

Digital Offers Lifecycle

TPAC 2017
Burlingame, CA

Bob Burke (Koupon Media)

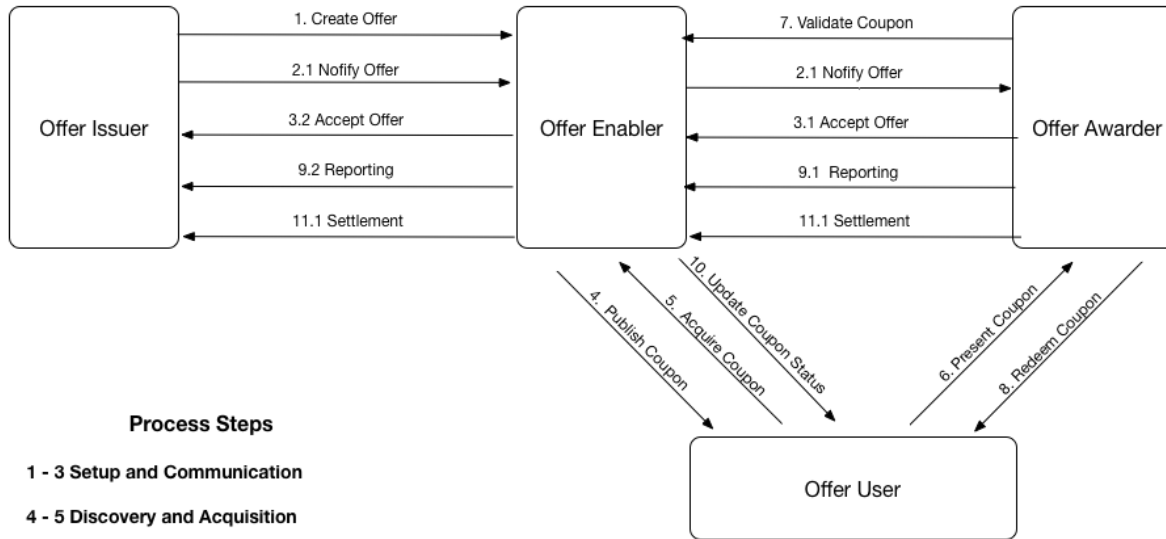
David Ezell (Conexxus)

Proposal

- Use roles and processes defined by GS1
- Examine scenarios requiring parties to interact
- Relate resulting scenarios to W3C work
- TBD – examine other proposed standards and align

