



CUSTOMER DATA ACQUISITION

Use coupons to capture data & generate consumer insights

Printable coupons are not only a great way of rewarding loyal customers; they can be used effectively to build opted-in customer databases, gather additional customer information and to conduct consumer research & insights.

Couponstar take lead generation, data acquisition and insights to the next level with Bricks Duet™. This turnkey solution combines data acquisition with coupons and other promotional tools such as sampling, cash-back rebates, viral games, competitions, ad features and postal coupons to really capture consumers' interest online.

Engage & Motivate

Couponstar can help you find consumers who show an interest in your brand, engage them further, and then get their permission to continue communicating with them. With Bricks Duet™, brands can generate instant leads, build in-house consumers databases and conduct quick-research for use in future campaigns.

How does it work?

Bricks Duet™ campaigns generate high quality leads and data by deploying coupons to capture consumers' interest. Coupons provide a fair value exchange in return for a consumer opting to provide you with information. Only consumers attracted to your brand and offers choose to participate – creating a highly qualified and engaged database of customers whose relationship with your brand is built around a positive brand experience!

Instant Reach (beforelshop.co.uk)

Pairing Bricks Duet™ with our beforelshop™ publisher distribution network provides your promotion with instant reach on a pay-on-performance basis, boosting results even further!



Consumer Insights

Track and measure form open and completion rates as well as coupon prints and redemptions. Identify which offers works best for your target audience.

Our easy to understand reporting can help identify purchasing trends and reveal what motivates your potential customers to switch products or brands!

Applications

- Database building
- Lead generation
- Quick-fire research & insights
- Encourage products subscriptions, program or club registrations
- Product trial and sampling

Key Benefits

- Combine with a variety of promotional tools
- Attract customers with genuine interest in your product
- Combine Bricks Duet™ with CouponNET™ for instant reach
- Underpinned by Couponstar's secure technology and expertise
- Track consumer behaviour through to product purchase