81.20$.

£81.20

cost per order the voucher site added, if 15 orders in 100 were added sales

- With an illustrative £42 product cost, an added order earns $£75.60 - £42.00 - £3.78 = £29.82$. An order that would have happened anyway earns £12.18 less than it would have at full price.
- Break-even: $£29.82 \times I = £12.18 \times (100 - I)$, so $£42.00 \times I = £1,218$ and $I = 29$.
- So the deal pays only if the cost per incremental order is no more than £42, the margin on one full-price order. At 15 in 100 the brand loses £588; at 30 in 100 it makes £42.

29 in 100

added sales needed for the code and commission to pay for themselves

THE EVIDENCE

What the evidence does and doesn't show

We could find no independent, published, randomised test of UK voucher or cashback affiliates. The careful experiments sit next door, and the affiliate figures in circulation come from parties with a stake in the answer.

As of 12 October 2026 we could not find an independent, published, randomised test of whether UK voucher or cashback affiliates add sales, nor a published UK benchmark. A brand's own figure needs its own test; chapter 9 shows how.

The rigorous experiments are next door. In 70 randomised tests of emailed offers at a US online ticket resale platform, spending rose 37.2% during the promotion, and about 90% of the extra spending did not come through redeemed offers⁴⁰. Offers work like advertising too, so redemptions alone misstate a code's effect. In eBay's experiments, ads on its own name brought no measurable short-term benefit¹¹.

Measurement itself is hard. Across 25 large US ad experiments, the median confidence interval on return on investment was more than 100 percentage points

wide, and an informative experiment could need more than 10 million person-weeks⁴¹. Comparing people who clicked with people who didn't is no shortcut: in 15 large experiments at Facebook, common observational methods often failed to reproduce the experimental result⁴². Any one partner's effect is harder still to see, which is why a test has to be designed for it.

The affiliate figures that circulate come from networks, agencies, cashback owners and measurement vendors, and most are observational (Figure 1.5). The one quasi-experiment we found, a vendor's case study, switched off a US brand's loyalty and cashback partners for seven weeks and saw no change in revenue: one brand, no intervals published⁴³. None of this shows voucher sites add nothing, only that the test which would settle it hasn't been published. We've set out to run it.

STUDY	WHO RAN OR PAID FOR IT	DESIGN	WHAT IT CAN SAY
Email-offer experiments, 2017 ⁴⁰ Sahni, Zou and Chintagunta	Academics, with a platform's data	70 randomised tests, US	Offers can lift sales beyond the codes redeemed
Paid-search experiments, 2015 ¹¹ Blake, Nosko and Tadelis	Academics, including eBay staff	Randomised and regional tests, US	Ads on a strong brand's own name can add little
Ad measurement, 2015 ⁴¹ Lewis and Rao	Academics	25 field experiments, US	Ad returns are hard to measure precisely
Shopper study, 2019 ⁴⁴ CJ	A network	Clickers against non-clickers, self-selected, US	Affiliate shoppers differ; not causal
On/off case study, 2023 ⁴³ Haus	A measurement vendor	Loyalty partners off for seven weeks, one brand, US	No revenue change for that brand
White paper, 2024 ¹² Atolls	A cashback business	Descriptive, from a network's data	Cashback orders' new-customer share, as reported
TUI UK case study, undated ⁴⁵ Acceleration Partners	An agency, with impact.com	Commission tiers; method unpublished	Not a test result

FIGURE 1.5 The studies most often cited on incrementality, with who ran or paid for each. Shaded rows come from parties with a commercial interest; we use the academic experiments only for what they tested.

— THE GOAL

What we're setting out to prove

That a voucher site can add sales brands wouldn't otherwise have had. Our bet, how we'll prove it, and what counts as proof.

"I'm on a mission to prove that small voucher publishers can add incremental value to brands, not just take credit for sales that would have happened anyway."

DOUG SILKSTONE, FOUNDER OF VOUCHERNAUT, ON LINKEDIN, 2026

The bet: reach shoppers before they choose

A shopper with a full basket at a brand's checkout has chosen the shop, and a code at that point may change the price without changing the decision. A shopper who hasn't chosen yet can still be sent somewhere they wouldn't otherwise have bought: someone comparing phone contracts, reading a guide weeks before a race, watching a price, or asking an AI assistant where to buy.

So we've built most of Vouchernaut for that earlier moment: comparison tools, guides, a shop with price history and price watches, verified-group discounts, a connector for AI assistants, and group cashback for

clubs and charities. Part two describes each, with the channel its clicks report under.

How we'll prove it

We hold ourselves to the standard a good affiliate manager holds every partner to: a sale counts as added when a test shows it, not because a report credits it to us. So every click we send carries its channel, every sale is reported by channel and by article, and we run controlled tests with the brands we work with. Each test is published to the brand in full: the design, the numbers and the interval.

WHAT WOULD COUNT AS PROOF, STRONGEST FIRST

01 A controlled test

Some shoppers, places or weeks don't see our offers; the brand counts all its orders in both groups. The result: added orders with an interval, and a cost per added order.

02 New-customer share

Whether the sales we send come from people new to the brand, read from Awin's new-or-returning field when the brand passes it. Evidence, not proof.

03 Sales by channel

Every click carries its channel, in the landing page's utm_campaign and in the traffic report we give brands. Sales from surfaces that reach shoppers early support the bet; a test settles it.

RUNNING A TEST WITH US

Chapter 9 sets out three ways to run one together, from a holdout of our placements to new-customer commission groups.

Before any test, a brand needs to see what we send. The next chapter explains how every click is labelled with the channel it came from, and what a brand sees in its traffic report.

CHAPTER 02 ALL TEN CHANNELS

How every click is labelled and reported

Every click we send to a store carries the name of the channel it came from, set by one rule in our code. This chapter sets out the ten channels, what travels with a click and your report.

01 The ten channels

02 What travels with a click

03 The report you see



— HOW A CLICK IS LABELLED

The ten channels

Every click we send to a store is named for what the shopper clicked on our side: one of ten channels, set by one rule in our code.

NO.	CHANNEL	AS YOUR REPORT LABELS IT	WHERE ITS CLICKS COME FROM	RECOGNISED BY
FIRST, CLICKS THAT NAME THEMSELVES				
01	EXTENSION	Browser extension	16 Codes and cashback in the extension	extension:...
02	VERIFIED	Verified offers on Vouchernaut	02 Offers unlocked on our pages and hubs	verified:reward:...
03	ASSISTANT	AI assistants (ChatGPT, Claude and others)	15 Links our MCP connector hands to AI assistants	mcp:...
04	BRAND	Your own offers (hub and rewards)	18 Your own site, 20 your offer hub	hub:... reward:...
05	EMAIL	Our emails (price drops and the Weekly)	03 The Weekly and deal alerts, 06 price-drop emails	watch:... weekly:...
THEN, ANY CLICK MADE THROUGH A PUBLISHED ARTICLE				
06	EDITORIAL	Articles and guides	13 Any link clicked through a guide	an article on the click
THEN, THE TOOL OR PAGE THE CLICK WAS MADE ON				
07	COMPARISON	Comparison tools	07 Phones, 08 energy, 09 broadband, 10 airport parking	deal: tariff: energy: internet: parking:
08	WHATS-ON	What's On listings	12 Events, shows and things to do	whats-on:... listing:...
09	SHOP	Shop and product pages	05 The shop, 06 the price drops page	product:...
10	VOUCHERS	Store page codes and deals	01 Store pages, 11 software pages	anything else

FIGURE 2.1 The ten channels in the order a click is tested against them; the first match wins. Numbers in purple are the features in Part two. Group cashback (17) has no channel of its own: a member's click counts under whichever channel they used.

How a click's channel is decided

Every click to a store leaves through one redirect, our /out link, which records the click and sends the shopper on to the network. The link names where the click was made, such as deal:<id> for a phone deal. One function in our code reads that placement, and the article the click came through if there was one, and returns the channel. It tests the channels in the order above and stops at the first match, so a code clicked inside a guide counts for the guide. The same rule runs for every click and every brand.

What travels with the click

Your landing page carries our tags, so your own analytics can split our traffic the way we do:

```
utm_source=vouchernaut      utm_campaign=<channel>
utm_medium=affiliate        utm_content=<article or store>
```

On Awin links, clickref carries a random click id that joins the sale to the click, and clickref3 carries the channel⁴⁶; ask your account manager whether your Awin reports show it. We strip the shopper's own tags and ad click ids from every link, and how they found us stays in our own reports.

THE REPORT YOU SEE

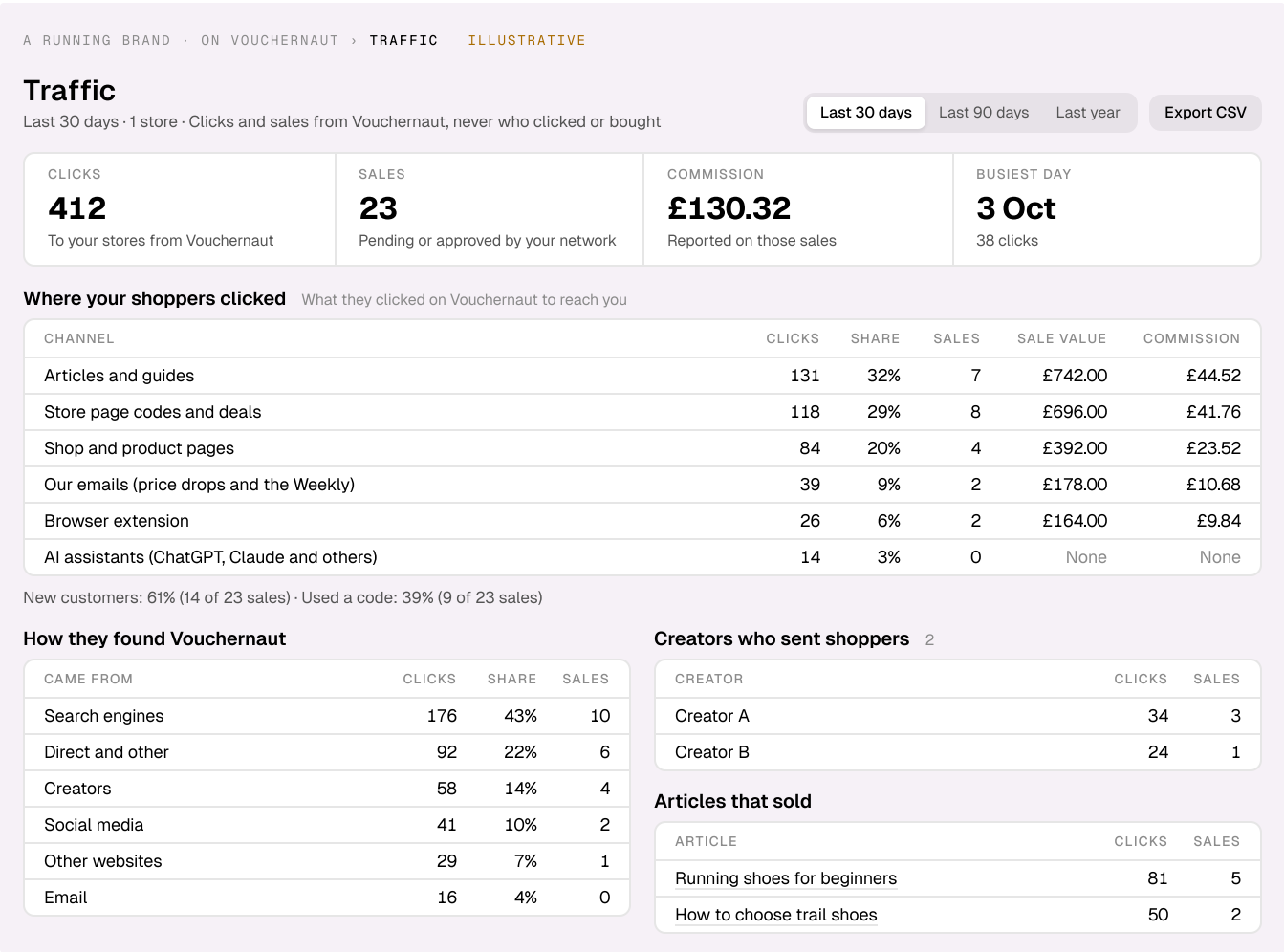
The traffic report

Every click we sent to your stores and the sales Awin reported for them, split by channel, by how shoppers found us, by creator and by article.

The report is in the console at brands.vouchernaut.com (On Vouchernaut > Traffic) once one of your store claims is verified. Anyone on your team can read and export it, free on every plan, for 30 days, 90 days or a year.

Each sale Awin reports is joined to its click by our click id and dated by the click. Pending and approved sales show their value and commission; declined ones only their status. Totals only, never who clicked or bought.

Clicks and sales are split by channel, by how the visit to Vouchernaut began (search engines, creators, social media, email, other websites, and direct and other, which includes campaign links), by creator and by the articles that sold. The CSV has a row per day, store, channel, arrival and creator.



WORKED EXAMPLE

Sam’s click, end to end

Sam wants a new phone contract. Here is one click from our phone finder, from the page Sam reads to the row the retailer sees.

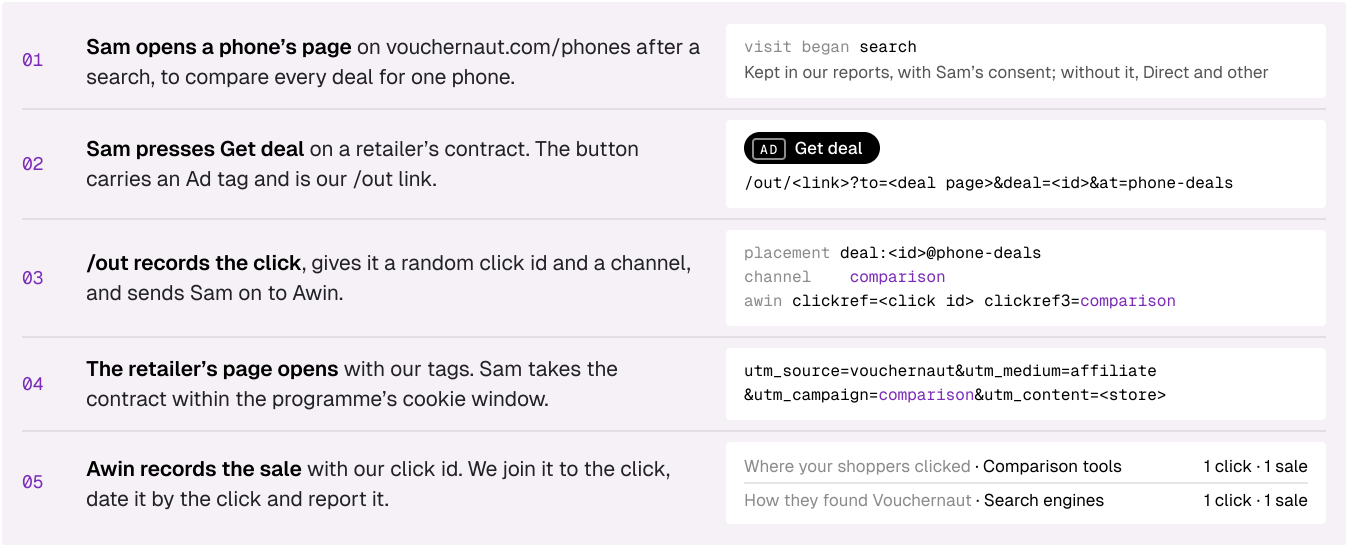


FIGURE 2.3 One phone-finder click, from page to report. Illustrative; the retailer isn’t named. Cookie windows vary by programme; Awin calls 30 days the industry standard⁴⁷.

The retailer sees one sale under Comparison tools and the same sale under Search engines: two views of one click. Its own analytics showed the visit, with the campaign comparison, the moment Sam landed.

A channel says where a click was made; a test says what it caused. Someone comparing deals across retailers is a strong case for an added sale, because the choice of retailer was still open when they reached us, and chapter 9 sets out the holdout test that measures how many such sales are added.

Had Sam then clicked another partner’s link before buying, Awin would normally credit the most recent paid referrer⁴⁸, and Sam’s click would sit in the report with no sale beside it.

THE SKEPTIC’S QUESTION

Couldn’t you label clicks however suits you?

We build the links, so you should be able to check what they say. Three things make that easy. One function in our code sets it, the same way for every click and every brand, in the order of Figure 2.1. It reaches your analytics in utm_campaign as the shopper lands, before any sale, so you can check our split against your own. And utm_content names the article behind each editorial click. A label says where a click was made; whether the sale was extra is what a holdout test measures, by keeping the channel from some shoppers (chapter 9).

NEXT Part two documents what we’ve built, feature by feature, and names the channel each reports under, so you can find its clicks here.

Codes, offers and verified discounts

The parts of Vouchernaut closest to a voucher site: store pages listing the codes and deals you release, discounts for students and NHS staff who verify once, and a weekly deals email. Each has its own channel in your report.

01 Store pages and the codes shoppers check

02 Verified discounts for groups who prove who they are once

03 Vouchernaut Weekly, deal alerts and exclusives



01 Store pages and the codes shoppers check

One page for each store we list: its live codes and deals, approved as they arrive from Awin and rated by the shoppers who use them, inside a written guide to the store.



WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/store/<store>	VOUCHERS	985 store pages	12 October 2026

A store page is where a shopper lands after searching for a store’s codes, or after following a store link from one of our guides. It lists every live code and deal for that store, each with its end date and its terms. Around them sit the parts we write: an introduction that says what the store sells and who it suits, a shopping guide, answers to the questions people search for, and related articles. A few stores also show a grid of their own products with price history (feature 05). As of 12 October 2026 there are 985 published store pages.

Store pages are the part of Vouchernaut closest to a traditional voucher site, and chapter 1’s doubt applies to them most. Code searches mostly name the shop: in the year to August 2026, UK searches for one retailer’s “discount code” ran at about twice the four generic phrases combined⁴. Someone searching that way has usually chosen where to buy already, and a code on our page may only change the price they pay.

