



Features &
Capabilities

PromotionPod is a robust digital coupon management system designed specifically for CPG brands, food retailers, and shopper marketing agencies. Easily create customized coupon programs that reach customers, capture valuable consumer information, and track the ROI effectiveness of promotional incentives.

Our affordable “pay-as-you-go” pricing, no minimums, no “start-stop” fees, free barcodes, and easy-to-use DIY coupon builder keeps your costs low and helps you launch your coupon program in a matter of minutes.



Features & Benefits

- Create beautiful mobile friendly coupons in a matter of minutes!
- Create and promote social share coupons on Facebook, Instagram, and Twitter
- Allow your customers to share your coupons with friends and family
- Email coupons to your customers or newsletter subscribers
- Embed coupons on your own websites or landing pages
- Speak directly to individual customers with personalized coupons
- Enhance your coupons with images and videos
- Easy print-at-home coupons
- FREE coupon barcodes
- “Self-Service” or “Full-Service” platform support. You choose the level of service that fits your needs.

Platform Capabilities

- Mobile friendly coupon promotion platform
- Real-time tracking and coupon analytics
- Control how many times your digital coupons can be viewed or printed
- Age and location gated coupons
- Easy-to-use DIY coupon creation tool
- Mail-to-home coupons
- Mobile printing
- A/B testing capability
- Real-time media optimization

Integrations



CRMs

- Salesforce
- Salesforce Marketing Cloud
- Astute Solutions
- Wilkie Global
- Hubspot



Integrations



Email Marketing

- MailChimp
- Constant Contact
- IContact
- Marketo
- Destini

Store Locator



Integrations

Analytics

➤ Google Analytics



➤ Google Tag Manager



Remarketing

➤ Google Remarketing



➤ DoubleClick



➤ Facebook Advertising



High Value Coupons

- Create positive brand experiences for your customers with reward coupons and high value coupons. PromotionPod's powerful customizable coupon creator lets you create compelling and effective promotional incentives for customers, including free product offers. And powerful security features allow you target your coupons and prevent abuse!

CHOBANI™
Love This Life™

FREE*

ONE (1) 5.3oz
Chobani® Greek
Yogurt (excluding
Flip and Simply 100
varieties)

*up to \$1.30

GET COUPON

Connect your printer before printing.

Free Product Coupons

- Free product coupons are perhaps the most difficult promotional incentives for manufacturers and brands to pull off successfully. However, PromotionPod makes it easy and secure! Take advantage of PromotionPod's powerful features that let you create great coupon offers, while limiting coupon abuse.



New Product Launch Coupons

- Easily create coupons for your new products, and implement them on coupon websites, microsites, print and digital coupon campaigns, and social media. Additionally, we offer FREE social sharing features to help empower your customers to share your coupons and create extra buzz for your new products.



\$\$.55 off any (1) bag of popchips, 3 oz or larger

popchips

new
crazy hot

caution: all the heat, half the fat.

CONSUMER: Maximum value \$.55 cents off. Good only on the products indicated. Cannot be combined in conjunction with any other coupon. Consumer must pay any sales tax. Void if sold, exchanged or transferred. Reproduction of this coupon is expressly prohibited. One coupon per purchase. **RETAILER:** We will reimburse you the face value of this coupon plus .8 cents handling, provided it is redeemed by a consumer at the time of purchase on the brand specified. Coupons not properly redeemed will be void and held. (Any other use constitutes as fraud). Invoices proving purchase of sufficient stock within the past 90 days to cover coupons presented for redemption must be shown upon request. Mail to: CMS Dept 82666, popchips, 1 Fawcett Drive, Dal Rio, TX 78840. Cash Value: .0001 cents. Void where taxed or restricted. Limit one coupon per item purchased.



Embed Coupons Banners on Websites and Landing Pages

- Build brand loyalty by embedding custom coupons on your website, microsite, and landing pages. Boost your website's traffic versus directing your customer traffic to typical "print all" coupons aggregator sites.



Social Coupons

- Create buzz online with social coupons. Take advantage of social sharing features on all of the top social media platforms, including Facebook, Twitter, and Instagram. By allowing your customers to share your coupons on social media with friends and family, you can drive increased traffic and redemptions for your digital coupons.

Tsamma Juice @TsammaJuice · Mar 30
Give your body what it craves after a tough workout. 🍉💧
#potassium #litrulline #lycopene... [instagram.com /p/BSRbOPQBoxo/](https://www.instagram.com/p/BSRbOPQBoxo/)

TSAMMA
WATERMELON JUICE

1 FREE
COLD-PRESSED
WATERMELON JUICE

GET COUPON

1 25 111

Share-&-Save Social Coupons

- Leverage the power of social media by offering your customers additional savings and product offers when they share your coupons on social media. PromotionPod empowers you to create effective and shareable social coupon campaigns and digital coupons in a matter of minutes. Then sit back and watch as your customers share your coupons with their friends and family.



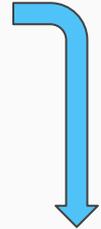
Media Enhanced Embed Coupons

- Promote your brand by embedding custom coupons in video advertisements and other media. Drive customers from your own inbound marketing channels.



