



# CouponServe & OneFee

## Presentation

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## CouponServe

GRG OneFee would like to present CouponServe:

- A secure, easily downloadable coupon (no plugin required) which offers discounts to customers
- Web based, it is a flexible and effective way of targeting new and existing consumers
- A promotional coupon which can be printed by the consumer
- An online marketing tool to encourage offline sales
- Secure validation avoiding fraudulent activity

# CouponServe Coupon

Example Coupon:

Rolling expiry date

Personalised with individual's name

Consumer & Retailer can validate coupon at website [www.couponcheck.co.uk](http://www.couponcheck.co.uk)





Exclusive offer to keep you running all the way to the finish line.



ISSUED: 25 Oct 2009 - 11:09:09 GMT | Valid Until: 26 NOV 2009 | Name: Mr Example

**£25 OFF**  
adidas technical running shoes





TO THE CONSUMER: This coupon may be used in part payment towards your next purchase of a qualifying adidas running shoe. Only one coupon may be used per transaction at a participating store. The coupon may not be used in conjunction with any other promotion. Please do not attempt to redeem the coupon against the purchase of any other product, as refusal may cause embarrassment and delay at the checkout. Void if reproduced, altered or expired. Coupons cannot be sold, transferred or auctioned. This coupon is valid until the date specified at the top of this coupon. COUPONS ARE UNIQUE AND TRACKABLE - DUPLICATION WILL BE DETECTED.

TO THE RETAILER ONLY: Valid until 31st January 2010. This coupon can only be redeemed at face value if sent to GRG One Fee, Ltd, Ballis House, Icknield Way, Tring, Herts. HP23 4RN provided it has been taken in part payment for participating adidas or Supernova style adidas running shoe. adidas reserve the right to refuse payment against coupons they believe to be misredeemed or malredeemed.

TO THE CASHIER: VALID AGAINST EXACT PRODUCT ONLY. VERIFY THIS UNIQUE COUPON AT [WWW.COUPONCHECK.CO.UK](http://WWW.COUPONCHECK.CO.UK)

Only valid in: [STORE NAME]  
adidas performance store code: 111892

VOID

9 9150 3996

VOID

Generic Bar Code for redemption purposes, used by Vallassis & OneFee

Bar Code unique to Individual & coupon

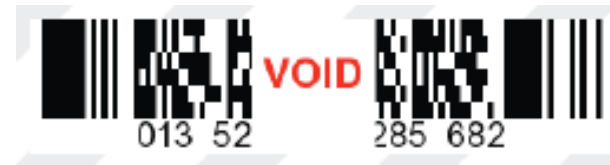


## CouponServe Coupons

- CouponServe Coupons include:
  - Personalisation to detail the individual's name
  - Monetary value of discount of coupon
  - Details of the product against which the coupon may be presented
  - Expiry date, which can be rolling, ensuring that customer has to use the coupon within a fixed period
  - Consumer and Retailer Terms & Conditions
  - Unique Code which incorporates both the individual's & coupon's details
  - Generic code for redemption purposes for both Vallassis and OneFee
  - Direction to [www.couponcheck.co.uk](http://www.couponcheck.co.uk) to verify coupon, should it be required



## Security



- CouponServe is Secure:
  - Validated by name and email address the link to print is sent to the customer's email address
  - Coupon does not appear on the screen but sent directly to the consumer's printer to avoid duplicate printing
  - Unique bar code reflects the specific customer's and coupon's details
  - Customer can only print one coupon per email address
  - Does not allow 're-entry' or 'refresh'
  - As a an even safer mechanic, we can send Code to mobile phone numbers
  - Swearword filter - datacapture exactly what consumer enters but when printing the coupon certain swearwords are starred out to avoid offense



## CouponServe

- CouponServe is a Marketing Tool:
  - Targeted to existing customers or competitors' customers with similar needs
  - Focussed marketing to potential customers through targeted new media banners & buttons - click to print
  - Advertising through targeted traditional media & directed to URL – ease of click to print attractive
  - Immediacy – discount instantly available, a bonus in current markets
  - Linked marketing for other products within promotional brand or other brands within portfolio
  - Along with coupon, message from promoter on print-out, could be advertising or cross marketing opportunity



**WHERE WOULD  
YOUR TEETH BE  
WITHOUT  
YOUR GUMS?**

**CORSODYL  
DAILY**  
Gum & Tooth Paste

If you're not looking after your gums, you're not looking after your teeth. So Corsodyl, with thirty years of experience in gum care, has formulated brand new Corsodyl Daily Gum & Tooth Paste. It has the benefits of a regular toothpaste, and with regular brushing can help maintain tight and healthy gums. While the taste might surprise you, there's a good chance you'll never go back to ordinary toothpaste again.

