



Why Coupon Security Controls Matter

Not too long ago, a major global brand sent an email including a coupon offer for their product to what they intended to be a very limited audience. Upon receiving the email, however, some of the recipients forwarded the coupon to their friends, who then forwarded it to more friends. Within hours the coupon was posted on blogs, discussion forums and freebie websites. The brand's offers proliferated and were modified beyond the company's control. As a result, an unexpectedly large number of consumers arrived in store to redeem their coupon. Although some were initially honored, many were subsequently refused, which caused further consumer complaints and even a lawsuit.

That's why Internet coupon security controls matter.

Choose the Right Technologies

Business policies around topics such as face value and acceptance at retail are important to establish when you employ Internet coupons. But it is equally important to use the proper technologies to generate your coupons in order to avoid unintended scenarios like the one described.

E-centives-powered coupons are generated using sophisticated technologies and methodologies that manage the challenges associated with Internet coupons such as unintended distribution, offer manipulation, multiple printing and end-user tracking. Our Internet Coupon System's security features offer distinct and unparalleled benefits.

FEATURES	BENEFITS
<input checked="" type="checkbox"/> "Coupon Activator" plug-in for individual computer identification	Control and manage coupon access and distribution
<input checked="" type="checkbox"/> System controls to limit prints: includes limiting coupons per print, per total campaign, per individual	Manage promotion budgets and ensure proper coupon access
<input checked="" type="checkbox"/> Uniquely identified coupons	Track activity and redemptions to specific consumers
<input checked="" type="checkbox"/> No display of coupon image on user's computer screen	Restrict capture of coupon image, coupon alteration, and unauthorized
<input checked="" type="checkbox"/> "Personalized" printed coupon – customized to include consumer or household name, even other identifiers	Improve consumer relationships, enhance security enforcement messaging to consumers, enable in-store verification
<input checked="" type="checkbox"/> No storage of coupon files on user's computer	Restrict coupon alteration and additional unauthorized printing
<input checked="" type="checkbox"/> Direct-to-printer process control	Restrict coupon alteration and additional unauthorized printing
<input checked="" type="checkbox"/> Prevent print to PDF	Restrict unauthorized printing
<input checked="" type="checkbox"/> Flexible coupon template design controls – include any terms & conditions, legal copy	Enhance security enforcement messaging to customer
<input checked="" type="checkbox"/> Real-time controls to suspend campaigns at any time; monitor coupon "print" activity	Enables budget controls even before redemptions occur
<input checked="" type="checkbox"/> "Duplication" reports	Enables identifying specific individual who copied coupons subsequent to printing; follow-up reinforcement; disable future access by specific individual(s)