So we keep these clicks apart from everything else. A click on a store page’s codes, deals or Visit button is labelled vouchers: that’s the value your landing page receives in utm_campaign, and the channel it shows under in your traffic report. Not every visit starts with a code search, though. A shopper who reaches a store page from one of our guides and clicks through is counted as editorial, with the article named, and our comparison tools and shop link the stores they name to their pages.

THE SKEPTIC’S QUESTION

If most code searches come from people who’d buy anyway, why run store pages? Because a shopper who wants a code will find one somewhere, and a page that drops failing codes and dates every row is a better place to land. Those clicks carry their own label, so you see them apart, and chapter 9 shows how to test them.

Stores / Tech & Electricals / Home Appliances / SharkNinja



HOME APPLIANCES

SharkNinja

SharkNinja is a household appliance brand with a UK site selling hair tools, cleaning machines, kitchen appliances and beauty devices. Its range is broad, so the useful starting point is the category you need rather than the brand alone. The site also highlights bundles, which are worth checking closely.

5 codes and 15 deals right now, up to 30% off. See them all, or follow the store for new ones.

 Follow SharkNinja

 Visit SharkNinja

By Vouchernaut Editors, updated 8 October 2026. We may earn a commission when you shop through links marked Ad, at no extra cost to you.

FIGURE 3.1 The top of a store page: category, introduction, a count of live codes and deals, Follow, and the Visit button with its Ad tag. The byline under it dates the page and says we may earn a commission through links marked Ad. Captured 12 October 2026.

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FEATURE 01 · STORE PAGES, CONTINUED

How a code gets onto a store page, and off it

Codes and deals arrive from Awin every hour. Most go live straight away, some wait for an editor, and shoppers' reports decide which ones sink.

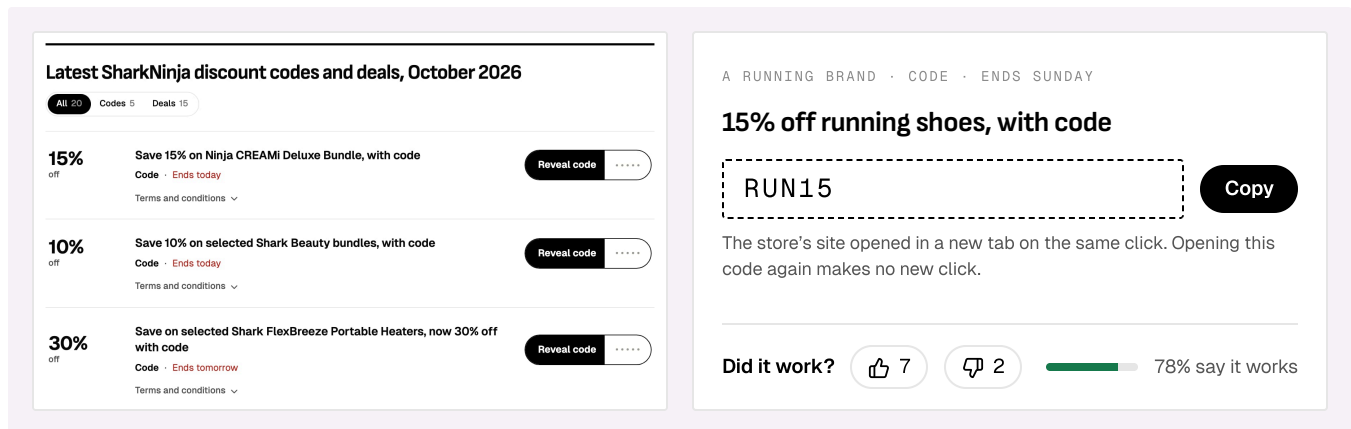


FIGURE 3.2 Left: codes on a store page, captured 12 October 2026. Right: a revealed code and its shopper votes, recreated with illustrative figures: 7 of 9 reports say it worked.

From Awin to the page

We read the codes and deals of the Awin programmes we've joined every hour, and run a fuller import every six hours. Most offers go live as they arrive. Two kinds wait for an editor: deals that state no saving, and deals whose description names a different product from the page they land on. An editor's approval sticks, and so does a rejection, however often the feed resends the offer. Each code counts once per store and market, whatever its title or start date, so a reposted code doesn't appear twice. Offers show only on published store pages, and our link refuses a click for an unpublished store, an inactive, suspended or rejected programme, or an offer that has expired or been hidden.

Revealing a code shows it and opens your site through our link on that one click. If you'd rather a reveal opened nothing, we can set your page that way. Members can

share a code they've found, up to 5 a day, and an editor decides whether it goes live.

What shoppers tell us

Under every code is "Did it work?" with a count each way. A device's answer counts once in any 24 hours, and half if that device never revealed the code. A success rate shows once a code has 3 reports in 30 days, and codes are ordered by a cautious score that needs both a high share of successes and enough reports to trust. When 5 or more shoppers report on a code in 7 days and under 30% say it worked, an editor checks it; codes shoppers report failing also drop out of the prices on product cards. "Tested by the Vouchernaut desk" appears for 14 days after an editor tries a code at a checkout, never for a feed check alone. Both counts stay on show: shoppers' votes are likely to count as reviews, and hiding the negative ones is banned outright⁴⁹.

FOR YOUR BRAND Claim your store page in the console (brands.vouchernaut.com > On Vouchernaut > Stores) to edit its introduction and guide. If a code shouldn't be listed, "Something wrong?" beside it emails us its id.

02 Verified discounts: verify once

Six discount hubs where students, NHS staff and other groups prove who they are once, with a code sent to their work or university email, and then open the offers brands have made for them in one tap.

WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/discounts	VERIFIED	6 hubs, email-code groups	12 October 2026

Each hub gathers one group’s discounts on one page: /student-discount, /nhs-discount, /blue-light-discount, /teacher-discount, /military-discount and /key-worker-discount, all listed at vouchernaut.com/discounts. A hub holds two kinds of offer. Offers a brand has made for the group in Vouchernaut for Brands (chapter 8) are marked “Unlock with Vouchernaut”. Beside them sit the group discounts stores already run, found in their Awin promotions, each saying who checks, such as “Needs a Blue Light Card”.

To verify, a shopper types a work or university address and we send a six-digit code to that inbox; typing it back proves they can read it. The check lasts 12 months on a member’s account, or the visit for a guest. Brands learn that a shopper is verified, not their address, unless the shopper chooses to share details for an offer. The same status opens a brand’s offer on the hub, on the brand’s store page and in our extension.

In affiliate programmes, verified discounts usually reach shoppers through “closed user group” partners, which Awin says reduce the risk of leaked promotions⁵⁰. A hub does that job for groups who can prove themselves by email. Every hub says plainly that we aren’t connected to the bodies and schemes it names, from the NHS to the Ministry of Defence: claiming an endorsement you don’t have is banned outright⁴⁹.

Groups that prove themselves with an email code verify live today: students on .ac.uk, NHS staff on nhs.net, .nhs.uk, nhs.scot and hscni.net, and other known work domains such as police and armed forces addresses. More groups follow as document and ID checks arrive.

Each hub is open to search engines, so a shopper searching for their group’s discounts can land on it, verify and unlock an offer in one visit.

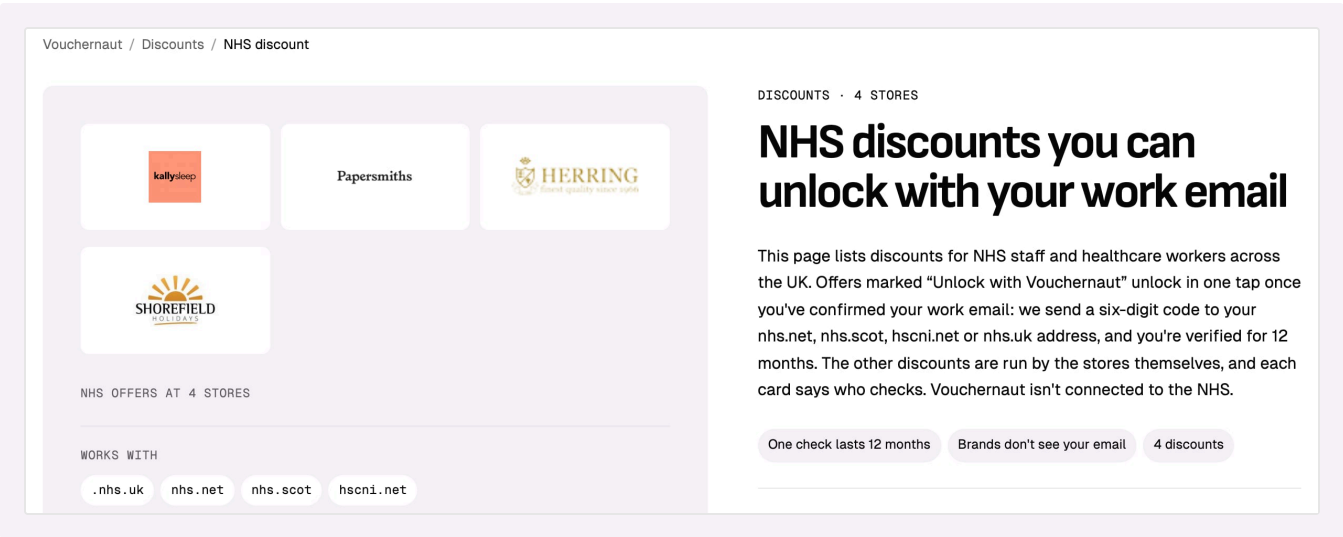


FIGURE 3.3 The NHS hub: the addresses it accepts and how the check works, in the page’s own words. Captured 12 October 2026.

FEATURE 02 · VERIFIED DISCOUNTS, CONTINUED

How a brand's offer reaches shoppers

What decides whether your campaign shows, what a shopper sees when they unlock it, and how the click reaches your report.

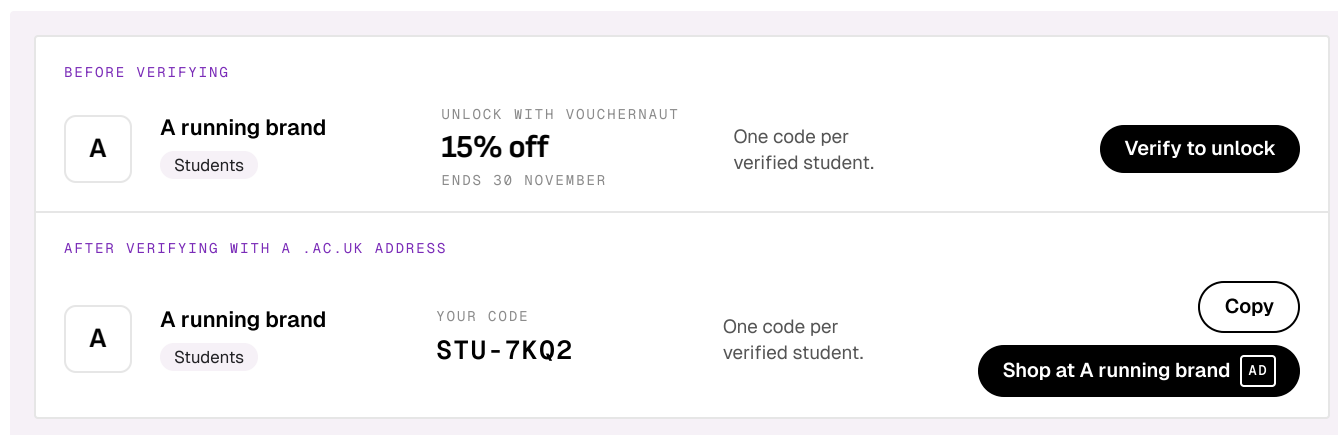


FIGURE 3.4 A brand's student offer on a hub before and after the shopper verifies, recreated with illustrative details. The code is issued only at the unlock, within the campaign's limits.

When a campaign shows

A campaign appears on one of our pages only when all of these hold: the brand is in good standing and able to run live offers; the campaign is live; its switch for that page is on (the store page by default, the hubs and the extension when the brand turns them on); its store shows offers; at least one of its groups can be verified live; and, for the hubs and the extension, its store has a joined Awin link. The campaign editor's On Vouchernaut section lists any that fail, under "Why it isn't showing everywhere".

From unlock to report

The hub shows only an offer's public details. The code is issued when a verified shopper unlocks it, from the campaign's own codes and within its caps and per-shopper limits, so there's no code on the page for anyone to copy. "Shop at" then goes through our link and

the click is labelled verified, apart from vouchers, so you can see what verified shoppers went on to buy, and your traffic report counts the unlocks themselves under "Unlocks on Vouchernaut". An unlock on our pages that goes through your Awin link never counts against your plan's verification allowance: we're paid by commission on the sale instead. Network offers on a hub link to that store's page, so their clicks are labelled vouchers.

THE SKEPTIC'S QUESTION

Do audience discounts bring new customers? The published figures for the UK's student and NHS schemes are vendor case studies and surveys^{51 52}; your own orders answer it better. Verified clicks carry their own label, so your traffic report shows their sales and, when your Awin tag passes it, their new-customer share, and chapter 9 sets out a hold-out to settle it.

FOR YOUR BRAND In the console, tick Discount hubs in a campaign's On Vouchernaut section, for a group that verifies by email and a store with a joined Awin link. Email partners@vouchernaut.com and we'll help you set up the first one.

03

Vouchernaut Weekly and deal alerts

A Thursday email of real price drops, new codes and offers about to end, sent only to people who asked for it.



WHERE	IN YOUR REPORT	STATUS	CHECKED
vouchernaut.com/weekly	EMAIL	From 15 October 2026	12 October 2026

Vouchernaut Weekly goes out every Thursday at 7am London time. Each edition is drafted 48 hours ahead from what the site already checks, and updated hourly until it sends. It holds price drops of at least 10% and £3 from a price the store held for 28 days, codes and deals that went live since the last edition, UK offers ending within a week, the next big sale within eight weeks, new guides, any booked sponsored space and the brand exclusives in feature 04. Each copy adds a “For you” part from the reader’s stores and watched products.

Deal alerts are a second channel for extra sends, reaching only people who also ticked a separate box. Consent matters because a deals email is mostly about other companies’ products, and the soft opt-in doesn’t cover those⁵³. Both boxes start unticked, and the words of each one ticked are kept. Each address is confirmed by a link first: the law doesn’t require it, but it shows the address belongs to whoever ticked⁵³.

Nobody gets more than one deals email in a London day, and every copy can be paused for 2, 4 or 8 weeks or stopped in one tap.

Store links are labelled email, the value your landing page receives in utm_campaign. Each click also records its edition and section, such as w1-drops, so we report by edition and item; no link names the reader. Codes open revealed on your store page and still count as email.

☐

Email me Vouchernaut Weekly on Thursday mornings: real price drops, new codes and sales, with the stores and interests I choose first. I can pause or unsubscribe from any email.

☐

Optional: Also email me deal alerts: an extra email now and then when there's a big drop or sale in what I've chosen, never more than one deals email a day. I can switch them off from any email.

FIGURE 3.5 The two consent boxes, captured 12 October 2026.

NO. 1 · THURSDAY 15 OCTOBER

This Thursday's so far

THE ONE TO OPEN FIRST

Top pick

50% OFF

Bodybuilding Warehouse

50% off items in the Half Price Collection

Get code

The edition as it stands right now. It keeps changing until it goes out, and subscribers also get a part picked for them.

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04 Exclusives for Weekly readers

A brand can pitch an offer that only Weekly readers get. If our editors pick it, it leads that Thursday’s email under “Only for Weekly readers”, and it costs nothing.

WHERE

Console > Weekly email

IN YOUR REPORT

EMAIL

COST

Free, one per edition

CHECKED

12 October 2026

Pitch an exclusive

Free

Store

A running brand

Edition

Thursday 22 October

Offer

20% off running shoes

Terms (optional)

Full-price shoes only. One use per order.

Code (optional)

WEEKLY20

Ends (optional)

25/10/2026

Landing page

https://shop.example/running-shoes

Pitch this offer

EXCLUSIVES

Only for Weekly readers

ONLY FOR WEEKLY READERS · A RUNNING BRAND

20% off running shoes

Full-price shoes only. One use per order.

WEEKLY20

Until Sunday 25 October

Shop at A running brand

AD

CODES AND DEALS · NEW THIS WEEK

STORE

A code that went live this week

FIGURE 3.7 The console’s pitch form, and the panel an approved pitch gets above the rest of the email. Recreated, illustrative.

Owners, admins and managers pitch from the console, or email the offer to partners@vouchernaut.com and we add it. A pitch names the store, the Thursday, the offer in up to 80 characters, its terms in plain words, an optional code, the last day it works (no earlier than the edition) and a landing page: an https page on that store’s own site where the offer applies. A brand can have one pitch waiting or approved for each edition.

Pitches close when the edition is drafted, 48 hours before it sends: 7am on the Tuesday for a Thursday edition. Our editors decide, and you’re emailed either way. The code is printed only in the email; the edition’s public copy on vouchernaut.com hides it.

Make the code one you haven’t given anyone else. We tell readers it’s only for them, and a claim like that needs evidence behind it⁵⁴. A code that exists in one email is also the clearest measure of what the email did: an order that uses it came from a reader, unless the code has leaked. Its clicks are labelled email, with the section recorded as exclusives.

The paid alternative is the Weekly partner space: one sponsored space in each edition, yours alone, labelled Sponsored and with its own clicks report in the console. You pick Thursdays in the booking planner, and a booking holds once we confirm it by email. Current prices are at vouchernaut.com/advertise.

FOR YOUR BRAND Pitch well before the Tuesday draft, with a code issued only to us; the console then shows how that edition did.

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Shopping and comparison tools

Eight tools that help people decide what to buy and who to buy it from, well before they reach a checkout. Each one sends its clicks under its own channel, so you can see what it adds on its own.

01 The shop, price history and price watches

02 Phones, energy, broadband and airport parking

03 Software guides and What's On



05

The shop, with price history and code prices

Products from the feeds of stores an editor has switched on, each with its price history and, where one of the store’s codes applies, the price after the code.

WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/shop	SHOP	5,220 products, 21 stores	12 October 2026

Someone shopping for a gift often hasn’t chosen a store. They know the occasion and their budget, and browse. The shop puts many stores’ products side by side, so the shopper picks the store here, before any checkout: that is where an affiliate can add a sale rather than only claim one.

Products come from the affiliate feeds of stores an editor has switched on: 5,220 from 21 stores as of 12 October 2026, led by flowers, chocolate and gifts. We read each feed twice a day and keep every price change, which the price history and the drop rules on the next page rest on. When two stores sell the same

product (the same barcode), a listing shows the cheaper once.

Where the store’s page lists a code that applies, the card shows the price after it, leaving out codes shoppers report failing. Opening a product opens a drawer over the grid with its options, the code price and a Shop at button marked Ad (figure 4.2). Ten collections, such as Gifts under £30, cut across stores.

A click on the Shop at button is labelled shop, with the product it came from, and lands on that product’s page on your site; inside one of our guides, the same grid counts as editorial.

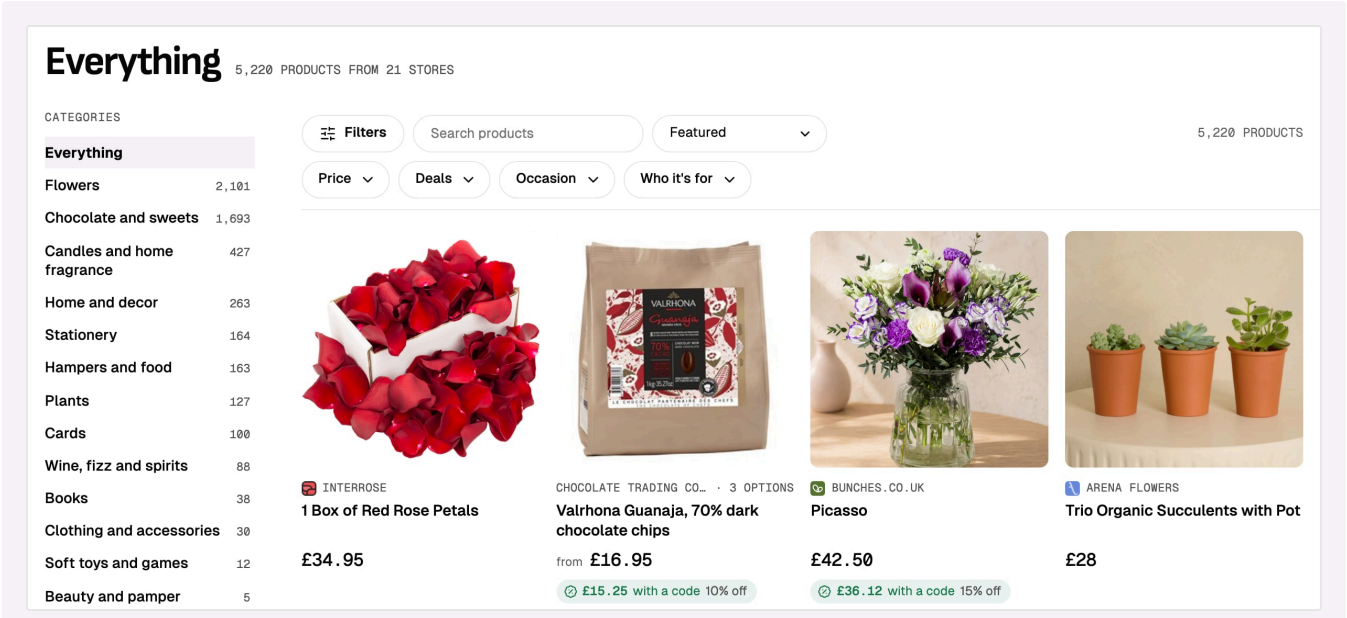


FIGURE 4.1 The shop’s full listing: categories with counts, filters, and cards from different stores, two of them showing the price after one of the store’s codes. Captured 12 October 2026.

FOR YOUR BRAND Your range is listed for free once we’re on your programme and your product feed reaches us through Awin. Email partners@vouchernaut.com to start.

06 Price watches, and drops we can back

A shopper can watch any product and hear the morning after its price falls. A fall is only called a drop when the store really charged the higher price first.

WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/price-drops	SHOP EMAIL	Every product in the shop	12 October 2026

Most shoppers who look at a product aren't ready to buy that day. If they come back later, it may be through a code search at the checkout, or at another store. A price watch brings them back through us when the product gets cheaper, and the click says so.

Members watch in one tap; visitors give an email address, tick a box and confirm by a link, and we keep the words of the box they ticked. A fall counts once it is at least 5% and £1 below the price when they started watching, or below the last price we emailed. From 9am London time the morning round-up sends each address one email a day at most, with every watched product

that's due, never the same price twice, and a stop link for each. Its clicks are labelled email.

What "Down from" and "Lowest" mean

vouchernaut.com/price-drops lists every product whose price fell, biggest fall first. "Down from" shows only when the price fell in the last 30 days from one the store held for 28 days, and "Lowest in 90 days" only after we've watched a price for 90 days. A store's RRP is its full price, never its usual one. UK pricing guidance sets no fixed 28-day rule; it asks that a reference price be genuine and recent⁵⁵, and the ASA has held a deals site responsible for its own savings claims⁵⁶.

The screenshot displays the Vouchernaut interface. On the left, a product's buy column is shown with a price of £36.12 after a 15% discount (saving £6.38). Below the price is a 'Copy code and shop' button. To the right, a 'Watch the price' button is visible. Below these, a 'Shop at Bunches.co.uk' button with an 'AD' tag is shown. Further down, there are links for 'Delivery £4.99', 'Tracked delivery in 1 - 2 working days', 'Bunches.co.uk codes and deals', and 'Price checked in the last hour'. On the right side, a notification box titled 'Not ready to buy?' states that the price has dropped from £42.50 to £38.00. Below this, a 'Watch the price' button is present. At the bottom right, a section titled 'FROM VOUCHERNAUT · 9.02AM' contains a 'Price drop: Product is now £38.00 at Store' notification, followed by details about the product at store, the current price, and links to 'Buy it at Store (Ad)' and 'Its price over time'.

FIGURE 4.2 Left and top right: a product's buy column, with the price after a code, the Shop at button and its Ad tag, and Watch the price, captured 12 October 2026. Bottom right: the morning email, recreated with illustrative figures.

FOR YOUR BRAND When your feed shows a lower price, watchers hear the next morning and the product joins /price-drops. Those clicks arrive labelled email or shop, apart from code traffic.

07

Phone deals, priced by the whole contract

Every phone the mobile retailers’ feeds list, each deal shown with what it costs over the full contract, including the price rises the retailer has already announced.

WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/phones	COMPARISON	102 phones, 3 retailers	12 October 2026

Someone choosing a phone contract usually hasn’t chosen a retailer. They know the phone, or what they want to pay, and compare across networks and shops. That makes it one of the clearest places for an affiliate to add a sale rather than claim one: the shopper might have gone to any of the retailers, and the tool helps decide which.

The phone finder lists every phone in the mobile retailers’ feeds that reach us through Awin, today O2, Carphone Warehouse and Mobiles.co.uk. Each is priced by its lowest monthly plan matching the shopper’s filters, and has a page comparing every deal for the chosen colour, storage and condition. A “Help me choose” wizard turns a few questions into filters, and 235 SIM-only plans have a page of their own.

Why a monthly price never stands alone

A monthly price is the number most likely to mislead. So beside every one we show the upfront cost, the length, the total with announced rises included, the seller, and each rise in pounds, pence and the month it starts. “Cheapest” means cheapest among what we list, and “unlimited” always carries “fair use applies”. We follow the ASA’s rules and the CMA’s guidance for comparison listings, and never imply that Ofcom has approved us.

Each page ends with “How I rank these”: how the sorts work, which retailers are covered, and that commission never changes the order. Every tracked link carries an Ad label, and every click carries the deal it came from.

DATA

Any10GB+50GB+100GB+Unlimited

UPFRONT

Any

SORT

Lowest total cost

I'm upgrading

Lowest total cost first: upfront, every month and the rises each retailer has announced. Commission never changes the order. [How I rank these](#)

LOWEST 24-MONTH TOTAL OF THE 436 DEALS

 iD Mobile · Three network
At Carphone Warehouse

10GB data fair use applies
Unlimited minutes and texts 5G 24 months

UPFRONT
£169

MONTHLY
£44.99
£46.79 from Apr 2027
£48.59 from Apr 2028

TOTAL, 24 MO
£1,291.96
rises included

AD Get deal ↗

DEAL	MONTHLY	UPFRONT	LENGTH	TOTAL	SELLER
Phone, 128GB, new Unlimited data, fair use applies	£26.99 Rises to £28.99 from April 2027	£30.00	24 months	£713.76	Retailer AD

FIGURE 4.3 Above: deals for one phone, lowest total first, captured 12 October 2026. Below: how one row reads, with illustrative figures: 6 months at £26.99 and 18 at £28.99, plus £30 upfront, is £713.76. The click is recorded under comparison with the deal it came from, so the retailer sees which deal sold.

FOR YOUR BRAND If you sell phones or SIM-only plans and your Awin feed is available to us, your deals can be listed beside the others, ranked by the same rules. Email partners@vouchernaut.com and we’ll tell you what we need.

08 Energy tariffs, costed against the cap

A postcode gives the price-cap region. Every tariff we hold for it is then costed for the home over the next 12 months and set against what the cap would charge.

WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/energy	COMPARISON	7 suppliers, 4 tariff sources	12 October 2026

Switching energy supplier is a choice between suppliers, made by someone who hasn't picked one yet. A list of tariffs costed for their own home is where that choice gets made, so a switch that follows a click from it is one the supplier competed for.

Prices are set by region, so a postcode is all we ask for: it gives one of the 14 price-cap regions and whether the home has mains gas. The shopper says what they buy, how they pay, their meter and how much they use. Each tariff is then costed day by day over the next 12 months, with its unit rates, standing charges, VAT and any price changes already set, and shown against the cap. For a fixed tariff we also show how far the cap would have to fall before staying put is cheaper.

The tariffs come straight from the suppliers that publish theirs openly, through four sources: Octopus Energy, which also supplies EnergyCoop and London Power; E.ON Next, which also supplies Sainsbury's Energy; EDF; and Good Energy. The page says exactly which suppliers it compares, never "whole of market", and doesn't claim Ofgem's Confidence Code.

A Get a quote button is tracked, labelled comparison and marked Ad only when the supplier's store page is published and its Awin programme for home energy can carry the click. Otherwise it goes straight to the supplier, and the tariff is listed and ranked all the same: commission never changes who appears or the order.

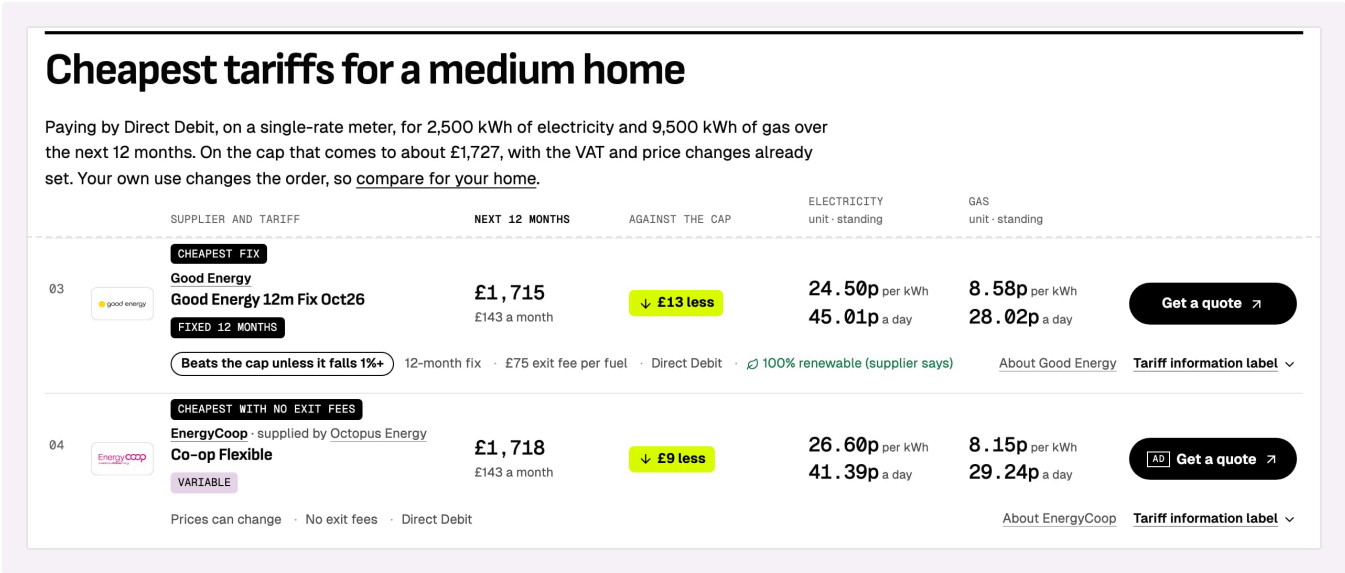


FIGURE 4.4 Tariffs costed for a medium home in one region, with the first two rows left out. The fixed tariff's button goes straight to the supplier; the variable tariff's carries the Ad tag because its programme can take the click. Captured 12 October 2026.

FOR YOUR BRAND If you supply homes and publish your tariffs in a form we can read, we can cost them beside the others. If your Awin programme approves us, those quotes can be tracked; your place in the list doesn't change.

09 The broadband and mobile checker

A postcode shows the broadband its premises can get, what’s being built there, which providers could sell to it, and the social tariffs people on benefits can ask for.

WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/internet	COMPARISON	Every UK postcode	12 October 2026

Someone checking what they can get at home is choosing a provider, and often a network. The list of who could sell to their postcode is where that choice starts, so a click from it goes to a provider the shopper picked from several.

A postcode, or a pasted address, shows the share of its premises by the fastest speed they can get, from Ofcom’s Connected Nations open data. In England and Wales it adds what’s coming, from Building Digital UK’s figures: gigabit already there, a network’s own plans, or a Project Gigabit contract with its supplier and date. Then come the providers that could sell there, and how: over Openreach, their own full fibre or cable, a regional network, or 4G and 5G home broadband. Each links to its own address checker.

We describe broadband only as full fibre, part fibre or cable, never “fibre” alone, and never imply Ofcom’s approval. A provider whose store page is published and whose programme can take the click gets a tracked link marked Ad; the rest link straight, and commission never changes who is listed or the order. Social tariffs, cheaper plans for people on Universal Credit and other benefits, have a page of their own: 30 broadband and mobile tariffs, each read on the provider’s own page and dated, cheapest first, linking straight to the provider because they pay no commission. A contract-end reminder emails a shopper, with their consent, before their contract ends, when they’re free to switch.

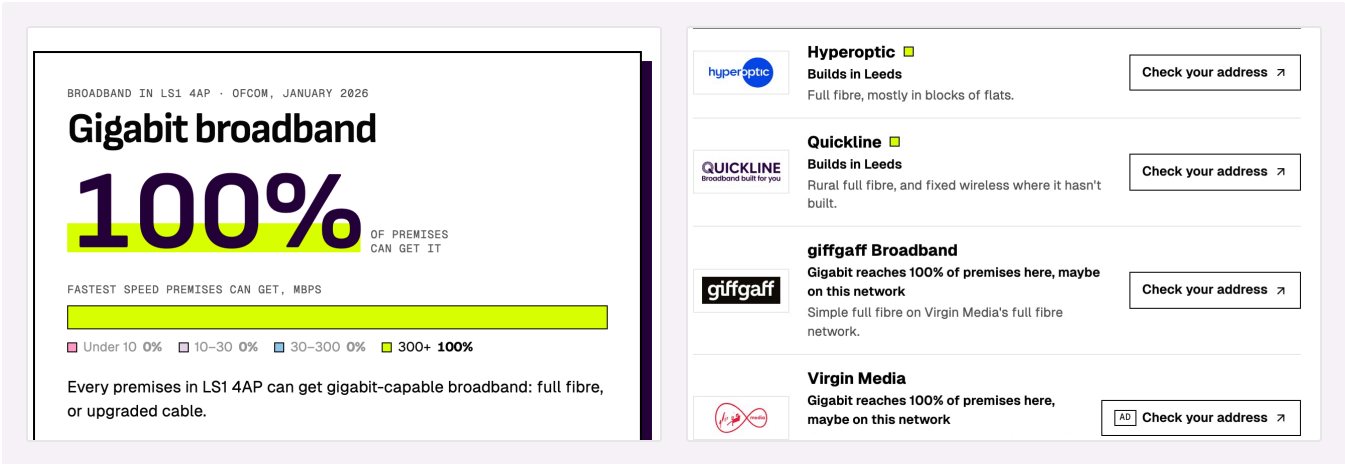


FIGURE 4.5 Left: LS1 4AP in Leeds, where every premises can get gigabit broadband, from Ofcom’s January 2026 open data. Right: some of the providers that could sell there, each linking to its own address checker; a tracked link carries the Ad tag. Captured 12 October 2026.

FOR YOUR BRAND If you sell broadband or mobile and your programme is on Awin, a published store page lets your listing carry a tracked link to your own address checker. Your place in the list is the same either way.

10 Airport parking, priced only in full

The car parks that parking providers sell at 26 UK airports, side by side, with how each one works on the day. We only show a price when it's the full price the shopper will pay.



WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/airport-parking	COMPARISON	26 UK airports	12 October 2026

A traveller looking for airport parking has a flight booked and dates fixed, but usually no provider in mind. They choose between meet and greet and park and ride, and between providers, on price, distance and opening hours. A booking that follows that comparison is one the providers competed for.

Each airport lists the car parks its providers sell, with the kind of parking, the terminals served, whether the keys are handed over and the opening hours; Heathrow alone has 36 from five providers. Its page adds facts checked against the airport's own pages, each with its source and date: the drop-off charge and the free alternatives, the airport's own meet and greet, and

clean air zones. A car park's link goes to the provider's page for that airport and is labelled comparison. Commission never changes the order.

