

For Retail CMOs

Improving Customer Acquisition, Engagement, and Retention with Personalized Offers

How to deliver truly personalized offers at scale by employing secure, single-use offers and coupons.

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The Missing Link in Personalization

Marketing automation and sophisticated analytics are making personalization a reality for retail marketers. Successful marketing personalization requires, what the Harvard Business Review calls, "integrating the three D's: data discovery, automated decision making, and content distribution."

Data Discovery using a customer data platform to discover and merge demographic and behavioral data for meaningful customer insights.

Automated Decision Making that uses analytics to generate propensity scores that define the probability of an individual engaging with a specific offer or content.

Content Distribution across channels, that leverages an individual's score to trigger personalized content or offers.

For personalization to work effectively, each of these need to be tightly synchronized. The missing link, however, is in the content distribution phase – specifically in the area of "Offer Personalization."

True Offer Personalization Requires Strong Security

Offers and promos are critical personalization components. Unfortunately, this is where personalization often breaks down for marketers – even if data discovery and decision-making are executed perfectly.

The reason?

There is a security component that is missing from two key areas associated with offers:

1. Offer Distribution and 2. Offer Redemption.

As retailer marketers, we need the ability to send a high-value offer that is personalized for a specific segment to accomplish an objective. It could be a high-value discount to push a certain product, or a rich offer to drive a segment of existing customers back into the store. We know that a high-discount offer is what it will take, however, without the security that comes with a single-use offer, we risk that:

- a. Customers will redeem the offer more than once.
- b. Individuals will access an offer that was not meant for them – or the offer may even go viral.
- c. We can't track and attribute accurately to measure the offer's true effectiveness.

We know that higher-value, personalized offers are effective for engaging high-value customer segments, however it's risky to use them without single-use security.

So, back to HBR's Three D's. You can have strong data to uncover insights. You can have the analysis to match the right offer to the right segment. But if you lack the security to ensure that the offer is used solely by the intended recipient – and used only once – then your entire personalization effort can break down.

The Solution: SecureOffers from CodeBroker

Retailers are solving this problem today with SecureOffers, a single-use offer solution from CodeBroker.

SecureOffers Overview

SecureOffers is the only solution that enables both secure distribution and secure redemption of coupons and promo/offer codes, to enable marketers to securely deliver, and for consumers to securely redeem, personalized, rich offers and promos at scale, without the risk of offers being used more than once or going viral.





SecureOffers enables retailers to deliver millions of personalized, single-use coupons and promo codes daily through any channel: print, email, text, online, website, app, and mobile wallet. Once redeemed, a coupon expires across all channels and cannot be used again.

The SecureOffers solution connects easily to any existing POS system to enable retailers to generate and employ single-use coupons and promo codes with guaranteed distribution and redemption security.

Distribution and Redemption Security

SecureOffers addresses the offer distribution and redemption security dilemma, to close the loop in the personalization workflow:

- Generates millions of unique promo codes daily, personalized for each consumer.
- Connects to any POS system and/or eComm system.
 - Streamlined integration with two simple API calls.
 - Enables the system POS to validate/accept/redeem single-use offers at high speed, in real-time.
 - Enables eComm platform to accept promo codes to execute in-store and/or online campaigns.

Secure Distribution: ensures that:

- The consumer can only obtain an offer that is meant for her.
- The offer can be redeemed only one time.
- The consumer receives an offer only once, even if she tries to obtain it multiple times.

Deliver Truly Personalized Offers at Scale

With CodeBroker SecureOffers, CMOs who once could not deploy single-use coupons are now leveraging them, and realizing a 30% to 50% increase in offer redemption across the marketing lifecycle (customer acquisition, engagement, and retention.)

They are able to:

- Deploy highly-discounted offers in a secure manner, without risk that offers get used more than once, or accessed by unintended recipients.
- Deliver customer-centric offers by optimizing at a segment level, rather than delivering generic offers to everyone.
- Accurately measure promotion performance to determine which offers drive the best returns.
- Attribute redemptions to individuals and segments, to understand how they are driving lift, activations, and re-activations.

Take Personalization to a Higher Level

By adding a security component to offer distribution and redemption, you can take personalization to a higher level by offering deep discounts and personalized promotions in a secure, risk-free manner, and measure results more accurately, for a complete personalization workflow.

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