



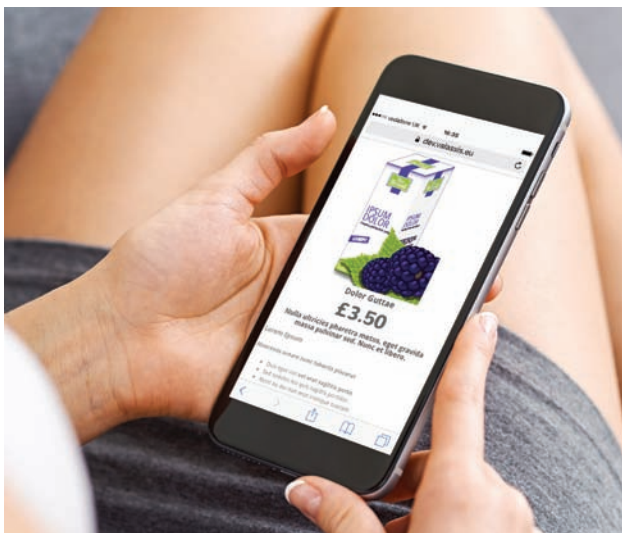
# Print@Home™

For Brands & Agencies

Create digitally distributed coupon campaigns that can be redeemed in-store and online

Link online discovery to offline purchase with Print@Home™. Build brand awareness and encourage product trial

**Valassis' Print@Home solution makes it easy for brands or agencies to create digitally distributed coupon campaigns that are accepted across retailers. Our proven and secure Print@Home solution provides advertiser flexibility and ease, whilst delivering a great customer experience.**



Print secure coupons on your wireless printer

Building on over 40 years of coupon expertise, Valassis' Print@Home solution enables coupon issuers to produce coupons from retailer accepted templates; select relevant touch points along the consumer path to purchase such as mobile, website, social media, email or blogs; and set appropriate levels of security and print limits. Valassis' robust Print@Home service delivers millions of prints annually across Italy, Germany, Spain and the UK.

## Benefits

- Closes the gap between online discovery and offline purchase with consumer data for profiling and retargeting



Branded landing pages with coupons

- Builds brand awareness
- Encourages new product trial
- Rewards loyalty
- Provides physical reminder to drive consumers into stores
- Cross sell complimentary products
- Activate new customers through social media and sharing
- Ensures retailer acceptance with templated format
- Flexibility to make inflight campaign adjustments e.g. campaign duration and total prints
- Save time and money with digitally distributed coupons

## Features & Options

- Coupon set-up, design and management with online coupon approval
- Compliant standard coupon template with anti-copy features
- Secure personalised coupon campaigns (username & PIN code, print limits, expiry dates & coupon bundles)
- Customise printable coupons with advert inclusion
- Issuing options to support mobile & desktop solutions e.g. print & paperless formats
- Integration into emails, websites, display ads & messages (e.g. chat & SMS)\*
- Service to create branded emails & landing pages
- Full control of campaign at any time
- Real-time campaign insights (prints, redemptions, budgeting)
- Fully branded customer journey

\* Printer connection required



\*Source: Valassis Italy Statistics July 2015

### Report information includes:



Powered by Valassis

**Thank Goodness**

**THE NEW YOGURT DRINK**

- ✓ NO ADDED SUGAR
- ✓ ONLY 64 CALORIES\*\*

Dear Heather

Thank you for claiming your FREE Optiwell voucher! We don't want to keep you waiting any longer, so follow the instructions below to claim your below to claim your printable voucher to claim your FREE Optiwell Yogurt Drink.

**Claiming your printable voucher:**

1. Are you connected to a printer? You **cannot** save your voucher so you need to print it straight away. Make sure your printer is turned on and full of paper! Don't forget not to click the link until you can print **straight away**.
2. Click the button below to claim your voucher
3. Accept the download - this is harmless and allows us to send you your unique voucher!
4. Print your voucher and go and treat yourself to a Free Optiwell on us!

Please ensure you are printing from a desktop/laptop as you will only have one chance to print. Unfortunately, our printing software isn't compatible with mobile or tablet printing.

If you have completed all 4 steps above, you're now ready to get a FREE Optiwell yogurt drink...

**Claim Your FREE Optiwell Here**

[Having problems printing your coupon? Click here.](#)

www.optiwell.co.uk  
Follow @optiwelluk

## Valassis provide a range of solutions to meet your marketing objectives, why not ask about our other solutions including:



### CouponGalleries™

A managed end-to-end service to provide multiple coupons on websites, Facebook or in newsletters



### CareLink™

Instantly compensate consumer complaints with personalised, home printable coupons

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**Valassis**  
powering coupons