The full price, or none

A comparison site is responsible for its own invitations to purchase⁵⁷, and a price must include the fees a shopper will necessarily pay⁵⁸. We hold ourselves to that: a price shows only when it is the full price for the dates entered, with the provider's fees included and any compulsory charge on the day added in and named. A car park whose feed mentions a charge without an amount shows no price at all.

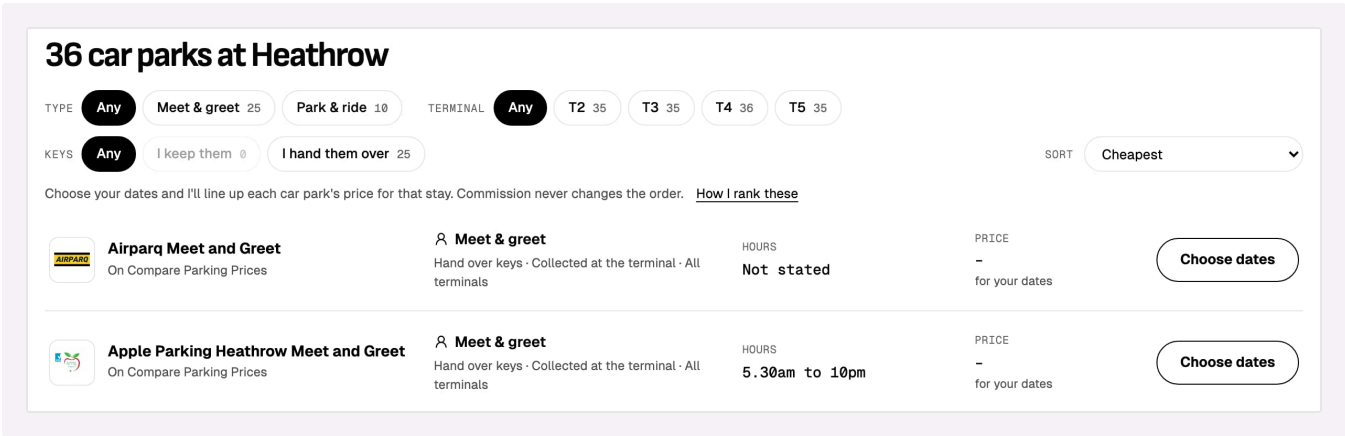


FIGURE 4.6 Car parks at one airport, with type, terminals, keys and hours. The price column only ever holds the full price for the dates the shopper enters. Captured 12 October 2026.

FOR YOUR BRAND If you sell airport parking through Awin with a feed of car parks, we can list them. Confirm that your feed's prices include every fee and we show them in full, for the shopper's dates.

11 Software pages with the maker's own prices

A page for each software tool we list: plans and prices as the maker shows them, what reviewers say, pros and cons, who it suits, and any discount through us.



WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/software	VOUCHERS	73 tools, 16 categories	12 October 2026

People choosing software usually compare a few tools before signing up: on price, on the free plan or trial, and on what other users say. Each page answers those questions in one place, so a sign-up that follows is one the tool competed for, not one it already had.

As of 12 October 2026 there are 73 tools in 16 categories, from AI assistants and meeting notes to website builders and newsletters. Each page sets out the plans with a monthly and yearly switch, prices in the maker's own currency with the day we checked them (never a converted guess), the free plan or trial, the platforms, the maker's screenshots and videos, pros and cons, who it suits and who should skip it, and scores from G2, Capterra, Trustpilot, Product Hunt and the app stores,

each with its count and a link. A buying guide on each page asks whether the tool is worth it, and each category has a guide of its own.

A tool's page is its store page, so its clicks are labelled vouchers like any store's and carry the same landing UTMs. Once a programme approves us, "Try" goes through its link, and like every tracked link on the site it carries the Ad tag. Twenty-one of the tools pay through partner programmes on Dub rather than Awin. We check every six hours that each link still reaches the maker; one that stops loses its deal, then its link, within a week.

Review scores are shown as what they are, with their source and count, and are never presented as our own rating.

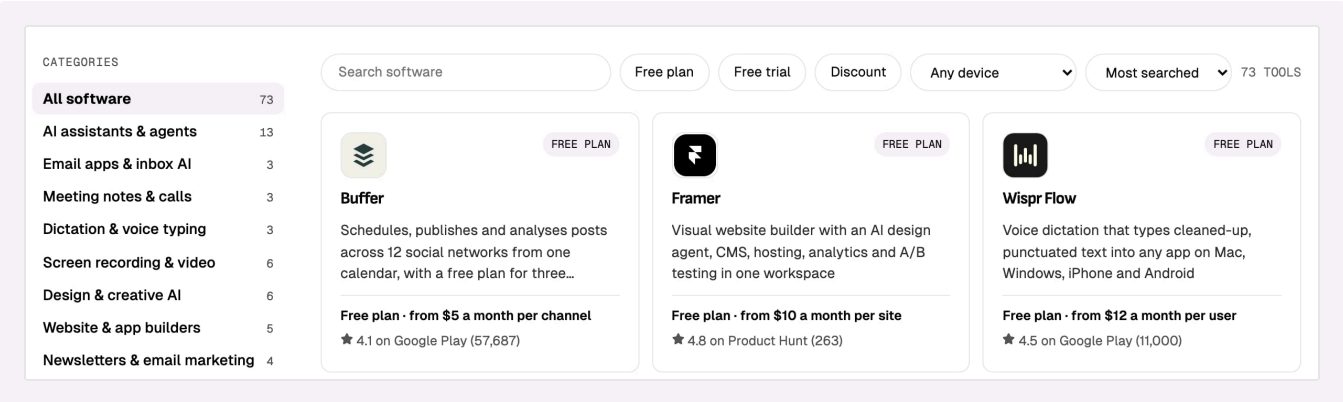


FIGURE 4.7 The software listing: categories, filters for a free plan, trial or discount, and cards with the maker's price and a review score with its count. Captured 12 October 2026.

FOR YOUR BRAND If your software has a partner programme on Awin or Dub, we can build its page from your pricing page and documentation. Email partners@vouchernaut.com with anything we should correct.

12 What's On: events and things to do

Gigs, comedy, theatre, festivals and days out in 86 UK places, from ticket and experience sellers' feeds, with prices that say what they include.



WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/whats-on	WHATS-ON	About 21,000 listings	12 October 2026

Someone looking for something to do this weekend hasn't chosen an event yet, let alone a seller. A listing that leads them to a gig or a tour they hadn't heard of starts the purchase on our page, which makes What's On one of the clearest places to measure what we add.

As of 12 October 2026 it lists 12,018 dated events and 9,073 things to do any day, at 1,992 venues in 86 places, from See Tickets, Theatre Tickets Direct, Viator and Lovetovisit. Each place has a strip of days and categories, the events by day beside a map of their venues, and the tours and days out to book for any day. Every event has its own page with each date, the artist's other places, how to get there and a calendar file. A show on several dates appears once, and commission never changes the order.

Clicks have a channel of their own, whats-on, with the listing they came from, so a ticket seller sees in its traffic report exactly what its events drew, apart from any codes.

A price that says what it includes

Before a seller's prices show, we check on its own pages what they include, and we show them only while its feed is under 36 hours old. A price must include the fees a buyer has to pay⁵⁸: See Tickets' price includes its booking fee, and its order fee of £1.25 to £4 sits beside every price. Football has a rule of its own: we list Scottish domestic matches only, labelled as resale.

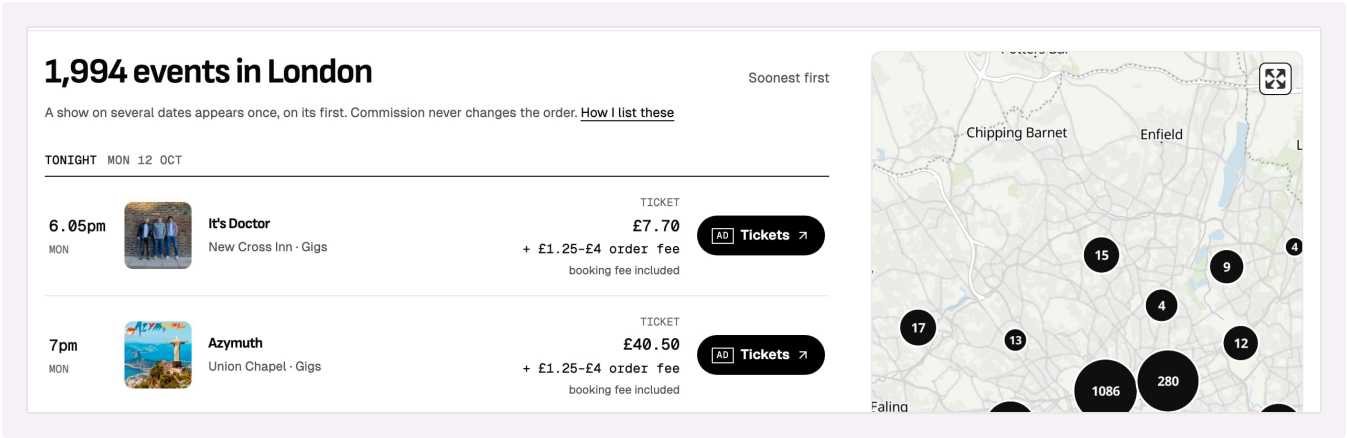


FIGURE 4.8 Tonight's events in one city beside a map of its venues. Each price says what it includes, and every ticket link carries the Ad tag. Captured 12 October 2026.

FOR YOUR BRAND If you sell tickets or experiences on Awin with a product feed, your events can be listed by place and day, under a channel of their own. We check what your prices include before they show.

Guides and reader polls

Long-form guides answer the questions people ask before they've chosen a product or a shop, and reader polls inside them collect answers of our own. Every click from a guide is reported as editorial, with the article named.

01 How a guide is researched and written

02 What a guide can carry: stores, products, phones and maps

03 Reader polls and the 100-answer rule



13 Long-form guides that answer the question first

Buying guides for someone who hasn't chosen yet: what the thing is, why it matters, the short answer, then the detail, with every figure linked to its source.



WHERE

[vouchernaut.com/article/<guide>](#)

IN YOUR REPORT

EDITORIAL

COVERAGE

76 guides in 6 hubs

CHECKED

12 October 2026

A guide starts from a question rather than a store: which letterbox flowers are worth sending, which phone to buy if you want to keep it for years, which coastal walks suit a winter afternoon. As of 12 October 2026 there are 76 published, in six hubs: Life (25), Culture (17), Gaming (16), Tech (12), Music (5) and Food (1).

Each one follows the same process. We measure what people search for and check that no guide of ours already answers it. Then research agents (AI assistants, each briefed on one strand) work in parallel: one reads each shop's own site for range, prices with the date checked, delivery cut-offs and returns terms; one gathers the subject's facts from primary UK sources first; one reads what already ranks and the questions people type. Every source is opened, never taken from a search

snippet, and logged with its publisher and the date checked, in a research ledger that stays private.

The writing has a fixed shape. The first sections take a newcomer from nothing: what the thing is, why it matters now, what it costs over a month or a year. Then comes a bold short answer: what to buy, from whom and roughly what it costs. Headings are the questions people ask, each answered in its first sentence, and every statistic sits beside its source.

A guide never implies we tested, tasted or owned something unless we did. A brand's story is reported as its claim, and other people's experience is attributed to them. The research decides which stores are in, not commission: a shop we can't earn from gets a plain link to its own site.

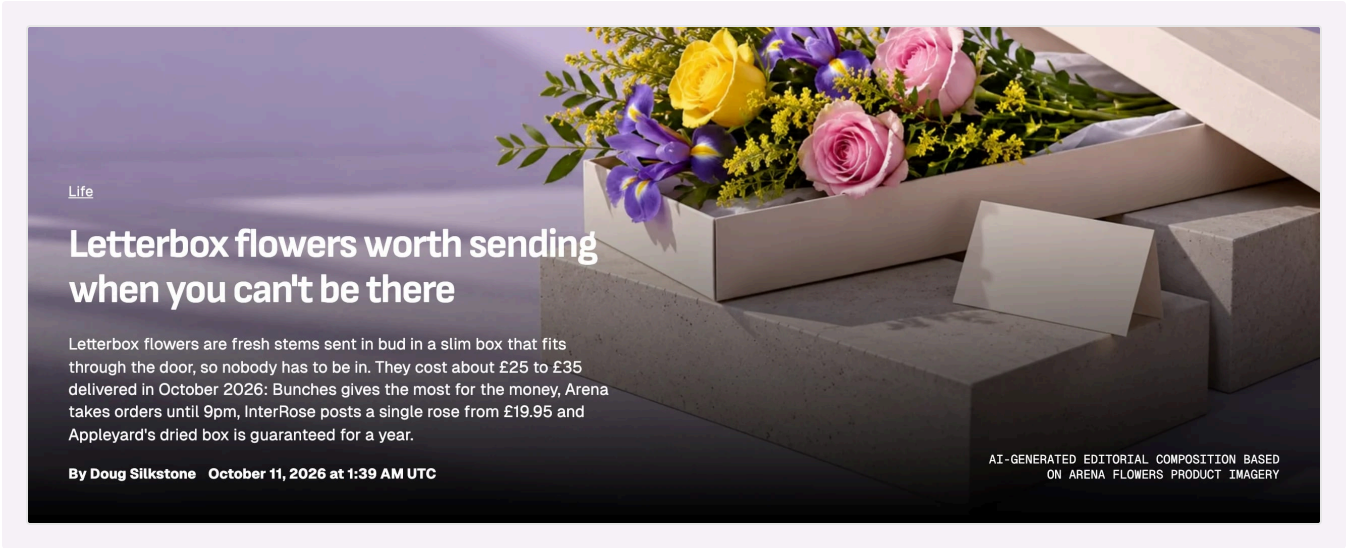


FIGURE 5.1 The top of a guide: its hub, a title tied to the reason for the search, and the answer in the first paragraph, with prices dated. The cover's credit says it is an AI-generated composition based on the florist's product photos. Captured 12 October 2026.

FEATURE 13 · LONG-FORM GUIDES, CONTINUED

What a guide can carry, and how its clicks count

Guides carry live blocks from the rest of the site. Every click that starts in a guide is reported as editorial, with the guide named.

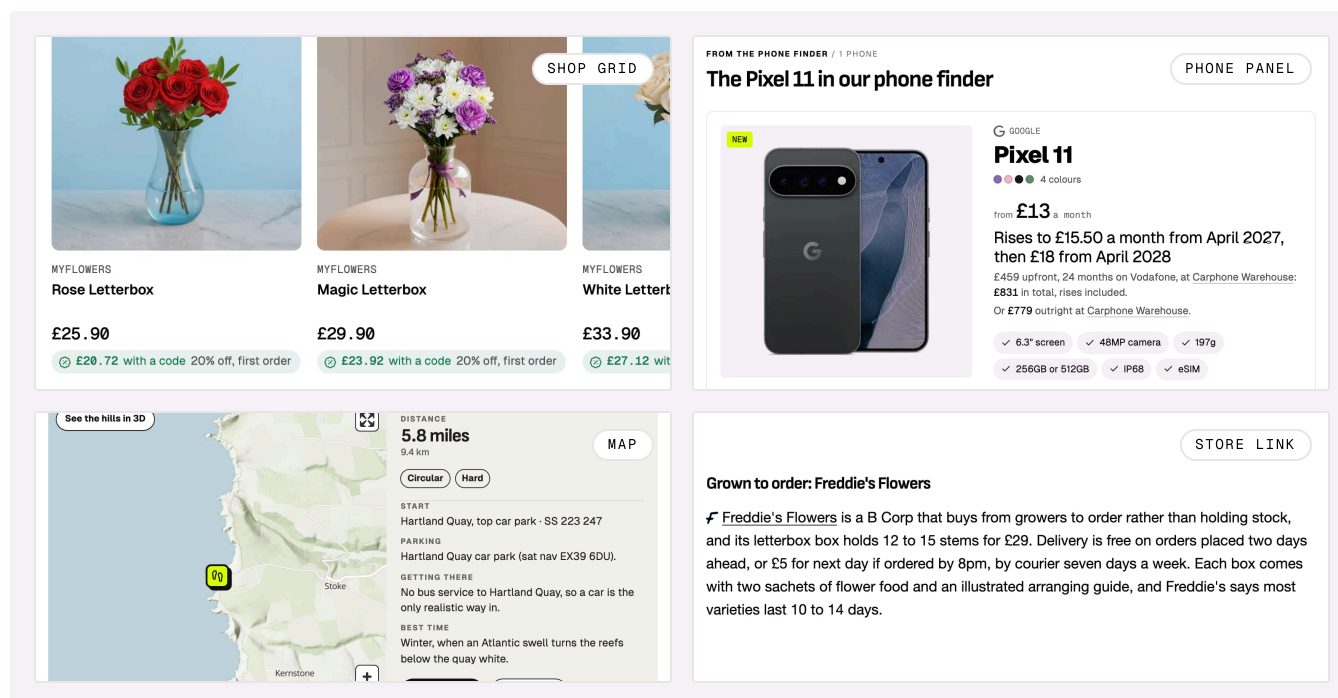


FIGURE 5.2 Blocks inside live guides: products with their price after a code, a phone's lowest plan in full, a walk on a map, and a store named in the copy and linked to its store page. Captured 12 October 2026.

What a guide can carry

Stores a guide names link to their store pages, at the first mention in each section. A shop grid shows up to 12 of our shop's products with the live price and, where we can read it honestly, the price after the store's best working code. A phone panel shows a phone's lowest plan in full; a map shows a walk's start, parking and route. Anything out of stock drops out.

How its clicks count

Any click through a published guide is labelled editorial, whatever it pointed at, so a code or a product reached

from a guide counts there. The guide's short name reaches your landing page in `utm_content`, and your traffic report lists the ten articles with the most sales.

