



# Cashback

A managed end to end service to engage consumers directly with post purchase savings

Without print or distribution channel restrictions, cashback provides you with limitless redemption opportunities

Valassis' Cashback solution is the perfect platform to engage consumers directly, promoting your product over competitors whilst removing the reliance upon retailers to deliver the discount. The consumer provides payment details and a picture of the receipt via the internet. Valassis takes care of the rest.

This fully managed validation and payment solution is great for driving new sales, with nearly 20% of shoppers making a purchase or spending more due to cashback offers\*. It can also be used to reward consumer loyalty, offer consumers a money back guarantee or form part of a customer care and retention scheme.

\* The State of Cashback offers, RetailMeNot

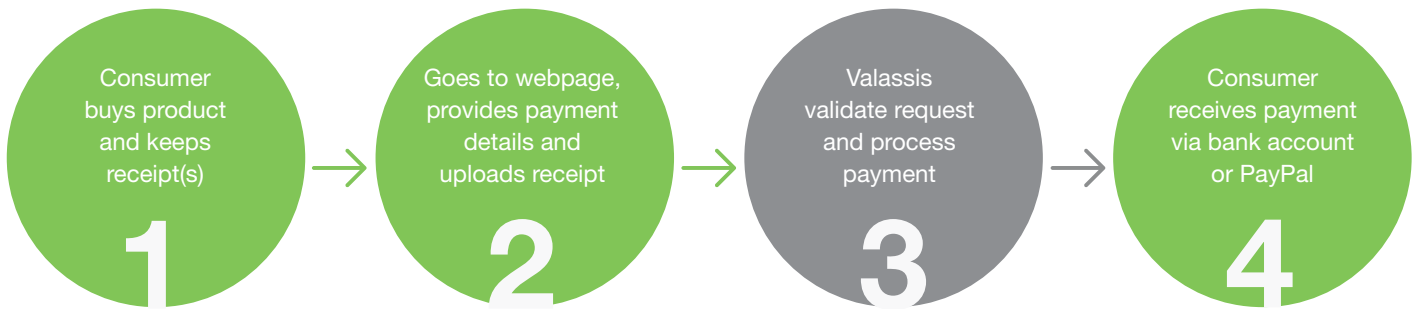


Engage consumers on their preferred device

## Cashback supports different marketing objectives

- Encourages shoppers to try new products with a free trial
- Rewards loyalty with gifts or incentives
- Increases consumer spend with 2 for 1 offers
- Engages consumers with sweepstakes or instant win

## How Cashback from Valassis works:



## Benefits

- **Engage consumers** - Cashback works with on and offline promotions so that you can reach your target audience
- **Flexible consumer journey** - An adaptable and easy to use solution to suit your consumer journey
- **Multichannel** - Engage consumers on their preferred device e.g. mobile, tablet and laptop
- **Brand control** - No retailer involvement gives brands full control over the consumer experience
- **Payment preference** - Consumers receive payment via their preferred form
- **Hassle free** - Valassis provides a fully managed service for complete peace of mind
- **Improve with analysis** - Enhance your marketing and budgetary control with full campaign and financial analysis

## Features & Options

- Hosted or integrated webpage
- Fully branded to client guidelines
- Desktop, tablet & mobile device compatible
- Flexible offers include: % off, money off or free
- Single or multiple receipt upload
- Client data capture
- Call to action features such as only a few left, 2 days remaining and coming soon
- Questionnaire (optional)
- Post campaign URL redirect
- Secure storage of payment details on behalf of brands, reducing need for regulatory compliance
- Consumer support pages
- Thank you, already submitted and campaign ended notifications
- Comprehensive campaign performance and financial reports

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



### Print@Home™

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



### CouponGalleries™

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



### Digital Media

Delivering cross channel optimisation by combining offline, online and mobile specific data for precise hyper-local targeting