

# Digital Offers Lifecycle

TPAC 2017  
Burlingame, CA

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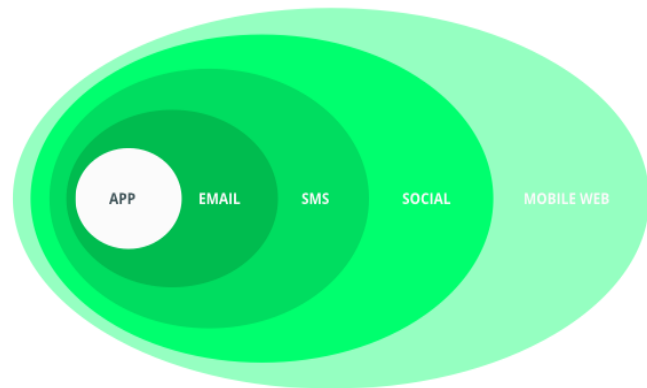
# Initial Question

- To accept payments on the Web, there's a "how to":  
<https://www.w3.org/TR/2017/CR-payment-request-20170921/>
- Why isn't there a comparable "how to" for accepting digital offers?

# Goal and Approach

- Goal

- The industry needs an “open-loop” offer system.
- W3C should address needed web standards to enable these kinds of systems in general, and also enable web checkout.

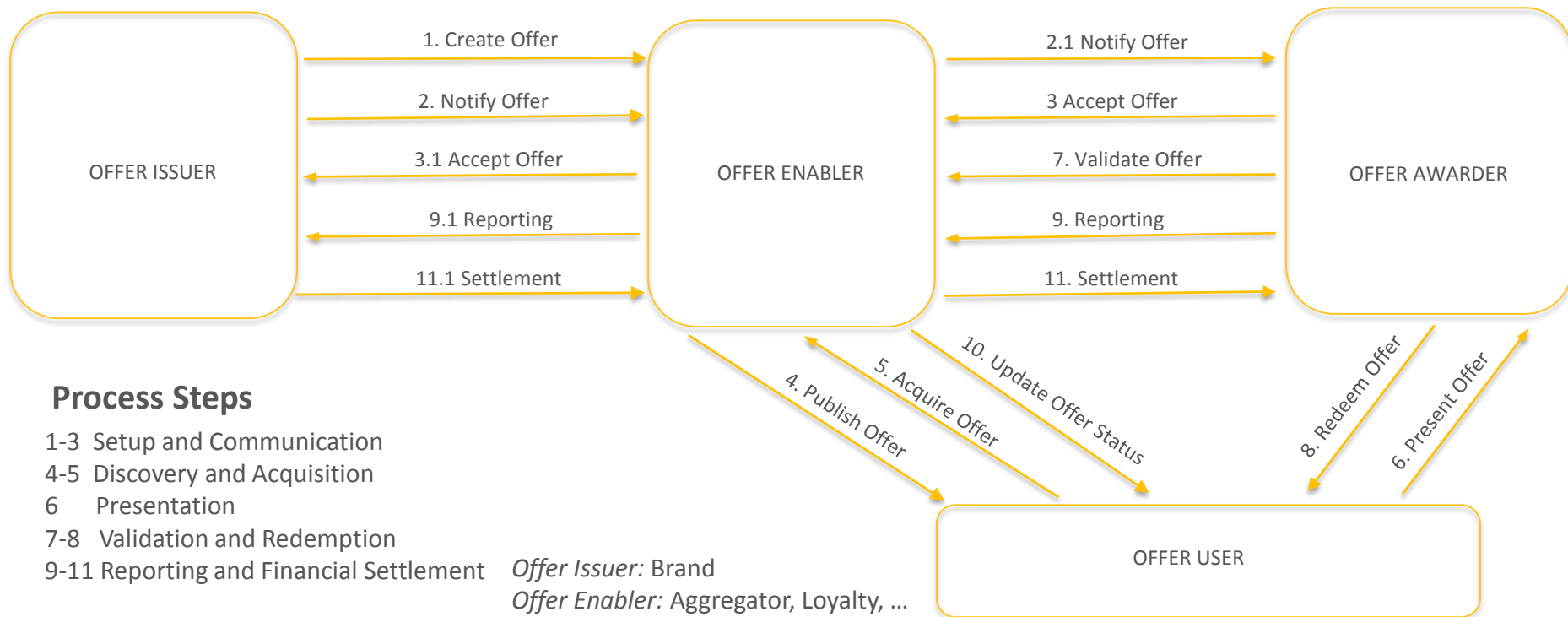


- Approach

- Examine roles and processes defined by GS1.
- Focus on scenarios requiring parties to interact.
- Relate resulting analysis to W3C work.

