



## Engagement Solutions for Retailers

Customer engagement has become a key consideration for retailers and brand marketers, and rightfully so. Through engagement, you gain a more holistic understanding of your customers' actions, recognizing value that comes not only from transactions but also from other indicators of involvement.

### E-centives Can Help

E-centives experienced consumer marketing specialists help retailers to engage customers throughout the marketing lifecycle using customized interactive promotions and print-controlled Internet coupons. We can help you meet marketing objectives in ways that prompt a variety of actions, enhance measurement and protect your budget.

### E-centives Custom Retail Solutions:

1. Acquisition
2. Loyalty & Retention
3. Customer Service
4. Offer Testing
5. Co-Marketing
6. Sticky Online Advertising
7. Multi-Channel
8. Social Media
9. High-End Rewards
10. Program Optimization

### Custom Retail Solutions:

#### 1. ACQUISITION

Drive traffic, registrations, sales and other key objectives using coupons and promotions as part of your targeted media and search programs. Or, leverage your current database using our viral technologies and allow customers to pass your promotion along securely to friends.

#### 2. LOYALTY & RETENTION

Don't forget to engage your loyal buyers! Reward your best customers and keep them interacting with your brand via relevant online promotions, sweeps, prizes, special vouchers for in-store exclusives and other offers available only to them.

#### 3. CUSTOMER SERVICE

Enable your consumer affairs department to immediately deliver a company communication and printable coupon to your customers via email at a fraction of the cost of traditional manual procedures. E-centives online survey capabilities can help you gain valuable feedback from your consumers while you have their captive attention.

#### 4. OFFER TESTING

Test different promotion types, prizes and offer values to determine the most cost-effective and popular for driving new product trial, repeat purchase, cross-sell, upsell, site registration and more. You can test the best placement of your promotions in emails, media network, and on your website, and optimize all in real time. Plus, close the loop by tracking which offers lead to in-store sales.

#### 5. CO-MARKETING

Retailers and manufacturers can engage shared customers with exclusive, co-branded instant win promotions, code-based web entries, sweepstakes and more. Or, drive in-store sales with co-branded, printable web-to-store Internet coupon offers via your registered user databases or online ads.

#### 6. STICKY ONLINE ADVERTISING

Increase online advertising effectiveness with targeted offers and promotions via display and search ads. With E-centives-powered coupon offers, you can easily adjust the campaign's offer value without changing the ad unit.



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### 7. MULTI-CHANNEL

E-centives secure, printable Internet coupons offer a unique and highly measurable way to drive in-store sales and analyze cross-channel customer behavior. You can control coupon access, target offers, limit prints and distribution, and even track redemptions.

### 8. SOCIAL MEDIA

Promote your sweepstakes, instant win games, Internet coupons and more in the places where your current and prospective customers are influencing others. Identify and reward your brand champions through incentivized viral campaigns.

### 9. HIGH-END REWARDS

Enhance your total customer experience with relevant and exclusive opportunities to win high-end contests, sweepstakes and rewards. Enable personal shoppers to extend triggered, special offers to their clients directly through secure, personalized emails.

### 10. PROGRAM OPTIMIZATION

If your current promotions programs are underperforming and you want to know why, our team of marketing experts can evaluate your campaign's user experience, logic, technology and more in order to recommend and implement changes that maximize return.

## Ask Us About Our Core Products

1. Print-Controlled Internet Coupons
2. Incentivized Viral Promotions
3. Consumer-Generated Content Enhanced Promotions
4. Registrations and "Smart" Logic Offers
5. Incentivized Surveys
6. Email Marketing
7. Event-Triggered Coupons
8. Sweepstakes, Instant Win and Online Games
9. Contests, Rating and Voting
10. Points-Based Programs

All with data capture and export capability.

## See what E-centives can do for you.

Contact us today to start designing your custom engagement solution.

**Call 240.333.6100**  
**Toll Free (877) 323.6848**

### About E-centives

Established in 1996, E-centives was the first to power top global companies with targeted, intelligent online promotions. We continue to lead the industry in interactive promotions technologies and strategies from print-controlled Internet coupons, to sweepstakes, electronic offers and more. We're ready to take your online promotions to the next level.

E-centives is a business unit of Invenda Corp., which is traded on the Swiss Exchange (SWX) under the symbol "INVN".



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