This is where we'd expect sales to be newest: someone asking which letterbox flowers to send hasn't chosen a florist yet. If Sam reads a guide to running shoes for beginners and buys from a running brand they hadn't heard of (illustrative), the sale reports as editorial with that guide named. A holdout measures how many such sales are added, and chapter 9 shows how.

FOR YOUR BRAND Tell partners@vouchernaut.com what a buyer should know (delivery cut-offs, guarantees) and check your product feed reaches us on Awin. Guides choose on merit; the paid route is the article partner space at vouchernaut.com/advertise.

14

Reader polls, quoted only after 100 answers

Short questions inside guides, answered by readers. They give us figures of our own, and fixed rules decide when one can be printed.



WHERE	IN YOUR REPORT	COVERAGE	CHECKED
vouchernaut.com/polls	No clicks of their own	16 polls	12 October 2026

A poll is a question, a line of context and two to ten options, placed where a guide’s reader is making that decision: a guide to letterbox flowers asks what readers most often send flowers for. Readers answer with a tap, then see how everyone else answered. As of 12 October 2026, 16 polls are live.

Each browser answers a poll once, and so does each signed-in member, wherever they are. Answers from one address are capped each hour, a hidden field catches form bots, and options with no natural order are shuffled for each reader, with “Something else” kept last. Answers are anonymous; the address is used only for that cap and deleted after 30 days.

When a figure can be quoted

A guide can quote a poll only once 100 people have answered it, and validation refuses to save one that tries sooner. The figure in the copy stays live, links to the poll’s page and is worded so it never overstates: 32% reads “nearly one in three”. Quotes say “readers” or “people who answered”, never “Brits” or “the UK”, because the people who answer chose to and the results aren’t weighted.

Each poll’s page shows its results, a ready-made citation, the guides that use it, and the totals as a CSV file, marked up as a dataset for search engines.

TWO QUICK QUESTIONS ABOUT SENDING FLOWERS / QUESTION 1 OF 2

What would you most often send flowers by post for

Pick the one that comes up most for you.

A birthday

Sympathy

To say thank you

Thinking of you or get well

Just because

Romance or an anniversary

Answers from11 October 2026

Each could pickOne answer

StatusOpen

Download the results (CSV)

In these stories

[Letterbox flowers worth sending when you can't be there](#)

FIGURE 5.3 Left: the first of two questions in a guide to letterbox flowers. Right: the facts beside a poll on its own page: when answers began, how many options each reader picks, its status, the results as a CSV file and the guide it runs in. Captured 12 October 2026.

FOR YOUR BRAND Polls about your category are public: read them, and cite them with the link on each poll’s page. You can suggest a question to partners@vouchernaut.com; we run one only if it’s neutral and useful to readers, and its results are public like the rest.

NEXT Chapter 6 covers three newer routes to a shop: AI assistants, a browser extension and group cashback.

New ways shoppers reach you

Three newer routes to a shop: AI assistants that read our live codes and deals, a Chrome extension that steps aside for other affiliates, and group cashback that sends a share to a club, school or charity.

01 The connector for AI assistants

02 A browser extension that steps aside

03 Group cashback for clubs, schools and charities



15

The connector for AI assistants

A free, public, read-only server an assistant adds once, so a shopper who asks it for a code gets what we list today.



WHERE	IN YOUR REPORT	WORKS IN	CHECKED
vouchernaut.com/mcp	ASSISTANT	4 assistants, 13 tools	12 October 2026

Without live data, an assistant asked for a discount code can only answer from pages it has read, however old. Coupons.com, a coupon site, reported in a paid press release that when three chatbots were asked for codes at 101 US retailers in August 2026, about one in four of the codes they gave worked at the checkout⁵⁹.

MCP, the Model Context Protocol, is the open standard assistants use to call outside tools. Ours is what we believe is the UK’s first MCP connector for discount codes. As of 12 October 2026 it works as a custom connector in ChatGPT, Claude, Grok and Perplexity (Pro or Max); it is in review for Claude’s directory, and we’ve applied to Meta for Muse and Meta AI.

Its 13 tools read the same public pages the site does, so answers match the site: a store’s live codes with their terms, end date and shopper reports; products with

price history; phone and SIM-only deals with the whole contract cost; What’s On; airport parking; software; and poll results.

Every item carries our link and a one-line disclosure, never a bare shop address for something we earn on. The click is labelled assistant: your landing page gets `utm_campaign=assistant`, and your traffic report shows it under that channel. A code handed to an assistant counts as a reveal, as on a store page.

Checkout inside an assistant hasn’t reached the UK: Google says checkout in AI Mode and Gemini will reach the UK “later”⁶⁰, and OpenAI scaled back ChatGPT’s Instant Checkout in March 2026⁶¹. Today an assistant hands the shopper a link, and for the codes and deals we list, that link is ours.

Which shop are you buying from?

MyFlowers

YOUR PROMPT

Find me a discount code for MyFlowers that works today, using Vouchernaut (https://vouchernaut.com/mcp). If you can't use Vouchernaut yet, walk me through adding it as a connector, then try again.

Copy this prompt

Paste it into ChatGPT, Claude, Grok or Perplexity. If it isn't connected yet, it walks you through it.

TOOL · GET_STORE_OFFERS

Codes and deals ready

A running brand · 1 code, 2 deals

15% off full-price running shoes

RUN15 ends 2026-10-25 shoppers: 7 worked, 2 failed

vouchernaut.com/out/4821?offer=9137&via=mcp&at=get-store-offers

Vouchernaut may earn commission if you buy through this link. It never changes what we list or the order.

YOUR LANDING PAGE

YOUR TRAFFIC REPORT

utm_campaign=assistant

AI assistants

FIGURE 6.1 Left: the prompt a shopper copies from `vouchernaut.com/mcp`, captured 12 October 2026. Right: one code as the tool returns it, and where its click shows; recreated, with an illustrative store, code, counts and ids.

FOR YOUR BRAND Nothing to set up: your store page’s codes reach connected assistants, so keep their terms accurate in Awinq.

16 A browser extension that steps aside

A Chrome extension that puts our checked codes beside a shop's promo box, and stands down for the session when another affiliate sent the shopper there.

WHERE	IN YOUR REPORT	COVERAGE	CHECKED
Chrome Web Store	EXTENSION	Our published stores	12 October 2026

The extension matches shops on the shopper's own device against our list of published stores; sites that aren't on it never reach us. On a matching shop it slides in once a visit with the store's codes and deals, and at the basket it puts them beside the promo box: the shopper fills one in, presses Apply and tells us whether it worked. Signed-in members can activate cashback at the checkout. On Google, Bing and DuckDuckGo it marks a matching shop's result with its code count, linking to our store page.

When it stands down

If the page loaded with one of 14 networks' click parameters, or came from one of 25 affiliate network addresses, it stands down for that store for the rest of the browser session: no slide-in, no checkout prompt, no activation. It tells the shopper another site sent

them, and that the codes still work. Only the shopper pressing Activate lifts it.

The click it does make

Outside a stand-down, copying or trying a code is also a click for us: it opens our link for that store in a tab that closes once it lands back on the shop. That click comes at the checkout, after a shopper's action, so it carries its own label, extension, for you to judge and pay as you see fit. Stores whose brands refuse code and cashback sites are left out altogether.

Since 10 June 2025 Chrome's Web Store has required extensions to disclose their affiliate programme and add a link or code only after a related user action⁶². Awin's code asks extensions to spot another publisher's referral and leave its tracking alone⁶³; our check covers Awin's awc click id and its awin1.com redirects.

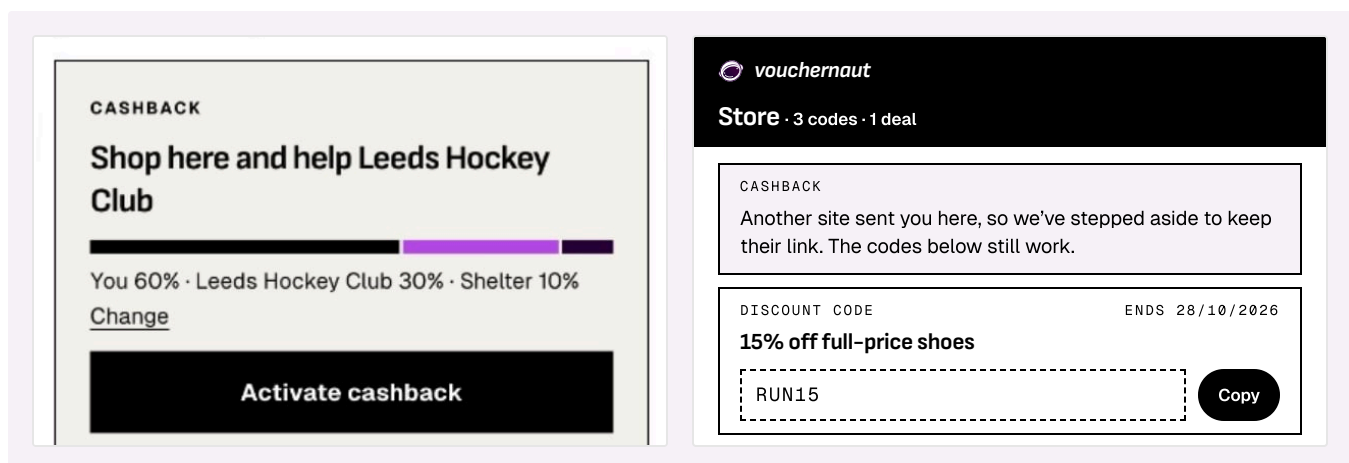


FIGURE 6.2 Left: the cashback box, from the extension's Chrome Web Store artwork (an example shop), captured 12 October 2026. Right: the same panel standing down, with no Activate button; recreated, with an illustrative store and code and the extension's own message.

FOR YOUR BRAND Extension sales arrive labelled extension in your traffic report and your landing page's utm_campaign. To pay them differently, ask your Awin account manager how, or tell partners@vouchernaut.com.

17 Group cashback for clubs, schools and charities

Members send a share of their cashback to a group they belong to. Each supporter picks their share, it costs them nothing extra, and the shop pays its normal commission.



WHERE	IN YOUR REPORT	STATUS	CHECKED
vouchernaut.com/group-cashback	The channel each click used	Live for shoppers	12 October 2026

Cashback on Vouchernaut is a share of the commission a shop pays us, passed to a signed-in member once the shop confirms the order. Group cashback lets members send part of theirs to a club, school or charity. An organiser sets up the group with its name, what it’s raising for and the share it asks supporters for, if any, and it gets a page of its own at [vouchernaut.com/for/<name>](#).

A supporter joins with one tap and picks their own share, which they can change at any time for future orders. They then shop as usual, through our site or the extension, and each order’s cashback is split: part to

them, part to the group. It costs them nothing extra. The group’s wallet keeps cashback still waiting on the shop apart from money that’s confirmed.

The page is made to be passed round: a WhatsApp button, a link to copy and a printable QR poster for a noticeboard or clubhouse. Organisers get a weekly email of new supporters and cashback, sent only when something happened. A page our editors verify as the organisation’s official one shows a tick, and a registered charity’s page also shows its charity badge. Only verified pages appear in search engines.

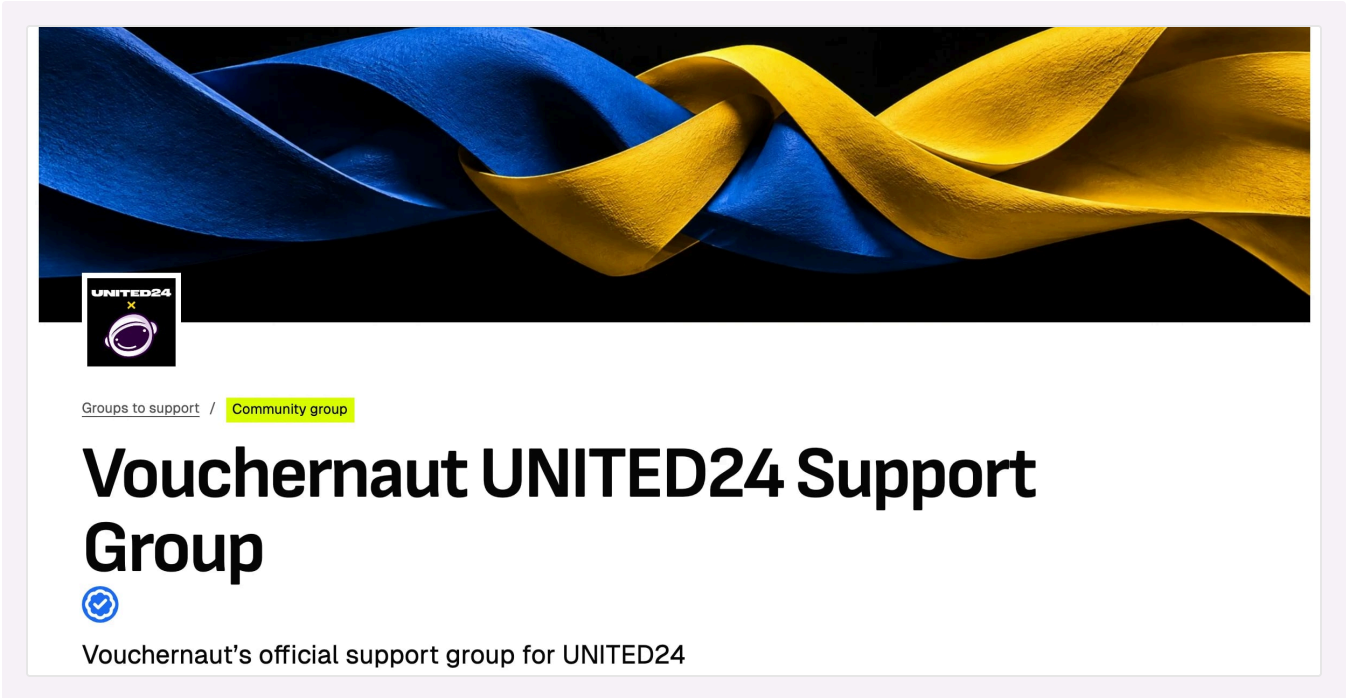


FIGURE 6.3 The top of a verified group page: its cover, logo and kind of group, the blue tick our editors give an official page, and the line the group writes about itself. This is our own group page for UNITED24. Captured 12 October 2026.

— FEATURE 17 · GROUP CASHBACK, CONTINUED

How groups are kept safe, and what they mean for a brand

Money raised for a cause needs more checks than cashback one person keeps. For a brand, nothing about the commission changes.

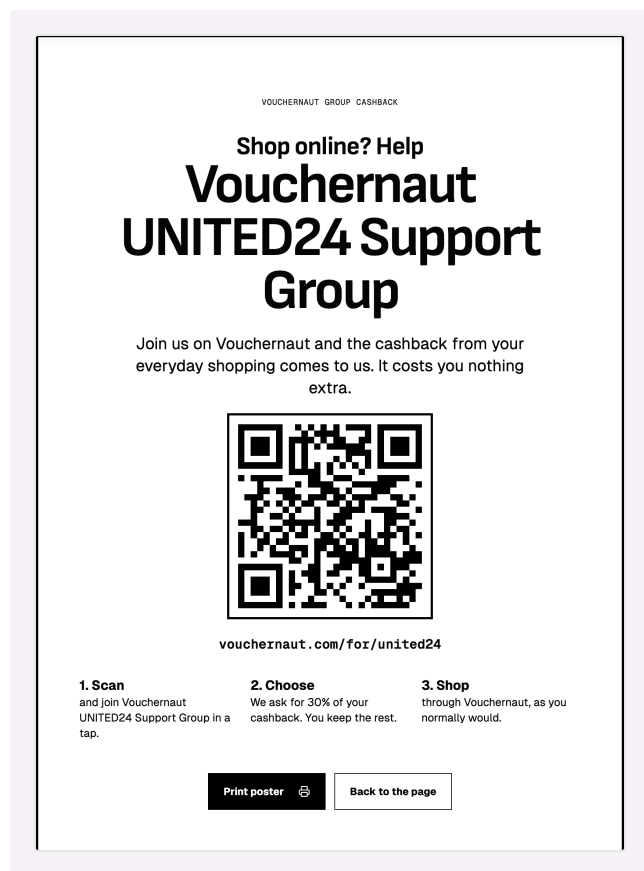


FIGURE 6.4 The QR poster every group page can print, with the page's address and the share it asks for. Captured 12 October 2026.

Keeping groups safe

Organisers accept the group terms when they create a group, publish its page or ask for a payout, and need a confirmed email address. Group names, page wording and bank account names are screened, and wording can be refused or held for review. Three separate reports in a week hold a page; a held group can't be paid, and a frozen one can't take new members. Every payout needs a second organiser to approve it, and a group's first payout waits for one of our editors.

What it means for your brand

You pay your normal Awin commission; the group's share comes out of ours. Group cashback gives people a reason to shop through a link that has nothing to do with a code: supporting something they belong to. It reaches shoppers through the clubs, schools and charities they belong to. Their clicks report under the channel they used, so there's no separate group line in your report. Group cashback runs on vouchernaut.com and in our extension; next, it comes to brands' own checkouts.

The bit I'm proudest of is group cashback.

DOUG SILKSTONE, LINKEDIN, 2026

FOR YOUR BRAND We'll feature stores to groups at no charge: tell partners@vouchernaut.com if you'd like yours shown.

NEXT Part three explains how we work with brands, starting with the rules we keep and where each one is enforced.

The rules we keep

The rules behind every click we send: when we step aside for another partner, which codes and price claims we show, how ads are labelled, how we handle email consent, and when a click counts at all.

01 When we step aside, and the codes we run

02 Price claims, ad labels and email consent

03 When a click counts, and every rule in one table



— THE EXTENSION

When we step aside

Our Chrome extension goes quiet on a store when another affiliate sent the shopper there, so that partner keeps the sale: how it tells, what it stops, and the click it does send.

An extension sits on the shopper's screen at the check-out, so it can add its own affiliate click at the last step and take the credit for a sale another partner earned. Two sets of rules now limit that.

