



Leading the Industry in Customer Revenue Enhancement

Business Need

I want the ability to create, distribute and track coupons for customers, prospective customers and visitors to use in my establishment.

ITupside Solution

We provide a web based coupon development and management system that allows you to easily create a coupon and place it on your website. The website visitor can download the coupon by registering with you. This will build demographic information you can track. You can also distribute the coupons through eMail and track their usage.

ITupside Coupon Builder Product Description

Using the ITupside Coupon Builder product, you can easily create custom coupons by filling out a form for the coupon text. You may also add a picture or other graphics to your coupon using the ITupside Coupon Builder product. After completing your coupon, it can be saved with other coupons for use at a later time. All coupons are stored in a database and can be selected and inserted into your website by simply selecting the desired coupon from a selection list. The management of coupons on your website, using coupon builder, becomes as simple as selecting (or updating) the coupon desired.

Visitors to your website will be presented the coupon along with an option to print the coupon. Additional promotional information is typically added to the content associated with the coupon. A visitor who selects the print option will receive one coupon printed on their local printer. Websites can be set up to require registrations or other activities prior to gaining access to print the coupon. The setup is highly flexible and is able to accommodate most business needs.

Typical uses of Coupon Builder

- Restaurant 2 for 1 introductory promotion.
- Dollar off customer appreciation promotion.
- Used as a reward for becoming a registered member.
- Used in conjunction with a site contest or promotion.



**ITupside
Coupon
Builder**