# Digital Coupon Management Process

GS1 General Specification, Release 17.1, Ratified, Jul 2017



## Process Steps

1-3 Setup and Communication

4-5 Discovery and Acquisition

6 Presentation

7-8 Validation and Redemption

9-11 Reporting and Financial Settlement

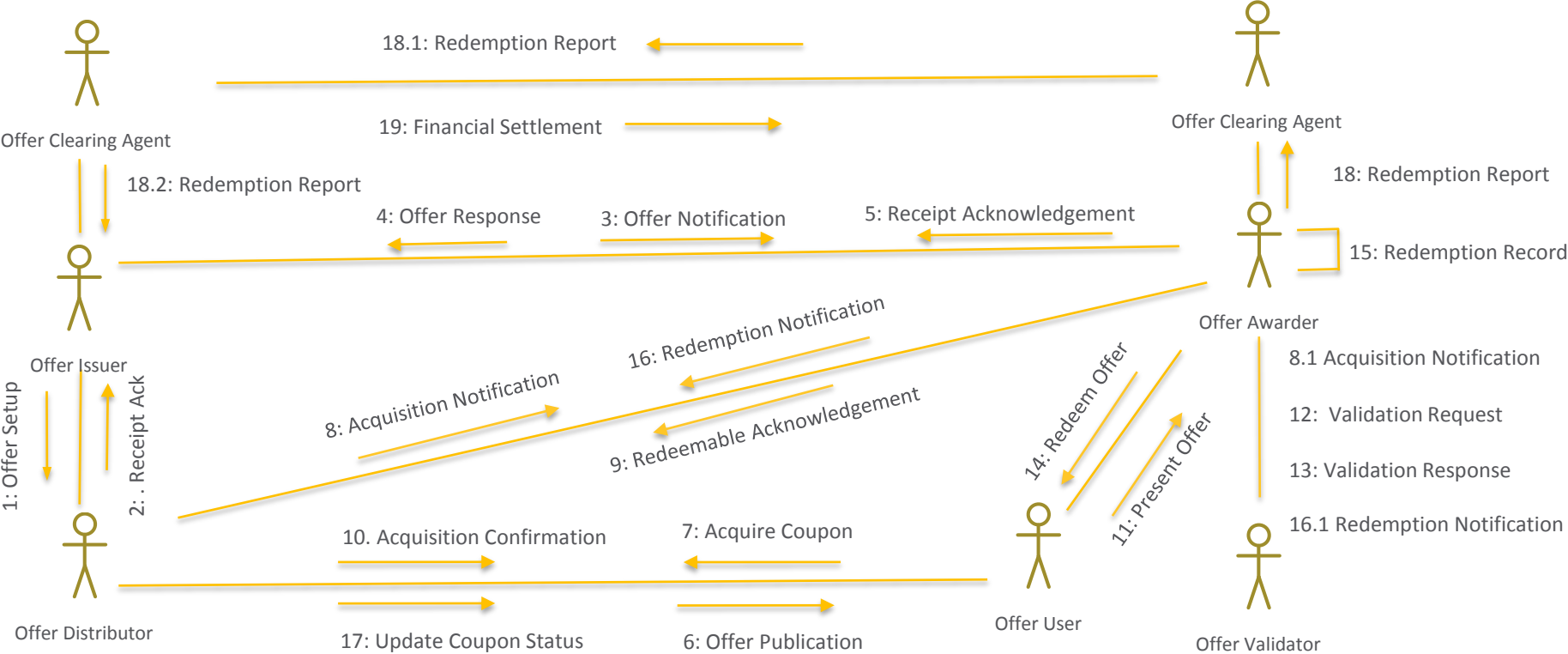
*Offer Issuer:* Brand

*Offer Enabler:* Aggregator, Loyalty, ...

