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Online coupons and how they work by [James](#)

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Online coupons are coupons that one gets over the internet that entitle them to a discount on the products or services offered by a particular manufacturer, service provider or retailer. The coupons come in various forms: printable coupons that one can print and redeem at a physical retailer's store; coupon links on a website that one clicks on to be taken to the order page of the particular product or service on the merchant's site that one desires to buy, and which has the discounted price already applied, such that all one has to do is to complete the purchase to benefit from the discount; or coupon codes which require one to copy or enter a specific code indicated on the coupon onto the order the page on the merchant's site for the product or item that one wishes to buy, so as to have the discount applied on the purchase.

While the printable online coupons have their traditional counterparts in the print media, such as in newspapers, magazines, coupon leaflets issued by the manufacturers or retailers, product packages, retail stores, etc, the other online coupons that take the form of links or coupon codes are only available online and can only be redeemed online.

The benefits obtained from these coupons include reduced cost or free shipping, a discount in monetary terms or in the form of a percentage, or some other type of offer aimed at encouraging consumers to purchase specific products or to purchase the manufacturer's products from a specific retailer in order to benefit from the discount.

When searching for online coupons over the internet, one simply uses a search engine to locate the sites that offer the coupons. Once the sites are located, one needs to find out if the coupons provided are valid, and whether they are legitimate. The validity comes in because coupons are promotional offers that last for only a limited period of time. This could be a specific month, a specific holiday season such as Christmas or summer, or possibly even for a whole year. So, if one determines that they are still valid, then they can use them.

Another thing to look out for is the legitimacy of the coupons offered at a particular site. Many sites on the internet are scam sites, and they offer fraudulent coupons or coupons with invalid codes that will not be acceptable by the respective merchants. One way of knowing whether the site offering the coupons is a reputable one is to seek out reviews of the site. Also, one can check to see if the site has a message board and to see whether there have been any complaints by users on any of their coupons. Lastly, one should know that coupons are always offered for free as they are promotional items. So if a site is charging for the coupons, then they are definitely a scam site. To be on the safe side, it is always best to try to get the online coupons directly from the merchant's website.

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