

With over 4,500 retailer stores onboard, YOU Technology takes paperless coupons into the mainstream

YOU's uCoupon delivers paperless coupon solution integrated with retailer POS, CRM insights and loyalty card programs, increasing redemption 5 to 20-fold over paper coupons.

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News

- YOU Technology, a leading innovator in personalized marketing solutions, today announced uCoupon, the latest solution in its marketing suite.
- uCoupon is the first completely paperless digital coupon solution that combines a range of consumer media channel delivery options such as Web, mobile, and in-store devices. It provides an efficient and completely managed digital transaction, from offer delivery through checkout, redemption, and clearing, plus the ability to target offers in connection with a retailer's loyalty card program.
- YOU's uCoupon solution has been developed specifically with leading CPGs and large chain retailers and proven over more than two years of 24/7 operation, with tens of millions of paperless digital coupons downloaded and redeemed through over 4,500 retailer stores nationwide.
- For both retailers and brands striving to reach new consumer segments and profit from incorporating digital marketing into their mix, uCoupon reaches younger families and consumers who do not use paper coupons. uCoupon increases trial, drives incremental traffic and sales lift, and increases marketing budget ROI.

Solution Details

- uCoupon combines marketing services and comprehensive technology packaged into three solution options:
 - Creating retailer and brand-specific paperless coupon sites powered by the underlying technology to manage the transaction from coupon setup through redemption
 - Connecting CPGs and third party coupon providers with YOU's growing network of retailer-branded coupon sites
 - Developing unique brand/retailer collaborative and digital shopper marketing programs, such as interactive promotions, cause marketing, and loyalty tie-ins, that reach beyond the circular and in-store displays
- uCoupon combines four elements that are emerging as essential capabilities for motivating consumers, reducing marketing and operational costs, and curtailing coupon fraud:
 - *Coupon selection* using volume content from brands, retailers, and third party providers that increase consumer choice and relevance
 - *New digital delivery options* using Web, email, smart phones, SMS, and in-store channels that improve reach and consumer convenience

- *Personalization* that can integrate purchase history from POS, consumer data, and CRM insights (provided by third party retail partners or YOU Technology) to deliver the most relevant coupon offers at the right time and to the right communication vehicle
- *Retailer/Brand collaboration* that turns national brand programs into more focused retail-specific promotions to better achieve the joint marketing goals of both participants

Supporting Quotes

- “We’re seeing redemption rates for digitally-distributed coupons at 5 to 20 times those found in free-standing inserts [1],” said Allen Johnson, AMR Research Director. “The retail market is changing dramatically, presenting significant upside to those who can provide a unified consumer experience that combines shopper insights, digital offers, and loyalty.”
- “Mobile and digital couponing is a tremendous growth area right now,” said Chris Cunnane, Aberdeen Senior Research Associate. “From a recent Aberdeen study, Best-in-Class retailers are nearly 5 times as likely to utilize this technology. In addition, 60%-70% of other retailers have indicated mobile couponing as a top initiative over the next 12-18 months.”
- “uCoupon differs dramatically from general consumer coupon sites that serve as islands of offers that consumers must search, print at home, and carry to checkout,” said YOU CEO Ken Fenyo. “uCoupon is completely paperless and can allow brands and retailers to seamlessly deliver relevant offers to consumers at home, on the go, and in store. This makes shopping more convenient for consumers and more profitable for brands and retailers.”

Additional Resources

- Aberdeen 2009 Cross Channel Loyalty Research Study <http://www.aberdeen.com/Aberdeen-Library/6556/SI-national-retail-federation.aspx>
- YOU Technology Website <http://www.you.net/>
- YOU Technology retailer paperless coupon Web page <http://www.you.net/retailerCoupon.php>
- YOU Technology brand/CPG paperless coupon Web page <http://www.you.net/brandCoupon.php>

About YOU Technology

YOU Technology revolutionizes the way brands and retailers connect with consumers by delivering personalized communications in real-time and across a range of media. Customers such as Kroger, DrPepperSnapple, Unilever, and General Mills use [The YOU Technology Personalization Suite](#) for paperless digital coupon marketing, interactive promotions, and end-to-end loyalty programs. YOU Technology offers its customers flexible quick-start options and performance-based pricing that make it easy to get started.

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[\[1\]](#)¹ AMR Research (acquired by Gartner, Inc.) The Moment of Truth Now a Moving Target, Allen Johnson, September 15, 2009.