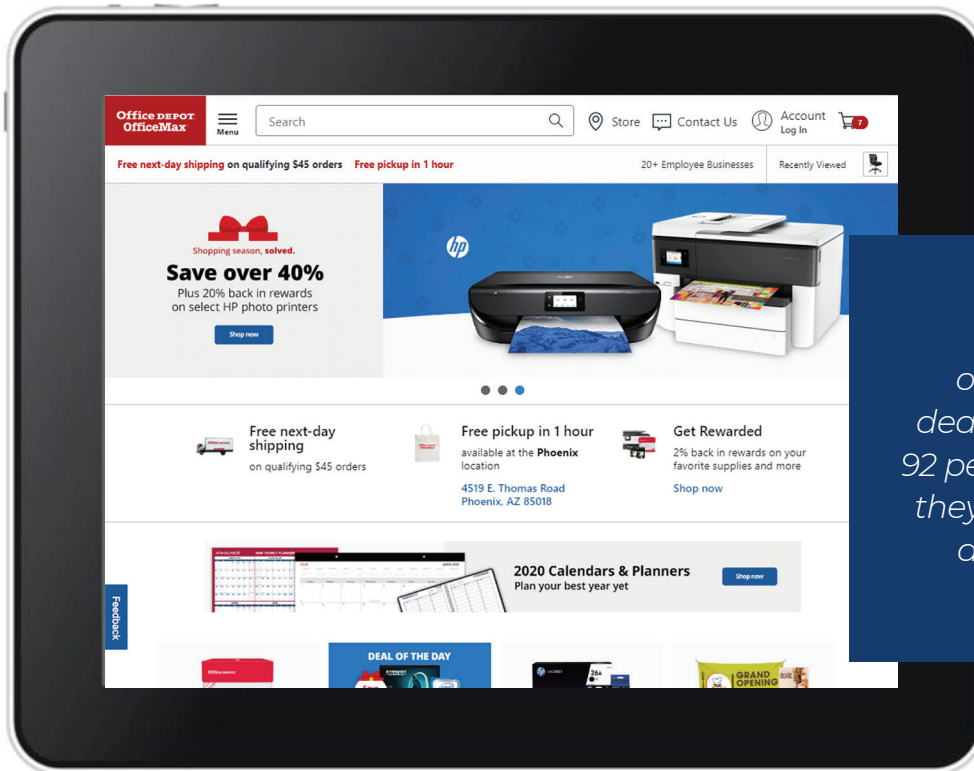


Veras Activate

Advanced Promotions & Coupons



97%
of consumers look for deals when they shop and 92 percent of consumers say they are always looking for deals, even when not actively shopping.¹

From how much consumers spend to what and how they buy, smart and timely promotions can drive more than just sales.

Consumers are increasingly seeking out coupons that are targeted, personalized, cross channels, and leverage their purchase history. When executed well, promotions have the power to influence everything from the consumer's buying journey to their brand loyalty.

Veras Activate manages and executes promotional strategies that are often lacking in traditional price management software. With Veras Activate, provide your central office staff with user-friendly tools to execute complex promotions, including cart-level offers like spend & save at store-level checkout.

KEY FEATURES & BENEFITS

- Enterprise-grade, centralized promotions management
- Execute complex promotions accurately at the point-of-sale or online
- Simulate and monitor price events before go-live anytime, anywhere
- Deliver seamless offer redemption
- Automate coupon processing to reduce fraud, coupon abuse, and human error
- Increase revenue through upsell prompts and bounceback coupons
- Incentivize add-on purchases through buy-more, save-more offers



Power Promotions with Ease

With endless discount options available out-of-the-box, Veras Activate provides advanced promotional tools in a lightweight, centralized utility. Activate helps set complex promotional calculations, including Buy X Get Y, spend & save, and time-of-day and day-of-the-week specific promotions. Define cart-level offers, set complex rules, run flash sales, BOGO or bundled discounts, and more.



Prevent Loss from Coupon Abuse

Retailers can quickly lose control of promotions when fraud runs rampant. Veras Activate can help through its complex promotional triggers and barcoded coupons. Paper-based or digital, barcoded coupons feature unique codes that expire after use at the point of sale. Retailers can ensure coupons are used for intended merchandise and safeguard premium-priced items while delivering a seamless checkout experience.



Avoid Costly Accidental Discounts

From stacked offers to unintended events, accidental discounts add up to adversely impact store operations, profits, and customer experience. These can all be avoided with Veras Activate. Simulate price events in advance, monitor at any time, and validate events remotely down to the register. Easily test promotions or load test scenarios to ensure you get the expected result at the point of sale, every time.



Exclusive Serialized Coupons

Personalized offers allow you to more accurately gauge the effectiveness of your campaigns to know which offers were used to drive sales lift. Activate does this by generating a specific barcode or promo code that can be used several ways. Serialized offers can be personalized directly to the recipient, used a specific number of times, or even shared “for you and a friend”.



Foster Loyal Customers

With 68 percent of customers affirming coupons generate loyalty², it's important to target promotions and price events to customers that are loyal to your brand and most likely to respond. Strategically segment your most loyal customers using Veras Reach that pulls real-time customer data from your omnichannel CRM. Simply define the offer recipients and create the offer terms with Veras Activate to influence purchases.



Prompts & Bounceback Coupons

Everyone loves getting a deal on merchandise in their basket, but what if you could incentivize add-on and future purchases as well? Activate gives you those tools through user prompts and bounceback coupons. Using the same flexible criteria as any other promotion, create upselling prompts to the sales associate, tailored receipt messages, or follow-on offers to drive repeat visits.

Veras Retail is ready to help retailers grow sales with advanced promotions, discounts and coupons that:

- Align retail promotions with near and long-term goals
- Optimize your promotional calendar
- Make up margin with relevant upsell prompts and add-on items
- Deliver personalized promotions that boost sales, profits and customer satisfaction

Contact us today at **+1 (855) 496-3832** or visit www.verasretail.com to learn more.

SOURCES

1 Hawk Incentives, 2017

2 The State of Digital Coupons, RetailMeNot, 2014