



## YOU Technology Reaches 150 Million Coupon Downloads

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YOU Technology, a provider of digital coupons and promotions, said that more than 150 million coupons have been downloaded to shopper cards using its digital solutions.

According to the vendor, its solution deployment now reaches more than 100 million households that are served by retailers with over 5,000 retail stores nationwide, and of the top U.S. supermarket chains, YOU Technology customers account for 36 percent of overall retail stores and 46 percent of dollar grocery sales as reported by those retailers.

“The investments we’ve made in innovative technology, consumer convenience, and aggregating coupon content are making all the difference as this new digital promotional vehicle takes off,” said Ken Fenyo, CEO of YOU Technology. “Our customers are now expanding basic digital coupons to mobile and social media channels, and integrating digital coupons into themed events at retail that enable more brand collaboration.”

As retailers and brands have continued to choose YOU Technology to power their digital coupon, electronic proof of purchase, and shopper marketing programs, the company has seen extensive growth in the network of retailers and brands reaching their consumers through this new promotional channel.

YOU Technology’s aggregated digital coupon retail network includes retailers, brands, and digital coupon content partners such as News America, AOL Shortcuts, and Cellfire.

YOU Technology is a digital marketing company that aims to integrate how brands and retailers impact consumer purchase decisions online, in-store, and on-the-go. Customers including Kroger, Dr Pepper Snapple Group, and Unilever use its uConnect Digital Marketing Platform and services for digital coupons, interactive promotions, and end-to-end loyalty programs.



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