

NACSSHOW2019

PIAA PEI CONEXXUS

Atlanta / Oct 1-4, 2019
Georgia World Congress Center

Digitize the Impulse

Thursday October 3, 2019 9:15am

*How can I
simplify/enhance?*



Experimenters

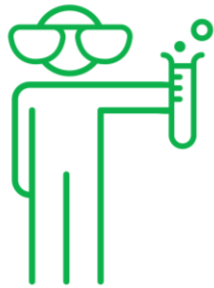
WE CAN

CONEXXUS



How-To's and Best Practices

*How can I
simplify/enhance?*



Experimenters

You are focused on growth beyond the foundation/basics.

Presenters



William Baine
Chief Executive
Officer
Git'n Go Inc.



Howard Hyche
VP of Information
Technology
Double Quick, Inc.



Brandi Johnson
CEO
The Coupon
Bureau

Presenters



Brad Van Otterloo
CEO
Koupon Media



Mike Vaughn
VP Software & Services
The Pinnacle Corp

**After
This
Session
You
Can...**

1

Describe the benefits to retailers in connecting with The Coupon Bureau

2

Tap into national marketing dollars from manufacturers that you may not have access to now

3

Compare the showcased retailer pilots with potential use in your own stores

Intro to TCB

Background

Joint JICC/ACP project began 3+ years ago in an effort to solve for retailer agnostic mobile and coupon fraud.

The result was a new grocery industry standard and process through an industry managed tool called The Coupon Bureau.

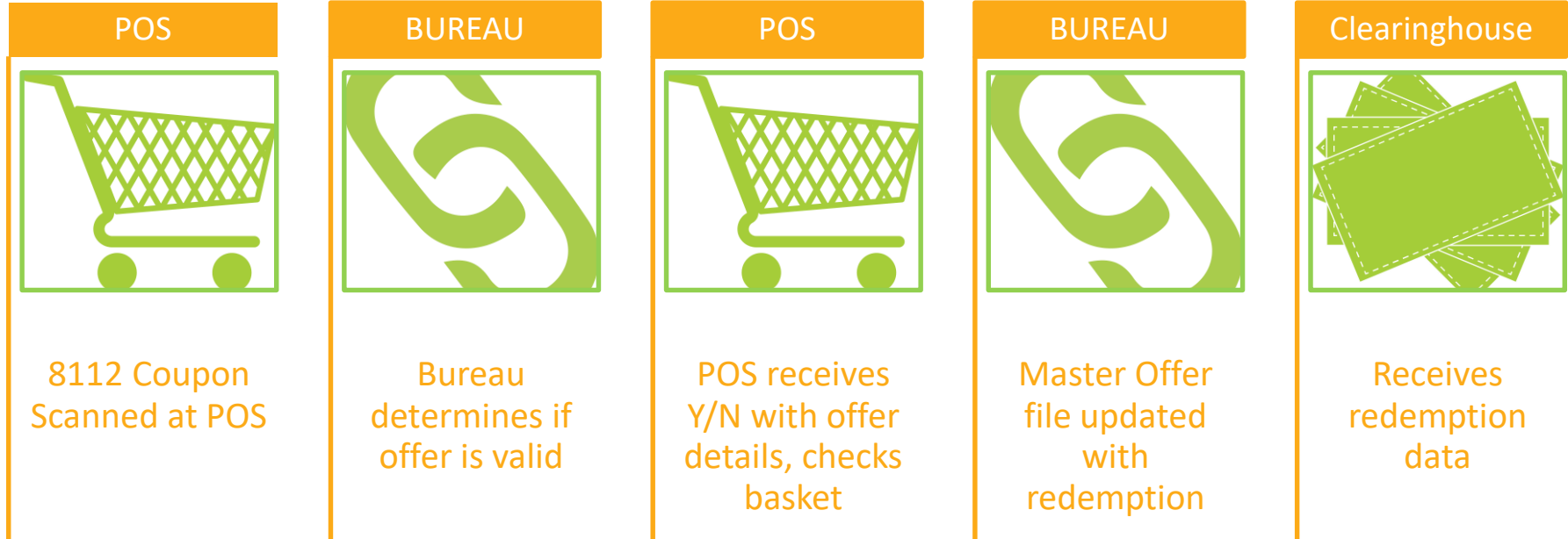
What is The Coupon Bureau

As an industry managed non-profit entity, TCB is the administrator of the Universal Positive Offer file for the coupon industry.

This Positive Offer File enables real time data transfer for POS validation, GTIN validation, fraud mitigation, and tracking of digital redemptions.