*Offer Awarder:* Retailer

# Digital Coupon Collaboration Diagram

GS1 Digital Coupons Management, Standard Specification Issue 1.0 Jun-2012

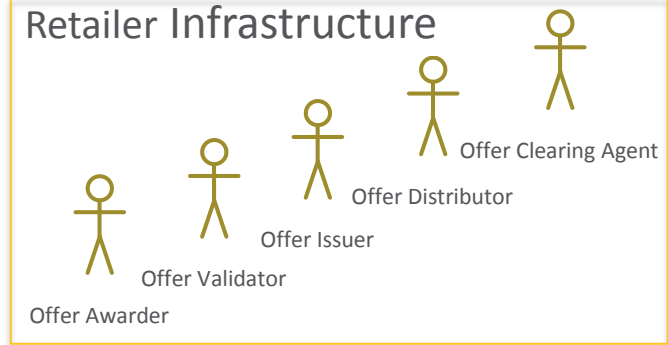
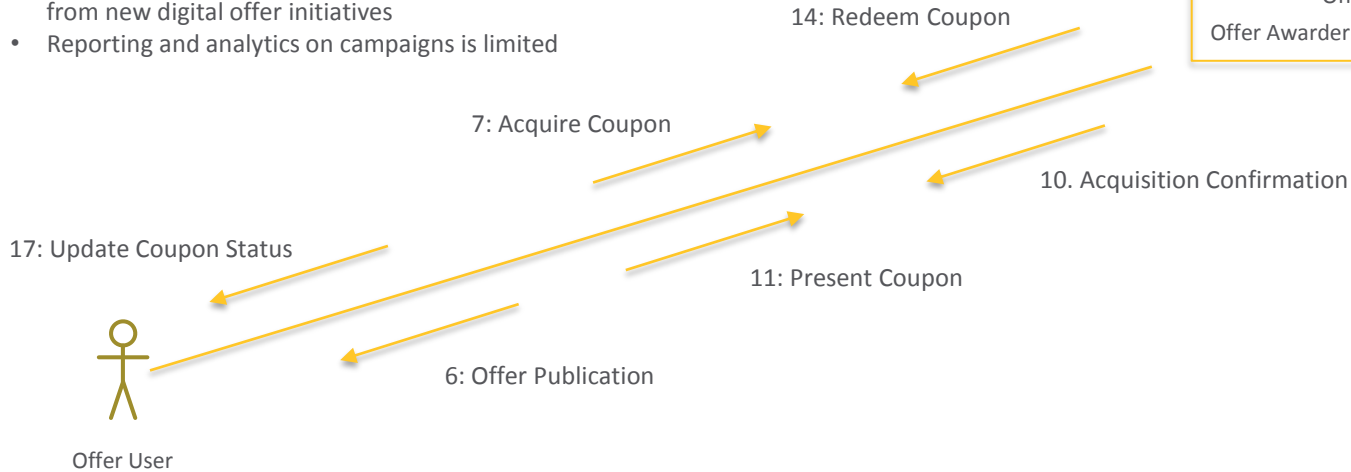


# Closed Loop ( Issuer = Awarder = Clearing Agent )

Scenario: Retailer starts a digital offer program and spends a great deal of time educating consumers

Retailer issues its own offers and distributes them via app, mobile web, SMS, or Social. Retailer may also have an in-house loyalty/CRM system.

- Offers are setup in complex systems and can take time
- Distribution generally limited to Corporate properties (including in-store signage)
- Legacy loyalty programs, if they exist, are run independently from new digital offer initiatives
- Reporting and analytics on campaigns is limited

