

GS1 AI (8112) COUPON DATA SPECIFICATIONS

This document acts as the normative reference for the components and overall structure of application identifier (8112) for positive offer file coupon code identification for use in North America in conjunction with The Coupon Bureau™ as determined by the Joint Industry Coupon Committee (JICC) and Association of Coupon Professionals (ACP)

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About The Coupon Bureau™

The Coupon Bureau is an open-market platform connecting all stakeholders to the Universal Positive Offer File. This Universal Positive Offer file and its supporting connection components support smarter promotions, prevent fraud, and enable the ongoing growth and advancement of the industry. Visit thecouponbureau.org for more information.

LOG OF CHANGES

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1. INTRODUCTION

1.1. Background

In 2016, the Joint Industry Coupon Committee (JICC) partnered with the Association of Coupon Professionals (ACP) to create a task force. This task force was dedicated to identifying a solution to address shortcomings with current processes in the U.S. coupon market. The shortcomings included the inability to produce a retailer agnostic mobile coupon, ever-increasing instances of fraud, and limitations in product validation. It was decided that a new offer type was required to move the couponing industry forward.

In order to differentiate these new offers from what was already in market, a new GS1 application Identifier was created, AI (8112). This enables AI (8112) and AI (8110) data strings to be handled differently when encountered by a retailer. This differentiation allows both offers types to co-exist in market with clear delineation.

The JICC-led task force recognized these solutions would need to be coupled with the following industry process requirements:

- Solution does not require additional hardware for retailers
- Does not increase lane times for retailers
- Solution must be secure and mitigate fraud
- Must to work with existing provider capabilities
- Agnostic approach to all existing stakeholders required
- Move from GS1 Company Prefix and family code to Global Trade Item Number® level validation

1.2. SCOPE

This document establishes the rules for the required and optional components to be used within, and in conjunction to, the application identifier (8112) data string. This application identifier (AI) is set aside specifically for positive offer file coupon code identification for use in North America as described in *section 3.9 of the [GS1 General Specifications](https://www.gs1.org/docs/barcodes/GS1_General_Specifications)*¹.

Guidance surrounding interfaces with The Coupon Bureau (TCB), presentment, and what specifics on how offers are validated within retailer systems are outside of scope for this guideline.

¹ https://www.gs1.org/docs/barcodes/GS1_General_Specifications.pdf

1.3. Definitions and Acronyms Used

- **Application identifier (AI)** – a two (2) to four (4) digit number that enables scanning systems to properly parse components of GS1 data strings
- **Base data string** – AI (8112), billing GS1 Company Prefix or Global Trade Item Number and offer code
- **GS1 Company Prefix (GCP)** – A unique number licensed through a GS1 Member Organization for use to create identification keys within the GS1 System.
 - Used as coupon funder identifier in U.S. couponing applications
- **Global Trade Item Number (GTIN®)** – a identification number used to uniquely identify trade items throughout supply chain; previously known as "U.P.C." within couponing industry
 - Used to identify promoted products and coupon funder within U.S. couponing applications
- **Human readable** – text associated with a data string visible to user
- **Master offer file (MOF)** – includes coupon offer information for validation: offer details, base data string, purchase requirements, serialized data string
- **Offer details** – data housed within the POF and confirmed when an AI (8112) data string is transmitted from the point-of-sale (POS). Data includes expiration dates, circulation limits, and other parameters that are needed to check offer status outside of purchase requirements
- **Positive offer file (POF)** – Database used to house Master Offer Files including serialized GS1 AI (8112) data strings available for redemption
- **Point-of-sale (PoS)** – where consumer retail transactions are processed; may be online or in-store
- **Purchase requirements** – This data is the purchase requirements typically found in the AI (8110) data string, along with eligible Global Trade Item Numbers (GTINs) that will be sent to POS for basket validation
- **Serialized data string** – Base data string + serial number
- **Variable length indicator (VLI)** – single digit data element within AI (8110) and AI (8112) that dictates how long the following element will be

2. APPLICATION IDENTIFIERS

2.1. Overview

Application identifiers (AIs) are used within the GS1 System to enable scanning systems to properly parse, process, and capture information. Each AI has logic assigned to it that dictates

the use, length, and format for standardized and consistent processing. Within the U.S. coupon market, AIs (8110) and (8112) are used to allow for point-of-sale (PoS) systems to properly process coupons. These two coupon AIs intentionally have similar structures but are designed to function in different manners.