Intro to TCB

Work Flow



Retailer Benefits

- Accept national manufacturer coupons
- No more handling paper coupons
- Speed up clearing and settlement
- Drive more in-store traffic
- Reduce fraud costs

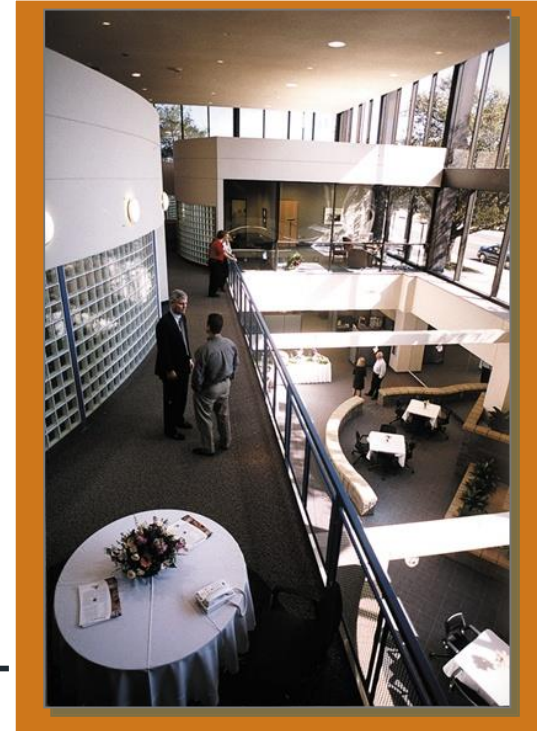
The Pinnacle Corporation



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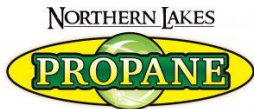


- Founded 1990, privately held
- Leadership continuity since inception
- 100 % C-Store and Petroleum focused
- 50 employees/offices in Arlington, TX and Cordoba, Argentina
- 1ST to offer touch screen POS in 1995
- 1st to offer EMV Certified POS solution November 2015
- Extensive partnerships developed over 27+ year history
- Industry Focused: NACS, Conexxus, PCI Standards Council



NACS
MEMBER





Valued Pinnacle Clients

Why Pinnacle Is Participating

- Digital is creating new ways for our Clients' consumers to purchase
- We're providing our Clients access to national marketing dollars from manufacturers
- We're expanding the Pinnacle solution from native coupons to digital offers from CPG manufacturers.
- We provide true single use coupons --- critical to prevent fraud
- And again, we believe our customers should have choice: best of breed or integrated suite solutions --- this includes broad access to CPG coupons



Point of Sale



Loyalty



Affiniti Cloud

Consumer chooses coupon offer from the retailers Mobile app powered by Pinnacle's Affiniti Cloud.

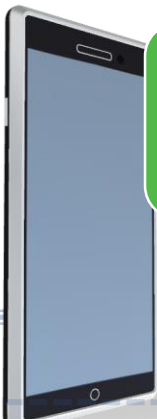
Consumer is presented with a unique, single-use QR code on the Mobile app.

- QR code can be used one time to apply the coupon
- QR code is unique to the consumer signed into the Mobile app

Consumer scans the QR code at the Pinnacle PALM POS after all items

- PALM POS will apply the coupon benefit received from The Coupon Bureau via Koupon Media

From the consumer's view...



Coupon offer disappears from consumer's offers page on Mobile app



Pinnacle PALM POS receives Y/N and if Y, applies benefit to qualifying items in transaction



The Coupon Bureau

Offer Valid?
 Checks items
 Returns benefit details

Translate Affiniti QR code to 8112 Barcode
 Redemption Sync with The Coupon Bureau

KOUPONMEDIA

Koupon Media returns Y/N to Pinnacle's Affiniti Cloud. If Y, with offer details.

KOUPON MEDIA

The leading consumer engagement platform and shopper analytics engine in the convenience store industry

Koupon Media

Koupon Media is powered by the intersection between CPG Manufactures and Small-Format Retailers. Each side powers the other.



CPG Brands

Koupon Media provides leading CPG brands with insights into the c-store vertical to source content redeemable in its network of stores.



C-Store Retailers

Participating small format retailers work with Koupon to distribute and accept mobile offer campaigns funded by leading CPG brands.

K Koupon Media

Koupon Media is the largest promotion network in small format retail, powering offers for over 40,000 c-stores and the world's largest CPG brands.



