



# COUPON INTEGRATION

Create Innovative, Integrated Web Applications

Build rich, coupon-enabled web applications using Coupons, Inc.'s unique integration tools and deep pool of coupon content. The Internet is where today's active households—households that are younger, larger, more affluent, and who buy more on each visit to the store than newspaper FSI readers—turn to find information and offers on new products as well as their favorite brands. Now your site can feature the same wide array of coupon offers found on Coupons.com, integrated with your content, to provide your visitors with a unique value proposition.

CLIP™ is a rich suite of web services that enable destination websites to seamlessly integrate revenue-generating coupon and promotional content into their sites.

Using this turnkey content syndication solution, web publishers, leading brands and retailers, and others can build rich promotional applications. It requires only a plug and play, minimal integration effort and you'll be ready to reach consumers of all demographics across the grocery, health and beauty, and general retail sectors. CLIP™ gives you access to the great offers available on Coupons.com, using a rich application programming interface so you can present them in the best way for your site. Web sites with coupons generate higher page views and higher consumer engagement, which means more value and revenue not only from the coupons you deliver, but also from all of the activity and advertising on your site. Don't have the resources to build your own? Let Coupons, Inc. build one for you.

Concordance™ is an exciting new contextual advertising service.

By placing a simple Javascript-enabled ad unit on your web pages, you can provide relevant coupon offers to your visitors, and increase traffic to your CLIP™-created coupon application or a coupon site hosted and managed for you by Coupons, Inc.

Concordance™ reads the text on your web page and finds keywords that match offers available on your CLIP™-enabled site or your Coupons.com affiliate site. These contextually relevant offers can be displayed in a standard ad unit, or more interestingly, the matching keywords can be highlighted and the relevant offers for that keyword will be displayed in a small window when the consumer rolls over the word.



With Concordance, you can bring money-saving offers to consumers when they are most interested in learning about them: when browsing recipes, nutrition information, product info, and more. Concordance provides a high degree of control for publishers and advertisers, and is one more way Coupons, Inc. is integrating coupon promotions into the online experience.

Learn about this solution and more at [couponsinc.com](http://couponsinc.com)