



Redeeming Notes

Summer 2013

Mark your calendar and make plans to join your coupon industry colleagues at these ACP events

Regional Coupon 101/102

Midwest

October 9, 2013
Hyatt
Rosemont, IL

Save the Dates! 2014 Industry Coupon Conference

April 22th - April 24th
2014
Hilton, Lake Buena
Vista
Orlando, FL

For the latest details:

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John.Morgan@acp-hq.org

With Digital Coupons on a Rapid Rise, and Participation at the Association of Coupon Professionals (ACP) Events at Record Levels, the ACP Announces New Educational Seminars and Industry Conference

Coupon 101/102 Regional Seminars in the Chicago and Washington, DC Areas Will Showcase How to Market and Maximize Products Using Coupons

With redemption of paperless, digital coupons up 234 percent in the first half of 2013 alone, compared to the same period just last year (source: Inmar), the Association of Coupon Professionals is announcing its cutting edge, interactive coupon educational seminars and annual 2014 industry conference.

Coupon 101/102 seminar dates and locations are:

- **October 9, 2013, Hyatt, Rosemont, Illinois (Chicago)**
- **March 18, 2014, Alexandria, Virginia (Washington, DC),**
in conjunction with the Coupon Information Corporation (CIC) Summit

Attendance at these events, including the recent Industry Coupon Conference, has reached over 25-year record levels as manufacturers and retailers continue to use coupons to build sales and increase brand loyalty. Taught by leaders in the field, these seminars can help attendees plan a marketing campaign with coupons which maximize their return on investment.

Seminar participants learn how to market their business with time-tested tools, can refresh their knowledge of coupons or bring themselves up-to-speed on new technologies. Digital, Internet Print-at-Home and traditional paper coupons are discussed. Technologies like Mobile and Click-to-Card (frequent shopper card) coupons are also explored.

“Leading marketing and promotion executives have attended Coupon 101/102. It is an up-to-date way of staying abreast of what’s going on in the coupon industry,” said **Val Stark, ACP Education Director** and board member.

“The interest in coupons continues to grow, driven by today’s marketplace and consumer demand for incentives. Record attendance at our recent conference and coupon workshops clearly demonstrates the thirst for learning more about coupons,” added Stark. “Our educational seminars are led by industry coupon experts, who have enormous passion to share their knowledge.”



Welcome New Members

Common Kindness

Kraft Foods

Reading for Education

PromoPoint Marketing

Brand Technologies

Avid, Inc.

Quality Health

Hopster

Mobeam

Committee & Task Force

Anyone from an ACP member company can volunteer to serve on a committee or task force. It's an opportunity to participate in the improvement of the industry while developing new relationships with industry leaders. Most work is done through monthly conference calls and on-line collaboration. If you are interested in volunteering, contact

"There is much to learn about the coupon marketplace as new technologies infuse our industry, such as mobile and digital coupons, and GS1 Databar.," said **John Morgan, ACP Executive Director**. "Marketing and Retail customers continue to expand their use of couponing strategies to support high consumer desire and drive incremental sales. The ACP offers the perfect opportunity to stay informed about this viable marketing tool."

The lively, interactive sessions review all aspects of the couponing industry. Seminar topics include: Effective Coupon Strategies, Coupon Distribution Types, Coupon Design, Family Code Management, Redemption Cycle, Misredemption, Managing Risk and other areas. Attendees follow the path of a coupon from the time it is issued through redemption, financial settlement and reporting with a detailed view of all the functions in the process. Updates to the transition to the GS1 Databar are also included.

As sessions fill quickly and attendance is limited, potential participants should contact the ACP without delay. A limited number of hotel rooms have been set aside for attendees who are not able to fly in and out the same day.

The annual ACP Industry Coupon Conference will take place April 22-24, 2014 at the Hilton, Lake Buena Vista, Orlando, Florida. ACP members benefit from preferred rates to ACP Events.

To register go to <http://couponpros.org/conference/conference/regional-coupon-101102-workshop-information-2/>, or contact John Morgan, (610) 789-9993

Industry Trends

Inmar Reporting Redemption for Digitally Discovered Coupons Up in H1 2013

Inmar presented its mid-year coupon trends report on July 31, showing that redemption volume for digitally discovered coupons (both print-at-home and paperless) increased significantly in the first half of 2013 (H1 2013) as compared with the same period last year. Redemption volume for Internet print-at-home coupons continued its steady quarter-over-quarter growth with 70.9 million PAH coupons redeemed in H1 2013 -- up 12.1% compared to the first half of 2012.

At the same time, exponential growth in redemption was seen among paperless, digital ("e-wallet") coupons with a 234 percent increase in redemption volume in H1 2013 versus the same period last year. In just the first six months of 2013 Inmar settled, and observed settlement of, more paperless digital coupons (28.5 million) than in all of 2012 (27.5 million).