2.2. Coupon code identification for use in North America (AI 8110)

AI (8110) was created to expand and enhance existing paper coupon functionality by increasing element options to allow for multiple purchase requirements, more offer types, embedded start/expiry dates, and serialization; along with other additions.

When an AI (8110) paper coupon transaction occurs at brick and mortar PoS, the data string elements are used to convey the purchase requirement and savings value so that the coupon can be processed accordingly. The promoted products are identified based on the combination of GS1 Company Prefix (GCP) and family code in up to three (3) purchase requirements. Family code level validation is dependent on the retailer having a complete, family database for cross-mapping.

NOTE: This AI is most commonly seen encoded in a GS1 DataBar® Expanded Stacked barcode and is so ubiquitous in this that AI (8110) referred to as "The GS1" or "the DataBar" within the coupon industry. To prevent confusion between AI (8110) and AI (8112), other uses for GS1 DataBars, and other components of the GS1 System, this AI will be referred to solely as AI (8110) moving forward.

2.3. Positive offer file coupon code identification for use in North America (AI 8112)

AI (8112) was created to enable retailer agnostic digital coupons, prevent fraud, and bolster product validation. To allow for ease of use in set-up and interoperability with existing systems, AI (8112) utilizes many of the same elements seen in AI (8110), but is enhanced by connectivity to the universal positive offer file (POF). As a result of certain offer details being stored in the POF, the data string elements in use are streamlined.

When an AI (8112) data string transaction occurs at PoS, the data string elements are used to prompt systems to make a call-out to the external universal positive offer file (POF) that maintains offer details that retailer PoS systems use to validate the offer and expire it to prevent further use. AI (8112) can be used with paperless or paper offers if the offer details have properly been set up with the positive offer file and the retailer is capable of accepting

them. These offer details included promoted Global Trade Items Numbers (GTINs) that are used for validation in place of GS1 Company Prefix (GCP) and family code for more precise validation.

The overall data string length will be four (4) digits for the AI and up to 70 characters for the data elements. While the AI allows for alphabetic and special characters, only numeric data is being used at this time.

Figure 2-1

GS1 AI	Data string length
8 1 1 2	X ₁ ———variable length————→X ₇₀

3. DATA REQUIREMENTS

Offer data elements associated with AI (8112) are separated into three groups: required data string elements, required master offer file (MOF) elements, and optional MOF elements. These three groups of data are specific to what is required for the retailer to process the offer.

3.1. Required data string elements

Required data string elements represent the components that will be entered into the AI (8112) data string in order to make the call-out to the POF then confirm that the specific offer is present and receive offer details needed to process the offer.

The data elements are presented in a standardized order to allow for PoS systems to interpret the data string. All data elements must be included in the sequence shown in **Figure 3-1**.

Figure 3-1

REQUIRED DATA STRING ELEMENTS		
Data element	Description	Element value
Application Identifier (AI)	GS1 identification number that identifies this as a Positive Offer File coupon.	8112

Coupon Format	Identification of the coupon format as either digital or paper. Digital format is identified with a zero (0), Paper format is identified with a one (1).	1 digit
Coupon Funder ID VLI	Defines the length of the following element. An offset of 6 is added to the VLI to get the actual length. Valid VLI's = 0-6.	1 digit
Coupon Funder ID	Identification of the manufacturer or organization responsible for funding the offer. This is for billing purposes only and not for validation	6-12 digits
Offer Code	Assigned by the coupon issuer to identify a specific offer	6 digits
Serial Number VLI	Defines the length of the following element. An offset of 6 is added to the VLI to get the actual length. Valid VLI's = 0-9.	1 digit
Serial Number	Serial Number provides an individual, unique instance of a Coupon Funder ID and Offer Code combination	6-15 digits

3.2. Required master offer file elements

Required MOF elements must be entered during the offer set-up phase.

