

### What is CouponNET®?

CouponNET® is the UK's leading Grocery Internet Printable Coupon Programme. Syndicated across a network of top UK websites and portals, it gives you the ability to reach a vast audience with your offer.

- 5m+ consumers through more than 35 of the leading female, publishing, TV, lifestyle and shopping websites
- Secure Coupon Printing
- 24/7 online reporting
- Coupons accepted by all major UK grocery retailers
- Fully integrated with all UK Coupon Clearing Houses
- Pay for performance – only pay for the coupons printed, videos viewed or surveys completed!

1. Consumer visits Publisher Site



2. Prints coupon from Coupon Gallery



3. Buys product and redeems coupon in store



### CouponNET® Unique Benefits

- Cost-effectively **find** new customers online
- Actively **engage** them with coupon offers that drive grocery sales in-store
- Generate **broad distribution** and reach for your promotions without the associated media costs
- Associate your brand with **Top 500 UK Hitwise** publishers, portals and websites
- Respond **rapidly** to your competitor's in-store promotions
- **Track** campaign online
- Distribution of **guaranteed** coupon volumes at a fixed fee

### CouponNET® Publishers



Flagship Site



[www.tescodiets.com](http://www.tescodiets.com)

Major Retailers



TV Publishers



Online Mums

[gazettelive.co.uk](http://gazettelive.co.uk)



Magazines and Newspapers



Lifestyle Sites

### Changing Consumer Behaviour

- **47%** of shoppers are buying into voucher or coupons more nowadays
- **38%** of shoppers source coupons from the Internet
- **78%** of these claim this is higher than 12 months ago

Source: Shoppercentric Windows Report April '09

### CouponNET® Makes An Impact!

- Average Print-to-redemption rate **32%**
- **24%** of consumers using CouponNET® were buying for the first time
- **40%** purchased the product again within 24 weeks
- And **79%** of these purchased the product again within next 24 weeks

Source: dunnhumby

**PRODUCT OVERVIEW**

**Standard Coupon**

A simple and effective way of driving consumers in-store




50p OFF  
Save 50p when purchasing Clipper Pure Green Tea 25 Tea bags

- 1-click to print
- 24/7 online reporting
- Optional Tell A Friend

**Video Coupon**

Require a consumer to view a video prior to printing their coupon



Free Aero Bubbles Free Aero Bubbles Milk Chocolate

- Stream Flash video
- Cross-media integration
- Higher redemption

**Survey Coupon**

Require a consumer to complete a survey prior to printing their coupon



SIGN UP AND SAVE 30p OFF  
any Colman's Mustard sauce

- Build your database
- Rapid Research
- Higher redemption

**Display Ads**

Click through via link in Coupon Gallery or from standard banner ad



£1.00 OFF  
Any McCafe Freshmatic Max Refill Pack (10 Refills where stocked)  
click here to print this coupon on A4/A5


Click through rates consistently higher than industry averages

**The CouponNET® Audience**

- 70/30 Female/Male Split
- More than two thirds aged between 25 and 54
- 58% household income more than £30,000
- Three quarters educated to degree level or higher
- More than half work in office-based occupations


**Online Mums**

Use the Internet as a source of support and advice in bringing up their children.




**Working Women**

Use the Internet as an aide to getting the most out of their busy lives.




**Online Men**

With an appetite for technology, use the Internet to provide them with all of their sports & news.



**Silver Surfers**

Heavy users of age-specific community sites for advice & friendship.



**What our Clients Say**

Couponstar's technology provides a total solution, enabling us to engage with our customers on their terms where they expect us to be and iteratively tailor the campaigns to reflect customer feedback.

*Kathryn Bardak, Ocean Spray*

Their innovative platform enabled us to bridge the gap between online marketing and offline purchasing behaviour. The campaign delivered a new demographic to the brand.

*Nina Rosi, Candia at Toucan*

**CouponNET® Clients**