Among paper methods, Instant Redeemables (attached to product package) experienced the greatest growth in redemption in H1 2013 with 191.7 million of these coupons redeemed. The

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Committees & Task Forces

The **Education Committee** develops and hosts Coupon 101\102, an introductory workshop for the coupon industry. And works on other opportunities to educate the industry.

The **GS1 Databar Task Force** works to implement the new GS1 Databar coupon coding

The **Internet Couponing Task Force** identifies and reports Internet coupons' benefits and issues

The **Industry Coupon Conference Planning Task Force** develops the annual industry coupon conference

The **Coupon Guidelines Committee** creates best practices on coupon design and processing

increase was a continuation of this method's impressive growth trajectory and represented a 23 percent increase over redemptions for the same six month period last year.

Paralleling this redemption increase was an overall increase in coupon distribution. Marketers pushed out 170.4 billion offers to shoppers in H1 2013, a 2.1 percent uptick versus the same period last year. At the same time, however, overall coupon redemption was down 6.6 percent for the first half of the year compared to the same period in 2012 (1.39 billion vs. 1.49 billion).

"The use of digital promotions continues to accelerate while the ease and efficiency of paper coupons remains high for both brands and value-minded consumers," said Inmar CEO David Mounts. "The rapid growth in redemption volume we saw in the first half of 2013 for digitally delivered coupons is further indication that having the appropriate promotion mix is the best way to increase acquisitions and sales," continued Mounts.

Kantar Media reports retailer participation in FSIs increased 21.6 percent to more than 11.3 billion pages

Jump in Retailer Promotions Helps Drive Free Standing Insert (FSI) Coupon Activity to a 3.3 Percent Increase During the First Half of 2013 – Free Standing Insert (FSI) coupon activity 3.3 percent based on Coupons dropped during the first six months of 2013 versus the same time period a year ago, according to Marx, a Kantar Media solution.

"FSIs, which reach an average of more than 70 million households on a specific Sunday, remain a significant advertising vehicle for both manufacturers and retailers to influence consumer behavior," said David Hamric, General Manager at Marx. "Manufacturers are reducing their financial risk by shortening the overall expiration lengths of coupons but are incentivizing consumers with higher face values and issuing more coupons within the marketplace." Hamric stated.

Kantar Media, the industry standard for tracking FSI coupon activity, also reports that retailer promotion activity continued to grow with a 21.6 percent increase to more than 11.3 billion pages in the first half of 2013. Wal-Mart continued to lead in retailer activity followed by Walgreens, Target and Family Dollar. Seven of the top 20 retailers more than doubled their pages circulated in the first half of 2013.

"Retailers can gain a competitive advantage by participating in retailer FSI promotions as a way to capture a greater share of shopping trips among households that use coupons," said Hamric. "In the first half of 2013, a wide variety of retailers are participating in retail promotion including Food, Mass, Drug, Pet/Specialty and now Wholesale (BJ's) and Convenience (7-Eleven) stores, which appeared in the top 20 retailers for the first time in the first half of 2013. Through Kantar Media's DirectHEAT® service, our clients are able to identify how competitive brands are aligning with retailer advertising and promotion programs during key weeks to drive trips, transactions, and profits," concluded Hamric.

Overall FSI Activity

There are currently several sub-groups:

Reason Codes
Lost in Transit Invoices
Coupon Adjustment
Process Improvement

The **Membership Committee** actively recruits new members

The **Digital Coupon & Redemption Task Force** is developing guidelines for digital coupon promotions

The **Market Research Task Force** develops unique consumer coupon insight from research data

The **Printer Task Force** – develops guidelines for security for the printing and delivery of coupons

The **Canadian Task Force** – addresses coupon issues unique to Canada.

The **Awards Task Force** accepts nominations and determines Lifetime Achievement awards, Industry Impact awards and other special

During the first half of 2013, more than \$247 billion in consumer incentives were delivered via FSI coupons in Sunday newspapers, up 8.8 percent from the same period in 2012. During the same six month period, more than 153 billion coupons were distributed within more than 112 billion FSI pages.

