



INTERNET COUPONS



Your Consumers Are Online— Shouldn't Your Coupons Be Too?



Your consumers are online and now, more than ever, they expect that your promotions will be there as well.

The good news is that unlike conventional coupons, when used properly, printable Internet coupons provide secure distribution controls and unique tracking capabilities, and can help you gain unprecedented knowledge of your consumers.

Collabrys Internet Coupon system enables marketers to use the Internet to provide secure, high-quality targeted coupons that can be printed from any Internet-connected computer—each trackable at the individual consumer level. With Collabrys Internet Coupon technology you can reach consumers through new and exciting online channels as well as target, measure and track coupon redemption like never before.

COLLABRYS INTERNET COUPONS ENABLE YOU TO:

Leverage Secure Coupons in Multiple Online Vehicles

Collabrys Internet Coupons can be deployed in many online environments, including banner and search ads, web sites, e-mails, coupon portals, and more—with full control over print limits, distribution and access. Plus, Collabrys coupons are dynamically rendered, with optimum barcodes generated for the recipient's printer, enabling clear and effortless scanning at the retail POS. Moreover, with control of the entire printed page, you can fully extend branding using personalized messaging.

Improve Targeting with 'Intelligent' Promotions

It's clear that one-size-fits-all coupon programs are not the most cost-effective use of your promotional dollars. Collabrys Internet Coupon system can identify and target consumers based on their purchase preferences and history, as well as by geographic, demographic and other custom criteria. Whatever your marketing goal, you'll implement programs that deliver the 'right' incentive to the 'right' consumer to generate the 'right' response—reducing unnecessary expenditures.

Build Consumer Knowledge and Track In-Store Behavior

The more you know about your consumers, the better you can influence their purchasing behaviors. With Collabrys Internet Coupon system you can determine what motivates your consumers to choose or switch products, what types of promotions they prefer, and much more. Plus, you can track in-store purchases, analyze program performance, and identify trends, in order to confidently optimize marketing strategy.



E-MAIL
MARKETING



INTERNET
COUPONS



DATA
WAREHOUSING



INTERACTIVE
PROMOTIONS



REPORTING



CONSUMER-GENERATED
CONTENT

INTERNET COUPONS



THE COLLABRYS ADVANTAGE:

Collabrys Internet Coupon system utilizes the industry's leading online printable coupon technology. This technology, combined with our extensive vertical industry experience, enables you to deliver the appropriate incentives to strengthen direct consumer relationships, gain market insight, and meet your consumer marketing goals.

Next-Generation Internet Coupon Technology

Collabrys Internet Coupon system's reliable and scalable infrastructure can handle error-free processing and the delivery of millions of printable coupons. But that's just the beginning. We also provide:

- **Maximum Security & Peace of Mind:** Ease your security concerns. Our patented coupon system minimizes fraud risk using maximum security controls that regulate coupon access and distribution. Each printed Collabrys coupon contains a unique tracking code and can be associated with the individual user.
- **Dynamic Customization:** Dynamically target your consumers based on a variety of criteria including consumer value segments, purchase history and preferences, survey responses and sweepstakes entries, geographic, demographic, as well as by marketing goal. Personalize offers and enhance your branding messages via product information, tips, instructions, and cross-marketing offers.
- **Powerful Tracking & Reporting:** Track redemptions to identify which offers work best with which consumers, when, and even at which stores. Use in-depth analytic reports to determine brand or product affinities for cross-selling opportunities as well as numerous other consumer behavioral patterns. Get more from your promotions budget and eliminate missed conversion opportunities.

Industry Experts and Flexible Service Models

The Collabrys professional team blends consumer marketing expertise with advanced technical capabilities to ensure the most effective execution of your Internet coupon program. We can play a supporting role in your program or manage every facet. It's up to you.



COLLABRYS INTERNET COUPONS: A Key Part of an Integrated Solution

Internet Coupons are one component of our integrated approach to consumer relationship marketing. Our Internet Coupons, combined with other proprietary marketing technologies, premiere client services, and data-driven insights, form e-CRM solutions that will help you build and maintain stronger direct relationships with your consumers.

Used individually or as part of a comprehensive solution, Collabrys Internet Coupons will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

Ask About Other Technologies and Services from Collabrys

Collabrys Internet coupons are powered by our sister company, E-centives. With six key issued patents and dozens more on file, E-centives is the industry leader when it comes to secure Internet coupons.

Empower Your Online Coupons Today Contact Collabrys

Collabrys is a leader in interactive consumer relationship marketing. Global marketers such as Colgate, Reckitt Benckiser, Gerber, Revlon, America Online, and many others, have relied on Collabrys to acquire, retain or build stronger, more profitable relationships with their consumers. Collabrys is headquartered outside Washington, D.C. and has offices in the San Francisco Bay area. Collabrys is a business unit of Invenda Corp., which is traded on the Swiss Exchange (SWX) under the symbol "INVN".



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