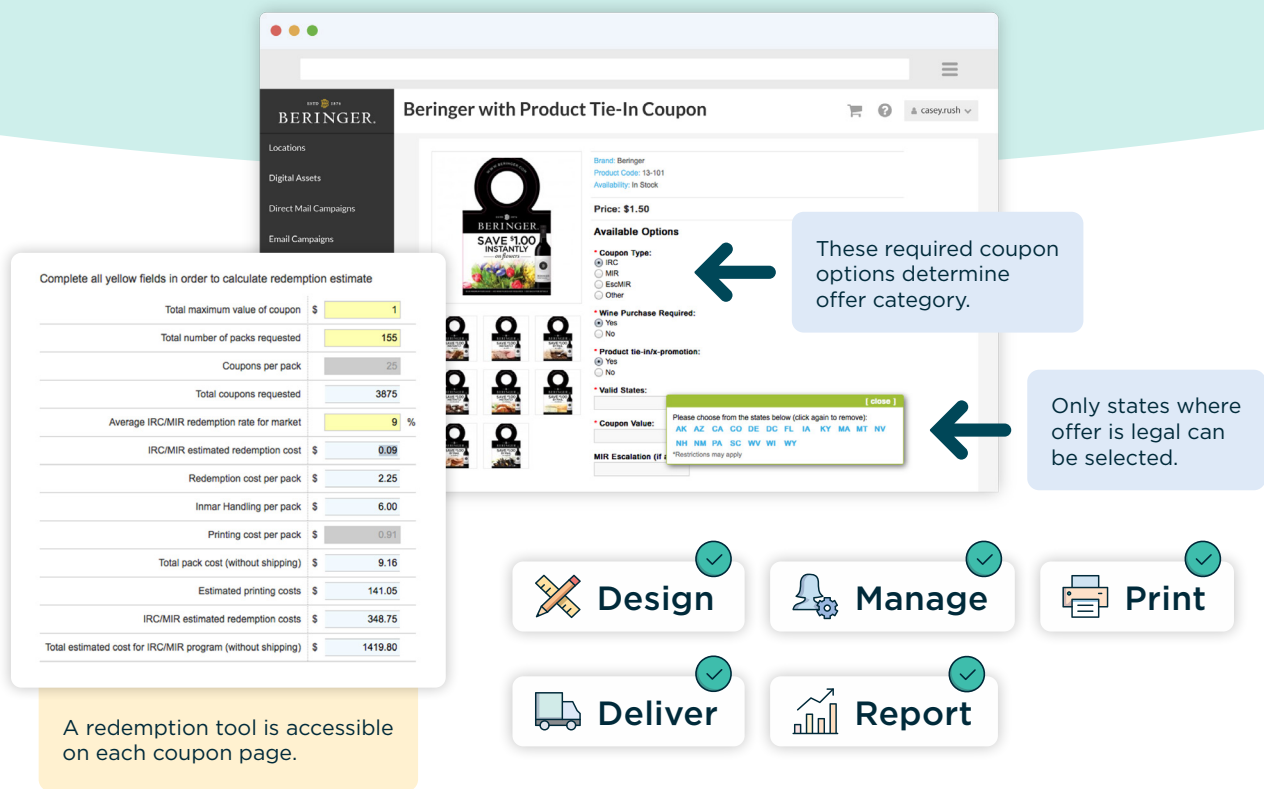


# End-to-End Coupon Management

## Designed for the Alcohol & Beverage Industry

Easily manage coupons through our Print on Demand (POD) technology, our on-demand marketing platform that maximizes and helps customers develop national and regional promotions.



**Complete all yellow fields in order to calculate redemption estimate**

Total maximum value of coupon	\$ 1
Total number of packs requested	155
Coupons per pack	25
Total coupons requested	3875
Average IRC/MIR redemption rate for market	9 %
IRC/MIR estimated redemption cost	\$ 0.09
Redemption cost per pack	\$ 2.25
Inmar Handling per pack	\$ 6.00
Printing cost per pack	\$ 0.91
Total pack cost (without shipping)	\$ 9.16
Estimated printing costs	\$ 141.05
IRC/MIR estimated redemption costs	\$ 348.75
Total estimated cost for IRC/MIR program (without shipping)	\$ 1419.80

**These required coupon options determine offer category.**

- Coupon Type:
  - IRC
  - MIR
  - EtcMIR
  - Other
- Wine Purchase Required:
  - Yes
  - No
- Product tie-in promotion:
  - Yes
  - No
- Valid States:
  - AK AZ CA CO DE DC FL IA KY MA MI NY
  - ND NH PA SC WV WI WY

**Only states where offer is legal can be selected.**

**A redemption tool is accessible on each coupon page.**

**Design** **Manage** **Print**  
**Deliver** **Report**

Coupon management doesn't have to be complicated. Our expert team has decades of experience managing coupon programs - we'll take on the legwork giving you time to focus on the big picture. From creative design, managing barcodes to assisting in the approval process and ensuring state regulations are met, our team understands the ins and outs of coupon promotions.

- 13+ years of experience
- 60+ million coupons managed annually
- In-house creative team to design custom offers
- Detailed reporting & dashboards
- Technology empowering sales teams to easily order and deploy promotions
- Support team managing approval process and ensuring compliance

## Coupon management, made easier.

- With open national, seasonal, holiday and/or special promotion buying windows, our solution allows you to aggregate coupon buys to reduce costs, inventory and increase sustainability by ordering only what you need.
- User access controls enable easy online ordering for Sales & Trade Marketing. Approved users can see and order only approved items, while marketing ensures compliance and reduces 1-off requests.
- Our platform is fully integrated with our own nationwide production and distribution centers. We help control the costs, enable batched printing, and produce and distribute from the closest facilities, increasing speed to market and lower costs.

## Coupon complexities, simplified.

- Simplify your day-to-day with access to a full support team. Each brand is different, so we can work with you to customize an approval process removing all the manual, and tedious, legwork from your team. Our team works directly with your legal, compliance, finance teams, or more to secure approvals, then we'll also send the coupon directly to the state(s) for approval.
- Our specialized teams can build your coupons - based on your brand guidelines, then manage the legal and regulatory compliance, working directly with the redemption house.
- Our team fully manages the creation of the barcode and state polling to ensure compliance.

## Technology enabled platform.

- A single ordering platform to simplify and organize the process of managing your coupons.
- Estimated redemption calculator built into the system allows users to see the total cost of the coupon orders to ensure cost containment, budget management and indicate potential coupon fraud.
- Our platform ensures that coupons can only be ordered and distributed in the state that the offers are legally allowed to be circulated.
- Full rights management capabilities - ensuring users only see what they are permissioned (or granted access) to see.
- Easy-to-use budget controls & tracking functionality ensures you have full oversight into spend.
- Dashboards available to easily report on circulation, volume by region or state, and spend.

## Be green.

- Order smaller quantities at large volume pricing, lowering - or eliminating—warehousing storage fees and (nearly) eliminate stock obsolescence.
- We'll print and distribute from the closest facility, creating speed-to-market, and reducing emissions.
- Order only quantities needed - low MOQ clearly displayed

**Your brand + content. Anytime. Anywhere. Anyway.**

To learn more visit us at [www.1touchpoint.com](http://www.1touchpoint.com),  
email [info@1touchpoint.com](mailto:info@1touchpoint.com) or call **800-332-2348**