FSI coupon Average Face Value increased 5.3 percent to \$1.61 for the first half 2013. Average Expiration (Fuse) dropped to 7.1 weeks, down 5.0 percent versus a year ago, which is the fifth consecutive year of declining Fuse lengths during the first half of the year.

| First Half 2013 Results versus First Half 2012 | | |
|--|-----------------|----------|
| Measure | First Half 2013 | % Change |
| Dollars Circulated | \$247 billion | 8.8% |
| Coupons Dropped | 153 billion | 3.3% |
| Pages Distributed | 112 billion | 1.6% |
| Face Value (average) | \$1.61 | 5.3% |
| Fuse (weeks) | 7.1 | -5.0% |

Source: Kantar Media

Sector Activity

The Consumer Packaged Goods (CPG) sector remains the largest user of FSI pages with a 75.8 percent share, followed by Direct Response, which includes general advertising activity, and Franchise, comprised of restaurants, portrait studios, and other businesses. CPG Pages Circulated had a 3.7 percent increase to more than 85.5 billion pages following a two year decline. Franchises remained flat at 11.2 billion pages after a large increase in the first half of 2012. Direct Response had the only decrease in Pages Circulated, down 7.5 percent to more than 15.9 billion pages.

| First Half 2013 Results by Sector versus First Half 2012 | | | |
|--|------------------|-------------|---------------|
| Sector | Pages (millions) | % Change | Share |
| CPG | 85,593 | 3.7% | 75.8% |
| Direct Response | 15,994 | -7.5% | 14.2% |
| Franchise | 11,271 | 0.4% | 10.0% |
| Total | 112,859 | 1.6% | 100.0% |

Source: Kantar Media



recognition awards.

Top 10 Retailers based on Pages Circulated

Retailer promotion pages increased 21.6 percent to more than 11.3 billion pages in the first half of 2013. The number of manufacturers participating in retailer promotions increased 3.4 percent to 240, while the number of retailers decreased 7.8 percent to 107. Retailers from Mass (Wal-Mart, Target), Value (Family Dollar, Dollar General), Drug (Walgreens, CVS), Pet Specialty (PETsMART) and Food (Safeway, Vons and Kroger) comprised the top ten retailers.

Wal-Mart continued to hold the top spot based on number of Pages Circulated with an increase of 40.3 percent to 3.6 billion pages, which was the largest actual increase among the top ten retailers. Family Dollar had the largest actual decline in Pages Circulated among the top ten, down 37.1 percent in the first half of 2013. These trends reflect the overall growth of retailer promotion within traditional FSI vehicles to drive trips, transactions, and profits across channels and retail formats.

Upcoming Industry Events

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101\102
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| Retailer | Rank First Half 2012 | Rank First Half 2013 |
|-----------------|----------------------|----------------------|
| Walmart | 1 | 1 |
| Walgreens | 2 | 2 |
| Target | 3 | 3 |
| Family Dollar | 4 | 4 |
| Safeway | 9 | 5 |
| CVS Pharmacy | 6 | 6 |
| Dollar General | 5 | 7 |
| PETsMART | 7 | 8 |
| Vons | 14 | 9 |
| Kroger (banner) | 8 | 10 |

Source: Kantar Media

CPG Non-Food vs. Food

In the first half of 2013, Non-Food categories distributed more than 96.1 billion coupons, up 4.7 percent versus the same time period in 2012, while Food categories distributed 57.2 billion coupons, an increase of 1.4 percent. Within Non-Food, the Personal Care area had the largest actual increase in Coupons Dropped, while within Food the Frozen Products area reported the largest actual increase.

Additionally, manufacturers are increasing the value of the offers that being delivered to consumers in the Non-Food segment. Weighted Average Face Value (WAFV) for Non-Food increased 7.3 percent to \$1.98 and was combined with a 2.4 point increase in Multiple Purchase Requirements (MPR). This resulted in the Weighted Average Face Value Per Unit (WAFVPU) increasing 5.3 percent to \$1.69. WAFV for Food decreased 2.3 percent to \$1.01 and was

combined with a 2.6 point decrease in MPR -resulting in WAFVPU remaining flat at \$0.74.

| Class | Coupons Dropped (MM) | | Avg Face Value (\$) | | Avg Value Per Unit (\$) | | % Multiple Purchase | | Avg Duration (weeks) | |
|------------------|----------------------|-------------|---------------------|-------------|-------------------------|-------------|---------------------|------------|----------------------|--------------|
| | 1st Half 2013 | % Chg | 1st Half 2013 | % Chg | 1st Half 2013 | % Chg | 1st Half 2013 | Point Chg | 1st Half 2013 | % Chg |
| Non-Food | 96,138 | 4.7% | \$1.98 | 7.3% | \$1.69 | 5.3% | 19.5% | 2.4 | 6.4 | -8.3% |
| Food | 57,229 | 1.4 | \$1.01 | -2.3% | \$0.74 | 0.9% | 41.1% | -2.6 | 8.4 | -0.1% |
| Total CPG | 153,039 | 3.3% | \$1.61 | 5.3% | \$1.34 | 4.8% | 27.5% | 0.4 | 7.1 | -5.0% |

Source: Kantar Media

Top 10 FSI Product Types in First Half 2013 (by Coupons Dropped*)

