

Engage consumers, drive spending and enhance operational efficiency with

# GS1HK Digital Coupon Solution

Simple, Traceable, Measurable



Built on the **Global Coupon Number (GCN)** standard, GS1HK Digital Coupon Solution enables businesses to engage consumers in a new way, distribute coupons via multiple channels quickly, analyze campaign success and optimize promotion effectiveness.



**Create immediate promotion campaigns** using digital coupons, enabling seamless in-store coupon redemption with reduced time at checkout.



**Save time & money** on printing and processing coupons, even better, digital coupons are environmental friendly.



**Maximize campaign effectiveness** by promoting coupons via all channels like social media, messaging app, SMS, email, web, and even printed QR code.



**Engage consumers** with timely and targeted marketing campaigns through digital touch points, improve overall consumer experience and increase loyalty.



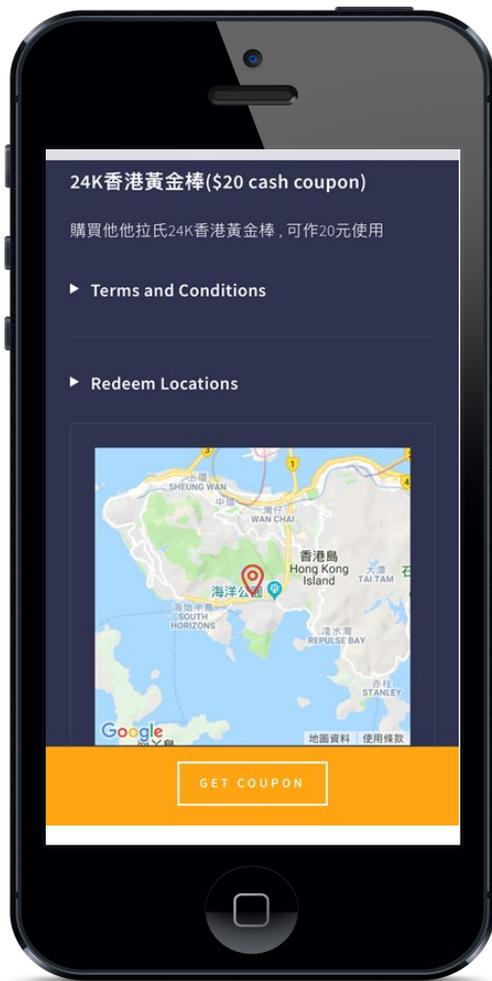
**Drive traffic to store from online to offline**, increase coupon redemption rates and encourage more frequent purchases.



**Capture redemption data for analytics**, track campaign performance at real-time and better understand consumer purchasing patterns.

# FIVE SIMPLE STEPS

## to Start an Effective Digital Coupon Campaign



### Coupon Creation

Create digital coupons easily with GCN, claim methods, redeem locations, etc. at anytime, anywhere



### Coupon Distribution

Distribute coupons across multiple channels including web, email, social media, instant messaging and print



### Coupon Claim & Share

Consumers enter email or phone no. to claim the coupon, save it to mobile wallet, or share via social media



### Coupon Redemption

Consumers redeem coupons at a store indicated by the redeem locations. Coupons will be validated by an App.



### Campaign Monitoring & Reporting

Monitor campaign status via online report through GS1HK Member's Portal or App, gain insight into the amount of coupon scans, downloads and redemption, etc.

## Experience Now!



### CONTACT US NOW

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