



E-CENTIVES™
Integrated E-Marketing Solutions

INTERNET COUPONS



Your Consumers Are Online— Shouldn't Your Coupons Be Too?



Your consumers are online and now, more than ever, they expect that your promotions will be there as well.

The good news is that unlike conventional coupons, when used properly, printable Internet coupons provide secure distribution controls and unique tracking capabilities, and can help you gain unprecedented knowledge of your consumers.

E-centives' proprietary, patented Internet Coupon system enables marketers to use the Internet to provide secure, high-quality targeted coupons that can be printed from any Internet-connected computer—each trackable at the individual consumer level. With E-centives' Internet Coupon technology you can reach consumers through new and exciting online channels as well as target, measure and track coupon redemption like never before.

E-CENTIVES INTERNET COUPONS ENABLE YOU TO:

Leverage Secure Coupons in Multiple Online Vehicles

E-centives Internet Coupons can be deployed in many online environments, including banner and search ads, web sites, e-mails, coupon portals, and more—with full control over print limits, distribution and access. Plus, E-centives coupons are dynamically rendered, with optimum barcodes generated for the recipient's printer, enabling clear and effortless scanning at the retail POS. Moreover, with control of the entire printed page, you can fully extend branding using personalized messaging.

Improve Targeting with 'Intelligent' Promotions

It's clear that one-size-fits-all coupon programs are not the most cost-effective use of your promotional dollars. E-centives Internet Coupon system can identify and target consumers based on their purchase preferences and history, as well as by geographic, demographic and other custom criteria. Whatever your marketing goal, you'll implement programs that deliver the 'right' incentive to the 'right' consumer to generate the 'right' response—reducing unnecessary expenditures.

Build Consumer Knowledge and Track In-Store Behavior

The more you know about your consumers, the better you can influence their purchasing behaviors. With E-centives Internet Coupon system you can determine what motivates your consumers to choose or switch products, what types of promotions they prefer, and much more. Plus, you can track in-store purchases, analyze program performance, and identify trends, in order to confidently optimize marketing strategy.



E-MAIL
MARKETING



INTERNET
COUPONS



DATA
MANAGEMENT



INTERACTIVE
PROMOTIONS



REPORTING



SURVEYS

INTERNET COUPONS



THE E-CENTIVES ADVANTAGE:

E-centives Internet Coupon system is the industry's leading online printable coupon technology. This technology, combined with our extensive vertical industry experience, enables you to deliver the appropriate incentives to strengthen direct consumer relationships, gain market insight, and meet your consumer marketing goals.

Next-Generation Internet Coupon Technology

E-centives Internet Coupon system's reliable and scalable infrastructure can handle error-free processing and the delivery of millions of printable coupons. But that's just the beginning. We also provide:

- **Maximum Security & Peace of Mind:** E-centives will ease your concerns with the security of Internet coupons. Our patented coupon system minimizes fraud risk using maximum security controls that regulate coupon access and distribution. Each printed E-centives coupon contains a unique tracking code and can be associated with the individual user.
- **Dynamic Customization:** Dynamically target your consumers based on a variety of criteria including consumer value segments, purchase history and preferences, survey responses and sweepstakes entries, geographic, demographic, as well as by marketing goal. Personalize offers and enhance your branding messages via product information, tips, instructions, and cross-marketing offers.
- **Powerful Tracking & Reporting:** Track redemptions to identify which offers work best with which consumers, when, and even at which stores. Use in-depth analytic reports to determine brand or product affinities for cross-selling opportunities as well as numerous other consumer behavioral patterns. Using our tracking and reporting systems, you'll get more from your promotions budget and eliminate missed conversion opportunities.

Industry Experts and Flexible Service Models

E-centives' professional team blends consumer marketing expertise with advanced technical capabilities to ensure the most effective execution of your Internet coupon program. We can play a supporting role in your program or manage every facet. Either way, with E-centives as your technology and service partner, you will more efficiently drive in-store sales.



E-CENTIVES INTERNET COUPONS: A Key Part of an Integrated Solution

Internet Coupons is one component of E-centives' integrated approach to consumer relationship marketing. Our Internet coupons, combined with other proprietary marketing technologies, premiere client services, and data-driven insights, form e-CRM solutions that will help you build and maintain stronger direct relationships with your consumers.

Used individually or as part of a comprehensive solution, E-centives Internet Coupons will help you capitalize on new opportunities, improve marketing accountability, and maximize ROI.

Learn About Other Technologies and Services from E-centives

Did you know? With six key issued patents and dozens more on file, E-centives is an industry-leader when it comes to Internet coupons. E-centives' clients rely upon our extensive patent rights and licenses to minimize patent issues associated with first-rate program executions.

Empower Your Online Coupons Today Contact E-centives

About E-centives

E-centives is a leader in interactive consumer relationship marketing. Global marketers such as Colgate, Georgia-Pacific, Reckitt Benckiser, Gerber, GlaxoSmithKline, Wyeth, America Online, and many others, have relied on E-centives to acquire, retain, or build stronger, more profitable relationships with their consumers. E-centives, Inc. is headquartered outside Washington, D.C. and has offices in the San Francisco Bay area. E-centives, Inc. is traded on the Swiss Exchange (SWX) under the symbol "ECEN".



E-centives, Inc.

6901 Rockledge Drive
Bethesda, MD 20817
(877) 323.6848 (ECENTIV)
V: 240.333.6100
F: 240.333.6250
sales@e-centives.com