The top 10 product types based on Coupons Dropped accounted for 36.1 percent of all FSI coupon activity during the first half of 2013. Shaving Cream/Razor ranked first with a 45.5 percent increase in Coupons Dropped to more than 7.3 billion. Combination/Personal products (a group of products which have extensions that cross multiple Personal Care categories) dropped to second, having a decline of 3.2 percent and distributing more than 7.3 billion coupons. Hair Care moved from a rank of 8 to a rank of 3 during the first half of 2013, having distributed more than 6.5 billion coupons. Meat/Refrigerated moved into the top 10, having gained three spots from a rank of 12 to 9 with a 33.4 percent increase to 4.1 billion coupons.

| Rank | Product Type | Coupons Dropped (MM) | | | |
|------|-----------------------------|----------------------|-----------------|--------|------------|
| | | 2012 (1st Half) | 2013 (1st Half) | % Chg | Actual Chg |
| 1 | Shaving Cream/Razor | 5,061 | 7,362 | 45.5% | 2,301 |
| 2 | Combination/Personal | 7,596 | 7,353 | -3.2% | -243 |
| 3 | Hair Care | 4,346 | 6,584 | 51.5% | 2,239 |
| 4 | Vitamins | 6,387 | 5,371 | -15.9% | -1,016 |
| 5 | Pet Food & Treats | 6,957 | 5,368 | -22.8% | -1,589 |
| 6 | Snacks | 6,186 | 5,332 | -13.8% | -854 |
| 7 | CCSA | 4,672 | 5,011 | 7.2% | 339 |
| 8 | Household Cleaning Products | 5,930 | 4,759 | -19.7% | -1,170 |
| 9 | Meat/Refrigerated | 3,146 | 4,198 | 33.4% | 1,051 |
| 10 | Bar/Liquid Soap | 3,556 | 3,886 | 9.3% | 330 |

Source: Kantar Media

*Coupons Dropped equals the actual number of coupons distributed in FSI inserts for manufacturers' brands.

Top 10 Categories for New Product Activity

During the first half of 2013, there were 209 new products that delivered FSI coupons compared to 204 new products during the same period in 2012. Event dates increased from 312 to 318 and the total number of categories participating in new product activity declined from 75 to 72. The average number of event dates for a new product launch was flat at 1.5.

| First Half 2013 Results for New Products | | |
|--|----------------------|----------------|
| Rank | Product Type | # New Products |
| 1 | Cereals | 26 |
| 2 | Prepared Food/Frozen | 10 |
| 2 | Pet Food & Treats | 10 |
| 2 | Alcoholic Beverages | 10 |
| 5 | Milk/Milk Products | 9 |
| 6 | Beverages | 7 |
| 6 | Sauce | 7 |
| 8 | Snacks | 6 |
| 8 | First Aid | 6 |
| 10 | Yogurt | 5 |

Source: Kantar Media

Kantar Media Reports Website Coupon Expenditures on Leading Websites Increased 130 Percent in Q1 2013

Estimated expenditures for website coupons reached \$835 million in Q1 (January – March) 2013 – an increase of 130 percent compared to the same period last year across key websites measured by Marx, a Kantar Media Solution.

| Website Coupon Expenditures and Values | | | |
|--|---------|---------|-------------------|
| Measure | Q1 2012 | Q1 2013 | % Chg vs. Q1 2012 |
| Estimated Expenditures (\$MM) | 362.2 | 835.0 | 130.5% |
| Avg Face Value | \$1.86 | \$1.69 | -3.2% |

Source: Kantar Media

“Estimated expenditures surged in Q1 2013, indicating that website-based offers are taking on a greater significance for the consumer promotion industry. This increase in Estimated Expenditures included major program types such as digital paperless coupons, which are typically loaded to a loyalty card, and internet print-at-home coupons, which are initially obtained online,” stated David Hamric, General Manager, Kantar Media Marx. “When this increase in Estimated Expenditures on website-based offers is compared to the reported increase in Free Standing Insert (FSI) activity, it suggests that 2013 will be a very promising year in coupons.” said Hamric. “Manufacturers can use Marx data to measure their competitors in coupons – to gain an advantage in the marketplace with better coverage across Marx websites, faster insights with Marx Alerts and smarter results with Marx data.” concluded Hamric.