The Chrome Web Store's affiliate policy, enforced since 10 June 2025, allows an affiliate link, code or cookie only after a related action by the user, for a direct benefit to them, with the programme disclosed⁶². Awin's publisher code asks extensions to stand down when another Awin publisher referred the shopper: no overlays or pop-ups, and that tracking left alone. Its signals are afsrc=1, Awin's redirect, or awc or awin on the landing page⁶³.

How it tells

When a store we list loads, the extension checks the landing address for 14 click parameters that networks add, Awin's awc among them, and the page the shopper came from against 25 networks' redirect hosts. Either

means another affiliate sent the shopper. A landing tagged utm_source=vouchernaut, or one within two minutes of the shopper activating with us, is ours.

What it stops doing

For that store, until the browser session ends, the extension shows no slide-in, checkout prompt, verified offers or cashback, and tells the shopper why. Copying a code then sends no click of ours, and the other partner's link stays in place.

The click it does send

Otherwise, copying or trying a code sends our affiliate click, through a background tab that closes once it lands back on the store. It follows the shopper's own action and is labelled **EXTENSION** in the landing page's utm_campaign and in your traffic report, so you see it apart from every other click and can agree a different rate for it with us; ask your Awin account manager how to set that up.

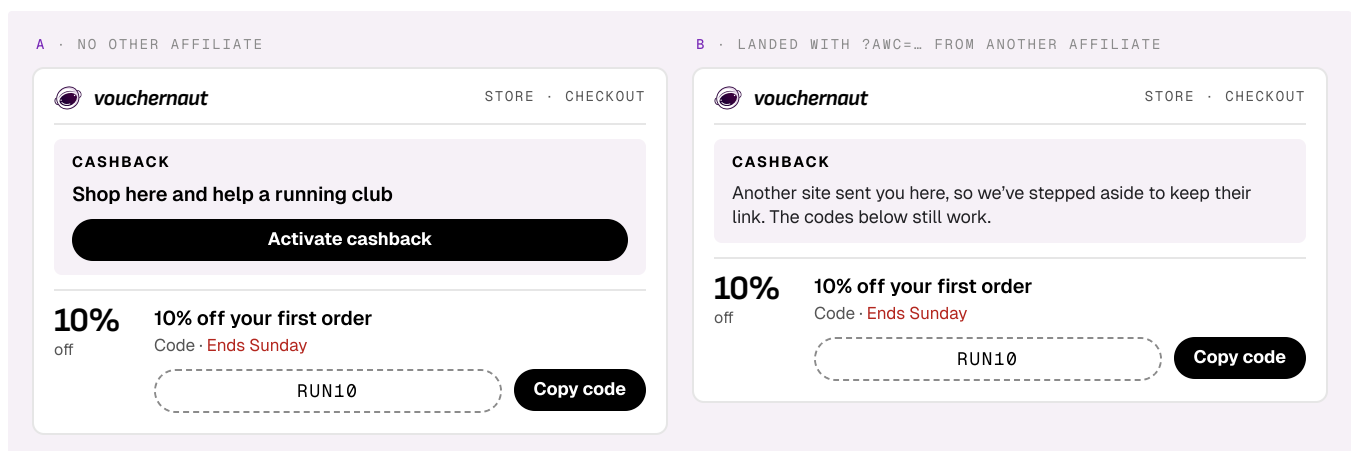


FIGURE 7.1 The extension's panel at a checkout, recreated (store, code and dates illustrative). In A, Activate cashback and Copy code each send our click, labelled extension. In B, another affiliate sent the shopper, and copying the code sends nothing of ours.

CODES AND DEALS

Codes we're allowed to run

Codes come from the network, or from members once an editor approves them, and leave at expiry, when unconfirmed, or when taken down.

Codes and deals reach us every hour from Awin, from the promotions a brand shares with its publishers, and most go live as they arrive. Deals that state no saving, or whose description names a different product from their landing page, wait for an editor. An approval stays; an editor's rejection sticks however often the feed sends the offer again.

An offer shows only while it is live: started, unexpired, approved and confirmed by its feed in the last seven days, and only on store pages we've published. At expiry it leaves the page and its link stops working.

What shoppers tell us

Every code asks "Did it work?". Each device counts once a day, a success rate shows from three answers in 30 days, and failing codes sink. Five or more reports in a week with under 30% saying it worked sends the code to an editor. The ASA treats a code shoppers can't redeem as a promotion not run fairly, even when the fault is technical⁶⁴. Only a code an editor has tried at the checkout says "Tested by the Vouchernaut desk", for 14 days.

Against the IAB UK voucher code

The IAB UK's code of conduct for vouchers is a condition of joining the networks that enforce it, Awin among them⁶⁵. What it asks of a page like ours, and how ours meet it on 12 October 2026:

THE CODE ASKS	ON OUR PAGES
Expiry dates shown clearly	An end date on every row
Expired codes removed, or plainly marked	Off the page at expiry; the link stops working
Codes, deals and sales told apart	Each row says Code or Deal; lists filter by each
A click gives a valid code	The code shows on the click; codes reported failing go to an editor
Codes posted by users moderated	An editor approves every member's code
Stop at once when the advertiser asks	Rejections stick; blocked and content-only stores

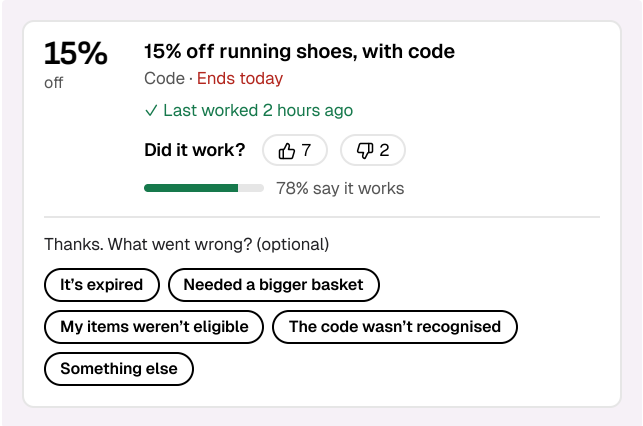


FIGURE 7.2 A code on a store page with its shopper reports, recreated; the offer and figures are illustrative. A thumbs down asks what went wrong.

When you don't want codes listed

Blocking a store hides its codes and deals; the page and its links stay. Content-only, live since 11 October 2026, is for brands that don't work with code or cash-back sites: no codes, deals or cashback, no extension, and a page that says the brand issues no codes. Ask partners@vouchernaut.com for either, or flag any offer with "Something wrong?" in the console.

— PRICES AND ADS

Price claims we can back

We say a price dropped only when our own price history shows it.

Since 6 April 2025 the CMA can enforce consumer law itself, with fines of up to £300,000 or 10% of turnover, whichever is higher⁶⁶. The ASA holds deals sites to the same test: in July 2025 it ruled a Wowcher “SAVE 55%” misleading, as Wowcher had no evidence the crossed-out £64.99 was the usual price⁵⁶.

The trading standards pricing guidance, revised in April 2026, sets no fixed period, but favours a recent higher price that ran for longer than the discount⁵⁵. Our 28 days is a line we set ourselves. A feed’s RRP tells us what a store calls its full price, not what it usually charges, so we call it the full price and never the usual one.

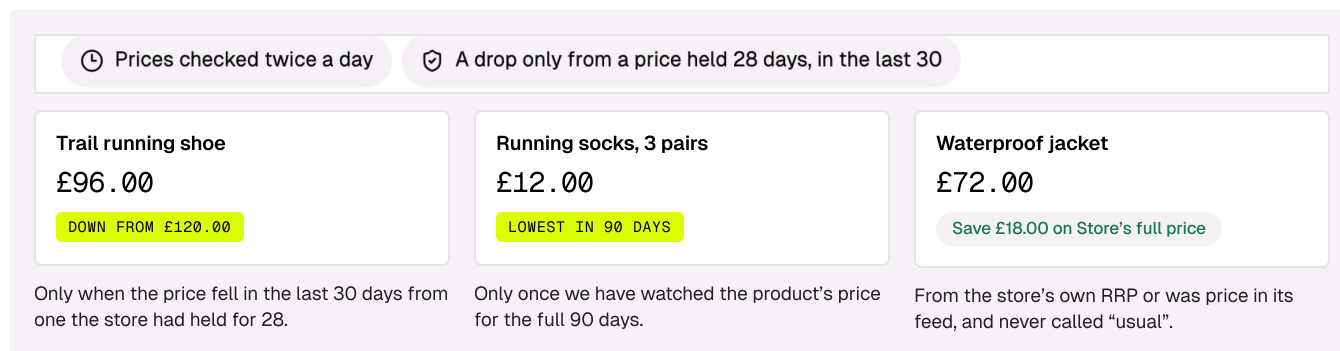


FIGURE 7.3 Top: the rule as vouchernaut.com/price-drops states it, captured 12 October 2026. Below: the three claims a product can carry, recreated with illustrative prices. Price-watch emails need a fall of 5% and £1 from the price when watching began.

Ads are labelled

CAP’s guidance says affiliate offers on deals sites should be obviously identifiable as ads; a note in About Us or the terms is not enough⁶⁷. The ASA’s 2020 ruling on HotUKDeals asked for a label such as “#ad” beside affiliate links⁶⁸.

Tracked links in the shop, comparison tools, What’s On, hubs and emails carry an Ad tag and are marked `rel=“sponsored”`. Paid spaces say “Sponsored” and name the partner; paid promotion passed off as editorial is banned outright⁴⁹.

The Visit button on every store page carries the tag too, and each store page says under its byline that we may earn a commission through links marked Ad.

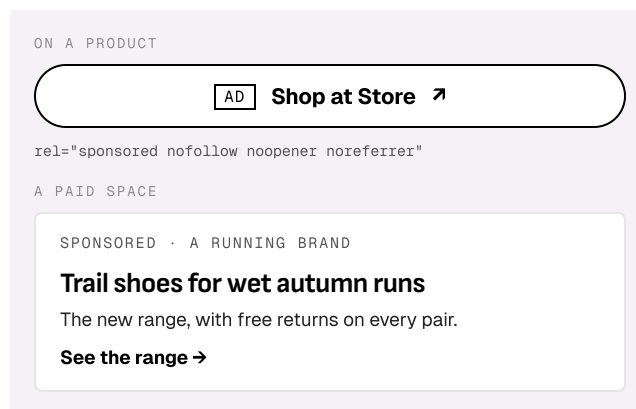


FIGURE 7.4 The Ad tag on a product’s Shop button and the label on a booked space, recreated; the brand and copy are illustrative.

— EMAIL AND CLICKS

Email and data

Consent first, one deals email a day at most, no link naming a reader.

A deals email is about other companies' products, so it needs consent. The soft opt-in that lets a business email its own customers “only covers your own similar products and services”, the ICO says, and can't carry messages about other organisations⁵³. Since 5 February 2026, a breach of the email rules can cost the higher of £17.5m or 4% of worldwide turnover⁶⁹.

So nobody gets a deals email from us without ticking an unticked box. Signing up without an account sends a link to confirm the address first. The law doesn't require that second step, but the ICO asks for a record of who consented, when and how⁵³, and confirming proves the address belongs to whoever ticked. We keep the exact words of every box ticked.

Deal alerts have a box of their own, and however schedules overlap, nobody gets more than one deals email a day. Every deals email has one-click unsubscribe and a pause, addresses that bounce or complain are suppressed, and no link in an email names the reader.

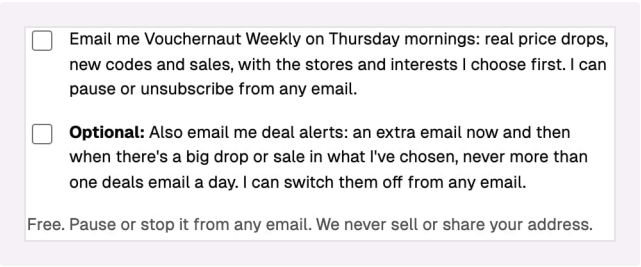


FIGURE 7.5 The two boxes on vouchernaut.com/weekly, unticked until the shopper ticks them. Captured 12 October 2026.

A click is only recorded when a shopper clicks

Every affiliate click we send leaves through one redirect on our server, /out, which records it and passes the shopper on. Only a person's browser opening the link counts. A browser fetching it in the background, which says so in a prefetch header, gets an empty answer: nothing recorded, no redirect.

Nothing on our pages opens an affiliate link by itself; every click follows a shopper pressing something. Revealing a code shows it and opens the store in a new tab on that click; a brand can ask for codes to reveal with nothing opening at all. Awin's code allows tracking only where the shopper voluntarily and intentionally interacted with the link⁶³.

WHAT HAPPENS	WHAT REACHES /OUT	WHAT /OUT DOES	
A shopper presses Reveal code	GET /out/1234	Records the click and its channel; on to the network	
 vouchernaut The browser prefetches the link	Sec-Purpose: prefetch	Answers 204, empty: nothing recorded, no redirect	46 / 66
A search engine finds the link	Nothing: robots.txt closes /out/	Not crawled; links are nofollow, answers noindex	

— AT A GLANCE

Every rule in one table

Each rule, where you'll see it, and when it took its present form.

THE RULE	WHERE YOU'LL SEE IT	SINCE
The extension stands down when another affiliate referred the shopper	The extension, on every store we list	23 Sep 2026
Extension clicks follow only a shopper's press, copy or try, and are labelled extension	The extension; your traffic report	11 Oct 2026
Deals that state no saving, or name another product, wait for an editor; rejections stick	Store pages	25 Sep 2026
An offer shows only while unexpired and confirmed by its feed within seven days	Store pages, the extension	23 Sep 2026
"Did it work?" on every code; failing codes, and codes members share, go to an editor	Store pages, the extension	23 Sep 2026
A blocked store shows no codes or deals	Store pages	22 Sep 2026
A content-only store has no codes, deals or cashback, and the extension leaves it out	Store pages, the extension	11 Oct 2026
"Down from" only from a price held 28 days; "Lowest in 90 days" only after 90 days watched	Shop, product pages, /price-drops	11 Oct 2026
A store's RRP is its "full price", never its "usual" price	Product pages and drawers	9 Oct 2026
An Ad tag on tracked links, which are marked rel="sponsored"	Shop, comparison tools, What's On, hubs, emails	10 Oct 2026
"Sponsored" and the partner's name on every paid space	Homepage, articles, categories, sale hubs	22 Sep 2026
Deals emails need a ticked box and a confirmed address, keep the box's words, come at most once a day and never name the reader	The Weekly and deal alerts	11 Oct 2026
Prefetches record nothing, and /out is closed to crawlers	Every tracked link	11 Oct 2026

Dates are when each rule reached its present form in our code history, which starts on 22 September 2026; a rule dated then may be older.

WHAT WE'D DO THIS WEEK

- Read what your programme terms say about code sites and extensions, and tell partners@vouchernaut.com anything we should list differently.
- If you'd pay extension or store-page code clicks at a different rate, agree it with us: the channel reaches your site in `utm_campaign` and shows in your traffic report. Your Awin account manager can advise how to set the rate.
- Claim your store page at brands.vouchernaut.com to see that report and flag offers, or ask for a content-only page if you don't want codes listed.

Chapter 8 turns from our site to yours: the console's tools for verified offers, placements and an offer hub on your own domain.

Tools for your own site

The console at brands.vouchernaut.com runs tools on your own site: verified offers for groups such as students and NHS staff, placements and an offer hub to show them, a Shopify app, and reports that follow each offer to the order.

01 Verified offers, placements and an offer hub

02 The Shopify app, orders and reports

03 Plans, and how to start one



18 Verified offers on your own site

A script for your site that lets shoppers prove they belong to a group, such as students or NHS staff, and gives them the offer you've made for that group without leaving your page.

WHERE	IN YOUR REPORT	CHECKS	CHECKED
brands.vouchernaut.com	Console > Reports	Six-digit email code	12 October 2026

Vouchernaut for Brands is the console at brands.vouchernaut.com, and its first tool puts a group offer on your own site: 10% off for students, say, or 15% for NHS staff. A shopper proves they belong to the group in a small window on your page and gets the offer straight away. You choose the groups, the reward, where it shows and how many can claim it.

You add one script tag to your site, directly or through Google Tag Manager, with your publishable key:

```
<script async
src="https://vouchernaut.com/embed/v1/widget.js"
data-key="vn_pk_test_..."></script>
<vouchernaut-button></vouchernaut-button>
```

The `<vouchernaut-button>` element opens the check wherever you place it; `<vouchernaut-verify>` shows it inline instead. You start with a test key, so nothing is public until you switch to a live one, which needs a verified store claim and the brand terms accepted by your account's owner.

The check

In the window, the shopper picks their group and types a work or university address. We send a six-digit code to that inbox, and typing it back proves they can read it. The proof is reused when they come back to your site, and on other brands' sites only if the shopper agrees. Placements decide where the button and messages appear (feature 19).

Campaigns

A campaign sets who and what: the groups it's for, the reward, the countries it runs in, caps on how many rewards it gives, and a limit for each shopper. Rewards can be a shared code, unique codes or a link that applies the discount, described overleaf.

WHAT WE'D DO FIRST

Pick the group that matters most to your customers and check it verifies by email (overleaf). Start with a shared code; move to unique codes if it gets passed around.

HOW IT WORKS

Live on your site in three steps

1

Add your site

Paste one script tag into your site, directly or through Google Tag Manager. You start with a test key, so nothing is public until you choose.

2

Choose who and what

Pick the groups you want to reward, the discount they get and where it shows: a floating button, a popup or a line by the price.

3

Shoppers verify and buy

They prove who they are without leaving your site and get your code. Your reports follow every step, from the first view to the order.

FIGURE 8.1 How brands.vouchernaut.com describes the set-up. Captured 12 October 2026.

FEATURE 18 · VERIFIED OFFERS, CONTINUED

Who can verify, and what they get

The groups that verify by email, the four kinds of reward, and test mode, where every step can be tried before anything is public.

The figure illustrates a four-step verification process on a brand's site. Each step is shown in a separate card with a title, a checkbox for 'A running brand', and a 'Continue' or 'Send code' button.

