



DISTRIBUTION CONTROL

Our Secure Technology Gives You Tight Control Over The Number Of Coupons Distributed

Coupons, Inc. leads the industry in placing a unique trackable certificate into the stream of commerce. Our secure technology and business practices give you tight control over the number of coupons distributed—limiting redemption liability and helping regulate budgets.

Distribution Control Through Print Limits

Our systems control the total number of coupons distributed by enforcing print limits at 3 levels:

Device-based print limits: Coupons, Inc. systems recognize a consumer's computer across browsers. They cannot log in multiple times using different browsers to create unauthorized prints, even if they sign up for your promotion many times with different information. Our systems even detect when the browser is running in a 'virtual machine' environment.

PIN-based print limits: Set any limit on the prints available to a given participant ID (PIN). You control the PINs, so you can track the behavior of any type of participant in your promotion.

Campaign-based print limits: Client-set limits are enforced across the entire campaign when coupons are made available through different online channels.

Distribution Control Through the Coupon Printer

When consumers first print a coupon from our systems, the Coupon Printer is installed on their computer. It is an industry standard Internet plug-in which automatically installs security features required to print coupons for in-store use. Unlike cookie-based controls, removing and reinstalling the Coupon Printer does not affect its security settings. A coupon never appears on the user's screen but prints directly to the printer. It cannot be saved on the computer using file-based drivers. The software creates a secure, encrypted connection to our systems and prevents unauthorized coupon prints at the user, device, and network levels.

Distribution Control Through Fraud Detection

Each coupon carries a unique ID that is encrypted in a 2-D PDF417 barcode. Hence every Coupons, Inc. coupon can be traced from print through redemption by its originating device. Every coupon also carries a Veri-Fi™ code that can be used to detect counterfeit or altered coupons. All Coupons, Inc. coupons in circulation can be authenticated using their unique ID and Veri-Fi™ codes.

Learn about this solution and more at couponsinc.com