Once an AI (8112) data string has been received at PoS, a call-out will be made to the POF. If there is a match found to the serialized data string, then the offer details from the elements in **Figure 3-2**, and **Figure 3-3** if present, will be sent back as a response unless the element is verified before purchase requirements are delivered to retailer point-of-sale which will be indicated as such.

Figure 3-2

REQUIRED MOF ELEMENTS	
Data Element	Description

Coupon Funder ID	Identification of the manufacturer or organization responsible for funding the offer. This is for billing purposes only and not for validation
Offer Code	Assigned by the coupon issuer to identify a specific offer. Is required to be 6 digits
Save Value	Value meaning is defined by Save Value Code field, defines the format of the Save Value. If Save Value Code field is missing, then the Save Value format defaults to cents off
Primary Purchase Requirements	The contents of the Primary Purchase Requirement can be 1 to 5 digits. The Primary Purchase Requirement Code defines the format of its contents
Primary Purchase Requirement Code	<p>If the Primary Purchase Requirement Code =</p> <ul style="list-style-type: none"> • 0, then the Primary Purchase Requirement = the threshold number of units to purchase • 1, then the Primary Purchase Requirement = the threshold cash value of the accumulative total of the qualifying purchase items (2 decimals) • 2, then the Primary Purchase Requirement = the threshold cash value of the total transaction (2 decimals). • 3, then the Primary Purchase Requirement = the threshold number of pounds (2 decimals) • 4, then the Primary Purchase Requirement = the threshold number of kilograms (3 decimals)
GTINs	All eligible GTINs associated with the primary purchase requirements that will be used for validation. GTIN formats accepted include UPC, EAN-13, and GTIN 14 in comma separation.
Start Date	Date in which the offer can be redeemed. Verified in MOF
Expiry Date	Date in which the offer is no longer valid for redemption. Verified in MOF

3.3. Optional Master Offer File elements

Optional Master Offer File (MOF) elements are not required for offer set-up or processing by the retailer in all cases.

These elements were kept as similar as possible to AI (8110) elements in order to allow for interoperability with existing systems.

Figure 3-3

OPTIONAL MOF ELEMENTS	
Data Element	Description
Additional Purchase Rules Code	<p>The Additional Purchase Rules Code specifies which items must be purchased to qualify. If this element:</p> <ul style="list-style-type: none"> • 0, then either the Primary Item or 2nd Item or 3rd Item can be used to validate the offer (A or B or C) • 1, then all items listed, Primary Item, 2nd Item and 3rd Item must be purchased to validate the offer (A and B and C) • 2, then both the Primary Item and either one of the 2nd or 3rd Items must be purchased to validate the offer (A and B or C) • 3, then the 2nd Purchase GTINS or 3rd Purchase GTINS can be used to satisfy the Primary Purchase Requirement, and the 2nd and 3rd Purchase Requirements will be ignored (Combination of A, B, C)
2nd Purchase Requirement	<p>The contents of the 2nd Purchase Requirement can be 1 to 5 digits. The format of its contents are defined by the 2nd Purchase Requirement Code</p>
2nd Purchase Requirement Code	<p>If the 2nd Purchase Requirement Code:</p> <ul style="list-style-type: none"> • 0, then the 2nd Purchase Requirement = the threshold number of units to purchase • 1, then the 2nd Purchase Requirement = the threshold cash value of the accumulative total of the qualifying purchase Items (2 decimals) • 2, then the 2nd Purchase Requirement = the threshold cash value of the total transaction (2 decimals)