- Step 1: GROUP** - Title: 'Which group are you in?'. Options: Student (selected), NHS staff, Teacher, Armed forces. Button: Continue.
- Step 2: ADDRESS** - Title: 'Your university email'. Input: name@uni.ac.uk. Note: 'We'll send a six-digit code to check you can read this inbox.' Button: Send code.
- Step 3: CODE** - Title: 'Enter the code we sent'. Input: 4 8 2 9 1 3. Note: 'Sent to name@uni.ac.uk'. Button: Verify.
- Step 4: REWARD** - Title: '10% off for students'. Status: 'You're verified'. Code: STU-7KQ2. Button: Copy code.

FIGURE 8.2 The verify window on a brand's site, redrawn in four steps with illustrative details: the group, a university address, the six-digit code, then a unique code for this shopper.

Who can verify

Email-code verification is live for every group whose members have a work or university address that proves it: students on .ac.uk, teachers on .sch.uk, NHS staff on nhs.net, .nhs.uk, nhs.scot and .hscni.net, police on .police.uk and police.scot, armed forces on .mod.uk, government staff on .gov.uk, and your own staff on your own domain. The check takes about a minute and never leaves your page.

Test mode

Test mode never touches real codes: unique codes come out as TEST-..., shared ones as TEST-SHARED, and every group runs against a stand-in, so you can build and try a whole campaign before anything is public. Test inboxes on example domains pass with the code 000000.

Four kinds of reward

A shared code. One code for everyone in the group, such as STUDENT10.

Unique codes. One code per shopper, from a pool you upload; a webhook can tell you when it runs low.

A codeless link. No code to copy: a link, valid for 15 minutes and only to your own shop, that applies the discount there.

A gated link. A page on your site with a signed token your server checks, for discounts you'd rather apply yourself.

Shoppers can export or erase their verification data at vouchernaut.com/privacy/verification, and you can do the same for a shopper from the console.

NEXT Document and ID checks, for groups such as veterans and over 60s.

FOR YOUR BRAND Start with a test key: add the script to a staging page, make a student campaign and try it with a test inbox. Email partners@vouchernaut.com and we'll help set up the first one.

19 Placements

Five ways to show a verified offer on your site, each following rules you set for pages, devices, baskets and timing, built and previewed in the console.

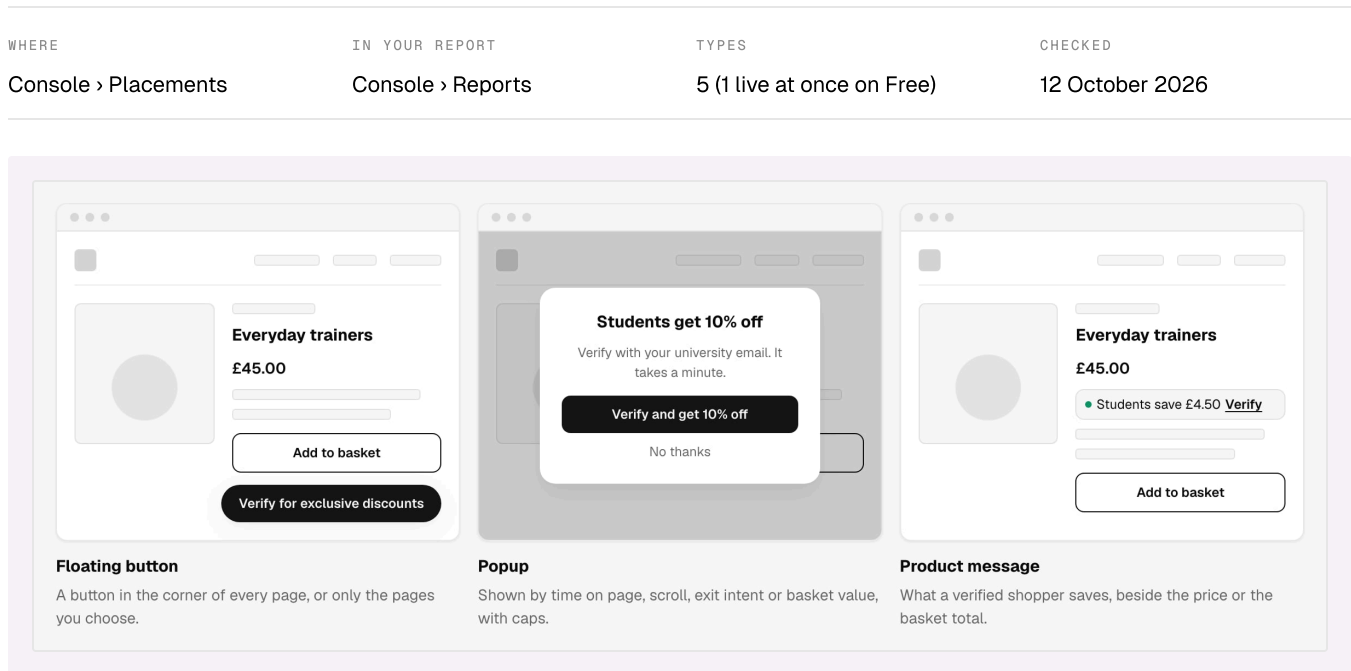


FIGURE 8.3 Three of the five placements as brands.vouchernaut.com shows them: a floating button, a popup and a product message. Captured 12 October 2026.

A placement is where your offer appears. There are five: a floating button in a corner of every page, or of the pages you choose; a popup; an inline banner after an element on the page you name; a product message beside the price; and a basket message by the total. Each takes your site's font and colours and opens the same verify window.

Rules decide when each one shows. A popup can wait for time on the page, a scroll depth, the pointer leaving the window (desktop only) or a basket value, with caps on how often one shopper sees it in a session or a day. Any placement can be limited by page, device, country, new or returning visitor, products on the campaign's list, shoppers already verified, and a schedule of dates,

weekdays and hours. Rules about whether a shopper is signed in or subscribed work only when your shop tells the script; otherwise they never match.

Product and basket messages need to know what's on the page. Your shop passes that with two calls, `setProduct` and `setCart`, or through the Google Analytics 4 events many shops already send; a `<vouchernaut-slot>` element marks where a product message goes.

The builder previews a draft as you edit it, and "Preview on my site" opens your own page with a 15-minute preview link, so you see a placement in place before any shopper does. Impressions, clicks and dismissals feed your reports.

FOR YOUR BRAND Start with one placement where the decision is made, usually the product message, and add a popup only with a cap. On the Free plan one type can be live at a time; paid plans have all five.

20 An offer hub on your domain

A page on your own site that lists your verified offers with the guide and questions you write, served as finished HTML that search engines can read.



WHERE

Console > Hub

IN YOUR REPORT

BRAND

MARKUP

FAQPage, OfferCatalog

CHECKED

12 October 2026

Shoppers search for a shop's name with "student discount" and land on whichever page ranks, often not the shop's own. An offer hub gives you that page on your own domain, at an address such as `yourshop.co.uk/student-discount`: every live offer you run for each group, with an introduction, a short guide and questions and answers, in the order you choose.

You write it in the console. Your server then includes it: a request to our hub address with your publishable key returns the live hub as HTML, with `FAQPage` and `OfferCatalog` structured data, so search engines read the offers and questions as part of your page. The script then makes it work in place. If you can't include it on the

server, a `<vouchernaut-hub>` element draws it in the browser instead, which search engines may not read. A saved change reaches the hub within a few minutes.

A hub can also list your store's network codes and deals from our store page, if you switch that on; it's off by default. Those open through our link, and their clicks reach your traffic report under the brand channel.

We also keep a hosted copy at `vouchernaut.com/hub/` followed by your brand's name, which your site can frame. Give your own page as the canonical address and the copy points search engines to yours and stays out of our sitemap.

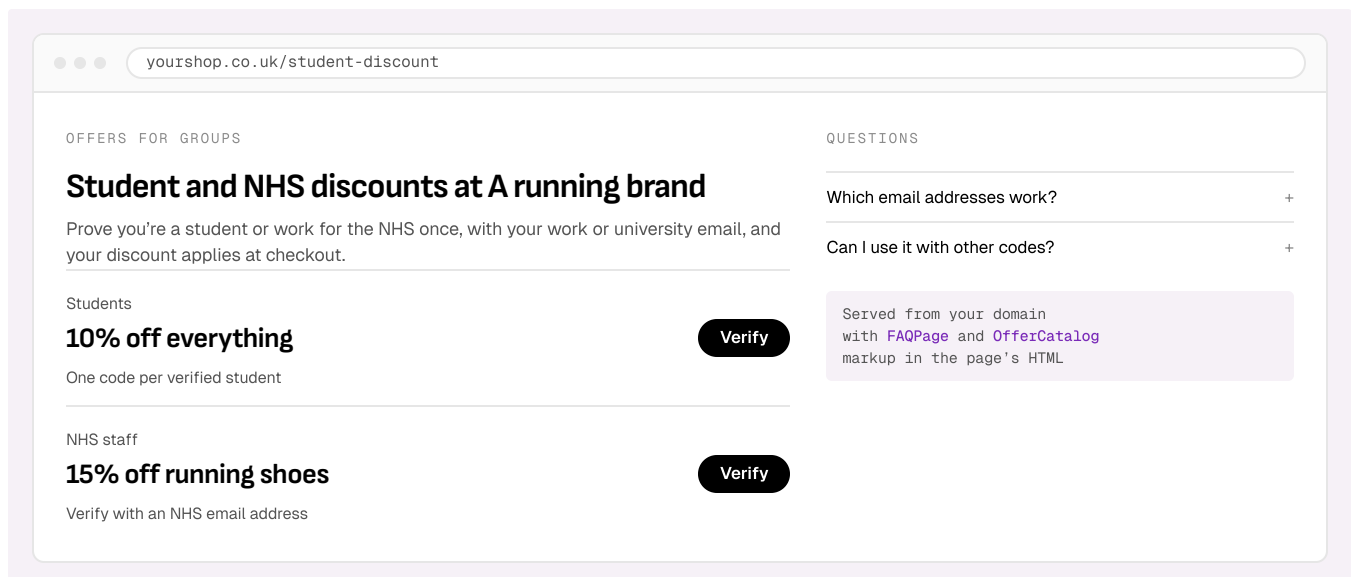


FIGURE 8.4 An offer hub on a brand's own domain, redrawn with illustrative offers and questions.

FOR YOUR BRAND If shoppers already search for your name with "student discount" or "NHS discount", a hub is the page to give them. It reads your live campaigns, so it changes when they do.

21The Shopify app

A Shopify app that sets up a working student offer, its placements and an offer hub in test mode as soon as it's installed, and makes the matching Shopify discount.

WHERE	IN YOUR REPORT	INSTALL	CHECKED
Your Shopify admin	Console > Reports	Link from partners@	12 October 2026

On Shopify, most of the set-up in this chapter is done for you. Installing the Vouchernaut app links your shop to a brand in the console, making one if there isn't one yet, with a draft store page and your shop's email invited as owner. It then makes a starter offer, 10% off for students with a generated shared code, in your shop's country if students can be verified there and in the UK if not. It turns on the offer's placements and an offer hub in test mode, and creates the matching Shopify discount.

The app's home in your Shopify admin is a checklist in three parts (Figure 8.5), and it ticks itself: the app reads your theme to see whether the embed and the product message are switched on, and ticks the checkout step once the checkout extension has asked for its message.

The app embed, switched on in your theme editor, loads the script with your key. Theme blocks put a product message and your hub on any template, and a checkout extension shows the offer's message at checkout. Switching to live, once your brand's owner has accepted the brand terms, copies the test placements and hub to live mode.

Orders and refunds come from Shopify to our orders API, so your reports follow each code to a sale without a pixel (feature 22), and every shared code your campaigns hand out gets its own Shopify discount. The secret key the app uses never leaves its server, and it's stored encrypted, as are Shopify's access tokens.

To install it, email partners@vouchernaut.com and we'll send you the install link for your shop.

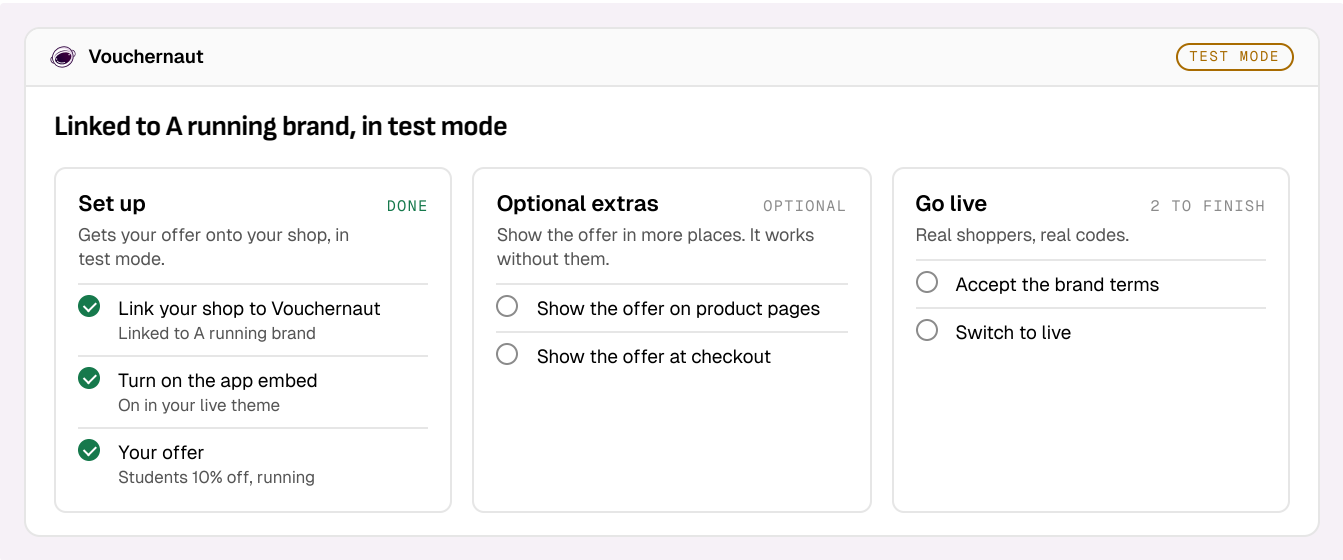


FIGURE 8.5 The app's home in the Shopify admin just after installing, redrawn with the app's own step names and an illustrative brand.

FOR YOUR BRAND On Shopify, the app is the quickest way to see a verified offer on your own product pages: install it, look at the test offer, then decide whether to go live.

22 Orders and reports

How orders reach us, how each is matched to the offer behind it and to the Awin sale, and the reports that follow a shopper from the first view to the order.

WHERE	ORDERS FROM	REFRESHED	CHECKED
Console > Orders, Reports	Pixel, API or Shopify	Every 10 minutes	12 October 2026

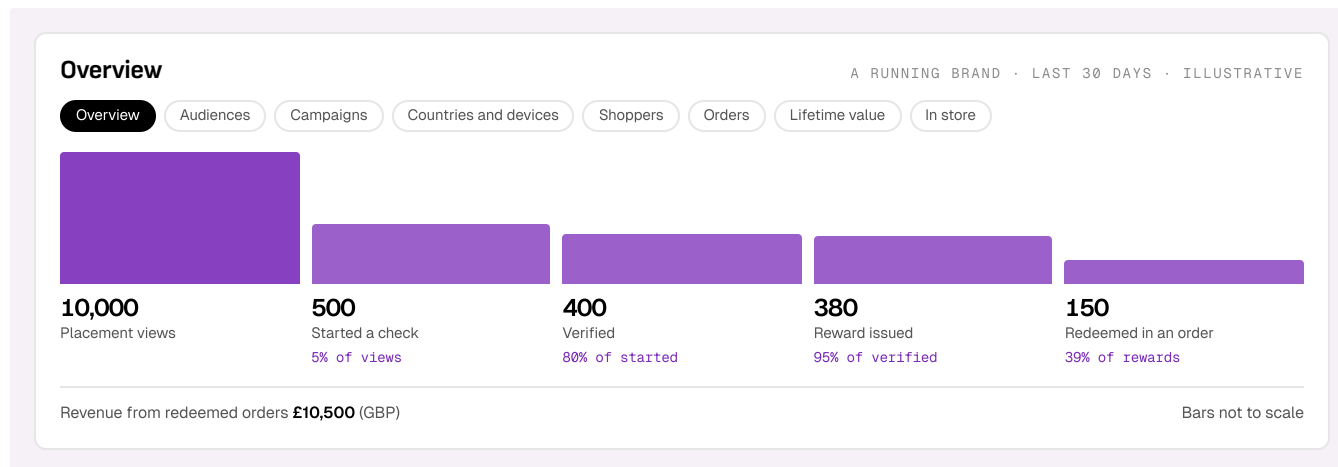


FIGURE 8.6 The reports' overview, redrawn with illustrative numbers for an invented brand: each step of the funnel and the share of the step before.

How orders reach us

Orders arrive in one of three ways: a line of JavaScript on your confirmation page (the pixel), your server posting each order to the orders API with a secret key, or the Shopify app. The API also takes refunds and changes, and a server report replaces a pixel report of the same order. "Send a test order" in the console checks the set-up end to end.

```
Vouchernaut.track('order', {
  id: '1001', total: 75.60, currency: 'GBP',
  codes: ['STU-7KQ2'], items: [ ... ]
});
```

Matching orders to offers

Each order is matched once to the verified offer behind it, by a unique code, a shared code, the shopper's session or a proved email address, within 30 days. A live

order is also linked to the Awin sale for the same order, when Awin's order reference is your order number or the click carried the reward's id, and one sale only ever links to one order.

The reports

The reports follow the shopper from placement view to redeemed order, with revenue in each currency, split by audience, campaign, country and device, shopper, order, lifetime value and in-store; the partner API returns the same funnel. They're separate from the traffic report in chapter 2, which counts the clicks we send from vouchernaut.com.

On paid plans, signed webhooks send each event on to your own systems, with a delivery log, and Klaviyo sync passes on only shoppers who shared their details with you, subscribing them only with their consent.