Age and Location Gated Coupons

- The ability to get your coupons to the right target markets is critical, and PromotionPod's powerful gating options let you do just that! Simply create a coupon, and then specify specific ages, states, ZIP codes, or coordinates where you want your coupon to be shared. If needed, use our powerful, yet simple-to-use, conditional logic, which lets you fine tune your promotional campaigns to perfection!



Email Address (required)

First & Last Name

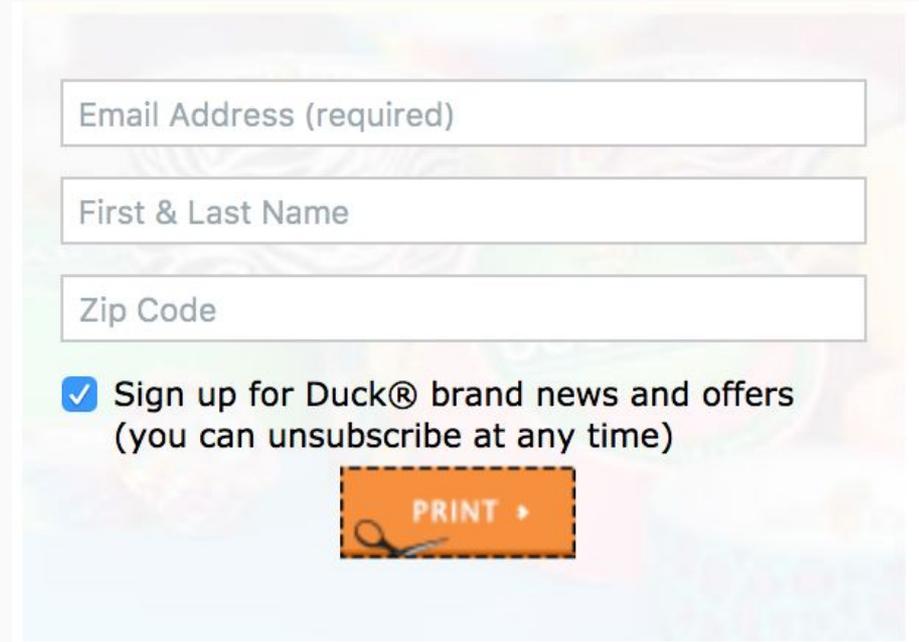
Zip Code

Sign up for Duck® brand news and offers (you can unsubscribe at any time)

PRINT

Customer Information Capture

- By asking your customers for information before they are able to print your digital coupons, you are able to capture high-quality customer data and glean insights into who your customers are and what they like. You can then use this data to followup, or remarket to with additional promotional incentives or marketing communications.



Email Address (required)

First & Last Name

Zip Code

Sign up for Duck® brand news and offers
(you can unsubscribe at any time)

PRINT ➤

Email & Newsletter Coupons

➤ Put your coupons into your customer's inbox. With PromotionPod's powerful security features, you can distribute your coupons via email to known customers and allow sharing of your promotions or limit access to prevent abuse—all with just a few clicks.

The image shows a screenshot of an email client interface. At the top, there's a toolbar with icons for Delete, Reply, Reply All, Forward, Move, Junk, Unread, Categorize, and Follow Up. Below that, the subject line reads "Join the WhiteCloud ROLL-VOLUTION". The sender information shows "Sent: Sunday, August 26, 2012 11:34 AM" and "To: Kirk Pead".

The main content of the email features the White Cloud logo at the top left. To the right, there are social media icons for Twitter and Facebook with the text "follow us:". The central message says "stand up for quality and value and save \$2.00!". Below this, a paragraph explains the company's commitment to quality and budget, and includes a link for a coupon. To the right of the text is an image of two packs of White Cloud Ultra Soft-Thick bath tissue, with a group of people in the background. Below the image, the offer "save \$2.00" is highlighted in pink, with a sub-note: "SAVE \$2 off any one (1) pack of White Cloud® bath tissue, excluding 4 roll bath tissue and cotton soft cloths". A blue button labeled "get coupon" is positioned below the offer.

At the bottom left, it says "Only at Walmart" with the Walmart logo and the tagline "Save money. Live better.". At the bottom right, there is fine print: "visit myWhiteCloud.com | Contact Us | Legal | Privacy", "© Kruger Products (USA) Inc. All Rights Reserved 2012.", and "Registered and ™ Trademarks of Kruger Products L.P., used under license. Walmart® is not a registered trademark of Kruger Products (USA) Inc."

Personalized Coupons

- Want to speak directly to individual customers in a personalized and meaningful way? Create customized and personalized coupons for your subscribers, whether for a special event (such as birthday) or to drive sales of specific products! Unique tracking codes let you limit redemptions to specific customers and track which customers are redeeming offers.

One-time View Coupons

- Do you want to limit the number of times your digital coupons can be viewed? PromotionPod allows you to create unique coupon links that will lock once the offer is viewed by a customer. This is a great way to prevent coupon abuse and lock down your campaigns. This functionality is also customizable for each coupon campaign.

Get Started Today

- Learn more about PromotionPod and industry best practices with a personal demonstration from a product expert and experience all of our capabilities for yourself. [Request your demo today!](#)

Request Demo