	<ul style="list-style-type: none"> • 3, then the 2nd Purchase Requirement = the threshold number of pounds (2 decimals) • 4, then the 2nd Purchase Requirement = the threshold number of kilograms (3 decimals)
2nd Purchase GS1 Company Prefix	The 2nd Purchase GS1 Company Prefix use is based upon the value of the Additional Purchase Rules Code element. This element is optional and shall not be used for validation.
2nd Purchase GTINs	All eligible GTINs associated with the 2 nd Purchase Requirements. GTIN formats accepted include UPC, EAN-13, and GTIN 14 in comma separation.
3rd Purchase Requirement	The contents of the 3rd Purchase Requirement can be 1 to 5 digits. Its contents are defined by the 3rd Purchase Requirement Code
3rd Purchase Requirement Code	<p>If the 3rd Purchase Requirement Code:</p> <ul style="list-style-type: none"> • 0, then the 3rd Purchase Requirement = the threshold number of units to purchase • 1, then the 3rd Purchase Requirement = the threshold cash value of the accumulative total of the qualifying purchase Items (2 decimals) • 2, then the 3rd Purchase Requirement = the threshold cash value of the total transaction (2 decimals) • 3, then the 3rd Purchase Requirement = the threshold number of pounds (2 decimals) • 4, then the 3rd Purchase Requirement = the threshold number of kilograms (3 decimals)
3rd Purchase GS1 Company Prefix	The 3rd GS1 Company Prefix use is based upon the value of the Additional Purchase Rules Code element. This element is optional and shall not be used for validation
3rd Purchase GTINs	All eligible GTINs associated with the 3 rd Purchase Requirements. GTIN formats accepted include UPC, EAN-13, and GTIN 14 in comma separation.

Save Value Code	<p>If Save Value Code:</p> <ul style="list-style-type: none"> • 0, then Save Value = cents off qualifying purchase items (default if Save Value Code is missing). • 1, then if Save Value = 0 one qualifying purchase item unit is free, or if Save Value > 0 the one qualifying purchase item unit is free up to maximum amount in Save Value • 2, then Save Value = the number of qualifying purchase item units that are free • 5, then Save Value = percent off qualifying purchase item • 6, then Save Value = cents off final transaction amount (may exceed qualifying item price) <p>For values 1 and 2, the “unit” of the free item (quantity, dollar threshold, pounds, or kilograms) is adopted from the Save Value Applies to which Item assignment.</p>
Save Value Applies to which Item	<p>This data element only applies when multiple purchase requirements are present (Additional Purchase Rules Codes 1 or 2) and indicates which qualifying item the savings applies:</p> <ul style="list-style-type: none"> • 0, is the Primary Qualifying Item (default if not entered) • 1, is the 2nd Qualifying Item • 2, is the 3rd Qualifying Item
Store Coupon	<p>If > 0 flags this offer as a Store Coupon:</p> <ul style="list-style-type: none"> • 0, not a store coupon (default if not entered) • 1, applies to only one qualifying item • 2, applies to up to 2 qualifying items • 3, applies to up to 3 qualifying items • 4, applies to up to 4 qualifying items • 5, applies to up to 5 qualifying items • 6, applies to up to 6 qualifying items • 7, applies to up to 7 qualifying items • 8, applies to up to 8 qualifying items • 9, applies to all qualifying items in transaction

Do Not Multiply Flag	If = 1 then this offer must not be multiplied
Retailer GS1 Company Prefix or GLN	This data element is the GS1 Company Prefix assigned to a retailer by a GS1 Member Organization, or the entire GLN for a location. Verified in MOF

4. DATA DETAILS

4.1. Human readable

To support fraud mitigation, human readable text that convey details of the AI (8112) data string will not be visible to users.

4.2. Coupon Funder Identifier

In AI (8110) coupons, the coupon funder is identified by the GS1 Company Prefix (GCP) and family code combination. In AI (8112) coupons, the coupon funder is identified by the Coupon Funder ID that can be either a GCP or GTIN. The Coupon Funder ID is positioned in the element that included GCP in the AI (8110) data string.

GCP will always be used **except** in scenarios where multiple parties are utilizing the same GCP or the coupon funder has licensed a single GTIN as opposed to an entire GCP.

If multiple parties have products within a single GCP, then the party that has the GCP registered to their organization has the right to use the GCP as their Coupon Funder ID.