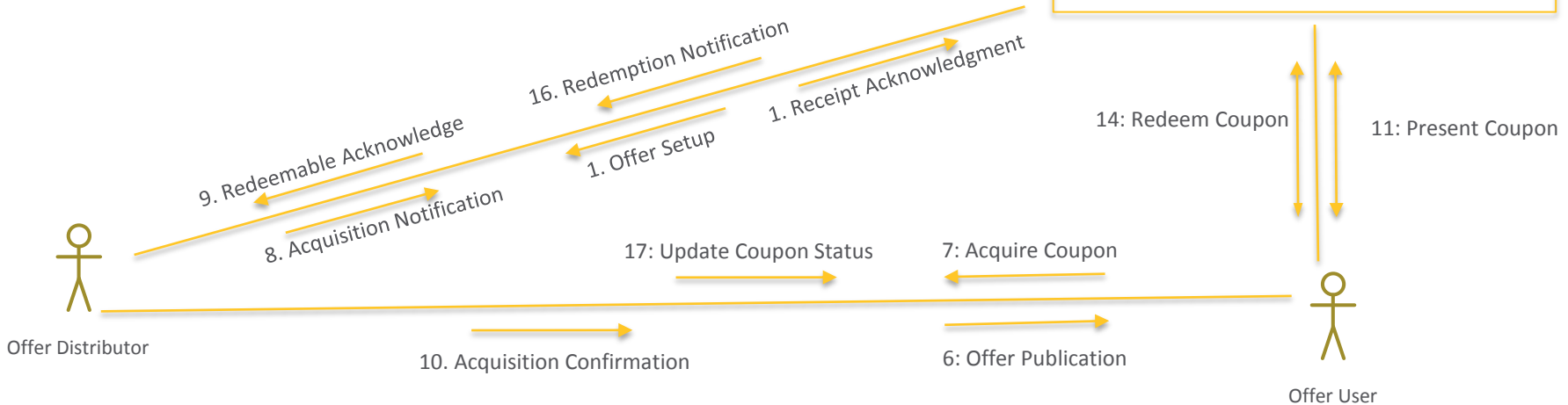
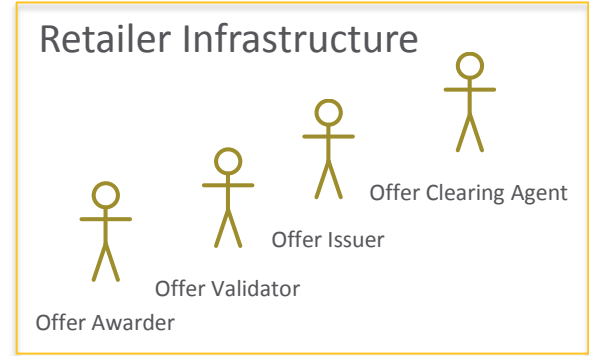


# Closed Loop ( Issuer = Awarder = Clearing Agent )

Scenario: Retailer engages distribution partners and develops sophisticated multi-channel approach

Retailer issues its own offers and uses a 3<sup>rd</sup> party distributor and starts to develop a multi-channel strategy gaining insight into how consumers interact with different channels.

- Offers are setup in complex systems and can take time
- Distribution now targets multiple channels. Reporting starts to include campaign effectiveness
- Customer acquisition and loyalty strategy not executed seamlessly

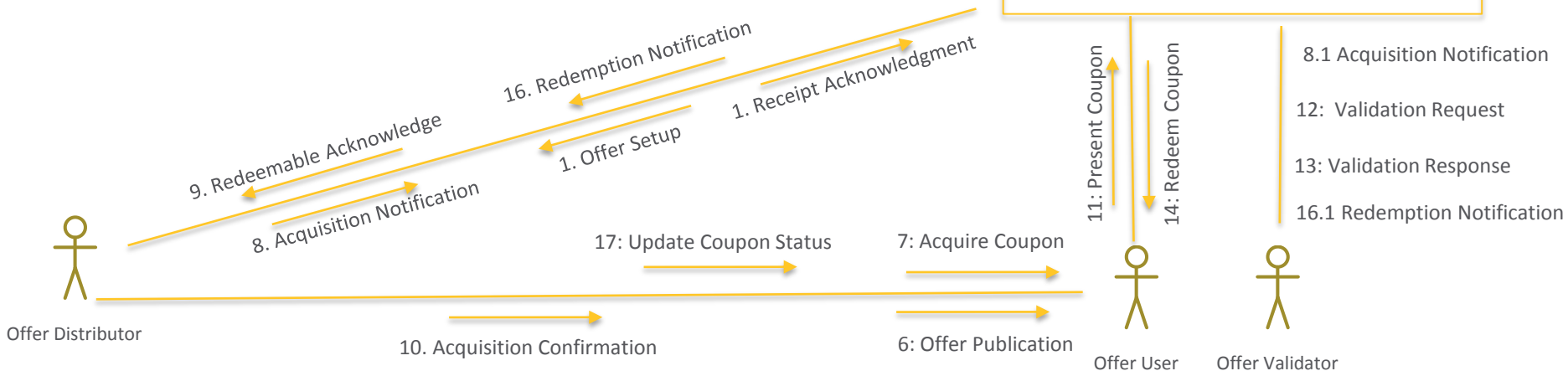
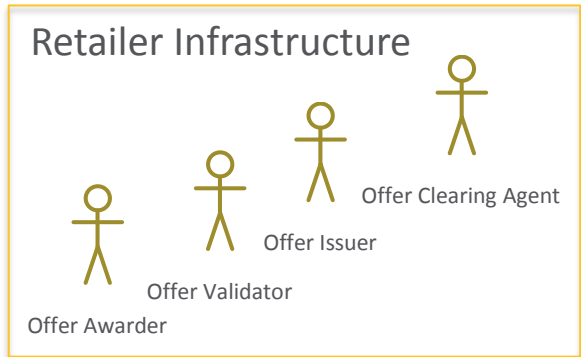


