

VOUCHERS^{ORT}

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How Shopping Voucher Codes Work

If you understand how traditional [shopping-vouchers](#) (the ones that are printed on paper) work, then you should have no difficulty understanding the workings of shopping voucher codes.

The traditional shopping-vouchers are really special pieces of papers, like checks, that you are given by someone in lieu for cash; so that you can go to the store where the shopping voucher is valid, buy stuff worth as much as is indicated on the voucher - and then just pay with the voucher, rather than cash. So in a way, the shopping voucher is a substitute for cash, in the shopping. Of course, the person giving the voucher must have paid, in cash, the store where the voucher is to be liquidated (or at least made a promise to pay later), otherwise the voucher wouldn't work.



Shopping-voucher [codes](#) work in much the same way. The only difference is that these are codes, rather than printed pieces of paper. But as far being used in lieu for hard cash when shopping goes, and as far as being backed by cash payments (or trusted promises for cash payments) by the entity backing them goes, shopping voucher codes are very much like the traditional shopping vouchers.

Practically, the voucher codes tend to be either letters, numbers or combinations of numbers and letters, which take the place of the traditional printed shopping voucher. In the case of the shopping voucher codes, one doesn't need to have any printed paperwork. They only need to know the sequence of alphanumeric characters that make up the code, present the same at the point of purchase and instantly access the worth of the shopping voucher. In

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most cases, the information about the shopping codes (the sequence of characters that makes them up), and how much they are worth is contained in some database.

Shopping codes have found great popularity on the Internet, especially in applications where use of traditional shopping vouchers would have proved highly inconvenient. Where used on online stores, all that a person does is to visit the store where the code is valid, get a 'shopping cart,' select products worth exactly as much as the voucher or less, then at checkout time, enter the shopping code (to have the money inherent in it entered into your account with the site where you are shopping), to pay for the wares.

Shopping-voucher codes have also found popularity in brick and mortar stores; where they are increasingly taking the place of the traditional printed vouchers. This is because most modern brick and mortar stores have invested in technology, so that they have all that they really need to create and keep the databases required to run shopping-voucher code systems. So here, rather than present the store clerk with a printed voucher at checkout time, you just give them the code, which they enter into the 'system' to yield information about what you can buy with the [voucher](#). This is obviously a less cumbersome system, rather than coming with a printed shopping voucher, and having to peruse through files to get information about it, its validity, and what it is worth. Such an elaborate process could very easily kill the joy of shopping.

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Tired of invalid voucher codes? Us too.

David Henderson

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