Other considerations for the Coupon Funder ID element include:

- The Coupon Funder ID element is 1:1 mapping, the GCP shall not be parsed from the GTIN
- Shall not be used to apply validation logic for promoted products

In the future, various industry associations may produce best practices and industry guidelines with recommendations.

4.3. Product validation

In AI (8110) coupons, product validation is accomplished through use of GS1 Company Prefix and family code.

In AI (8112) coupons, product validation occurs using GTIN validation. This validation is a 1:1 data match between provided eligible products and basket data. If multiple purchase requirements are present that require the consumer to purchase a different set of products, these should be entered in the **2nd Purchase GTINs** and **3rd Purchase GTINs**, as applicable. If there is no needed distinction made between promoted products, all GTINs should be included in the required **GTINs** field.

4.4. Serial number

The AI (8112) data string existed in two formats: the base data string and the serialized data string. The base data string is only used as the foundation for coupon providers to serialize as they distribute to the consumer. The serialized data string is what would be transmitted to the PoS.

4.5. Start and Expiry Date

Start and expiry date are not included in the AI (8112) data sent to PoS. This information is housed in the MOF and will be verified before purchase requirements are delivered to retailer point-of-sale. Start and expiry date are required in the MOF data elements for security purposes.

4.6. Retailer GLN

Retailer GLN is not included in the AI (8112) data sent to the PoS. This information is housed in the MOF and will be verified before purchase requirements are delivered to retailer point-of-sale. Retailer GLN is an optional in the MOF data elements for security purposes.

4.7. Elements omitted from AI (8112)

The Purchase requirement logic in AI (8112) coupons follows the purchase requirement logic of AI (8110) with a few exceptions defined below.

4.7.1. Omission of family code

Family code is used in AI (8110) to identify billing party and for validation. Neither of these functions exist in AI (8112), so the element has been removed.

4.7.2. Omission cashier intervention options

By design, the POF will not allow for overrides or other means of cashier intervention to allow for an offer to be redeemed and marked as used if offer parameters are not met.

