

Title: A feature I saw the genius in

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I just got an email that smart watches were 50% off from Gamestop. So I snagged myself a nice fitness tracker. I scoffed for a moment that I couldn't use my \$5 off from my Power Up Membership because it isn't available for online use. After placing an order, I realized the genius of requiring an instore purchase for the monthly coupon; because it provides reason for a large number of consumers to visit brick and mortar stores while also not cutting into providing a pleasant online shopping experience. Power to the Players

