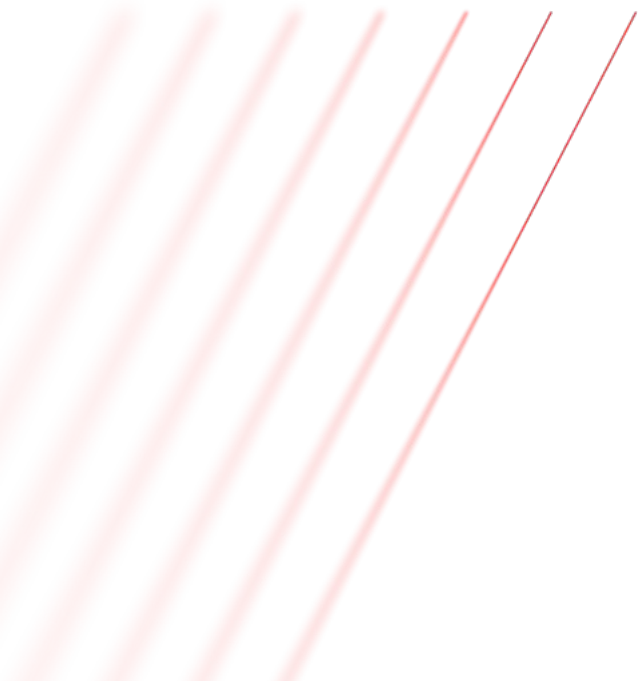




The 3 Enemies Framework



The 3 Enemies Framework

Consumer promotions face three compounding threats:



Security



Inefficiency



Stagnation

This framework helps teams identify where those issues show up and how to respond with more clarity.



Enemy #1: Security

The Fundamental Tension

The cost: \$238.7 billion was wasted globally on bot-driven traffic in 2024, with bots now representing 80% of all web traffic. Brands collectively lose \$100+ million annually to counterfeit coupons and improper redemption.*

Promotions operate on a spectrum between accessibility and control as distribution expands across digital channels. The easier they are for consumers to access and redeem, the more vulnerable they become to coupon fraud, promotion abuse, and invalid traffic.

Vizer's framework: The Vizer Security Matrix

Operational Defense

Planning Phase

- ✓ Proactive redemption caps aligned to budget
- ✓ Clear protocols by offer type
- ✓ Budget allocation and risk assessment

Programmatic Defense

Automated Protection

- ✓ Dynamic security settings that scale with traffic
- ✓ AI-powered bot detection and mitigation
- ✓ Device fingerprinting and behavioral analysis

Reactive Defense

Real-Time Monitoring

- ✓ Live traffic monitoring and analysis
- ✓ Mid-flight adjustment capabilities
- ✓ Escalation protocols for unusual activity

*Sources: DesignRush, 2024; Inmar Intelligence, 2024

Enemy #2: Inefficiency

The Attribution Black Hole

The cost: Brands typically overestimate tactic conversion rates by 300–500%, with hundreds of thousands of dollars regularly invested in channels delivering minimal ROI.

Most teams rely on incomplete or delayed reporting, making it difficult to understand what's actually driving performance.

Vizer identifies **16 factors that shape** promotion performance across the full funnel, but most teams evaluate them in isolation rather than as a connected system.

Vizer's framework: Full-Funnel Visibility

Offer Design

- ✓ Incentive value and structure
- ✓ Qualification requirements
- ✓ Redemption window
- ✓ Product scope

Technical

- ✓ Security settings
- ✓ Mobile optimization
- ✓ Redemption mechanism
- ✓ Retailer integration

Distribution

- ✓ Channel design
- ✓ Audience targeting
- ✓ Creative messaging
- ✓ Timing and frequency

Strategic

- ✓ Competitive landscape
- ✓ Seasonality
- ✓ Inventory availability
- ✓ Retailer distribution

Enemy #3: Stagnation

The Technology Gap

The cost: Consumer promotions still rely on batch-and-blast tactics and delayed reporting, while digital advertising has evolved to support real-time optimization and detailed attribution.

Technology alone doesn't solve this; the biggest barriers are organizational.

The Process Problem

Siloed Teams

- Media teams optimize for impressions and clicks
- Shopper marketing teams manage promotions and trade
- Sales teams negotiate with retailers
- Teams operate with different goals, budgets, and success metrics without a shared focus on efficient sales

Misaligned Incentives

- Media buyers are rewarded for efficient cost-per-click
- Promotion teams are measured on participation rates
- Sales teams focus on volume and distribution
- No one is accountable for end-to-end ROI

Legacy Processes

- Programs are planned months in advance with little flexibility
- Offers are created in batches rather than dynamically
- Reporting cycles are measured in weeks or months, not hours
- Learning does not systematically feed into future planning

For the full breakdown

For a deeper look at the data, research, and thinking behind this framework, download *The State of Consumer Promotions in 2026*.

[Learn more](#)

[Check out Vizer](#)