Estimated Expenditures by Coupon Program Type

All coupon program types grew in Q1 2013 compared to Q1 2012 for the key websites monitored by Marx. Print at Home captured the most Estimated Expenditures for all program types at \$702MM in Q1 2013, followed by Load to Card with \$102 MM. Load to Wallet was newly captured in Q1 2013 with more than \$29 MM in Estimated Expenditures.

| Coupon Program Type Estimated Expenditures (\$MM) | | | |
|---|-----------------|-----------------|-------------------|
| Coupon Program | Q1 2012 | Q1 2013 | % Chg vs. Q1 2012 |
| Print at Home | \$ 334.3 | \$ 702.7 | 110.2% |
| Load to Card | \$ 27.8 | \$ 102.5 | 268.7% |
| Load to Wallet | \$ - | \$ 29.7 | + |
| Total | \$ 362.2 | \$ 835.0 | 130.5% |

Source: Kantar Media

Food Areas covered 48 percent of Estimated Expenditures in Q1 2013, an increase of four points from Q1 2012. Non-Food share of Estimated Expenditures was 52 percent in Q1 2013, a decrease of four points from the same period in 2012. (NOTE: Sum of all Areas may be greater than 100 percent due to events which include more than one Area). Personal Care Area leads within Non-Food Areas with a 19 percent share of activity and Dry Grocery leads with a 16 percent share of activity during Q1 2013. Eight of nine Areas saw decreases in Face Values while Personal Care increased in Face Value during Q1 2013 by 1% or \$0.02.

| CPG Areas | Q1 2012 Digital Activity | | Q1 2013 Digital Activity | |
|------------------------|-------------------------------------|----------------|-------------------------------------|----------------|
| | Share of Estimated Expenditures (1) | Face Value (2) | Share of Estimated Expenditures (1) | Face Value (2) |
| Cereals | 10.7% | \$1.23 | 6.1% | \$1.02 |
| Dry Grocery | 16.6% | \$1.63 | 16.9% | \$1.24 |
| Frozen Products | 2.8% | \$2.18 | 4.3% | \$1.57 |
| Health Care | 21.6% | \$2.59 | 15.4% | \$2.44 |
| Household Products | 12.9% | \$1.46 | 13.2% | \$1.39 |
| Other Packaged Goods | 1.1% | \$4.41 | 4.0% | \$3.79 |
| Personal Care | 20.2% | \$1.75 | 19.7% | \$1.77 |
| Refrigerated Foods | 10.6% | \$1.10 | 13.3% | \$1.05 |
| Shelf Stable Beverages | 3.5% | \$1.74 | 7.3% | \$1.41 |

(1) Digital Share of Estimated Expenditures is based on Digital Estimated Expenditures allocated to each area, which may include events that cross more than one Area

(2) Digital Face Values are averaged values

Food Areas: Cereals, Dry Grocery, Frozen Products, Refrigerated Foods, and Shelf Stable Beverages

Non Food Areas: Health Care, Household Products, Other Packaged Goods and Personal Care

Source: Kantar Media

Coupon Website Visits by Area

In Q1 2013, all nine Areas experienced growth in Total Visits, a cumulative measure of the number of times all visitors visited the unique coupons section of a website. Total Visits grew by 76 percent to more than 4.5 billion Total Visits across key websites monitored by Marx. The greatest number of Total Visits in Q1 2013 were attributed to Dry Grocery, at 885MM. This was followed closely by Personal Care at 832MM and Health Care at 757MM. Other Packaged Goods, while capturing the smallest number of Total Visits, experienced the largest growth compared to other Areas at 1501 percent in Q1 2013.

| Total Visits* by Area | | | |
|------------------------|------------------|------------------|--------------|
| Area | Q1 2012 | Q12013 | Pct Change |
| Cereals | 86,895 | 135,175 | 55.6% |
| Dry Grocery | 499,416 | 885,343 | 77.3% |
| Frozen Products | 108,871 | 271,059 | 149.0% |
| Health Care | 621,091 | 757,310 | 21.9% |
| Household Products | 367,340 | 620,814 | 69.0% |
| Other Packaged Goods | 15,411 | 246,804 | 1501.5% |
| Personal Care | 539,621 | 832,323 | 54.2% |
| Refrigerated Foods | 248,267 | 482,360 | 94.3% |
| Shelf Stable Beverages | 121,708 | 359,222 | 195.2% |
| TOTAL | 2,608,620 | 4,590,411 | 76.0% |

*Total Visits may be counted in one or more Areas

Source: Kantar Media

“Dry Grocery, a part of the center store, leads in non-food with both the greatest number of Visits and Estimated Expenditures in Q1 2013. This may give retailers a boost in shopper traffic to their center stores, based on the higher levels of Estimated Spend and website Visits to Dry Grocery offers. By examining individual categories and brands one can obtain even more actionable insights and competitive intelligence by analyzing Estimated Spend and Visits by retailer website.” commented Darcy Douglas, Director, Account Solutions, Kantar Media Marx.

