# Provide instant customer incentives whenever or wherever you decide.

With our mVoucher<sup>SM</sup> solution, you can instantly connect with your customers and give them an immediate incentive to visit your location.

**First Data's mVoucher<sup>SM</sup>** is an easy-to-use marketing incentive service that operates on the First Data prepaid platform. Through mVouchers you can reach your customers through a broad array of mobile media outlets including social networking sites, online mapping/ directional services or location–based shopping apps. Set up is fast and easy and it can be tied into your existing loyalty or customer retention program. So wherever your customers are – as they move through the day, browse online or check their email – your marketing message is right at their fingertips.

**First Data.**
beyond the transaction

# mVoucher^SM Solution

## How it works:

The mVoucher^SM (mobile voucher) is a mobile couponing system that leverages a virtual account number comprised of a 16-digit code delivered to your customer's mobile device or email address and redeemed for goods or services at the point of sale (POS).

1. Your customer requests an mVoucher via their mobile device either through a banner, short code or loyalty program, or receives an mVoucher as a special promotion.

2. The mVoucher is delivered to the customer's mobile device as an SMS or 2D bar code. The customer then goes to your location to redeem the mVoucher.

3. The cashier enters the 16-digit code or scans the bar code into the POS terminal. First Data validates the code and either approves or rejects the transaction.

4. Once approved, the mVoucher can be expired or used later to send additional incentives.

## Looking to...

## mVoucher^SM Solution is the answer.

Break through the clutter of multiple marketing messages and reach your customers with perfectly timed incentive?

With mVoucher from First Data, you are in control of when and how a customer received an incentive.

Build customer loyalty and strengthen relationships?

Not only can mVoucher help you attain new business, you can also keep your current customers coming back for more.

Identify and market to your best customers wherever they are?

Strategically target marketing delivery; whether you need a win-back program or location-based marketing, you are in control of your mVoucher promotion.

Offer a customer amenity that sets you apart from your competitors?

It is hard to stand-out in a constantly moving world – with mVoucher you can provide unique incentives that your competitors just can't do.

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**To learn how mVoucher solution can help you increase customer loyalty and create immediate sales through perfectly timed offers, contact your Sales Representative or visit firsdata.com**

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