APPENDIX A: AI (8110) VS AI (8112) data placement

Figure 4

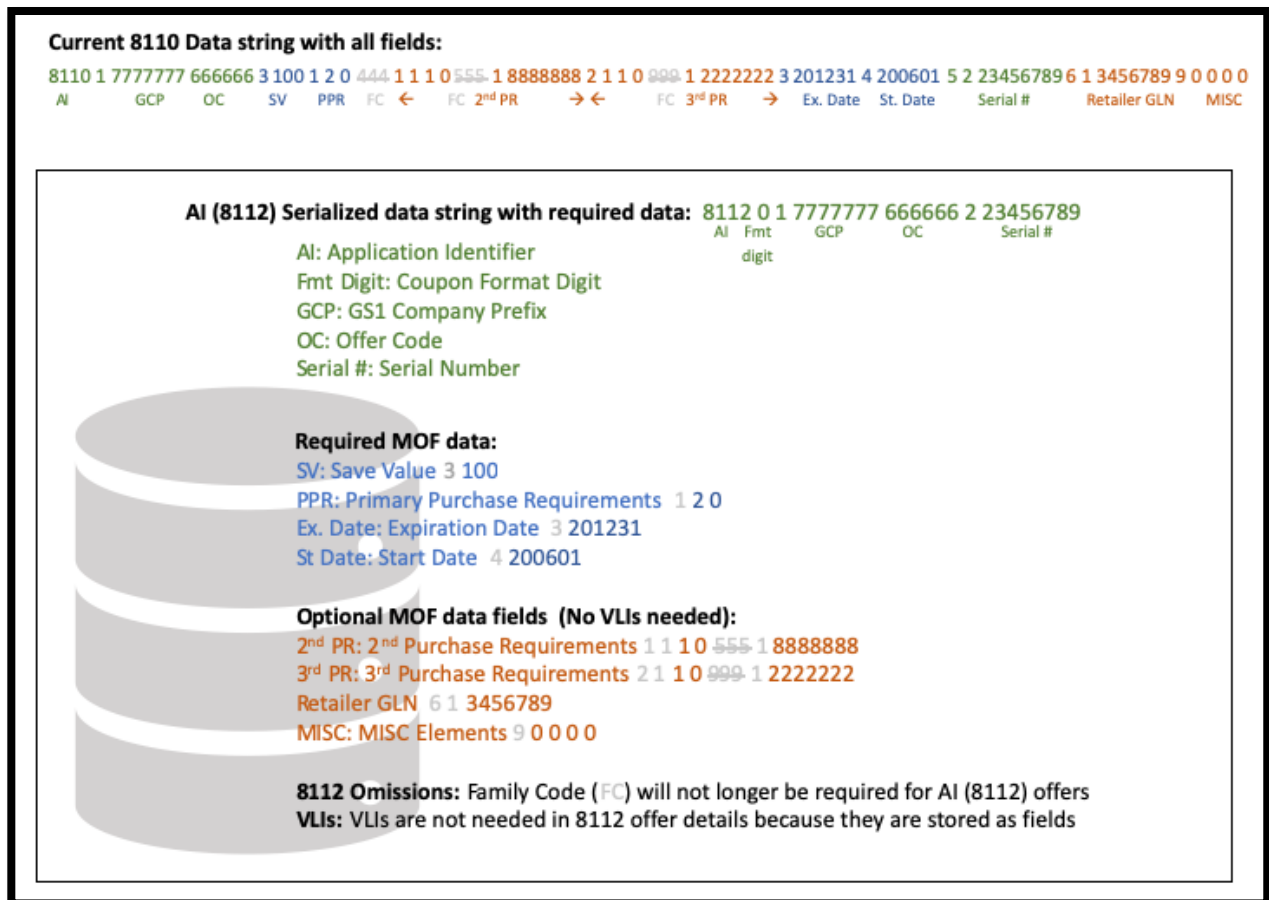


Figure 5 identifies AI (8110) coupon elements with an abbreviated description and their new placement or relationship with AI (8112) coupons. They are sorting by the following:

- Base or serialized data string: These elements are now located in the AI (8112) base or serialized data string
- Omitted: These elements are no longer needed, therefore omitted from the AI (8112) data elements.
- Moved to MOF (Required or Optional): These elements are moved to the MOF within the AI (8112) data elements.

Note: Element descriptions are abbreviated. For full descriptions, please see *North American Coupon Application Guideline Using GS1 Databar*.

Figure 5

8110 DATA STRING ELEMENTS		
Data element	Abbreviated Description	Placement within AI (8112) data set
Application Identifier (AI)	GS1 identification number that identifies this as a coupon.	Base or serialized data string
Coupon Format	Identification of the coupon format as either digital or paper.	(NEW) Base or serialized data string
Primary GS1 Company Prefix VLI	Defines the length of the following element.	Base or serialized data string
Primary GS1 Company Prefix	The Primary GS1 Company Prefix indicates the manufacturer that is funding this offer.	Base or serialized data string
Offer Code	Assigned by the coupon issuer to identify a specific offer	Base or serialized data string
Save Value VLI	The Variable Length Indicator specifies the length of the following element.	Omitted
Save Value	The Save Value Code, as defined in Data Field 9, defines the format of the Save Value. If Data Field 9 is missing, then the Save Value format defaults to cents off.	Moved to MOF (Required)