“Website coupons are a major force within consumer promotion, reaching more and more shoppers every day. Manufacturers can capitalize on the daily opportunity to reach a shopper when a shopper is planning a trip to purchase needed brands by placing offers on the specific websites and specific website locations where a shopper goes. It is particularly important to pay close attention to which websites are heavily visited by shoppers. In an ideal outcome, manufacturers would have spent wisely by placing their coupon offer in the same website location where the majority of the shoppers are visiting. This will help capture a trip during the planning phase, at a time when a shopper is seeking offers from manufacturers or retailers,” concluded Douglas.

Association News

ACP Offers Free Updated Poster to Help Retailers Detect Fraudulent Internet Coupons

The Templates have been updated to GS1 Databar- Only

The Association of Coupon Professionals (ACP) has developed an easy-to-read poster to help store associates tell the difference between legitimate and fraudulent Internet coupons. It is available to retailers free of charge in a PDF format.

The ACP Retailer Coupon poster is ideal for placement in a retailer's break or training room.

From time to time, fraudulent coupons have been unknowingly accepted by some supermarkets and the subsequent negative publicity has given Internet coupons a black eye. The poster aims to prevent those occurrences.

"The poster was developed by the Internet Coupon Guidelines Task Force to help educate cashiers and provide tips in recognizing legitimate Internet coupons," said John Morgan, executive director of ACP.

The poster instructs cashiers to look closely for obvious alternations in the coupon, unusually long expiration periods, free/high-value offers, and other indications of possible fraud. Examples of legitimate coupons are on the poster for comparison sake.

The ACP will email the PDF file to retailers free of charge. The cost of the program was funded with the help of sponsors: Catalina Marketing, Coupons, Inc. Inmar, SEA Enterprises, NCL Graphics, News America, Prologic, RPR, with the support of the Food Marketing Institute (FMI) and GS1US

For more information about the poster, contact John Morgan at 610-789-9993 and John.Morgan@acp-hq.org, or visit www.couponpros.org.

Member's Corner

News, Insights and announcements from ACP members.

The ACP does not endorse any companies, products, or services

Revtrax® Rolls Out In-Depth Reporting for Digital Coupon Campaigns

Customizable, user-friendly reports provide actionable, real-time insights for digital promotions

RevTrax® today announced the launch of a comprehensive new reporting platform that enables marketers to view highly detailed, real-time data for print-at-home and mobile coupons. Through a simple interface, marketers can build customized reports and easily access complex data that allows them to optimize media budgets, improve promotion strategy and build campaigns based on multifaceted data, including offline transaction data.

The upgraded and reimagined RevTrax interface can be utilized for customized trend reports, like geography-based performance reports that indicate how offer engagement varies by region. Reports also include conversion funnel analysis by promotion, consumer engagement by promotion, channel breakouts and much more.

"Having access to a comprehensive dashboard while simultaneously having the ability to query custom data empowers our clients to make more informed marketing decisions," said Jonathan Treiber, RevTrax co-Founder and CEO. "Big data is great, but if you don't have the resources to analyze and apply it, it's meaningless. The promotion intelligence we've made available is one way RevTrax simplifies data into actionable numbers."

In addition to core metrics for recent and current campaigns, like revenue, transactions, prints, views, mobile activations and other engagement data, the newly designed dashboard includes interactive graphs for marketers to better understand the performance of their digital promotions, and in turn, execute data-driven programs.

#

Hopster Launches Personalized Coupons and Online Media Platform for CPG Brands

Using in-store purchase data and gamification Hopster shapes high-value shopper behaviors

Hopster (www.hopster.com) launches today as a breakthrough in how CPG brands identify, target and communicate with today's shopper. Hopster's media platform marries personalized print-at-home coupons with a suite of web-based tools to drive high-value shopping behaviors like loyalty, cross-promotion and advocacy. It is an interactive savings experience where consumers can engage with relevant branded content in exchange for dynamic coupons, personalized based on actual shopping behaviors.

First introduced over 100 years ago, the coupon has remained a "one-size-fits-all" solution that has been slow to evolve into a modern, relevant promotion. By changing the *function* of how a coupon is used from a trial-based form of marketing to a trackable form of media that can be used to drive longer-term behaviors, Hopster provides brands with a scalable advertising platform to build direct relationships with shoppers.

"Whether it's the Sunday circular or online coupon sites, the CPG coupon has seen little innovation in targeting or personalization," said Brian Wiegand, co-founder and CEO of Hopster, Inc. "Hopster's here to make it fun and useful for shoppers, while giving brands the chance to unlock the potential of true 1:1 marketing."

The Hopster Platform:

- Links digital media to in-store sales with unique, serialized coupons, allowing brands to capture a measurable ROI.
- Provides CPG brands household level targeting based on purchase history.
- Gives brands the ability to drive high-value shopper behaviors like advocacy, loyalty and cross- promotion.
- Eliminates wasteful impression based pricing with a performance based pricing model

"We think there's a large, immediate opportunity to rethink the core function of the coupon in a way that creates significantly more value to the consumer in a way that doesn't limit distribution," said Wiegand.

