

# Maverik Digital offers wishlist

We would like to see a set of standards by which manufacturer, third-party or company one-time-use coupons or other digital offers can be issued and redeemed. We see this as having similar functionality to gift cards from a processing standpoint, but with an entirely different set of catalysts for engaging the customer and returning customer use data to use to enhance our targeted marketing efforts. We see “trigger events” as the key.



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# Digital Offers – Triggered Events

Triggered events: We would like to be able to issue a one-time-use coupon or offer via a trigger.

- Loyalty account use
- Promotion
- Date based event
- Based on market basket analysis to modify buying behavior

We also see the need for rules to be in place that can exempt a customer from a coupon or offer.



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# Digital offers – rules enforcement

We would like digital offer standards to include the ability to exempt customers based on preferences or other restrictions:

- Age restrictions
- Customer “opt out”
- Customer preferences
- Local ordinance or other restrictions



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