

Case Study.

# Coupon Express Inc.

Multifunctional Kiosks Boost Retail Revenue.



## Client Brief.

US based partners Coupon Express Inc., provide self-service kiosks and digital signage to retailers and specialize in the placement and management of coupon kiosks throughout the US. The multifunctional kiosks produce coupons and loyalty cards for specific stores to allow shoppers to redeem coupons in-store for immediate discounts. Digital signage screens attached to the kiosks also provide key location-based advertising opportunities for brands purchasable from within the store.

## Acquire's Solution.

Acquire provided an advanced software solution to manage the large network of couponing kiosks located within retail outlets across America. With over 120 service kiosks and digital signage systems within the network, the Acquire software intelligently monitors and produces live statistics on the number of dispensed coupons to help calculate the rebates to the stores as well as providing key information to retailers on purchasing trends.

## Clients Quote.

*"We will continue to use Acquire Digital software as it is a truly innovative solution. The team are very attentive to our needs and throughout the installation process when issues arose they were quick to respond, flexible and proactive – it is a great partnership."*

Eric Kash, Coupon Express

## The Acquire Software.

The kiosks have proved to be an excellent way of attracting potential customers to promotions and advertisements. Since the installation of the digital interactive systems our client has reported a higher rate in coupon redemption and an increase in store sales by up to 20-24% with individual products experiencing an increase of up to 266%. Coupon Express have plans to install an additional 300 multifunctional kiosks into leading supermarket chains across the USA by 2013.