By personalizing each coupon and closing the redemption loop through Hopster, brands can now identify individual shoppers and measure the impact of online campaigns on in-store sales. Partner brands only pay for actual coupon redemptions or proven digital engagement, such as posting to Facebook, watching a video, taking a poll, and more.



Price Chopper Supermarkets partners with Zavers by Google to reward their most loyal shoppers, increasing spend by 15%

Since its early days as the first self-service supermarket in upstate New York, Price Chopper Supermarkets has prided itself on continually finding fresh, innovative ways to give their customers quality products at low prices.

So when the 81-year-old supermarket chain was looking to deliver better, more relevant digital coupons to their AdvantEdge loyalty card customers, they chose to partner with Zavers by Google.

Price Chopper felt that Zavers' digital coupon solution brought more to the table than other digital coupon solutions they'd looked at, including the ability to load coupons directly to rewards cards and engage their most loyal customers.

Seamless installation and integration

Working closely with the Zavers technical team, Price Chopper created a custom interface that allowed them to integrate content seamlessly with both their website and mobile app.

"The Zavers team was awesome to work with and they have been responsive and receptive to our ideas," says Kitty McKeough, Price Chopper Business Systems Manager, Store Financial Systems. "No matter what technical questions we had, Zavers was able to remain flexible and quickly adapt and implement a solution."

Engaging loyal shoppers

"Our shopper surveys showed us that our customers wanted to be able to load coupons directly to their reward cards," says Heidi Reale, Price Chopper Director. On a recent survey from Zavers by Google¹ shoppers clearly expressed their interest in retailers who provide the option to load digital coupons to card or they found such services "very" or "extremely useful."

After implementing its digital coupon program, Price Chopper started seeing positive results right away with significant gains with the supermarket's best customers. Surveys showed that loyal shoppers who spent 50 percent of their share-of-wallet with Price Chopper represented 43 percent of all their e-coupon users. Non-e-coupon users, on the other hand, only represented 24 percent of loyal shoppers.

"We are very happy with the results so far," says Reale. "We see e-coupons as a way to reward our best shoppers, the ones who spend the most with us and visit us the most. One out of two shoppers using e-coupons are best customers."

Increasing spend and frequency of loyal customers

A Price Chopper analysis² of shopper spending habits in February 2011 before the launch of e-coupons, and February 2013, when e-coupons had been available for several months, showed the average total monthly spend of active non-e-coupon customers decreased 5 percent, but increased 10 percent among active shoppers who had engaged with e-coupons an overall difference of 15 percent.

“This analysis has helped affirm how valuable our AdvantEdge e-coupon customers are to our organization”, says Reale. “These are our very best customers and they are continuing to increase their spend in our stores and take advantage of our loyalty programs.”

Summary of results: Comparison of basket size and trips of shoppers in February 2011 and February 2013 who are engaged with e-coupons vs. those who are not.

Planning for future expansion

Looking ahead, Price Chopper hopes to expand their loyalty card program using Zavers’ targeting and segmentation capabilities to reward shoppers with coupons that are tailored to their lifestyles.

“Our primary goal is to help people feed and care for their families. And if we do it in a way that makes their lives easier, then customers will continue to come back to us. I am looking forward to Zavers helping us reach our customers in a more relevant way.”

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CommonKindness is the “Go To” Coupon Platform – Recognized By Leading Brands, Celebrities & Progressive Grocer

Recently Progressive Grocer awarded CommonKindness President Sarah Schloemer, The 2013 Top Women In Grocery award for the development of the innovative CommonKindness coupon platform. To learn more, <http://www.commonkindness.com/business/top-women-in-grocery>

Brand leaders like Kimberly Clark, Hershey’s, Johnson& Johnson and Coty aren’t the only ones utilizing the CommonKindness coupon platform, even celebrities, like Katy Perry are participating, as seen in Progressive Grocer, <http://www.progressivegrocer.com/top-stories/headlines/cpgs-trading-partners/id39463/popchips-launches-commonkindness-campaign/> in a popchips campaign that used ASPCA as an example of a non-profit for consumers to support. Currently Snoop Lion (formerly Snoop Dog) is promoting a Reed’s Ginger Brews Coupon on CommonKindness to his followers, who can support his new non-profit, The Mind Garden Project with the Reeds Ginger Beer Coupon on CommonKindness, or any coupon for that matter. See the direct to Reeds coupon link / Snoop Lion video here: <http://commonkindness.com/coupon/perm/id/1738>

“Brands love having their coupons on CommonKindness to generate sales and build brand

equity by giving customers the opportunity to support their favorite non-profit. The positive brand association allows brands to build a relationship with the customers.” says, Schloemer, Co-Founder & President of CommonKindness.

