



Co.Labs & Target Retail Accelerator

Koupon Media Mobile Experience Entry

January 24th, 2013

Service Overview

DCM Platform:

Koupon Media has developed a cloud based Digital Campaign Management (DCM) platform that has been designed to bring efficiencies to marketing departments by providing a centralized solution to create, distribute, and measure mobile offers.

One-Time Use Offers

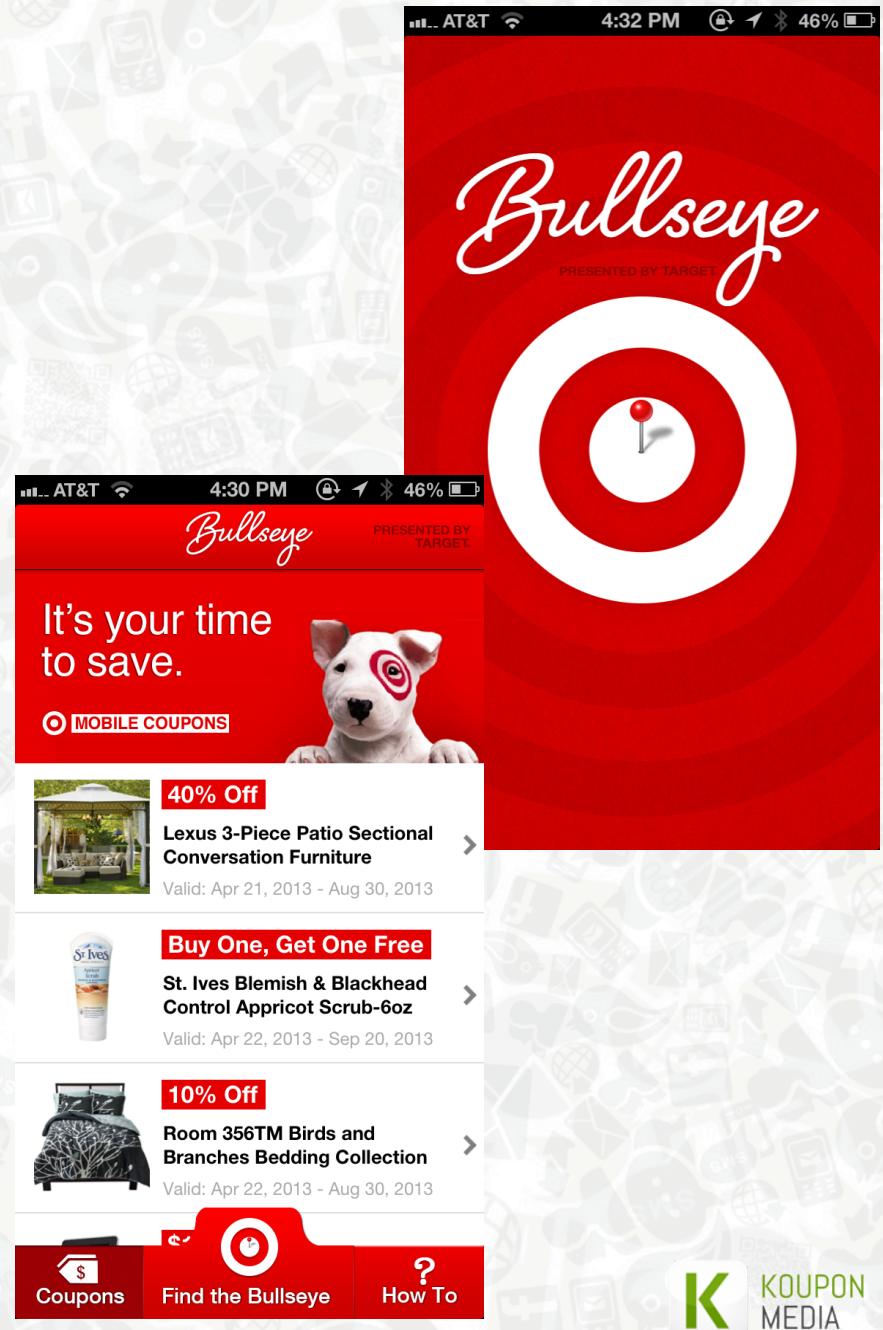
Our patent pending 'Tap to Redeem' technology allows for one-time use coupons to be delivered to shoppers and redeemed through their mobile device with or without POS integration.

Measurement:

Increase insight into shopper buying behaviors with powerful analytics, campaign metrics, segmentation, and shopper targeting.

Multi-Channel:

Automate distribution of digital offers through multiple channels including SMS, Apps, Web, & Social.



