CouponMate.COM

CouponMate introduces browser-based coupon search engine
Finds maximum discount coupons for 100,000 stores
"It's the Cat's Meow"

Miami Beach FL --- MarketKarma, a digital development company, is launching CouponMate, a browser-based search app that finds the best coupon discounts at more than 100,000 online stores. The extension app is a free download available at the Google Chrome Store.
(https://chrome.google.com/webstore/category/extensions).

CouponMate fundamentally changes the coupon redemption process. For most of the history of the coupon, getting a discount was a labor-intensive process, and coupon redemption rates have hovered around one percent[1]. Prior to the Internet, a consumer needed a pair of scissors to cut coupons from newspaper ads and direct mail pieces then physically bring them to the checkout counter. With the advent of the Internet, a consumer needed to go to a coupon aggregator site, search and find a coupon, physically copy the coupon code, leave the coupon aggregator site, go the store site and paste in the coupon code at checkout.

With CouponMate, the coupon comes to the consumer.

A CouponMate consumer saves money right at an e-merchant checkout counter. Here's how it works:
- After selecting items, a consumer simply clicks on the CouponMate icon –it's easy to find, it's a Cool Cat wearing sunglasses- on the browser bar on the upper right of the screen. CouponMate has already identified the store and scoured the Internet to find all current offers for your chosen store
- Click "view coupons" on CouponMate and choose the one you like (discount, free shipping, etc.) and use the coupon code at checkout.
- Or click "Find Best Coupon" and CouponMate does just that – finds the best deal and automatically enters the code at your checkout box.
- The consumer completes a purchase at a lower price, thanks to the CouponMate discount.

Although CouponMate is new, it already provides more than 765,000 discount coupons for 100,000-plus stores and e-commerce sites. CouponMate's metacrawler technology searches retailer sites, social media sites, coupon aggregators and other sites and updates coupon listings every 20 minutes. The updating process also includes deleting expired or discontinued offers, a source of consumer frustration at other coupon sites.

Fortunately, many of these are sites people actually want to visit: Target and Kmart; Macys, Saks, GAP, Old Navy, PacSun; PetSmart; Home Depot; Buffalo Wild Wings, McCormick and Schmicks, McDonalds; AutoTrader; Zales; Disneyland. CouponMate's 100,000 stores and e-merchants include sites in the U.S., Canada, Australia and Europe.

CouponMate is free and easy to use. In addition to Google Chrome, MarketKarma will release Safari, Explorer and Firefox extensions in the near future. iOS and Android Mobile versions will come be avalable in Q1 2015.

Galvin and Associates

The MarketKarma development team is composed of ad agency people, and their love for clean design and intuitive navigation are evident in their user interface.

"As marketing people, we concentrate on the consumer experience, and the coupon redemption experience is one of the worst," said Joey Joey Burzynski, Chief Innovation Officer for MarketKarma. "Everybody loves coupons because they want to get what they want for less money. But searching the web to find the best coupon, then copying codes and transporting them to checkout? For me, for most people, it's way too much trouble," he said. "So what we did was reinvent the process."

Burzynski believes that providing coupons at the point of sale will spur redemption to rates higher than the norm. For any given store on any given day, a consumer may have a choice of 10 or more active offers. "Whether it's a percentage off, dollar savings, or services like free shipping, I've got to believe that more people will want to use these offers," Burzynski said.

Many merchants appear to agree with his view. While CouponMate provides a scroll-current-coupons dialog box with more than 100,000 stores, a growing number of stores are installing CouponMate's automated "Find The Best Coupon" function in their checkout process, so that the best available offer loads automatically. CouponMate projects 100,000 sites will install Find The Best Coupon technology by the end of the coming year.

The CouponMate Cool Cat icon reveals a playful side to the MarketKarma team. "We've sustained ourselves with agency work, developing organic search programs for retailers, and that's paid the bills," Burzynski said, "but our passion is to create something really cool, something that changes the way we do things on the Web. That's CouponMate."

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Footnote:

[1] Retail data analytics firm Inmar reported in its March 2013 Report that in the U.S., 2012 rate of coupon usage was .7 percent, which averages out to $10.75 in coupon usage for $1535 in available offers for every person in the country. Inmar also noted a downward trend in usage 2012; among its hypotheses for the decline is lack of ease of access to acquisition. That's our takeaway of their findings. To check the stats yourself, visit:
https://www.inmar.com/Communications/Pages/2013%20Inmar%20Coupon%20Trends.pdf

For more information:
Website: www.couponmate.com
Google Chrome Store: https://chrome.google.com/webstore/category/extensions
Demonstration: www.youtube.com/watch?v=QKZt44kRICs

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About Market Karma
Market Karma is a digital marketing agency with offices in Miami and Los Angeles and Dallas. The motto of the company is "Traffic is great, but Revenue is better." As a day job, the Market Karma team develops actionable digital strategies and recommends proven tactics to companies to increase revenues. Their passion is the nurturing of CouponMate, a browser based coupon search engine.
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