Nanacast API: Using u_coupon_id vs. user defined coupon...

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When you create a coupon code (let's say "offer123") the system creates a coupon record in the database and assigns it an internal coupon ID, like 12345.Â This ID is then used in the database to identify that coupon, and should be used whenever you are viewing or searching on that coupon within Nanacast.Â
It is possible to have two coupons with the same coupon code (as long as it is for two different products/memberships), so the internal ID ensures that you are always identifying a specific coupon.

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