

Coupon at Till (CaT)

What is it?

Coupon at Till (CaT) is a flexible way to target customers with relevant offers appropriate to their past purchase behaviour

How CaT works

- Customers selected on historical buying behaviour or products in basket
- Relevant coupon triggered from special terminal at till point based on what's in the customers' basket
- Customers can redeem coupon in next transaction

5 creative template options

STANDARD
Offer and product image(s)



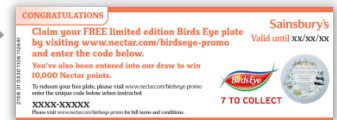
FREESTYLE
Offer and brand ATL creative printed on the coupon



EXTENDED
Extra space to communicate key messages



PIN CODES
Pin codes can be used for unique/online offers



RECIPE AT TILL

Use multiple coupon space to deliver recipes to customers



Consumers want coupons

84% supermarket shoppers who use coupons*

2013 603M coupons redeemed across the UK worth £1.7B

More than one third of shoppers save at least £5/m using coupons

35% increase from 2012

*Survey of 1,000 UK adults, Valassis 2014

Using Coupon at Till

Ideal for driving

- Repeat purchase
- Increase frequency / units
- Penetration
- Trial
- Cross sell
- Re-engage lapsed customers
- Educating customers on NPDP

Campaign options

- **Tactical** one off campaigns
- **Multi contact** lapsing programme for improved timing and relevance
- **Survey at Till** – ideal for NPDP or simple market research needs
- **Unit threshold** – notify-remind-reward customer journey to drive multiple purchase
- **Collaborative** category drivers with Sainsbury's