Primary Purchase Requirements	The Primary Purchase Requirement Code defines the format of its contents	Moved to MOF (Required)
Primary Purchase Requirement Code	Primary Purchase Requirement Code 0-4	Moved to MOF (Required)
Primary Purchase Family Code	The Primary Purchase Family Code is used for validation of the qualifying purchase items.	Omitted (and replaced with GTINs)
Primary Purchase GTINs		(NEW)
Data Field 1—Second Qualifying Purchase	A value of 1 in this position indicates the presence of Data Field 1.	Omitted
Additional Purchase Rules Code	The Additional Purchase Rules Code specifies which items must be purchased to qualify.	Moved to MOF (Optional)
2nd Purchase Requirement VLI	The Variable Length Indicator specifies the length of the following element.	Omitted
2nd Purchase Requirement	The contents of the 2nd Purchase Requirement can be 1 to 5 digits. The format of its contents are defined by the 2nd Purchase Requirement Code	Moved to MOF (Optional)
2nd Purchase Requirement Code	2nd Purchase Requirement Code 1-9	Moved to MOF (Optional)
2nd Purchase Family Code	The 2nd Purchase Family Code is used for validation of the offer as defined in the Additional Purchase Rules Code.	Omitted (and replaced with GTINs)
2nd Purchase GS1 Company Prefix VLI	Variable Length Indicator (VLI) is a single digit that defines the length of the following element.	Omitted
2nd Purchase GS1 Company Prefix	2nd Purchase GS1 Company Prefix	Moved to MOF (Optional)
2nd Purchase GTINs		(New)
Data Field 2—Third Qualifying Purchase	A value of 2 in this position indicates the presence of Data Field 2.	Omitted
3rd Purchase Requirement VLI	The Variable Length Indicator specifies the length of the following element.	Omitted

3rd Purchase Requirement	The contents of the 3rd Purchase Requirement can be 1 to 5 digits. Its contents are defined by the 3rd Purchase Requirement Code	Moved to MOF (Optional)
3rd Purchase Requirement Code	3rd Purchase Requirement Code 0-9	Moved to MOF (Optional)
3rd Purchase Family Code	The 3rd Purchase Family Code is used for validation of the offer as defined in the Additional Purchase Rules Code.	Omitted (and replaced with GTINs)
3rd Purchase GS1 Company Prefix VLI	Variable Length Indicator (VLI) is a single digit that defines the length of the following element.	Omitted
3rd Purchase GS1 Company Prefix	The 3rd GS1 Company Prefix use is based upon the value of the Additional Purchase Rules Code element.	Moved to MOF (Optional)
3rd Purchase GTINs		(New)
Data Field 3—Expiration Date	A value of 3 in this position indicates the presence of Data Field 3.	Omitted
Expiration Date	This element contains the expiration date of the offer and must match the human readable expiration date on the coupon.	Moved to MOF (Required)
Data Field 4—Start Date	A value of 4 in this position indicates the presence of Data Field 4.	Omitted
Start Date	This element contains the start date for the offer and must match the human readable start date on the coupon.	Moved to MOF (Required)
Data Field 5—Serial Number	A value of 5 in this position indicates the presence of Data Field 5.	Omitted
Serial Number VLI	Defines the length of the following element. An offset of 6 is added to the VLI to get the actual length	Serialized data string
Serial Number	Serial Number provides an individual, unique instance of a Coupon Funder ID and Offer Code combination	Serialized data string
Data Field 6—Retailer Identification	A value of 6 in this position indicates the presence of Data Field 6.	Omitted
Retailer GS1 Company Prefix or GLN VLI	The Variable Length Indicator specifies the length of the following element. For the GS1 Company Prefix an offset of 6 is added to the VLI to get the actual length.	Omitted

Retailer GS1 Company Prefix or GLN	This data element is the GS1 Company Prefix assigned to a retailer by a GS1 Member Organization, or the entire GLN for a location.	Moved to MOF (Optional)
Data Field 9—Miscellaneous Elements	A value of 9 in this position indicates the presence of Date Field 9.	Omitted
Save Value Code	Explained by digits 0, 1, 2, 5, 6	Moved to MOF (Optional)
Save Value Applies to Which Item	Explained by digits 0-2	Moved to MOF (Optional)
Store Coupon Flag	Explained by digits 0-9	Moved to MOF (Optional)
Don't Multiply Flag	If = 1 then this offer must not be multiplied (default is 0 if Data Field 9 is missing)	Moved to MOF (Optional)

APPENDIX B: AI (8112) data flow chart

This follow chart maps the flow of data for AI (8112) offers between The Coupon Bureau and industry stakeholders.

Figure 6