4+ billion
Offers Delivered

40k+
Retail Locations

8+ million
Monthly Active Users

155 million
Annual Store Trips

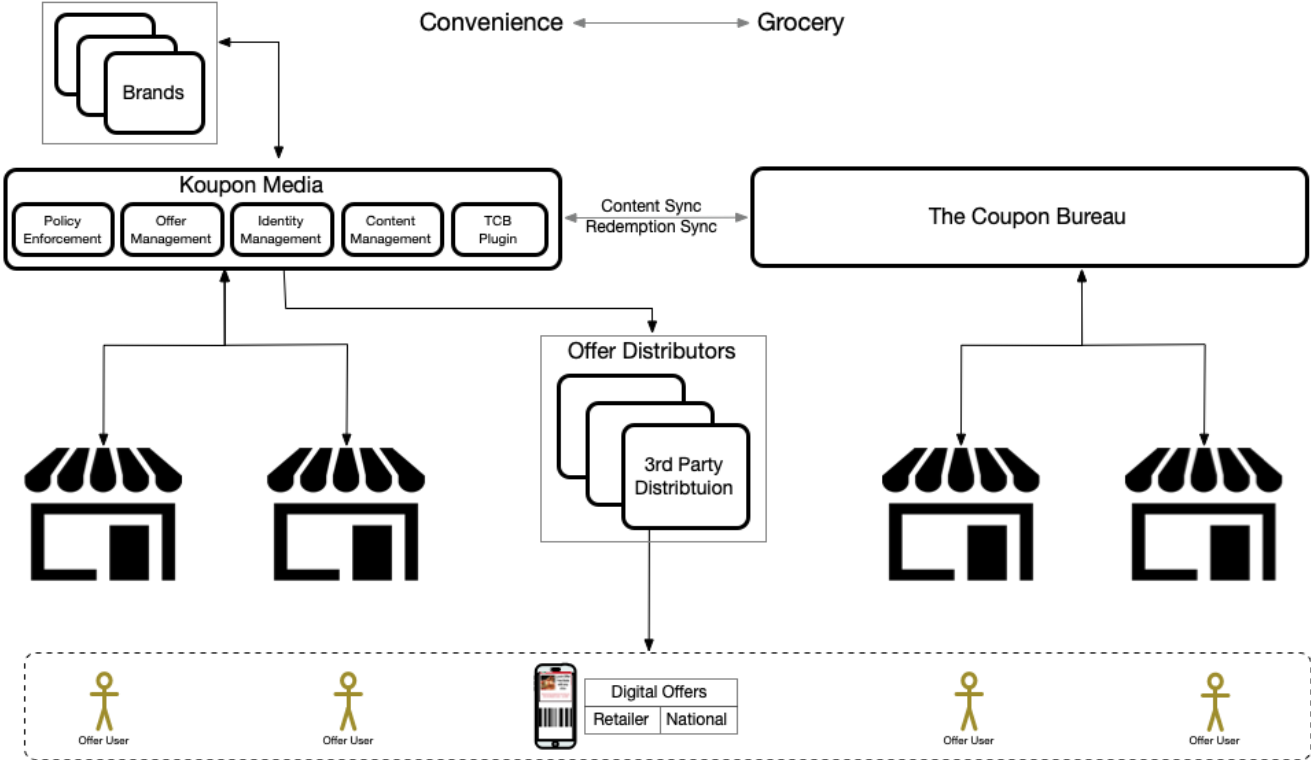
100% +
Annual Campaign Growth

Why Koupon is Participating

1. Continually seeking value for the industry
2. Strong partnerships
3. More content
4. We make bets so our customers don't have to



Koupon Media & The Coupon Bureau



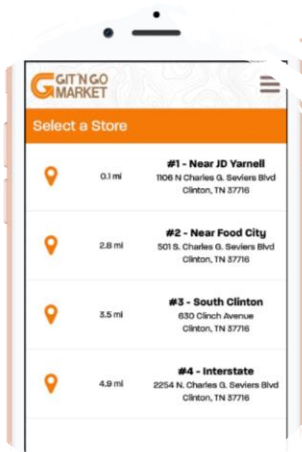
How you should become involved

1. If your POS supports Conexus standards then you should get involved.
2. We invite you to join the digital offers working group within Conexus to help guide the next generation of standards.

- Insert video

The Coupon Bureau Pilot at Git'n Go







Double Quick Coupons

double quick 



FOUNTAIN DRINK
FREE for Signing Up!



www.doublequick.com



10PC HOT WINGS

Enjoy Hot N' Crispy HOT WINGS
ONLY \$7!

Available at Double Quick Hot N' Crispy delis





SAVE 50c!

When You Buy a Breakfast Sandwich with Small Coffee OR 20 oz Fountain Drink

Available at Double Quick Hot N' Crispy delis





COFFEE

 Home  Deals  Store  Messages

double quick 

10PC Hot Wings





10PC HOT WINGS

Enjoy Hot N' Crispy HOT WINGS
ONLY \$7!

Available at Double Quick Hot N' Crispy delis



 Back

 Home  Deals  Store  Messages

Getting Started

How to Connect

- 1 Connect through a TCB Accelerator
- 2 Connect through your POS provider
- 3 Connect direct with TCB provided APIs and documentation

Key Takeaways

1. Connectivity to TCB is simple
2. Get access to national manufacturer coupons
3. TCB has listing of Accelerators for you
4. Pinnacle takeaway – add here
5. KM takeaway – add here



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