

Supplement Coupons are Now Built into PricePLOW!

written by Mike Roberto | January 5, 2015
Happy New Year!

Today, we're happy to announce **supplement coupons** here at PricePLOW!

But unlike every other coupon site or deals page out there, we're doing it with a twist: *the coupons are rolled into the actual product price comparisons on PricePLOW.*

The TL;DR:

- See www.PricePLOW.com/coupons to see all coupons
- The coupon prices are already integrated into product prices throughout the site:
 - If a coupon is available, you'll get a popup with the coupon code when going to the store
- The hot deals on the supplement deals page can be triggered by coupons
- We have some new exclusive coupons at your favorite stores
- More features are coming in the future (sorry, no hoverboards, but we do have **Amazon coupons** now)

How it works

There are two different ways to use PricePLOW's new coupon features:

1. General supplement shopping

This is how most of you use PricePLOW. You already know what product you want, or at least the *type* of product to get. The supplement search page helps.

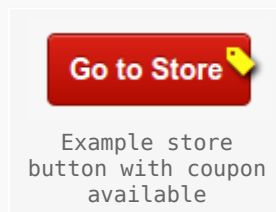
In this case, you look at the price comparisons for the product, or dig through some product options on the category pages (any hot deals will be up top).

If this is you, then the process remains the same – except many of the prices are now even *lower* thanks to the new coupon integration:

The “*coupon available*” tag:



You'll know that a coupon is involved for a price when you see the yellow *Coupon Available* tag, shown to the right. The “Go to Store” button will look like it does below:



The process

When you click on any link with the tag, two things happen:

1. Your current browser tab will go to the store, and
2. A new tab will open up telling you about the coupon code.

You can then copy that code and when you're done shopping at the store, paste it into the store's checkout page, and you've just saved some cash.

2. Coupon browsing

You can also go to our supplement coupons page at PricePLOW.com/coupons and take a look at what's out there.

When you click on a “Show Coupon” button, it will open a new tab and show you the coupon code there, and take you to the store in the existing tab.

This is how most other coupon sites operate.

The PricePLOW Way



We're happy to show you the coupon codes like step #2, but it's honestly not why we're here. We don't intend on being just another "coupon site".

After all, just because there's a coupon doesn't mean it's your *best* option!

Our goal is to find you the absolute best price on the products you want – not to help you try to get lucky at a certain store.

PricePLOW lets you think about what to get first, and then where to get it second – not the other way around.

New Exclusive Coupons!

We're also happy to announce that four stores listed below are now offering exclusive coupons to our users!

Here's what we have so far:

- **i-Supplements Coupon Code** – 10% off sitewide and 15% off Ephedra – no restrictions!
- **Suppz.com** – 6% off sitewide, with one-time use only. In order to get it, you must log in with the system so that it can "remember" you.
- **Best Price Nutrition** – 5% off sitewide, one-time use only.
- **DPS Nutrition** – 5% off sitewide (no minimum) or **10% off** orders over \$50!

These *sitewide* coupons are calculated into PricePLOW's prices, so you should see

them helping out around the site.

Think smart with the one-timer coupons

But the *one time use only* coupons are just that – one time per user. So use them wisely on a larger cart with some of your favorite protein – you shouldn't "waste" the savings on a small \$25 purchase!

We thank the stores listed above, and look forward to getting more coupons soon!

Minimum Spend coupons

When digging through the coupons page, you'll notice some coupons that only work if you spend a minimum amount of money, such as "Save \$8 on Orders of \$150".

These coupons are **not** calculated into any single product price since we don't know how much you're planning on spending.

We may consider showing these coupons to you anyway, just so that you know they're available. More on that soon.

Hot deal integration

Our supplement deals page looks for prices on certain products that are below a certain dollar limit (which has been set manually by us).

It will now use any available coupons to determine the final price, and if that price is below our hot deal threshold, it will get listed on our deals page. Users who are monitoring these alerts will be emailed.

