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TECHNOLOGY: Tech Toolbox

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By Joseph Tarnowski

Integrated Paperless Coupons Launched

San Francisco-based personalized marketing solutions company YOU Technology last month launched uCoupon as the latest solution in its marketing suite. uCoupon was designed to be a completely paperless digital coupon solution that combines a range of consumer media channel delivery options such as Web, mobile and in-store devices. It provides a completely managed digital transaction, plus the ability to target offers in connection with a retailer's loyalty card program.

"uCoupon differs dramatically from general consumer coupon sites that serve as islands of offers that consumers must search, print at home and carry to checkout," notes YOU CEO Ken Fenyo. "It's completely paperless and can allow brands and retailers to seamlessly deliver relevant offers to consumers at home, on the go and in-store."

The solution combines marketing services and comprehensive technology packaged into three solution options:

Creating retailer and brand-specific paperless coupon sites powered by the underlying technology to manage the transaction from coupon setup through redemption
Connecting CPGs and third-party coupon providers with YOU's network of retailer-branded coupon sites
Developing unique brand/retailer collaborative and digital shopper marketing programs, such as interactive promotions, cause marketing and loyalty tie-ins, that reach beyond circulars and in-store displays.

For more information, call (877) 787-1187 or visit www.you.net/brandCoupon.php.



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