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YOU Technology Adds Couponing to Social Media

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YOU Technology has come up with a new innovation that will benefit both merchants and consumers. It has added social media capability to its couponing technology. Now, retailers can reach the increasing numbers of consumers who use social media to look for discounts and bargains. YOU Technology has also entered into a partnership with Aisle50 to enable shoppers to digitally redeem coupons for daily deals at grocery stores.

The new technology will help retailers connect easily with popular daily deals. They can also process daily deals coupons more easily. It helps shoppers connect their loyalty card to the daily deals sites, ensuring that the retailer and the shopper benefit. Retailers need to integrate only with one service provider, reducing costs and hassles. Retailers and merchants face lower risk of fraud, as it is difficult for the same consumer to avail of the offer multiple times. The controls help manufacturers launch, monitor, and tweak products more easily. This reduces the risks to the manufacturers. The entire product is compliant with US gift card laws, a very useful boon to manufacturers.

"Clearly the benefits of tapping into new social, mobile, and digital channels to drive business are becoming enormous," said Ken Fenyo, the CEO of YOU Technology. "By continuing to extend our digital coupon platform with these new social media enhancements, we're giving retailers and manufacturers powerful new ways to reach their consumers."

All the new technology announced by YOU Technology is already available for use.



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