Digital Coupon Management Process

GS1 General Specification, Release 17.1, Ratified, Jul 2017



Process Steps

1 - 3 Setup and Communication

4 - 5 Discovery and Acquisition

6 Presentment

7 - 8 Validation and Redemption

9 - 11 Reporting and Financial Settlement

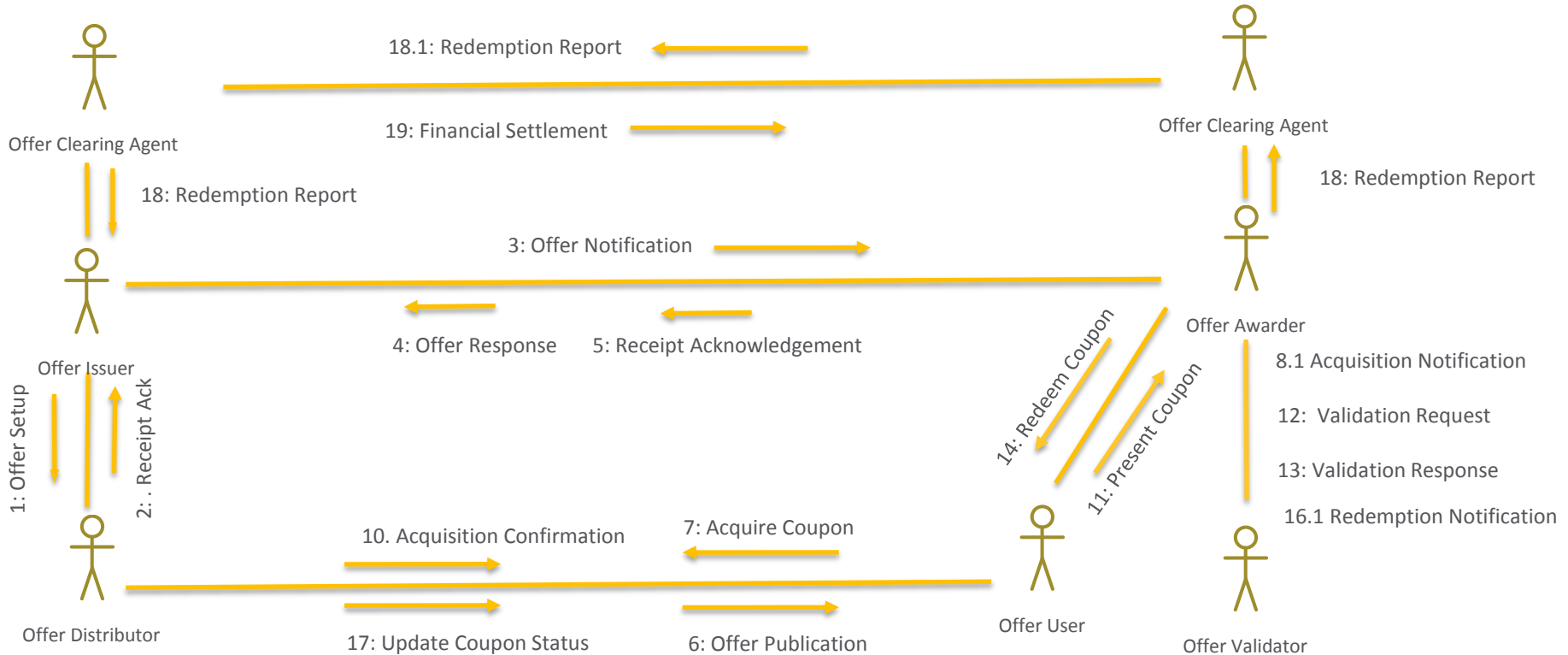
Offer Issuer : Brand

OfferEnabler : Aggregator, Loyalty Host, Coupon Platform

OfferEnabler : Retailer

Digital Coupon Collaboration Diagram

GS1 Digital Coupons Management, Standard Specification Issue 1.0 Jun-2012

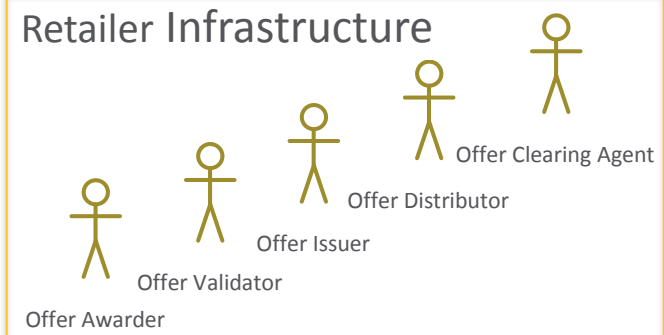
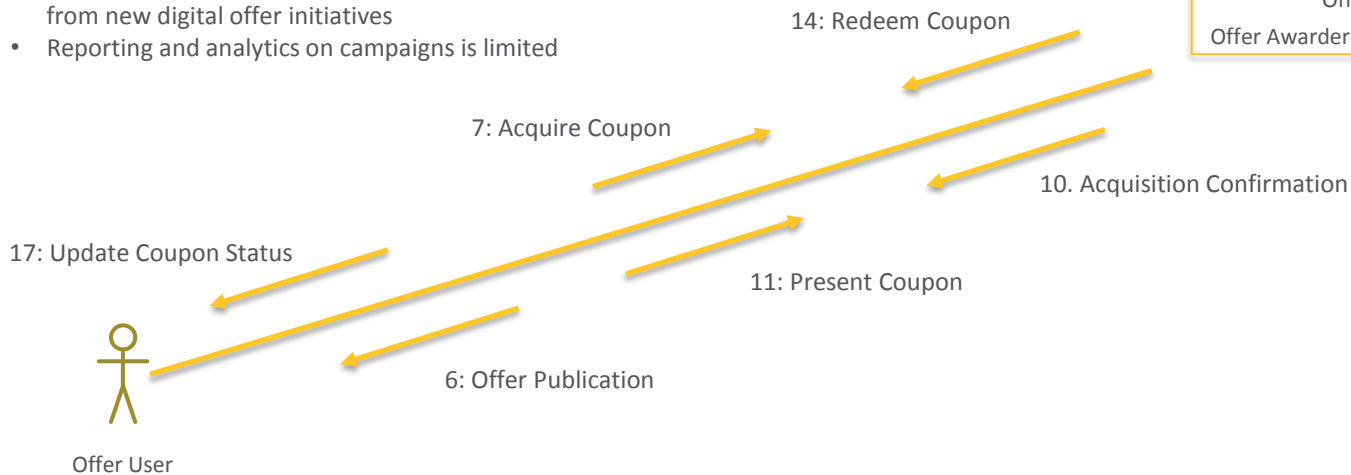


Closed Loop (Issuer = Awarder = Clearing Agent)

Scenario: Retailer starts a digital offer program and spends a great deal of time educating consumers