# Closed Loop ( Issuer = Awarder = Clearing Agent )

Scenario: Retailer engages loyalty and distribution partners. Sophisticated solution, now only needs to source brand offers

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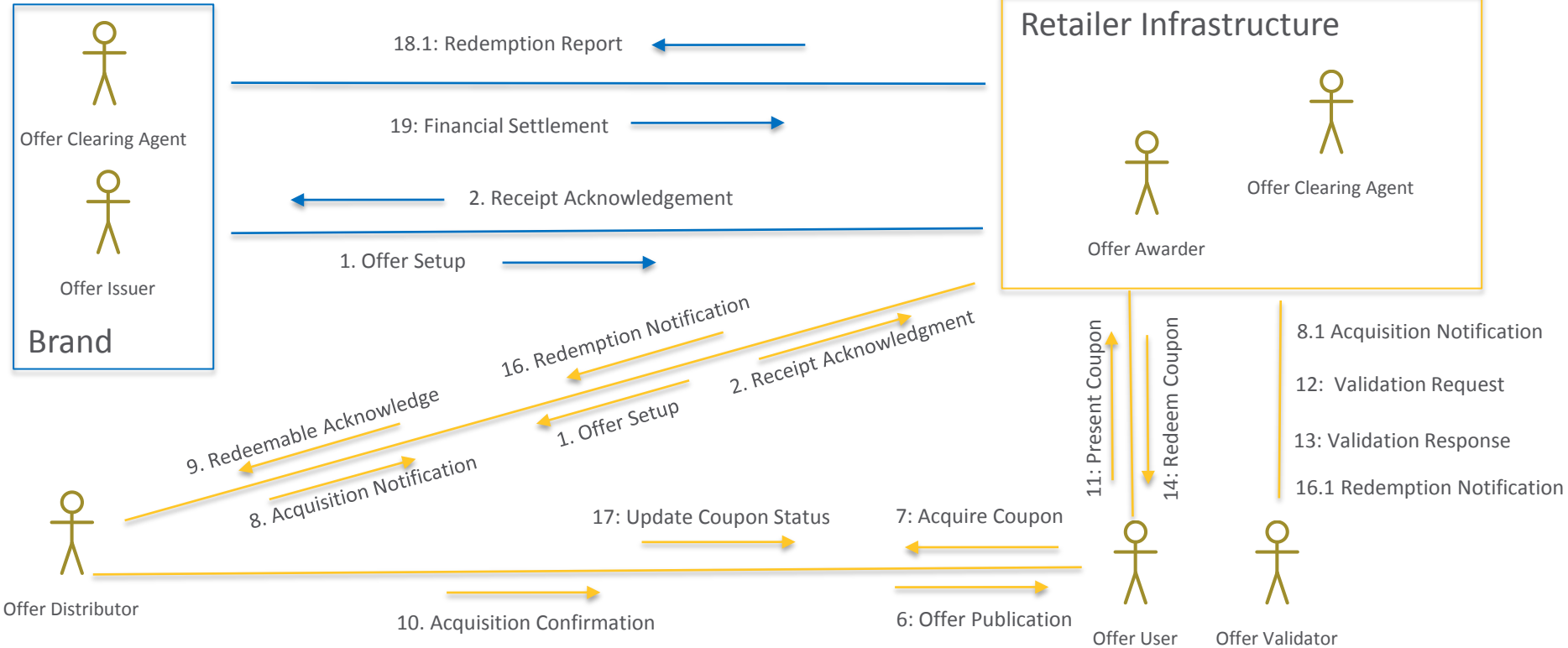
- Now retailer is looking to source brand offers
- Retailer integrates digital offers and loyalty
- Sophisticated acquisition model.
- Retailers still have trouble managing restrictions on offers across channels





