Digitize the Impulse
Thursday October 3, 2019 9:15am
You are focused on growth beyond the foundation/basics.

How can I simplify/enhance?
Presenters

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Presenters

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The Pinnacle Corp
After This Session You Can…

1. Describe the benefits to retailers in connecting with The Coupon Bureau
2. Tap into national marketing dollars from manufacturers that you may not have access to now
3. Compare the showcased retailer pilots with potential use in your own stores
Intro to TCB

Background

Joint JICC/ACP project began 3+ years ago in an effort to solve for retailer agnostic mobile and coupon fraud.

The result was a new grocery industry standard and process through an industry managed tool called The Coupon Bureau.
What is The Coupon Bureau

As an industry managed non-profit entity, TCB is the administrator of the Universal Positive Offer file for the coupon industry.

This Positive Offer File enables real time data transfer for POS validation, GTIN validation, fraud mitigation, and tracking of digital redemptions.
Intro to TCB

Work Flow

POS
8112 Coupon Scanned at POS

BUREAU
Bureau determines if offer is valid

POS
POS receives Y/N with offer details, checks basket

BUREAU
Master Offer file updated with redemption

Clearinghouse
Receives redemption data
Retailer Benefits

• Accept national manufacturer coupons
• No more handling paper coupons
• Speed up clearing and settlement
• Drive more in-store traffic
• Reduce fraud costs
The Pinnacle Corporation

- Founded 1990, privately held
- Leadership continuity since inception
- 100% C-Store and Petroleum focused
- 50 employees/offices in Arlington, TX and Cordoba, Argentina
- 1ST to offer touch screen POS in 1995
- 1st to offer EMV Certified POS solution November 2015
- Extensive partnerships developed over 27+ year history
- Industry Focused: NACS, Conexxus, PCI Standards Council
Valued Pinnacle Clients
Why Pinnacle Is Participating

- Digital is creating new ways for our Clients’ consumers to purchase
- We’re providing our Clients access to national marketing dollars from manufacturers
- We’re expanding the Pinnacle solution from native coupons to digital offers from CPG manufacturers.
- We provide true single use coupons --- critical to prevent fraud
- And again, we believe our customers should have choice: best of breed or integrated suite solutions --- this includes broad access to CPG coupons
Consumer chooses coupon offer from the retailers Mobile app powered by Pinnacle’s Affiniti Cloud.

Consumer is presented with a unique, single-use QR code on the Mobile app.

- QR code can be used one time to apply the coupon
- QR code is unique to the consumer signed into the Mobile app

Consumer scans the QR code at the Pinnacle PALM POS after all items

- PALM POS will apply the coupon benefit received from The Coupon Bureau via Koupon Media

From the consumer’s view...
Consumer chooses coupon offer from the Mobile app.

Consumer scans unique QR code for coupon after cashier scans items.

Receives transaction from PALM and identifies coupon type to handle.

The Coupon Bureau

Offer Valid?
Checks items
Returns benefit details

Pinnacle PALM POS receives Y/N and if Y, applies benefit to qualifying items in transaction.

Translate Affiniti QR code to 8112 Barcode
Redemption Sync with The Coupon Bureau

Koupon Media returns Y/N to Pinnacle’s Affiniti Cloud. If Y, with offer details.
KOUPON MEDIA

The leading consumer engagement platform and shopper analytics engine in the convenience store industry
Koupon Media

Koupon Media is powered by the intersection between CPG Manufactures and Small-Format Retailers. Each side powers the other.

**CPG Brands**
Koupon Media provides leading CPG brands with insights into the c-store vertical to source content redeemable in its network of stores.

**C-Store Retailers**
Participating small format retailers work with Koupon to distribute and accept mobile offer campaigns funded by leading CPG brands.
Koupon Media is the largest promotion network in small format retail, powering offers for over 40,000 c-stores and the world’s largest CPG brands.

- **4+ billion** Offers Delivered
- **40k+** Retail Locations
- **8+ million** Monthly Active Users
- **155 million** Annual Store Trips
- **100% +** Annual Campaign Growth
Why Koupon is Participating

1. Continually seeking value for the industry
2. Strong partnerships
3. More content
4. We make bets so our customers don’t have to
Koupon Media & The Coupon Bureau

Koupon Media

Policy Enforcement
Offer Management
Identity Management
Content Management
TCB Plugin

Convenience
Grocery

Offer Distributors
3rd Party Distribution

The Coupon Bureau

Digital Offers
Retailer
National
How you should become involved

1. If your POS supports Conexxus standards then you should get involved.

2. We invite you to join the digital offers working group within Conexus to help guide the next generation of standards.
• Insert video
The Coupon Bureau Pilot at Git’n Go
Double Quick Coupons
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Getting Started

How to Connect

Connect through a TCB Accelerator

Connect through your POS provider

Connect direct with TCB provided APIs and documentation
Key Takeaways

1. Connectivity to TCB is simple
2. Get access to national manufacturer coupons
3. TCB has listing of Accelerators for you
4. Pinnacle takeaway – add here
5. KM takeaway – add here
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