



SECURITY AND CONTROL MATTERS

Our leading technology, industry expertise and business practices protects your promotional liability & reputation

Internet printable coupons are an increasingly popular means of engaging consumers online and influencing their in-store purchasing behaviour; however distributing coupons online presents some unforeseen challenges such as uncontrolled distribution, viral proliferation and refusal to accept in-store.

Case Example:

A major household brand sent an email featuring an exclusive coupon offer for their products to a limited list of consumers gained through a previous promotion. On receipt some of the recipients forwarded the email on to friends, who in turn did the same. Within a short space of time the exclusive offer had proliferated online and been posted to various freebie websites, blogs and beyond. Although many of the coupons were initially accepted, within hours stores lost confidence and started rejecting them causing an influx of customer complaints. Unsurprisingly, the coupon redeemed well over budget and the brand was left to pick up the bill and smooth things over with their retailer clients. That's why security and control matters!

COUPONSTAR SECURITY PRACTICES

BENEFITS

Industry leading Coupon Printer software

- Deploys and enforces maximum control over coupon issuance
- Provides individual computer identification & print control
- Optimises barcode print quality

Printing controlled at 4 different levels (individual, computer, coupon & campaign)

- Tiered controls work together limiting coupon issuance subject to your promotional requirements
- You define when, where and to whom your coupons are issued

Coupons spooled directly to printer

- Prevents coupons from being viewed on screen
- Coupons cannot be screen grabbed, saved as a file, reprinted or virally shared preventing coupon manipulation and unauthorised printing

File based printers detected & denied (such as PDF creator)

- Coupons cannot be saved as a file & reprinted preventing coupon manipulation and unauthorised printing

Anti photocopying controls

- Colour copying denied on many photocopiers

Personalisation

- Customer name, ID or other reference printed on coupon for visual validation and to promote proper use (Note: data is not stored respecting your customers' privacy)

Secondary barcode & unique identifier

- Each coupon carries unique ID
- Each coupon's tracked online all the way through to in-store redemption

Established Retailer Acceptance Program (SafeCoupons.co.uk)

- The most recognised internet coupon standard - trusted by cashiers
- Highest level of in-store acceptance across grocery trade
- Chosen by retailers to issue their own coupons (i.e Asda)

Automated coupon fraud & detection alerts

- Automated campaign surveillance and alerts
- Early problem detection & action should suspicious activity be identified

Active device blocking program

- Consumers associated with abuse can be denied from printing your coupons again

Clearing House integration

- Integrated with the leading UK and European coupon clearing houses
- See your redemption data down to the individual customer level as soon as your coupons are cleared.