Consumers support the brand by buying their product and the brand supports the consumer by offering them a CommonKindness coupon which benefits the consumers’ favorite non-profit.

The American Marketing Research shows that allowing consumers to select their favorite non-profit in a campaign is more likely to enhance purchase intentions and lead to greater consumer support than when the brand determines the cause.

CommonKindness’ simple and instant coupon-loading platform makes it easy for brands to participate no matter what their current goals:

- Quickly boost sales
- Generate content for social media through the CommonKindness iframe functionality
- Gain or maintain shelf space
- Jump-start sales of a new product
- Expand brand awareness – utilize the video feature
- Supplement their current FSI program
- Reach new and valuable audience of “influencers” – active in their community, family & non-profits
- Increase brand loyalty & benefit from the ‘Brand Halo’ effect

Brands also love the unique CommonKindness performance-based, pay-per-sale platform because there are no upfront fees. They only pay a small fee when a sale is made.

RETAG: Savings Reward Consumers Who Recycle

SuperMax selected launch location for the world’s most innovative recycling program

San Juan, Puerto Rico- RETAG, a program that rewards consumers with coupons launched worldwide yesterday at SuperMax supermarkets in Puerto Rico. Consumers benefit when they recycle newspapers, magazines and catalogs at interactive kiosks. SuperMax will conduct a pilot of the RETAG program in 3 store locations—Plaza Guaynabo, De Diego and Isla Verde, for a period of 3 months, beginning August 22 to attend the increasing demand for recycling and counter the lack of accessible alternatives to recycle in the island.

“In SuperMax we’re always looking for ways to help our community as well as expand the services and additional value we offer in our stores. With the RETAG

program we're continuing to do just that along with demonstrating our environmental commitment, which customers have been seeing through our recent image changes such as more efficient lighting and refrigeration systems", stated SuperMax president, José Revuelta.

Recent studies have confirmed that a new trend in using coupons is on the rise in Puerto Rico. Consumers are looking for savings and REMAG attends their needs by rewarding them with instant coupons of their choice from 15 different product categories when they recycle newspapers, magazines or catalogs at one of the two designated interactive kiosks in participating stores. At the moment, there are over \$120 worth of savings in more than 150 coupons available for consumers in the kiosk. Customers also contribute to support their favorite charity or non-profit organization, which will receive a donation for each printed coupon paid for by REMAG—a win-win for consumers, the local community, and the environment.

"We're thrilled to have SuperMax join us on this great venture. We're confident the program will be a success and are pleased that we can benefit local non-profit organizations with the donations they need to continue their labor of love. This is a fundamental part of REMAG's commitment", said Blake Patterson, executive vice president for REMAG.

Puerto Rico non-profit organizations participating with REMAG include The Humane Society of Puerto Rico, SER de Puerto Rico, Estuario de la Bahía de San Juan, Hogares Teresa Toda, Sacred Heart University, Sierra Club and the G8 (eight communities around the Caño Martín Peña). These local organizations help Puerto Rico thrive through their advocacy for children, animals, the protection of natural resources, and education.

REMAG connects with consumers on three important decision-making factors:

1. Rewards in the form of cost savings through coupons from recognized brands.
2. Rewards through donations to local non-profits and charities of their choice.
3. Rewards through a quick, accessible and convenient environmental act through recycling.

The interactive customer experience is simple, engaging and fast, in four easy steps:

1. Consumers bring their newspapers, magazines or catalogs to the REMAG kiosk at their local participating retailer to recycle.
2. They scan/identify the newspaper, magazine or catalog for recycling and deposit it in the labeled slot.

3. The consumer selects the non-profit or charity to receive a monetary reward for each printed coupon.
4. Finally, the customer selects the coupons of their choice from various leading consumer products across multiple categories and leading brands for immediate use. The customer will receive up to five coupons for each recycled newspaper or magazine.

REMAC has received the support in the environmental and recycling area from organizations such as: Environmental Protection Agency (EPA), Solid Waste Authority, Green America and Puerto Rico Recycling Partnership. IFCO Recycling will be responsible for handling the material.

The REMAG program also has the support of leading companies such as: B Fernández & Hnos., Clorox, Colgate/Palmolive, General Mills, Healthy Choice, Kellogg's, Kraft, Nestle, Pepsi, Procter and Gamble, Unilever and more to highlight the program and encourage engagement and participation. REMAG is a new and engaging way for brands to market and promote their products in a strategically superior location; where the customer makes the decision of what to purchase.

If you would like more information about REMAG or would like to become a green leader by actively participating in this environmentally conscious initiative please contact Blake Patterson at 615.497.9958 or email blake@remag.org.