Retailer issues its own offers and distributes them via app, mobile web, SMS, or Social. Retailer may also have an in-house loyalty/CRM system.

- Offers are setup in complex systems and can take time
- Distribution generally limited to Corporate properties (including in-store signage)
- Legacy loyalty programs, if they exist, are run independently from new digital offer initiatives
- Reporting and analytics on campaigns is limited

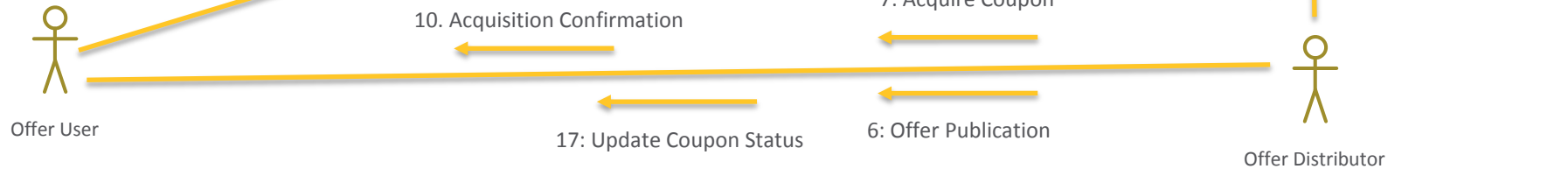
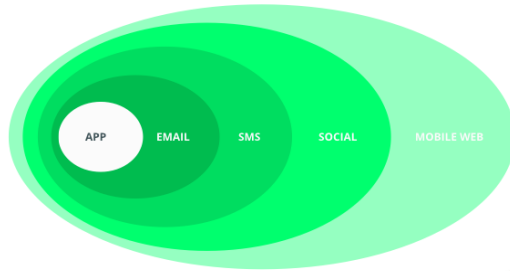


Closed Loop (Issuer = Awarder = Clearing Agent)

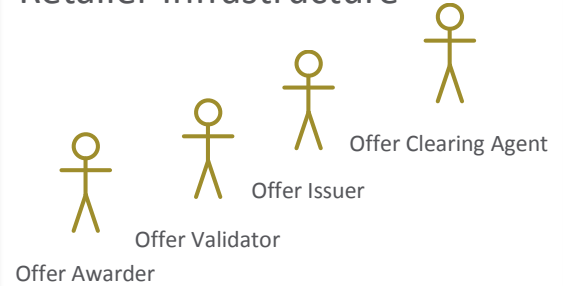
Scenario: Retailer engages distribution partners and develops sophisticated multi-channel approach

Retailer issues its own offers and uses a 3rd party distributor and starts to develop a multi-channel strategy gaining insight into how consumers interact with different channels.

