

# Why Couponstar?

## the most trusted & knowledgeable company in the field

- \* Couponstar is a digital marketing and promotions company with a suite of products that **safely** and **effectively** integrate coupons (or vouchers) into online marketing campaigns
- \* Hold the exclusive global license for Coupons, Inc. (US market leader) technology outside of North America
- \* Our clients include leading consumer packaged goods manufacturers, retailers, digital + sales promotion agencies. To name a few: Kimberly-Clark, Unilever, Masterfoods, Nestlé, Pepsi Co., General Mills, Colgate Palmolive, Australian Geographic and Coty Ltd

## industry leading online printable coupon technology

- ✓ **Easy distribution:** Delivery via all online channels using our proprietary Bricks™ product suite
- ✓ **Print control:** Our “Coupon Printer” (industry-standard browser plug-in) ensures maximum control and minimum risk, limiting your promotional exposure and liability
- ✓ **Security against fraud:** Coupons do not appear on screen but sent directly to the consumer’s printer, eliminating issues such as multiple coupon prints, counterfeiting and unauthorised distribution
- ✓ **Reliable tracking:** A unique ID encrypted into the 2D PDF417 barcode enables individuals to be tracked from print through to redemption
- ✓ **Timely reporting:** 24/7 web-based client reporting
- ✓ **Trouble-free retailer logistics:** Both EAN and UPC barcode standards are supported and printed clean for maximum scanning compliance at POS
- ✓ **Flexible redemption solutions:** We offer various redemption options, ranging from real-time authentication to delayed authentication using our Coupon Clearing House partners



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Powering online-printed coupon solutions\*

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