



## The future of mobile coupons

By Jonathan Treiber & Seth Sarelson, RevTrax

Mobile couponing can increase in-store sales through online offers, using a combination of distribution and redemption methods. Initially the offer may be explored offline, online or via the mobile phone itself. A customer might see an advertisement in a magazine that prompts them to text X to Y to receive an offer. Alternatively, they could be searching on Google for a laptop and click on an advertisement for a \$50-off laptop purchase at a consumer electronics retailer, which they are then prompted to either print or send to their mobile phone.

Coupons may be provided directly by an advertiser, when a consumer has opted in to receive them from a specific brand, or consumers may need to search for coupons via a mobile application.

Offer redemption creates a unique opportunity to connect the source of the advertisement to the actual sale. Basically there are three ways of redeeming the coupons in-store: the consumer may simply show their phone to the cashier, the cashier may manually enter a promotional code from the customer's phone, or a barcode may be provided for scanning.

So what does the future hold for this exciting medium? Several innovations and enhancements to the retail point-of-sale infrastructure are in the pipeline. Most important is the upgrading of in-store scanning devices to newer optical imagers that will be able to scan the screen of a customer's mobile phone to capture a dynamic barcode, which is the source of the ad. Or mobile payments could be made by offers being streamed to the cash register via contactless payments technology and processed alongside the transaction to deduct the money from the bill automatically. Either way, a one-touch redemption process will keep queues moving faster than with print coupons, helping increase customer loyalty and sales.

Jonathan Treiber and Seth Sarelson are co-founders of RevTrax, a leading provider of technology solutions to help multi-channel merchants track the effectiveness of using digital media to encourage in-store purchases.

Jonathan@RevTrax.com or Seth@RevTrax.com  
www.RevTrax.com