- Offers are setup in complex systems and can take time
- Distribution now targets multiple channels. Reporting starts to include campaign effectiveness
- Customer acquisition and loyalty strategy not executed seamlessly



Retailer Infrastructure

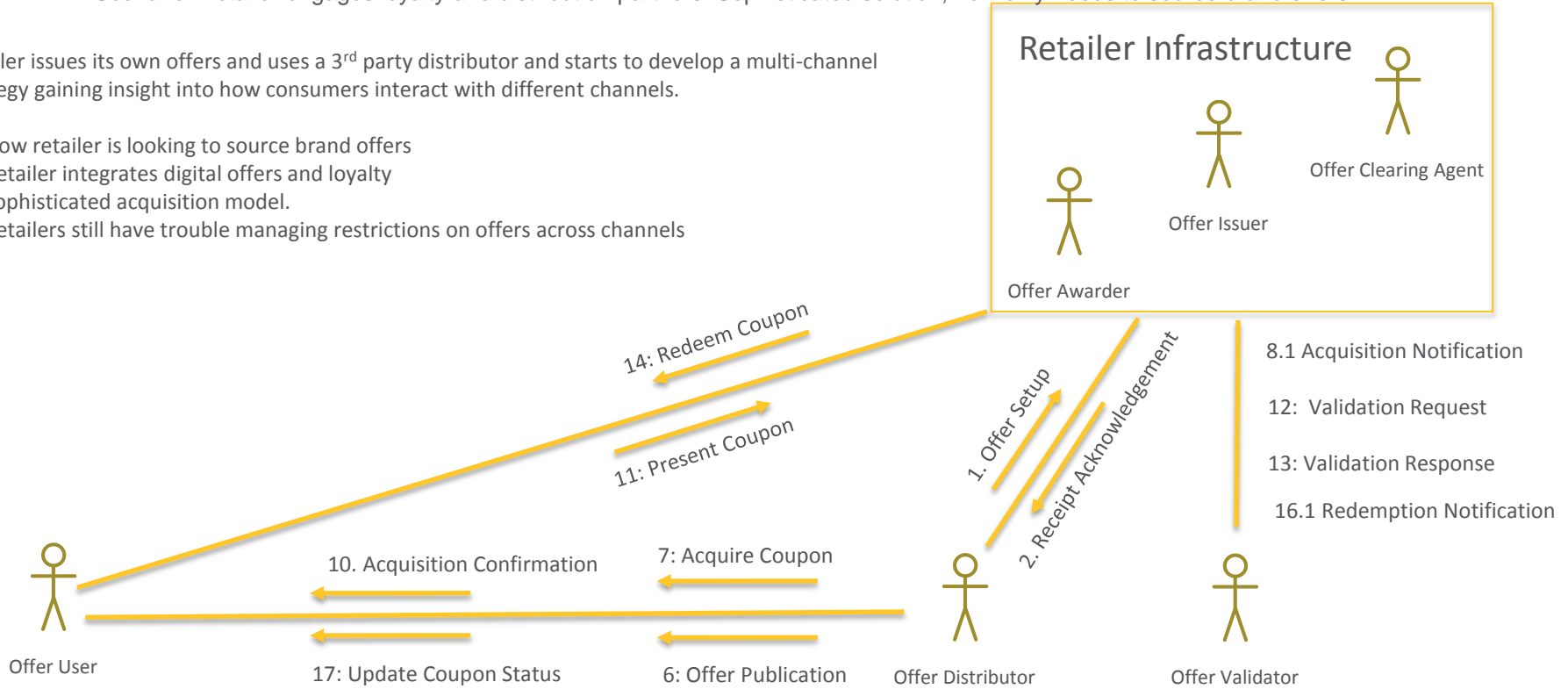


Closed Loop (Issuer = Awarder = Clearing Agent)

