



## Smart Incentive Marketing Platform

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# Technology at work for you

## CONNECTING YOUR BUSINESS TO THE TECHNOLOGY RESOURCES YOU NEED



COUPONPAQ is a results-driven coupon software that web-enables and automates the coupon distribution process. With its built-in content management system, the platform generates a shopper-friendly web and mobile coupon portal, auto populated with coupons added by administrators, merchants or 3<sup>rd</sup> party RSS feeds from affiliate coupon sites.

COUPONPAQ comes complete with a comprehensive online **administrative suite**; self-service e-commerce enabled **merchant / advertiser suite**; and a user-friendly shopper interface. It also presents additional revenue generating tools like banner ad management, email marketing and viral social marketing tools.

### BUILT-IN SOLUTIONS

- ONLINE COUPON PORTAL
- MOBILE COUPON PORTAL
- PRINT COUPONS
- COMPREHENSIVE WEB ADMIN
- SELF-SERVICE MERCHANT SUITE
- MEMBERS ONLY CLUB ADD-ON
- EMAIL MARKETING
- VIRAL & SOCIAL MARKETING
- BANNER AD MANAGEMENT
- RSS SYNDICATION
- CSS DRIVEN - CUSTOMIZABLE

## Accelerate Your Coupon Marketing Business/Venture



### FULL CONTROL

Built-in comprehensive administrative suite for site administrators to:

- Manage the entire look and feel of the site
  - Includes over 12 customizable CSS style sheets
- Segment by adding target areas and industries/categories
- Add multiple descriptive price packages and merchant agreement
- Turn on and off the merchant registration process , with promotional messages or instructions
- Add and manage merchants and users from admin suite
- Add and manage business listings
- Add and manage deals, full page adds and hot deals
- Manage reviews in the system
- Use content management system to add additional pages
- Send emails to merchants & shoppers

### MARKETING TOOLS

Built with marketing tools to drive traffic and increase revenue.

- 100% Search Engine Friendly
  - Add title and meta description in the admin suite
- Email marketing from admin and merchant interface
- Banner ad management system with location targeting
- Dynamic google sitemap generator
- Dynamic google coupons
- Social marketing links on each coupon and for the site
- Forward to friend for viral marketing
- Use CLUBPAQ add-on to present members-only incentives to donors

### RESULTS DRIVEN

Built with the premise, shoppers will go where the deals are and advertisers go where the shopper goes, COUPONPAQ has been built with the shopper at its core. Shoppers are presented with a:

- Shopper- friendly catalogued coupons site
- Search by keywords and location. *The location is stored for the browsing session and on future visits deals are presented within locale*
- **Smartphone** access to deals within locale
- Multiple browsing interfaces including business directory and google maps
- Shoppers can print individual coupons
- Print cart for multiple coupon print
- Coupon book for favorite coupons to access and print later
- Sign up to receive promotions from different merchants
- Review and benefit from peer reviews
- Shoppers can share deals with social network

### REPORTS & ANALYTICS

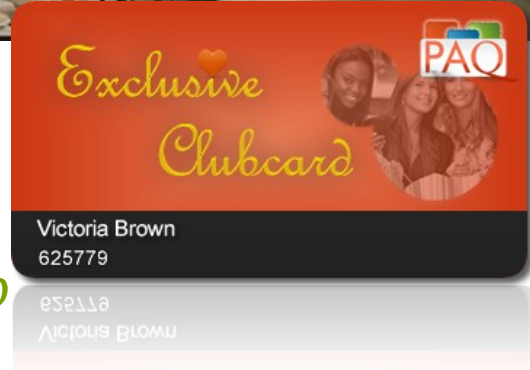
COUPONPAQ is integrated with reporting tools such as Google charts, dynamic PDF reports for the administrator and advertisers to monitor and micro manage the direction of the business and advertiser campaigns.

It's also integrated with Google analytics to monitor site performance.

### CRM TOOLS

COUPONPAQ is integrated with a dynamic FAQ tool for shoppers and merchants. Administrator can add or manage the FAQ database.

It also includes a built –in contact form for instant access.