Proximity Promotions & Product Discovery

Drive loyalty and promotions through proximity discovery

The New Endcap

Utilization of micro proximity fences to open up new business models by driving brand promotions and campaigns

Consumer Analytics

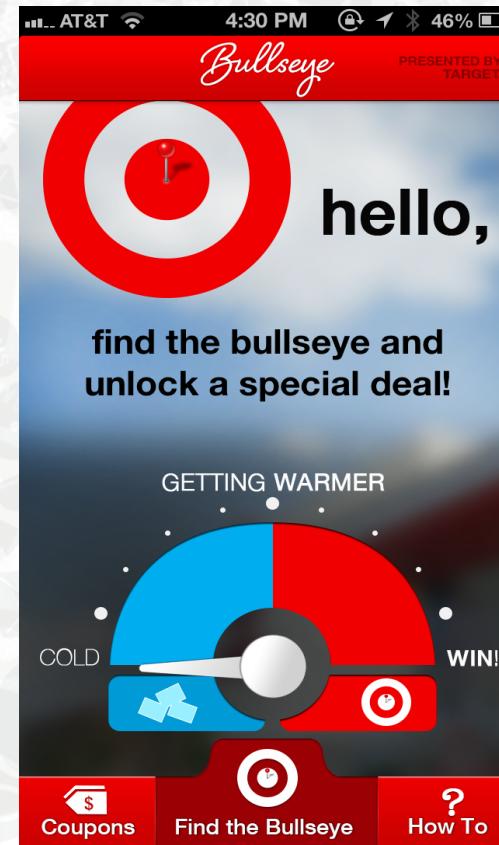
Track consumers as they enter, dwell, and leave stores.

Proximity Platform + DCM

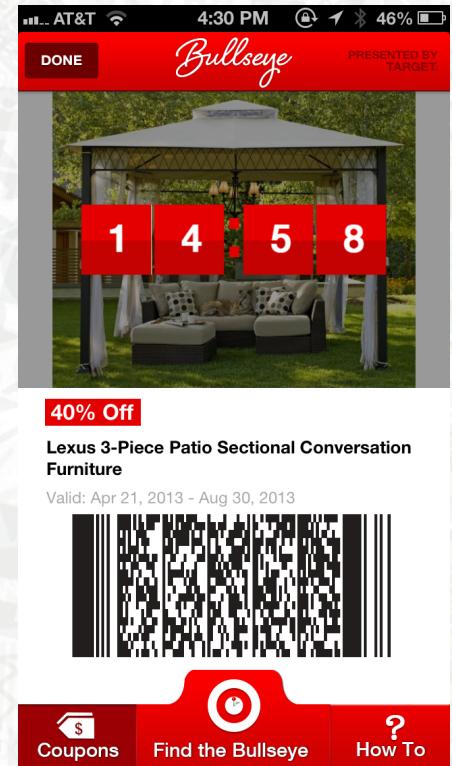
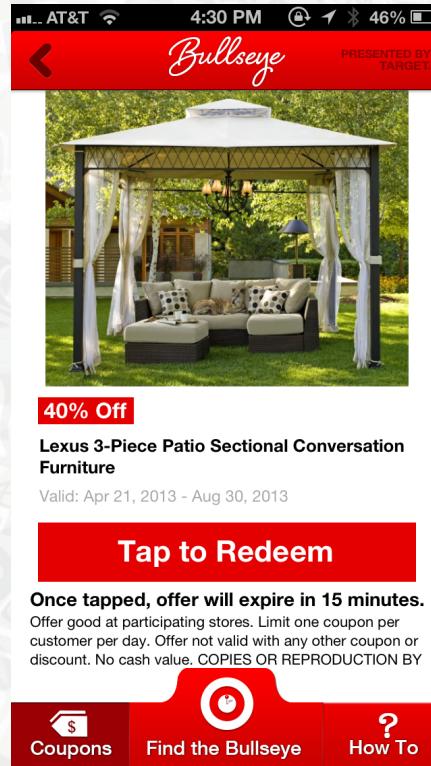
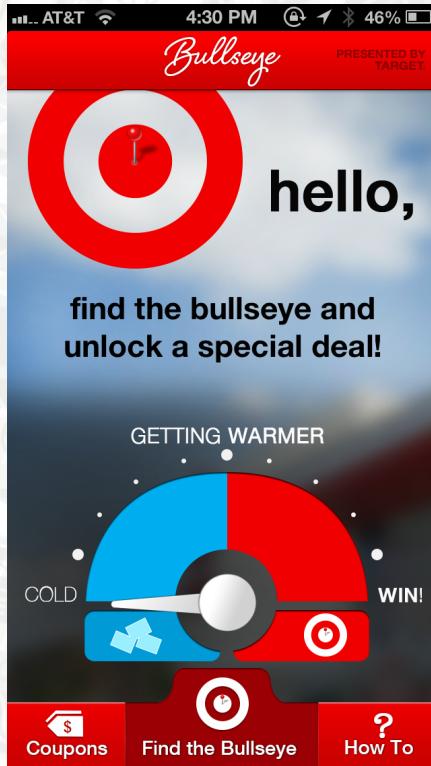
A leading mobile campaign management platform with integration into a low emitting radio fencing service designed for proximal aware applications

