



Cashback & Rewards

A managed end to end solution to directly engage your target audience with savings and rewards

Our versatile solution includes cashback, prize draws, print or online coupons and samples

Valassis' Cashback & Rewards solution is the perfect platform to directly engage with your target audience, rewarding them via their preferred method. Whether you are targeting shoppers, employees or merchants to drive sales, encourage product trial, reward loyalty or recover custom, this fully managed validation and payment solution removes reliance on other parties to deliver the discount.

“Nearly 20% of shoppers make a purchase or spend more due to Cashback offers.”

The State of Cashback Offers, RetailMeNot

The Customer Experience

The customer provides their details with a picture of the receipt and how they want to receive the reward.

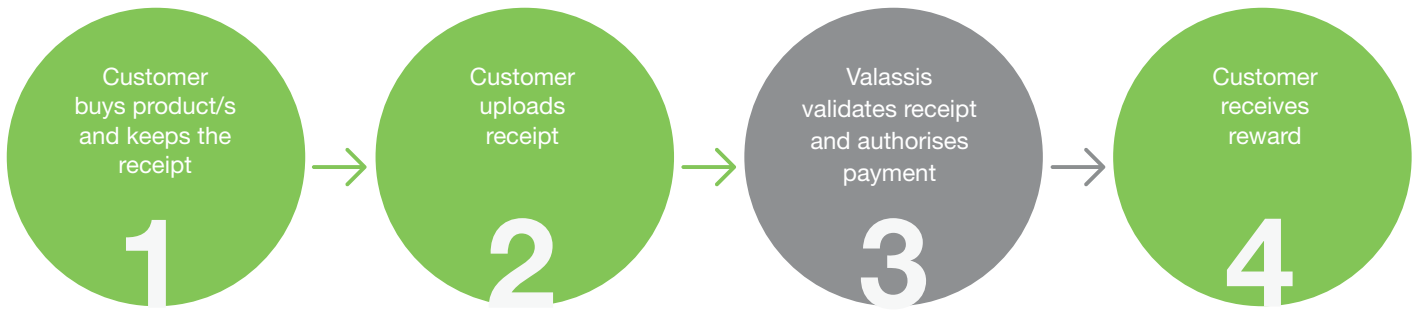


Engage customers on their preferred device

Cashback and Rewards supports different marketing objectives

- Entice shoppers to try something new with competitions and free products
- Provide assurance with money back guarantees
- Encourage new stock purchases with free sample delivery and printed coupons
- Increase premium and repeat purchases with personalised offers
- Reward loyalty with cashback offers and prize draws
- Recover from negative product experiences with cashback or personalised coupons

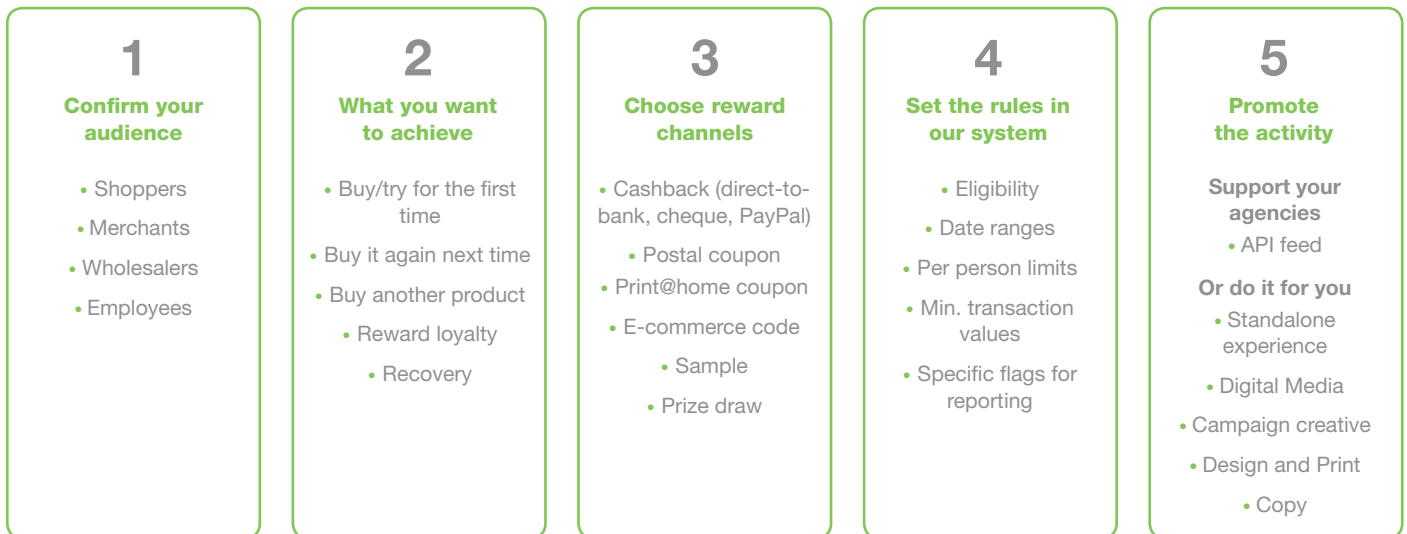
Easy for customers



Benefits

- **Flexible solution** - Designed to meet a range of business goals
- **Versatile reward options** - Coupons, cashback, e-commerce codes, samples and prize draws
- **Multichannel engagement** - Attract customers on their preferred device e.g. mobile, tablet and laptop
- **Customisable and proven** - Tools and services are configured to maximise campaign performance
- **Assured by Valassis** - Trained operators review and process each reward request
- **Fully supported** - Valassis provide help and guidance for you and your partners
- **Improve with analysis** - Enhance your marketing and budgetary control with full campaign and financial analysis

Straightforward campaign creation



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



Design and Print

A solution to design and print secure printed coupons and vouchers that meet high security standards and best practices



CouponGalleries™

A managed end-to-end service to provide multiple offers 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