# ClubPAQ 2.0

## *Make it a Members Only Rewards Club*

The ClubPAQ creates a members only club, with all the features and benefits of the COUPONPAQ available to registered members only. Create an exclusive marketplace for merchants to reach members of your club to create loyal repeat customers, and to protect the perceived value of product by minimizing exposure to discounted offers online.

### BUILT-IN MULTIPLE REVENUE STREAM

The ClubPAQ add-on enables you to charge shoppers to join for exclusive access to deals offered by paying merchants or advertisers. It also has a built in fundraising tool that can be used to reward donors at **fundraisers**. Grant them membership access to the discounts and deals online and via their **Smartphones**.

### ADMINISTRATIVE CMS SUITE

ClubPAQ comes with a content management system (CMS) for administrators to add an overview of the club program, different membership tiers with associated price packages, manage club members, and much more. Similar to the COUPONPAQ, the ClubPAQ comes with 10 different editable CSS themes for use with the website.

### CLUBCARD MANAGEMENT

With our built-in clubcard generator, the ClubPAQ can generate clubcard numbers for all members. If you already have cards, no problem, import cards to the database and allow members who have these cards to register for online account access with their cards. Print cards or simply use e-cards.

### BUILT-IN MULTI CHANNEL ACTIVATION

With the club card generation you can reserve cards to be distributed by 3rd parties and allow their subscribers to activate cards and access the benefits online. The club pricing for 3<sup>rd</sup> party distribution can be tied to offline packages that are unavailable to online sign ups.

Call 888.973.5549 or visit us at [www.couponpaq.com](http://www.couponpaq.com), to find out how you can get started



## MobilePAQ 2.0

### *Step away from the desk with mobile websites*

More than ever, shoppers are using smartphones for their mobile browsing needs. Studies indicate mobile browsing is set to surpass desktop browsing within a few years. Whether you like it or not, a website that isn't mobile-friendly can cost you traffic and potential revenue. Luckily, MobilePAQ auto-generates mobile-friendly websites that look great and more importantly meet shoppers' needs.

#### DEVICE INDEPENDENT

Accessible by all smartphones, the MobilePAQ is a mobile web app that is device independent and acts as a companion site to your COUPONPAQ portal; enabling you to increase visibility, shopper base, and revenue.

#### ADMIN CONFIGURATION

The admin can turn the mobile browsing feature on or off, add a logo and select a theme. MobilePAQ comes with 3 CSS themes to choose from. These themes are available for selection and modification from the administrative suite. They incorporate light weight industry standard CSS that can be edited to integrate with a business brand.

#### INSTANT ACCESS AT NO EXTRA COST

MobilePAQ can be added to a COUPONPAQ license at no cost and is enabled in the administrative suite after an easy install. All coupons are automatically transferred to the mobile interface for browsing.

#### USER FRIENDLY ARCHITECTURE

MobilePAQ architecture provides shoppers with easy navigation and access to the deals they need within their locale. It includes a keyword search, category browsing and more. First time visitors are directed to select their location which is stored for the browsing session and future visits. MobilePAQ also comes with Google map, touch-to-call function and much more ...

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## WHY COUPONPAQ

TEN PLUS YEARS ON THE MARKET | DESIGNED BY MARKETERS FOR MARKETERS.

COUPONPAQ is hailed as the NUMBER ONE and most effective coupon distribution software on the market. It is a dynamic incentive marketing program that web enables your marketing business.

Designed, Redesigned and Enhanced over the last 10 years to meet the needs of your clients and prospects in your markets, COUPONPAQ has comprehensive features and functions for administrators, merchants and shoppers. It has the most sought after functionalities and distinctive qualities you won't find anywhere else.

Every account comes with complete web customer service. 24 business hours response guaranteed for the first 30 days, 48 thereafter.

## Our Company

INCENTIPAQ.com is a software programming company with a mission to offer superior choices for entrepreneurs in the marketing and media industry worldwide. We provide e-marketing platforms with the best in class features combined with affordability and outstanding customer experience.

We are a passionate group of marketing and technology enthusiasts who came together in 2000 to create marketing web applications to facilitate Internet marketing in the evolving digital world.

Visit Us

[www.couponpaq.com](http://www.couponpaq.com)

[www.incentipaq.com](http://www.incentipaq.com)

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