



CouponFIT™

Family Code Management For Manufacturers And Retailers

Taking advantage of the complex promotions made possible by the GS1 Databar requires a clean, well-maintained family code structure and accurate family codes on coupons. Our CouponFIT™ Advisor and family code services are the best in the business.

Accurate family codes for efficient coupon programs.

Poorly-coded coupons lead to hard-to-handle fees and off-target promotions, undermining success. We provide three tiers of world-class service to coupon issuers to make their coupon programs, and their jobs, easier and more efficient:

CouponFIT™ Basic

- Manage items and family codes online with descriptions, sizes, brand information, and data entry validation.
- Bi-weekly updates of family codes to all scan & validate retailers, in addition to our automatic updates to CouponFIT™ Retail clients.
- Automatic email notification when new, uncoded items are received from retailer item files.
- Quarterly report of all items in our Master File.
- Scan GS1 Databars to display the encoded data field values.
- Create and distribute barcode artwork.

CouponFIT™ Elite

All Basic services plus two unique services only from Coupons, Inc:

- **CouponFIT Advisor**—the easy-to-use tool to create the right offer; just pick the items you want your offer to be able to be used against and the Advisor will determine the right family code for the offer.
- **CouponFIT Analyzer**—see at a glance which items fulfill a coupon's purchase requirement and *which items do not!*

CouponFIT™ Elite Plus:

All Basic and Elite services plus personalized family code and item maintenance service by Coupons, Inc. account managers.



◀ Properly coded coupons are important for both retailers and manufacturers. Accurate family code information makes for effective coupon programs, without costly purchase requirement and hard-to-handle problems.

CouponFIT™ Retail

Retailers know that accurate and timely family code information is essential to efficient coupon acceptance. Coupons that don't scan correctly are frustrating for consumers and cost time and money. CouponFIT™ family code management services keep retail point-of-sale systems up-to-date. It's a service that can easily pay for itself.

We obtain family codes directly from manufacturers, regardless of how they manage them, and validate and correct them as needed. We have worked with our manufacturer contacts for nearly twenty years and often understand their family code structures better than they do!

We are the industry experts in family codes with over twenty-five years of collective industry experience. That knowledge goes into every update. Our master family code database is the *only* comprehensive source of item-level family codes.

Weekly data file updates are customized for each client. A weekly exception file lists invalid UPC submissions with explanations. Often this information reveals mistakes in a point-of-sale system item file, improving efficiency for all in-store transactions.

Learn how CouponFIT™ will work for you. Call today!