Scenario: Retailer engages loyalty and distribution partners. Sophisticated solution, now only needs to source brand offers

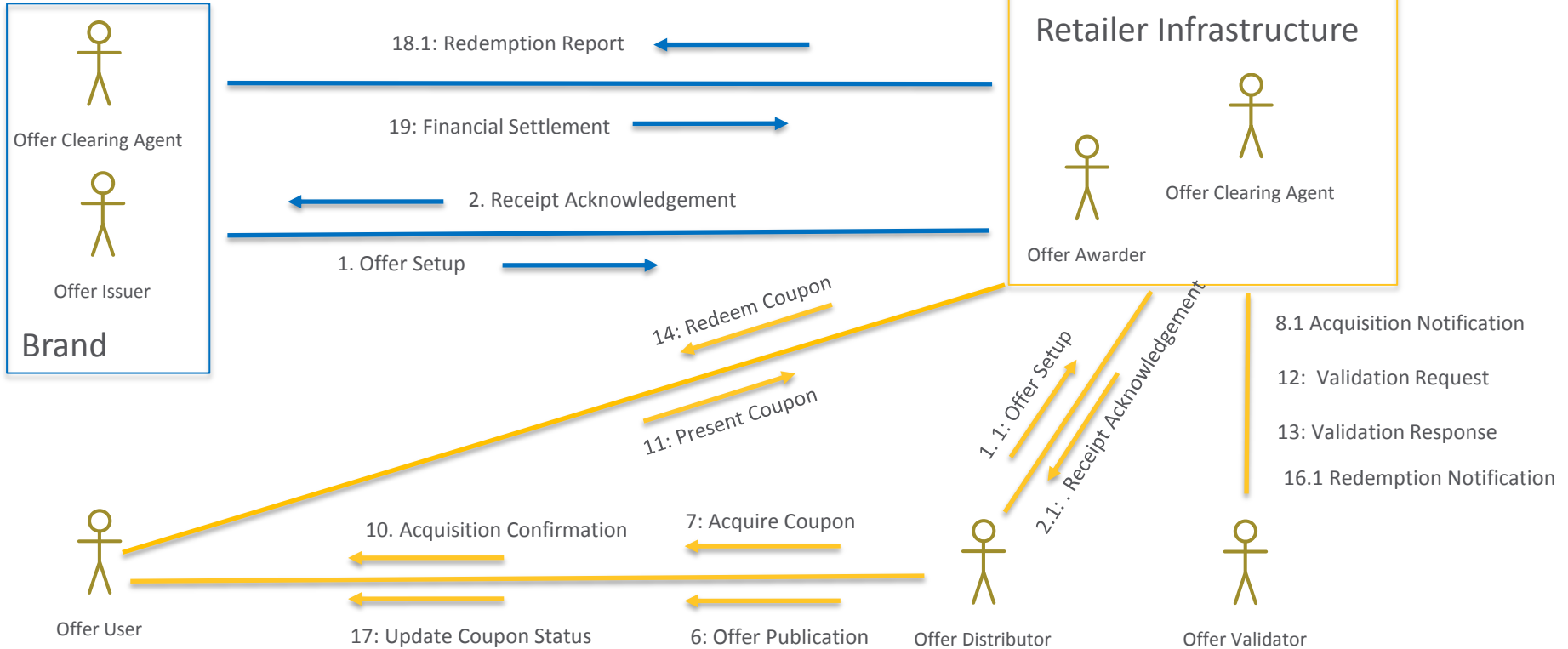
Retailer issues its own offers and uses a 3rd party distributor and starts to develop a multi-channel strategy gaining insight into how consumers interact with different channels.

