



# CouponGalleries™

For Retailers

A managed end-to-end service to engage shoppers with multiple coupons on websites, Facebook or in newsletters

CouponGalleries™ provide new ways to engage with consumers and build loyalty

**With more shoppers seeking cheaper groceries and purchasing either online, with click and collect services, or in smaller, more frequent trips to convenience stores and grocery discounters; retailers are looking for new ways to engage and build loyalty.**

CouponGalleries from Valassis offer retailers a user friendly, flexible route to communicate with and engage shoppers, whether the objective is to reward loyalty, grow basket size or increase frequency of visits. CouponGalleries are easy to integrate into websites, enabling personalised shopper offers that can be linked to loyalty cards, saved to mobile wallets, redeemed online or printed out for instore purchases.

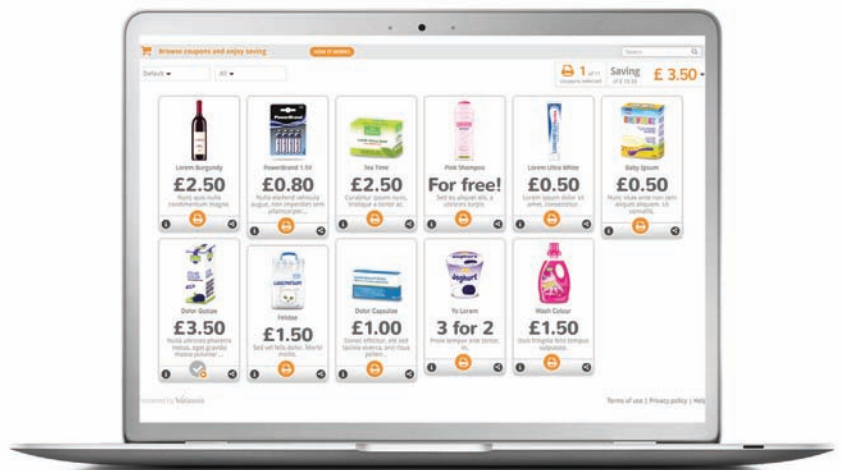
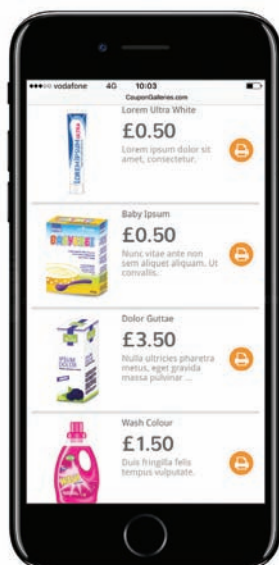
## CouponGalleries supports different marketing objectives

- Influence shopper behaviour with pre, in and post shop communication
- Build brand awareness of own label products
- Encourage own label product trials
- Increase online and instore traffic from local catchment areas
- Engage shoppers with relevant and targeted offers

- Showcase leading brand offers to encourage frequent store visits
- Reward shoppers with personalised offers based on frequency and spend
- Promote surplus stock products

## Benefits

- A more cost efficient and flexible alternative to printed offer booklets
- Increase website traffic and generate measurable ROI
- Activate new customers through social media and sharing
- Combat discounters by incentivising shoppers to visit store or shop online
- Engaged shopper community: build brand awareness, reward loyalty and drive sales
- Obtain data for behavioural insights that drive refined offer segmentation and 121 targeting



## Features & Options

- Coupons can be saved to loyalty cards or mobile wallets and redeemed electronically depending on POS system capabilities
- Printable coupons for retailers without electronic redemption capabilities
- Compatible with VERSO®, Valassis' omni-channel software solution for real-time redemption at POS
- Enable various security features e.g. PIN code, print limits, expiry dates
- Support different coupon types e.g. points, money or % off, 2 for 1 and for free
- Real-time campaign insights (views, prints and redemptions) at shopper and store level
- Add leading national brand coupons for retailers with limited offer content
- Customised design and layout
- Responsive design and optimised workflow for mobile, tablets and desktops
- Dynamic content to promote products e.g. "Most viewed coupons" or "Top 10 printed coupons"
- Recipes, videos and product or nutritional information
- Highlight brands or categories

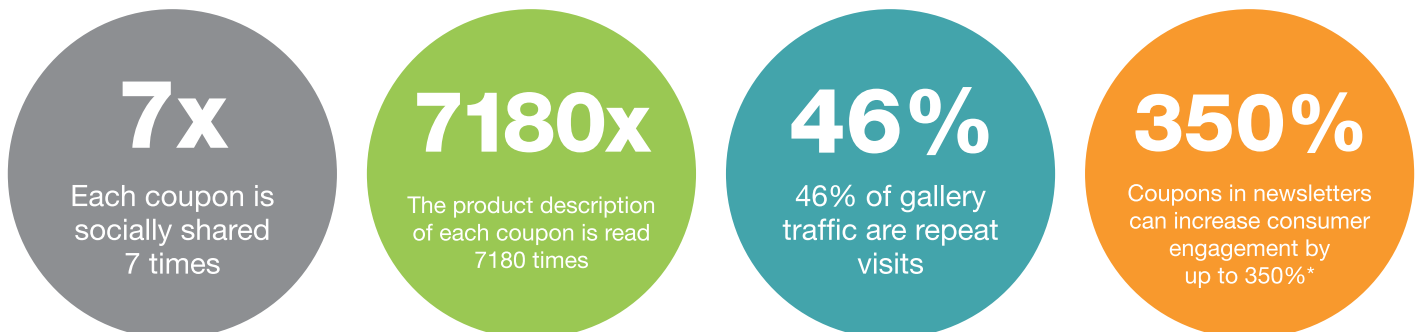
## A managed end-to-end service for secure online and print coupons on your website

- Installation and technical integration. Integration options include:
  - Valassis-hosted, a seamless user experience with many innovative features
  - Client/agency-hosted, Valassis manages your coupons and populates your proprietary coupon gallery
- API driven user login journey and instantaneous print reporting
- Coupon set up, upload and removal to and from the site through Valassis' standard service
- Total control over print and clip limits, real time access to statistics
- Experienced professionals providing online, technical and consumer support

## CouponGalleries from Valassis

- Over 40 years of coupon expertise
- State-of-the art, robust platform supporting millions of printed coupons annually
- Flexibility to deliver unique galleries whilst retaining the cost effectiveness of a shared service
- Delivery from coupon set up to settlement with a single point of contact

## Consumer behaviour trends



Sources: Valassis Statistics 2016 Averages. \*Valassis Italy Statistics July 2015