

Paperless digital coupon for CPGs – FAQ

- **How is this product different from a printable-at-home coupon?**
 - Consumers don't need to print or clip coupons to get savings.
 - Validated on the specific UPC, which allows for greater security and control.
 - In some cases, more flexible formats are possible, including meal deals, amount off order, and rebates to loyalty card.
 - Deeper insights into consumer behavior because coupon is linked to a specific consumer via the shopper card.
 - Targeting can be one-to-one, or to any segment/demographic/etc.
- **Can offers be targeted?**
 - Yes, using both consumer data collected by the CPG (including demographic, survey, and online coupon behavior) and retailer basket data (must coordinate with individual retailers to develop program and approach)
 - CPGs can display and target coupons based on any known attribute of the consumer. Coupons can also be targeted geographically by banner, or on request by special market areas.
- **Can a branding message accompany coupon content?**
 - YOU Technology can display additional content per coupon – usually displayed via a link on the coupon titled 'More Information,' but this can vary if the display is on your own web site.
- **Can we set a cap on the number of downloads per coupon?**
 - Yes! You simply provide the number of downloads you wish and the coupon will no longer be displayed once that limit is met. We can help you determine what the download cap should be based on typical redemption rates and your total budget.
- **What mechanisms are in place so consumers do not forget what offers they have downloaded?**
 - Consumers have several ways they can keep track of what offers they have downloaded, including:
 - Print list from web site
 - View offers downloaded either online or via iPhone or WAP
- **Can a consumer double-dip by using both a paperless and a paper coupon on one shopping trip?**
 - This is entirely dependent on the retailer and the system in place at the point of sale. Even at retailers who allow both types of coupons to be used for the same item, the percentage of people who apply both has been very small.

- **What happens if a consumer downloads multiple offers for the same brand?**
 - This also depends on the retailer. Some retailers don't allow multiple coupons for the same brand. When this is allowed, multiple purchases are required in order to redeem multiple coupons. The order in which the coupons are applied is also dependent on the retailer and the specific coupon arbitration rules in play. Usually either highest value or soonest expiration date play first.

- **How do digital offers interface with clearinghouse?**
 - Again, this is dependent on the specific retailer. Some retailers employ a retail clearinghouse such as Inmar or Prologic. In this case, the retailer sends the redemptions from the t-logs to the clearinghouse. The clearinghouse invoices either the manufacturer's agent or the manufacturer directly based on how the coupon was set up.
 - YOU Technology provides reporting based on the consumers' view of what was downloaded and redeemed. These reports can be used to audit the invoices from the retailer.

- **Is there a handling fee? How does the manufacturer pay the retailer for redemptions and handling?**
 - Currently, invoicing and payments for paperless digital coupons use a process similar to that for paper coupons, and brand manufacturers must pay the same handling fees to the retailer as they do for paper coupons.

- **How are customer service issues resolved?**
 - This depends on the specific retailer but in all cases customers can use both phone and email support to raise issues and get resolution. In addition, most retailers are deploying solutions in store so that the customer service desk will be able to view coupons on individual shopper cards.

YOU Technology, www.you.net

Retail Services

1625 South Congress Avenue
 Delray Beach, FL 33445
 phone: 561-454-7600
 fax: 561-265-2493

Brand Services

701 Gateway Blvd., Suite 101
 South SF, CA 94080
 phone: 650-624-3800
 fax: 650-624-3899