- Now retailer is looking to source brand offers
- Retailer integrates digital offers and loyalty
- Sophisticated acquisition model.
- Retailers still have trouble managing restrictions on offers across channels



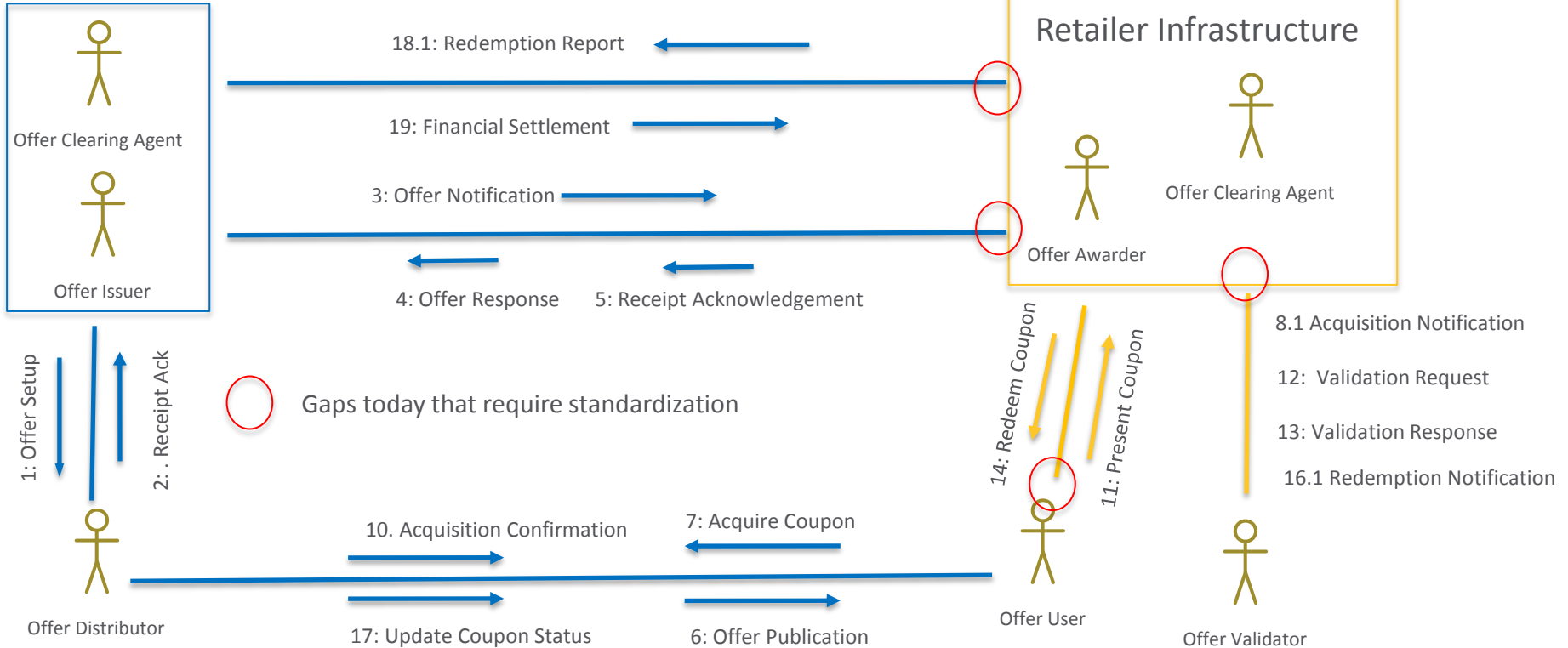
Open Loop (Issuer != Awarder)

Scenario: Retailer sources offers from brands and integrates those offers into their closed loop solution



Open Loop (Issuer != Awarder)

Scenario: Brand creates campaign, and Retailer opts-in, taking advantage of Brand distributions



Thank You