



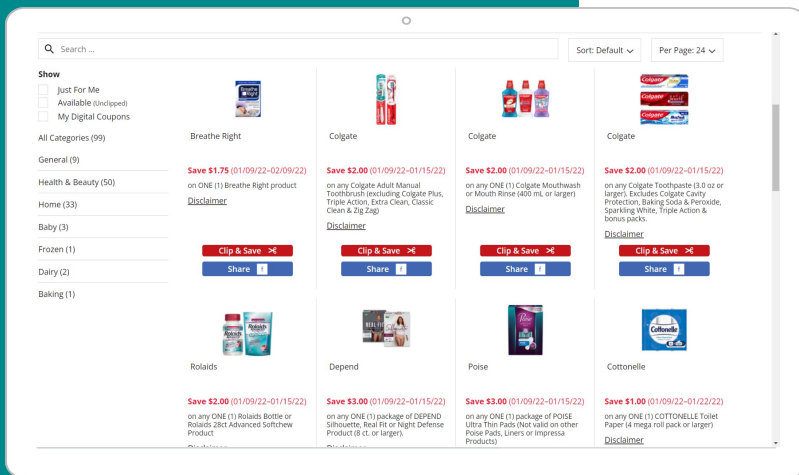
DIGITAL COUPONS

Unlock the value of DeCA's digital shopper through Inmar Intelligence's Platform. Leverage the power and efficiency of digital coupons to drive consumer engagement, brand loyalty, units sold and trial success.

80% of shoppers participate in a digital coupon program*

64% of shoppers would use coupons more if they were available online*

35% larger baskets than non-digital coupon shoppers



BUILD LOYALTY

Integrated digital offers help build long term customer loyalty through brand engagement.

FRAUD PROOF

Digital offers eliminate counterfeit coupons and unlawful redemptions, saving manufacturers millions of dollars.

EASY-TO-USE

Quick offer set up and approval, with real-time distribution, monitoring, analytics, and customer support.

PAY FOR PERFORMANCE

Less expensive and more effective than paper.

- Redemption costs vary based on coupon value, redemption rate and contracted settlement fees
- Inmar will send monthly invoices for clip and setup fees

GET STARTED QUICKLY

See the back page for the offer creation process.

TO GET STARTED CONTACT

Kelly Spaugh

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DIGITAL COUPONS PROCESS & LEAD TIME

IT'S AS EASY AS 1, 2, 3...



1.
Contact your Inmar
Intelligence contact to
initiate offer submission

3 weeks



2.
Inmar team drafts
Insertion Order for your
review; once finalized,
submit an electronic
signature

~2 weeks



3.
Inmar will set up offer
and provide an offer
proof for your approval

7-10 days



GO LIVE

Offer goes live in the
coupon gallery; you will
receive a snapshot of
your offer

PRODUCT IMAGE SPECS:
300x300px min; JPG, GIF or PNG accepted
Product shot must have a white background and no text