

### The Problem

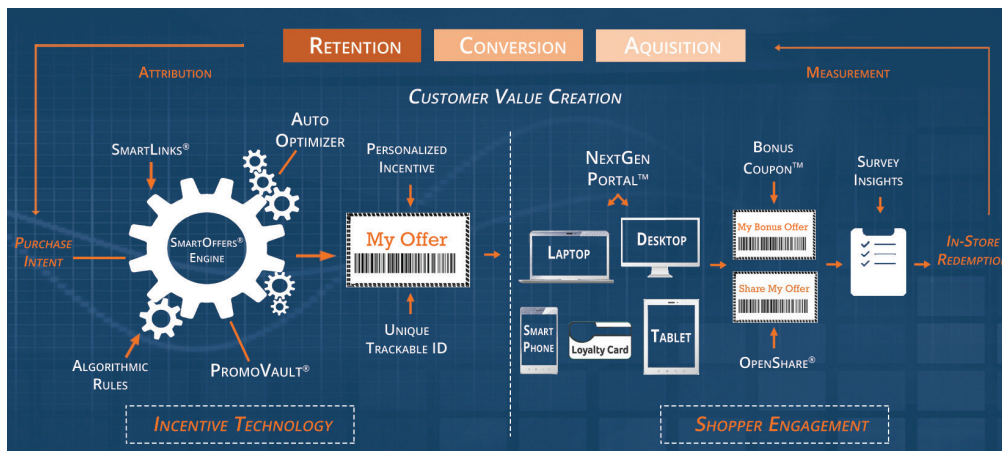
“Mass market” is a marginalized strategic approach disconnected with growing shopper demands for more personalization. So why are most coupon offers one-size-fits-fall?

### The Solution

SmartOffers® is RevTrax’s versatile digital incentive technology platform. At it’s core, it delivers personalized coupon offers that can be tracked and attributed to individual shoppers. More broadly, SmartOffers online-to-offline solutions can be used tactically to quickly drive short-term sales or used strategically to build long-term customer value. Common uses cases include generating trial, encouraging switching and building loyalty.

### The Platform

SmartOffers combines cross-channel marketing technology with brand-centric shopper engagement. RevTrax Customer Success specialists work intimately with each of our client-partners to fully leverage all SmartOffer features to meet their business objectives. SmartOffers seamlessly integrates with all POS platforms, and in many cases, your incentive(s) can be deployed within 48 hours.



### The Delivery

SmartOffers can be served across digital channels and on any device, including Load2Card. Key SmartOffers capabilities and features include the below:

<b>Shopper Engagement</b>	<b>NextGen Portal™</b> Sleek iframed destination portal that dramatically enhances the shopping experience	<b>OpenShare®</b> User-friendly social media interface that can generate 15% or more incremental sales lift via personal referrals on popular networks	<b>Bonus Coupons™</b> Versatile cross-brand merchandising tool that can deliver upwards of 40% incremental sales on complimentary portfolio products
<b>Incentive Technology</b>	<b>SmartOffers® Rules Engine</b> Predefined, shopper-specific decision criteria drive real-time algorithmic outcomes using all online or offline data made available.	<b>AutoOptimizer</b> Advanced A/B testing methodology that quickly identifies and delivers the most compelling coupon offer	<b>PromoVault®</b> Patented Suite of advanced security, validation and protection controls that safeguard promotion budget

### The Subject Matter Experts

Learn more about SmartClips and our unique SmartOffers incentive technology platform. Contact a friendly RevTrax subject matter expert via [sales@revtrax.com](mailto:sales@revtrax.com) or call 1.866.996.TRAX (8729) x