We recommend that all users sign up for deal alerts – it's a *maximum* of one deal per day, and we set a pretty strict criteria so that you get a lot of product for not a lot of money.

Future Features

Here's what we have slated for this month:

1. Coupon-based email alerts

Update: This feature is completed and working.

Right now, our increasingly popular email alert system is *not* calculating coupons. That will be added as soon as possible, and when it does, almost everyone is likely to get an email about a new low price somewhere on the site.

Get signed up

So head over to your favorite supplement brand page and click *monitor this*

brand, click *get price drops* on your most important supplement categories, or click *get price alerts* on your favorite product pages, and you'll never miss a good deal again.

2. Include coupons on the blog's price widgets

Update: This feature is completed and working.

Once all known issues are fixed, we will be updating our WordPress plugin so that coupons will also work from the price widgets in the blog and any other blog that uses the plugin.

3. BOGO deals and smarter deal logic



We're slightly less ambitious about our future features and inventions, but excited nonetheless

We've been discussing how to handle special deals such as Buy 1 Get 1 Free, or Buy 2 Get 1 Free. You just can't run a proper deals site in this industry without this!

The current way of doing it (by doubling the serving size) is very sloppy and difficult to maintain.

So first things first, we're going to setup a better way of displaying BOGO and B2G1 in a clean way.

After that, we can then make smarter decisions automatically calculate a "unit price" so that PricePlow can make smart deal decisions on its own.

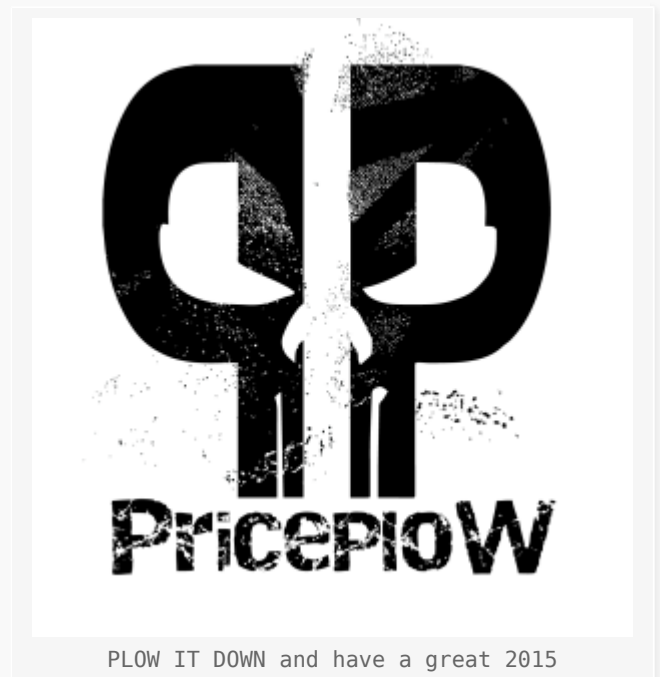
Example with B2G1 – Deal or no deal?

For instance, let's say a certain 5lb tub of whey protein is a hot deal at \$35.

Then one day, there's a Buy 2, Get 1 Free deal, but the price is \$45/tub. Technically, that should be a hot deal to us, since we are now getting 15lbs for \$90, which is cheaper than our threshold of 5lbs per \$35.

But in order to make that happen right now, we have to jump through all sorts of silly hoops *every* time. That doesn't scale and that means we're going to miss out.

So we're going to fix this, and when that's done, even more hot deal alerts will be triggered.



Over the past year, we've done our best to make PricePlow *the* place to save money on vitamins, supplements, and nutrition products.

We'll continue to make this system as smart and powerful as possible, but we can't do it without your support. Always feel free to holler at us on Facebook, Twitter, or our contact page if you need some help or want to get a new product listed or refreshed.

Until then, thanks for reading, thanks for sharing, and good luck with your gains (or losses) in 2015.

-Mike and the team