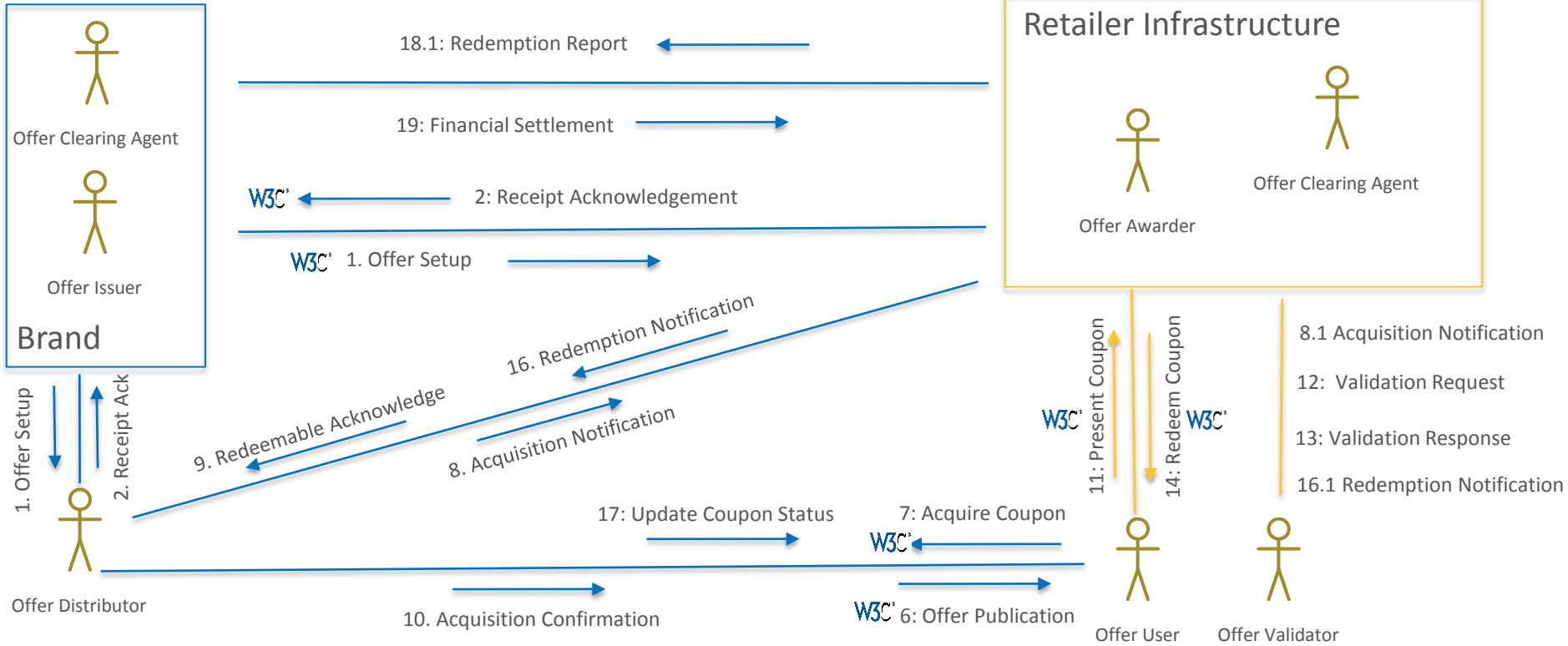
# Open Loop ( Issuer != Awarder ~= Clearing Agent )

Scenario: Retailer engages loyalty and distribution partners. Sophisticated solution, now only needs to source brand offers



# Open Loop (Issuer != Awarder ~ Clearing Agent)

Scenario: Scenario: Brand creates campaign, and Retailer opts-in, taking advantage of Brand distributions



# Simple Case Reprise



# Use cases for discussion

- Infrastructure support use cases
  - 1: Offer Setup
  - 2: Receipt Acknowledgement
- User centric use cases
  - 6: Offer Publication
  - 7: Acquire Offer
  - 11: Present Offer
  - 14: Redeem Offer

Thank You

# References

- [https://www.gs1.org/docs/barcodes/GS1\\_General\\_Specifications.pdf](https://www.gs1.org/docs/barcodes/GS1_General_Specifications.pdf)