**TAKE THE 21 DAY CHALLENGE AT GUMSMART.CO.UK**  
**THE CAMPAIGN FOR HEALTHY GUMS**


## → CouponServe

- CouponServe client datacapture:
  - Datacapture screen can be tailored to ask up to 10 custom questions
  - Customers can be asked 3 opt-ins to future offers (email, DM, 3<sup>rd</sup> parties)
  - Introduction and Thank you pages tailored to client specifications
  - Hosted via an iframe, so it can be incorporated into your website making customer feels secure
  - Alternatively, hosted on a microsite accessed directly from your site or through a pop up window
- Information can be used for further targeted advertising or offers to an ever growing database of existing customers

The screenshot shows the 'GUM SMART' website with a navigation menu including 'GUM DISEASE FACTS', 'AM I AT RISK?', 'LOOKING AFTER YOUR GUMS', 'CORSODYL TREATMENT', 'CORSODYL GUM HEALTH MAINTENANCE', and 'CAMPAIGN FOR HEALTHY GUMS'. A prominent banner reads 'JOIN THE CHALLENGE'. Below this is a 'HOW TO BEGIN' section explaining a 21-day challenge. A registration form asks for 'FIRST NAME', 'SURNAME', and 'EMAIL'. It also includes a date selector for 'DAY' and 'MONTH'. A 'SUBMIT' button is at the bottom, along with a checkbox for agreeing to terms and a link to the 'Privacy Policy'.



# CouponServe



- Behind the scenes:

- A secure admin system called Secmin, which enables complete and full content management reporting
- Client can have bespoke data capture tailored to detail required information and profile consumer
- Database of customers for future campaigns
- Opt in for products and services
- Dedicated Customer Services team, who can re-set codes or assist customers with difficulties
- Dedicated CS line with 'whisper' so answered in appropriate manner



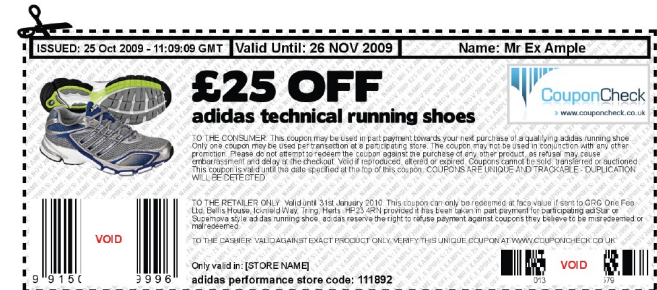
## Benefits

- Return on investment is measurable as a direct result of the coupon
- Coupons are easily downloaded (no plugin required) & trackable from print to purchase
- Flexible marketing, with short lead-time
- Full reporting using Secmin, can be as in-depth as required
- Bespoke consumer data collection, more accurate consumer profiles
- Wider reach to potential customers than with traditional cut-coupons and existing online coupons
- Coupons are secure against fraudulent activities
- Coupons and advertising can be used as cross marketing opportunity
- Full dedicated Customer Service back-up



## Summary – CouponServe

- A **secure downloadable coupon** which offers discounts to customers
- Online, an effective way of **targeting** new and existing consumers
- **Promotes** a message/advert from retailer with coupon
- **Customer service** back-up to ensure delivery of coupon
- **Important features:**
  - Coupon details consumer, product & value
  - Rolling expiry date
  - Bar Codes unique to the coupon/individual
  - Secure validation avoiding fraudulent activity
- **CouponCheck:**
  - Validation of code by retailer/consumer
  - Unique service to help avoid fraud





# Some of our Clients





# Thank you

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