



RevTrax® versus The Competition

The RevTrax print-at-home coupon and cross-channel analytics platform with Fraud Blocker offers an unmatched ability to securely deliver, track, manage and measure your in-store promotions.

Feature	RevTrax	Competition
Security		
Print Limits	✓	✓
Direct to Print Tray	✓	✓
Anti Screen-Capture	✓	✓
No consumer software installation or registration to enable security	✓	✗
Brand-hosted coupon solution	✓	✗
Domain Security (prevents reposting)	✓	✗
Single-Use Links (prevents forwarding via email)	✓	✗
Digital Fence (geo-targeted virality)	✓	✗
Personalization	✓	✗
Dynamic watermarking of coupons to prevent fraud	✓	✗
Real-time fraud protection at POS (stops photocopies)	✓	✗
Tracking		
Track prints and purchases by each media channel	✓	✓
Track prints and purchases at member level	✓	✓
Track extra data through sale (ex. Search Keywords, Banner Ad ID)	✓	✗
Round-trip tracking at SKU-level	✓	✗
Ability to accept a bank of barcodes or promo codes	✓	✗
Conforms to client's existing barcode/promo code specs	✓	✗
Ability to dynamically generate alphanumeric promo codes or barcodes	✓	✗
ABC solution for clients with no POS system to track sales	✓	✗
Reporting & Analytics		
Real-time round-trip reporting interface	✓	✗
Review transaction data by store, SKU, other ad data, etc.	✓	✗
Ability to push or pull data via API, web services, interface, email, etc.	✓	✗

