

# enhanced Coupon at Till (CaT-e)

## What is it?

An enhanced Coupon at Till campaign which is supported by an educational email

## How CAT-e works

- Customers selected on historical buying behaviour
- Opted in customers also receive an educational email at home that gives time for consideration and drives a desire to purchase
- Coupon delivered in-store for relevance and timeliness, providing a second customer touch point
- Initial results suggest a 20-25% uplift in redemption rates

