

Coupon Code Listing Platforms: An Overview and Analysis

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Abstract: *Coupon code listing platforms have gained popularity as centralized resources for consumers to access discounts and promotional offers. This research paper provides a comprehensive overview and analysis of coupon code listing platforms, examining their benefits, challenges, and impact on consumers and businesses. The paper explores the strategies employed by these platforms, their potential for future development, and discusses the research conducted during the development of a coupon code listing platform.*

Keywords: Coupon codes, discount offers, online shopping, coupon code listing platforms, consumer behaviour, e-commerce industry

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