FOR YOUR BRAND Send orders from your server if you can: matches are firmer, and refunds come off the numbers you see.

PLANS

Plans, and how to start one

Each plan as the console sets it, and how a verification is counted.

	FREE	GROWTH	SCALE	ENTERPRISE
Monthly, ex VAT	£0	£89	£199	Contact us
Yearly, ex VAT	£0	£890	£1,990	Contact us
Verifications a month	100	1,000	5,000	Agreed
Past the allowance	Paused until next month	12p each, capped at £200 a month by default	8p each, capped at £600 a month by default	Agreed
Groups	8 core	All	All	All
Live placement types	1	All	All	All
Team seats	2	10	Unlimited	Unlimited
Report history	3 months	13 months	13 months	25 months
API rate limit	×1	×1	×5	×10
Also included	Partner API	+ CRM sync, webhooks, report exports, remove Vouchernaut branding	+ SKU targeting, in-store launcher	Everything, an account manager and terms agreed with you

FIGURE 8.7 The four plans in the console’s plan catalogue on 12 October 2026, in pounds excluding VAT. Free’s eight core groups: students, NHS staff, key workers, armed forces, veterans, teachers, over 60s and under 26s.

Every brand starts on Free, paid for by the Awin commission you already pay: to run live on it, one of your verified stores needs a joined Awin programme with us, and the codes your verified offers hand out are credited to us in Awin. A billable verification is a shopper’s first live use of a proof for a group at your brand in a calendar month; offers opened on our own pages through your Awin link never count.

To start a paid plan, email partners@vouchernaut.com with your brand and the plan you’d like, and we’ll set it up on your account. Growth and Scale add every group and placement type, CRM sync, webhooks, report exports and longer report history; Scale adds SKU targeting and the in-store launcher: a QR code on a shop’s tablet that shoppers scan to verify on their phone, with staff confirming the offer at the till.

WORKED EXAMPLE · ILLUSTRATIVE

On Growth, a month with 1,300 billable verifications costs £89 plus 300 at 12p, £36: £125 ex VAT. The default cap stops overage at £200 a month. On Free, the 101st new verification in a month waits for the next month, and shoppers already verified keep their rewards.

NEXT Holdout reporting in the console, so a test like those in chapter 9 runs from the same screens.

The next chapter explains how to start working with us, and the tests we’ll run with you to measure what we add.

Working with us

How to start: approve us on Awin, send us what we need and claim your store page. Then the tests we'll run with you to measure the sales we add, and the sponsored spaces you can book.

01 Getting started on Awin and in the console

02 The tests we'll run with you

03 Sponsored spaces and the booking planner



— GETTING STARTED

Getting started

Four steps: approve us on Awin, send us what we need, claim your store page, then read what we send back.

Approve us on Awin. We're publisher 322637. Once you approve us, your programme's codes and deals reach our store page through Awin's feeds, which we check every hour, and every click we send goes through your Awin link. Each click's channel reaches you in the landing page's `utm_campaign`, which your own analytics shows, and in the traffic report below.

Send us what we need, at partners@vouchernaut.com:

- the codes you're happy for us to run, and any licensed to another partner, so we never list those;
- your product feed on Awin, if you'd like your range in the shop with its price history;
- anything your programme terms leave unclear, such as whether you accept cashback;
- exclusives, for Vouchernaut Weekly readers or a verified group;
- a contact for a failing code or a takedown.

Claim your store page at brands.vouchernaut.com. The claim is verified at once when your confirmed email is on the store's own domain; otherwise one of our editors checks it. You can then edit the introduction and shopping guide, flag an offer with "Something wrong?", pitch a Weekly exclusive and send a draft page for review (Figure 9.1). If you'd rather we listed no codes or cash-back at all, we can make the page content-only (chapter 7).

Read what we send back. Your traffic report, in the console under On Vouchernaut > Traffic, splits clicks and Awin's sales by channel, by how shoppers found us (search engines, creators, social media, email, other websites, and direct and other), by creator and by article, for 30 days, 90 days or a year, with a CSV. New customers and codes used appear when your Awin tag passes them.

for Brands

ON VOUCHERNAUT

Stores
Offers
Sponsored
Traffic
Weekly email

YOUR SITE
Campaigns
Reports

A running brand · store page

● **Claim verified** · your email is on the store's own domain

☒ Introduction
FROM YOU

☒ Shopping guide
FROM YOU

☐ Category
OUR EDITORS

☐ Content and links checked
OUR EDITORS

Preview
Send for review

FIGURE 9.1 A claimed store page in the console, redrawn with an illustrative brand: the draft's checklist, with the parts you write and the parts our editors check.

— RUNNING A TEST TOGETHER

Running a test together

We'll run a holdout with you, on your programme, to measure the orders we add. Three designs, strongest first, followed through Sam's order.

Chapter 1 left a question about Sam's order. Each order like it cost the running brand £12.18 in discount and commission. If 15 of 100 such orders would not have happened without the voucher site, each added order cost £81.20, and the code and commission pay for themselves only from 29 in 100 (all illustrative). A report can't say which number is true; a test can.

1. A holdout on our side

Shoppers who reach your store page on Vouchernaut are split at random into two groups. One sees the page as normal; the other, the holdout, sees it without your codes. For a wider test, the holdout sees none of our placements for you anywhere on the site. Nothing changes at your checkout. A test must never show a shopper a code that then fails, so the holdout happens on our pages, never by refusing a code at yours⁷⁰.

What it measures depends on who is split. Splitting the shoppers we already send shows whether the code earns its discount among them: Sam's £8.40. Splitting signed-in members, with you counting every order from both lists, shows whether we add orders at all, under a data-sharing agreement for the hashed email lists. Before it starts, we agree how you'll see each group in your own data.

WORKED EXAMPLE · ILLUSTRATIVE

To detect a 10% lift on a 3.0% conversion rate (3.0% to 3.3%), with 80% power at the usual 5% significance level, each group needs 53,211 visitors: 106,422 in all. Holding out only 10% needs 284,702, about 2.7 times as many⁷¹. At 10,000 eligible visitors a week, the even split takes 11 whole weeks. Halving the lift you want to detect needs four times the visitors.

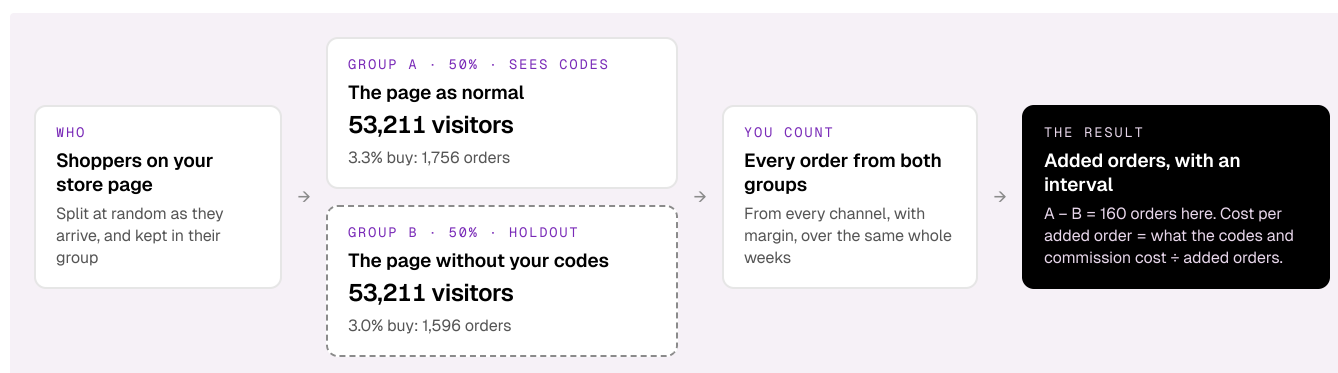


FIGURE 9.2 A two-group holdout at the worked example's sample size. Illustrative orders, from a 10% lift on 3.0%.

WHAT WE'D DO THIS WEEK

Pick the page or channel that sends you the most sales from us and a start week, then email partners@vouchernaut.com: we'll send a test plan sized for your traffic.

— RUNNING A TEST TOGETHER, CONTINUED

Two cheaper designs, and how a test runs

Paying more for new customers, and reading our channels against your own baseline: two quick ways to reward the sales you value and see where a holdout will tell you most.

2. Pay more for new customers

Awin’s conversion tag can say whether each order came from a new or returning customer¹³, and commission groups can pay a different rate for each¹⁵. You decide what “new” means, for example no order in 12 months, matched on email, address and payment. Check with your Awin account manager which values your commission group expects and what your Awin plan allows. Once your tag passes it, our traffic report shows the new-customer share of the sales we send.

On Sam’s £75.60 order, a flat 5% pays £3.78. If a quarter of the orders we send come from new customers, paying 12.5% for new and 2.5% for returning costs you the same today, since $0.25 \times £9.45 + 0.75 \times £1.89 = £3.78$, and pays us more only if we bring more new customers (illustrative). Awin asks for 7 days’ notice of a commission change and caps cuts at 20% at a time, once every 30 days¹⁵. It pays us for the sales you value most, and a holdout measures the rest.

3. Compare our channels with your baseline

Each click we send carries its channel in the landing page’s utm_campaign, so your own analytics can set comparison and editorial visits beside vouchers visits, and each beside your site as a whole: conversion, new-customer share, code use, basket size and returns. A channel that looks as if it reaches shoppers earlier is where a holdout is worth running.

We’d steer you away from switching us off for some weeks and on for others. Awin calls 30 days the industry-standard cookie length⁴⁷, so credit runs into the weeks off, and weekly sales swing on their own. In an illustrative eight weeks on and eight off, a partner that truly added 150 orders a week, against about 4,000, couldn’t be told from zero: the 95% interval ran from -183 to +483. About 67 weeks each way would be needed for an 80% chance of seeing it.

STEP	WHO	HOW LONG
01 Agree the question, the design, the length and what result would change what you pay	BOTH	About a week
02 Pass new or returning on every order through your Awin tag, and define “new”	YOU	Days, if it isn’t set up
03 Set up the random split and label each group	US	One to two weeks
04 Check after the first week that the split came out as planned	US	Weekly, through the test
05 Run whole weeks to the length fixed in advance, without stopping early	BOTH	6 weeks at 20,000 visitors a week; 11 at 10,000
06 Count every order from both groups, from every channel, with margin	YOU	One to two weeks after
07 Work out the added orders, the interval and the cost per added order, and share the working	US	About a week

FIGURE 9.3 How a holdout runs, step by step. Durations are planning guides; the length comes from the sample size and your traffic.

23 Sponsored spaces

Paid spaces on vouchernaut.com and in Vouchernaut Weekly, booked by the week in a planner at vouchernaut.com/advertise and always labelled Sponsored.

WHERE	IN YOUR REPORT	PRICES	CHECKED
vouchernaut.com/advertise	VOUCHERS via your store page	Launch, to 16 October 2026	12 October 2026

A sponsored space puts your brand where shoppers look first: beside the code search on the homepage, under the byline of every article and guide, at the top of a store category, in the Thursday Weekly email, and on the Black Friday and Cyber Monday hubs. We can also research and write a long-form buying guide around your category, published “In partnership with” you for 12 months.

Every space is labelled Sponsored with your name, and its links carry rel=“sponsored”. The CAP Code requires marketing to be obviously identifiable⁵⁴, and the DMCC Act bans paid promotion presented as editorial⁴⁹. A booking buys visibility, not an editorial verdict: it doesn’t change what we list, how we rank it or what our guides say, and the terms sell the space, not a number of views, clicks or sales.

A space links to your store page on Vouchernaut, whose clicks reach your traffic report under vouchers, or straight to your own site. The Weekly space has its own clicks report.

LAUNCH PRICES, EX VAT		
SPACE	LAUNCH	PEAK WEEK
Lead space Homepage, beside the code search · 1	£195 a week	£495
Featured partner Homepage, below today's codes · 3	£95 a week	£245
Article partner Under the byline of every article · 1	£145 a week	£345
Weekly email partner One per Thursday edition	£95 a week	£245
Category tenancy Top of a category · 3 per category	£35 a week	£95
Black Friday hub 2 to 29 November · 3	£495 the run	–
Cyber Monday hub 28 November to 2 December · 3	£245 the run	–
Sponsored content hub A guide we write, for 12 months	from £750	–

Launch prices for bookings made by 16 October 2026; peak weeks run 16 November to 2 December 2026. The Tenth Black Friday bundle (featured partner through the peak, a November category tenancy and a Black Friday hub space) is £595, against £1,490 booked separately. Current prices are at vouchernaut.com/advertise.

Homepage				
Space	Runs	Launch price	Black Friday peak	
Lead space Beside the code search, the first thing every visitor sees · 1 space	Any week you like. Peak 16 Nov to 2 Dec	£195 a week	£495 a week	Pick weeks
Featured partner Right below today's codes · 3 spaces	Any week you like. Peak 16 Nov to 2 Dec	£95 a week	£245 a week	Pick weeks

FIGURE 9.4 The rate card’s homepage rows at vouchernaut.com/advertise. Captured 12 October 2026.

FEATURE 23 · SPONSORED SPACES, CONTINUED

Booking a space

Pick spaces and weeks in the planner, send the order, and see your brand in every space on the live site before you book.

Lead space

Beside the code search, the first thing every visitor sees · 1 space

OCTOBER

19 Oct £195 Free	26 Oct £195 Free
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NOVEMBER

2 Nov £195 Free	9 Nov £195 Picked	16 Nov · PEAK £495 Picked	23 Nov · PEAK £495 Free	30 Nov · PEAK £495 Free
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Your booking

Homepage lead space

Week of 9 Nov	£195
Week of 16 Nov	£495

Total, excluding VAT **£690**

BRAND

YOUR NAME

FIGURE 9.5 The booking planner with two weeks of the homepage lead space picked, one in the peak. Captured 12 October 2026.

The planner lists every space with its weeks, peak weeks marked and weeks already taken greyed out. Pick the spaces and weeks you want, add your brand and contact, and send the order to partners@vouchernaut.com or copy it. A booking is made when we reply to confirm it.

You pay before the start, as a fixed fee or bonus to publisher 322637 through Awın or by invoice within 14 days, and send creative three working days ahead. Moving or cancelling is free until 14 days before the start and half price after that. If a space is missing for more than 24 hours, we extend the booking or refund it.

Show me a takeover.

Pick a brand and we'll put it in every sponsored space on the site, just for you, for an hour. Click around the homepage, your category and the Black Friday hub to see what shoppers would see.

See it first. Add `?takeover=` and your store's name to any vouchernaut.com address, or pick your store on `/advertise`, and for an hour your brand fills every sponsored space in your browser alone, labelled Preview, with a drawer listing the spaces. `?takeover=off` ends it.

BOOK A SPACE

vouchernaut.com/advertise

Everything else: partners@vouchernaut.com
Awin publisher 322637 · brands.vouchernaut.com

I started Vouchernaut ten Black Fridays ago, and I came back to prove that small voucher sites can add sales brands wouldn't otherwise have had. We label every click and show our working: if you'd like to run a test with us, write to partners@vouchernaut.com.

Doug

— CHECKLIST

Questions to ask any voucher partner

Put these to any voucher, cashback or deals publisher, us included.

	ASK, AND WHAT A GOOD ANSWER LOOKS LIKE	OUR ANSWER	
01	Can we see which page or tool each click came from, in our own data? A label on every click that reaches your analytics, not only the partner's dashboard.	YES The channel, in utm_campaign	p. 13
02	Do you report clicks and sales by channel and by article? Built on the network's own transactions, so it reconciles with yours, and exportable.	YES Traffic report, with CSV	p. 13
03	Does that report show new customers and codes used? Taken from what you send the network (Awin's customer acquisition field ¹³), not estimated.	YES From what your tag sends	p. 13
04	Will you run a controlled test with us? A holdout with a control group, agreed in advance, giving a cost per incremental order ³⁸ .	YES Three designs in chapter 9	p. 56
05	Will you accept a lower rate for existing customers? Yes, via commission groups by customer acquisition ¹⁵ ; ask Awin what your plan allows.	YES By customer type, via Awin	p. 56
06	Will you take a code down when we ask, and keep it down? A way to flag a wrong code, and a removal that holds when the feed sends it again ⁶⁵ .	YES Rejections stick	p. 42
07	How do you check codes work, and what happens when one fails? Shoppers' reports shown, failures and all ⁴⁹ ; failing codes pulled; "tested" only with a date.	YES "Did it work?" on every code	p. 18
08	Can we turn your codes off and stay on the programme? A switch you can ask for and see applied: no codes or deals, and a page saying you issue none.	YES Content-only store pages	p. 42
09	Does your extension stand down when another partner sent the shopper? No prompts after another affiliate's click ⁶³ ; links only after the shopper acts ⁶² .	YES 14 parameters, 25 networks	p. 39
10	Is a click recorded only when a shopper clicks? Nothing tracked on prefetches, no background redirects, no cookies without a click ⁶³ .	YES Prefetches are ignored	p. 42
11	Are paid spaces labelled before the click? Labelled "Sponsored" with the partner named, never passed off as editorial ⁴⁹ .	YES Sponsored, partner named	p. 42
12	Can you back every "was" price and saving you show? A recent price the shop really charged, from a price history; an RRP labelled as one ⁵⁵ .	YES The 28- and 90-day rules	p. 26
13	Do your comparisons show the full price, and say how they're ranked? Totals with compulsory fees in ⁵⁸ , no claim to cover the market, commission kept out of the order.	YES "How I rank these" notes	p. 27
14	Do you email shoppers only with consent you can show? An unticked box with its words kept, a confirmed address, an unsubscribe in every email ⁵³ .	YES Double opt-in, kept wording	p. 22

Answers as of 12 October 2026. Ask us any of these at partners@vouchernaut.com, and hold every partner, us included, to the answer.

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— WORK WITH US

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Pick the spaces and weeks you want in the booking planner and send us the order.
Every space is labelled Sponsored, and nothing is held until we reply to confirm.

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Publisher 322637

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Codes, feeds, exclusives, tests

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