

Site Visual Template Editor: Coupons

07/11/2025 2:21 pm EDT

Before adding coupons to an on-site campaign, they must be configured within Bluecore. Add and manage coupons to your account by following the instructions outlined [here](#).

Access the Bluecore Site Visual Template Editor by following the below steps.

1. Navigate to ☐ **Campaigns > Site > Campaigns**.
2. Click **Create New Campaign**.
3. Go to the **Message tab**.
4. Click **Create from Existing** or **Create in VTE**.
5. Add a **layer** to begin using the below element.

Select either a coupon bank or a static coupon.

- **Coupon Bank:** If the coupons are coming from a previously configured coupon pool, select the coupon bank option. Be sure to select to enter a static coupon as a fallback coupon.
- **Static Coupon:** Enter the static coupon code in the text box. There's no fallback coupon required for a static coupon code, as everyone receives the same code.
- **Click to copy:** Select this option to allow the user to click to copy the coupon code, instead of manually copying the code themselves.
- **Accessibility Label:** A concise but useful description for shoppers with visual impairments or who otherwise use assistive technology.

The screenshot shows the 'Edit Coupon Layer' dialog box. At the top, there are three buttons: 'Save' (a blue button with a white arrow), 'Edit Coupon Layer' (a text button), and 'Delete' (a grey button). Below these buttons is a section titled 'COUPON' with a small upward arrow icon. Under 'COUPON', there are two radio button options: 'Coupon Bank' (which is selected) and 'Static Coupon'. Below these is a 'Fallback' section with two radio button options: 'No Fallback' (selected) and 'Static Coupon'. There is also a checkbox labeled 'Click to Copy' which is currently unchecked. At the bottom of the dialog is an 'Accessibility Label' section with a text input field.

Design

- **Custom CSS Class Name:** Add a class name here to automatically add to the CSS layer.
- Text options: Color, font size, line height, letter spacing, font family and library.

- **Font Emphasis/Decoration:** Bold, italic, underline, and strikethrough.
- **Text Transform:** None, capitalize, upper case, lower case.
- **Padding:** Left, right, top, and bottom padding (pixels). Adjust the padding for the applicable desktop and mobile designs.
- **Border:** Select a style, color, thickness, radius, and container color.

DESIGN

Custom CSS Class Name

#9b9b9b

Font Size

Line Height

Letter Spacing

16px

16px

0.1em

Font Family

Font Library

Arial

Font Emphasis

Bold

Italic

Font Decoration

None

Underline

Line Through

Text Transform

None

Top Padding

0px

Position

You can drag and drop the element on the canvas on the right-hand side, or apply any of the below position options.

- **Left and Top Position:** Enter a percentage of left and top alignment.
- **Layer Alignment:** Select auto, left, center, or right alignment on the layer.
- **Stick to side:** Offset the element to a specific side (pixels).

POSITION

Left Position

Top Position

48.24%

26.08%

Layer Alignment

Auto

Left

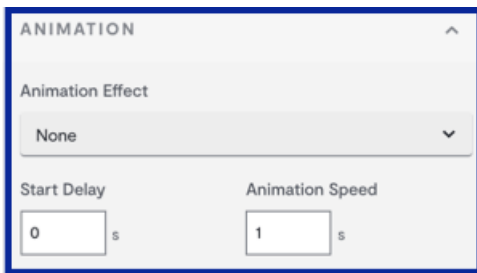
Center

Right

☐ Stick To Side

Animation

- **Animation Effect:** Catch the users attention by selecting an animation for the text. Enter a start delay and a speed for the animation.



ANIMATION

Animation Effect

None

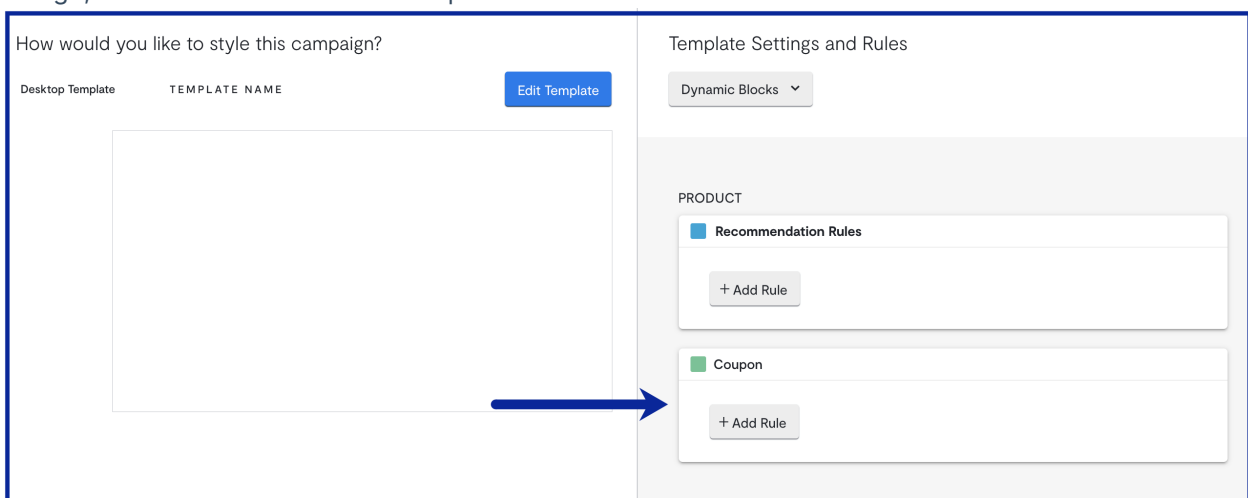
Start Delay

0 s

Animation Speed

1 s

After the coupon widget has been added to the canvas, and you've saved the template, be sure to select a coupon from the previously configured pool outside of VTE. Next to the preview of your template design, select **Add Rule** to add a coupon.



How would you like to style this campaign?

Desktop Template TEMPLATE NAME [Edit Template](#)

Template Settings and Rules

Dynamic Blocks

PRODUCT

☒ Recommendation Rules

+ Add Rule

☒ Coupon

+ Add Rule