Gamefication

A great way to drive consumer engagement and bring to life this sophisticated technology in a simple and fun way



Mobile Experience



1

Guest receives an invitation to play (push notification) as she enters the store

2

Guest launches Bullseye app and is taken to product finder gauge

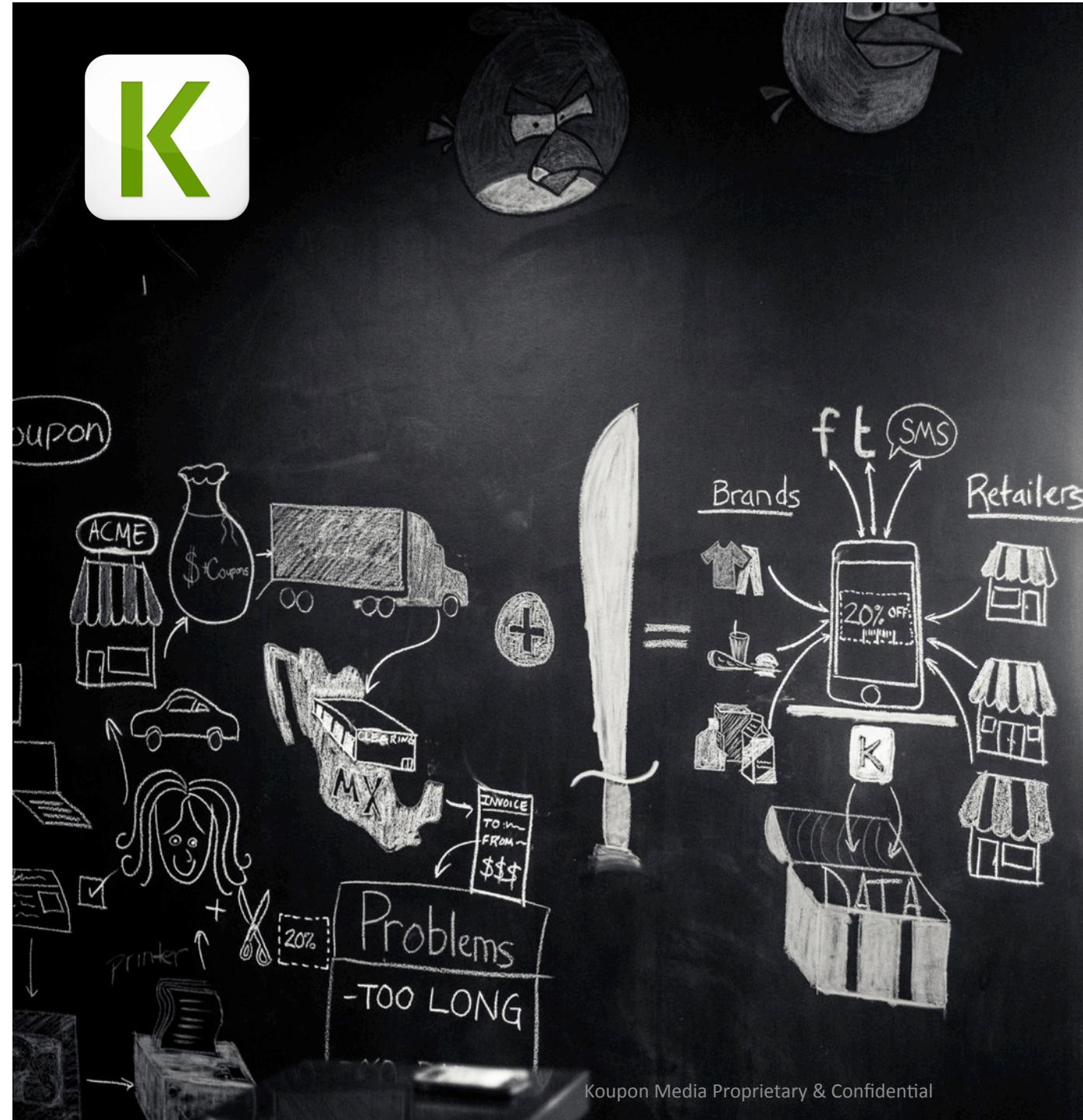
3

Guest plays Bullseye & Wins! App automatically presents deal

4

Guest is presented with time bound redemption

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MEDIA



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