

M-COUPON 2ND DIMENSION



SENDING THE COUPON: BY SMS OR REGULAR MAIL

RECEIVING THE COUPON: VIA SMS, PAPER VOUCHER OR PLASTIC CARD

OBJECTIVES:

- ✓ Improve the system of redemption and payment of newspaper vouchers for vendors and publishers
- ✓ Allow the vendor to redeem vouchers easily, without no need of installation and simple reimbursement
- ✓ Measure the promotion in real time
- ✓ Avoid fraud, reducing costs
- ✓ Create promotional campaigns immediately

CODILINK SOLUTION:

- ✓ Develop, deploy & maintain the issuing and redemption of coupons
- ✓ Provide unique 2D barcodes
- ✓ Read and validate in real-time
- ✓ Creation of a flexible system allowing multiple promo types
- ✓ Equip newsagents with Codilink Readers, operating on- and off-line
- ✓ Value & validity of promotions able to be changed immediately

RESULTS:

- ✓ >2000 readers installed to date
- ✓ Working with 7 publishing groups to roll-out nationwide
- ✓ >80 readers being installed per day
- ✓ 6 million codes generated
- ✓ Reimbursement to vendors reduced from 6 weeks to 3.5 days
- ✓ Large sales increase from promotions
- ✓ Publishers now able to track an Individual's purchase behaviour



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