

Zyrtec Rewards: CRM Business Rules



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About Zyrtec Rewards

Program objective

Design a CRM program for Zyrtec that will:

1. Secure loyalty of heavy Zyrtec users
2. Increase share of requirements among medium Zyrtec users
3. Motivate Claritin users to switch

Program overview

- This is not a points program -- but it is a rewards program.
- Rewards are financial, practical and emotional.
- Zyrtec users are rewarded for purchase, chiefly through exclusive discounts on Zyrtec products.
- They are encouraged to engage further, through special partner offers and content related to passions.
- No purchase is required to participate in the program.
- Each of these experiences is upgraded by the opening of a Zyrtec pack and the entering of an NDC code.
- When they purchase Zyrtec, the more valuable the discounts and special offers become.

Scope

This document focuses solely on the business rules for the rewards section of Zyrtec.com and should not be read as describing functionality for any other section of the Zyrtec.com site.

User Participation Process and Entry

Site visitors will learn about the program through online advertising, email, branded Facebook page, organic and paid search, and promotions on Zyrtec.com itself including the rewards landing page for any current Zyrtec customer or new customer that is new to the brand.

Depending upon their route of arrival, users can access Zyrtec Rewards through many different entry points. They include the homepage, passion landing page, content pages, etc. Users who arrive these different entry points will be able to navigate to the rewards landing page via a single click.

Reward Bundles

On the rewards landing page, the user is taken through a flow to assist them in creating their rewards bundle. A bundle consists of a Zyrtec coupon, a partner offer, and affinity content. Bundles come in two types: basic and upgraded. All users are eligible for basic bundles. Upgraded bundles are accessible only to users who enter an NDC code (note: The NDC code is not a unique code for each pack, but rather is an identifier of the product UPC purchased). Bundles are broken out as follows:

Basic Bundle

- \$2 Zyrtec coupon
- Partner offer associated to selected passion

- Affinity content (passion specific content)

Upgraded Bundle

- \$3, \$4.50, \$7 Zyrtec coupon based on NDC code
- *Partner offer associated to selected passion
- Affinity content (passion specific content)

*Partner offers are of higher value in upgraded bundles.

Each bundle relates to one of Zyrtec Rewards' four passion areas: DIY, Outdoor, Pets, and Gardening. The partner offers and content within a bundle will be relevant to the passions area selected by the user.

Bundle Selection Process

In the first step of the bundle selection process, a user is first prompted to choose a coupon value. The basic coupon value that all users can select is the \$2. If the user has an NDC code, they can enter it at this step and a higher value coupon (\$3, \$4.50 or \$7) will unlock.

In the next step of the bundle selection process, the user will be prompted to select additional rewards according to a passion category. Upon selection, the bundle is complete.

The final step in the bundle selection process is registration. If the user is a first time visitor, they will need to complete the registration process before reviewing their rewards dashboard. If the user is already has a username and password, they can enter it to sign-in and be brought to the rewards dashboard.

Prior to the viewing their reward on the rewards dashboard, the user must accept the terms and conditions. The Zyrtec Rewards dashboard maintains a historical list of all bundles selected by a given user. Users access their rewards through the dashboard by clicking on any Zyrtec Rewards tous throughout the site and signing in.

For the April launch of the CRM program, neither the users' passion selections, nor selected bundles will be stored in her Zyrtec Rewards profile. This decision was based solely on speed to market for the initial launch. The plan at the current time is to build more robust user profiles that store this, and other behavioral information.

NDC Code Entry and Validation

NDC code entry locations

NDC code entry initiates the process of obtaining an upgraded reward bundle.

NDC code entry fields are located on the following pages on the Zyrtec Rewards 'coupon selection' page.

Frequency of entry / anti-fraud

NDC codes are unique to a product UPC but are not individually unique with respect to a specific packet of a specific product. As a result, we cannot differentiate between a user entering multiple consecutive code entries because she frequently purchases the same SKU, or a user re-entering an NDC from a single purchase multiple times.

This risk was taken into account in the design of the rewards program and is not a primary concern due to the fact a user entering an NDC code indicates that a purchase was completed. However, coupon fraud may be perceived as problematic for partner offer redemption. As a result, functionality to prevent coupon fraud has been built into the system.

Steps taken to mitigate coupon fraud:

1. There is a rolling 30-day timeframe between entries of **any** NDC code:
 - An analysis of Zyrtec.com coupon access (see appendix) suggests that the mean return visit rate for obtaining a coupon is 15 days. While certain of our users may attempt to redeem more frequently, risk of fraud is of greater concern than potential loss of goodwill amongst this subset of our user base.
2. In addition to this requirement, each program enrollee (defined by a unique DB record) may receive no more than 260 days worth of therapy via coupons offered through the program during a 1-year period.
3. Fraud "Account Freeze" functionality will be added.
 - a. Zyrtec will run regular scans of consumer NDC code entry behavior and will freeze consumer accounts based upon suspected fraudulent activity. For example, an account may be frozen if records indicate that a given user enters NDC codes for 14ct packages within a four-week consecutive period.
 - b. This functionality will be leveraged should we decide to shorten the 30-day window to 14 or 7 days.

NDC code validation

NDC codes are validated in 3 ways:

1. Code is a correct NDC code.
 - a. On entry, system will compare code to a lookup table of all product NDC codes.
 - b. User need not be signed in for this to occur.
2. Any NDC code that has not been entered within the last 30 days.
 - a. User must be signed in for this to occur.
3. Total therapy length of Zyrtec coupons offered during a 1 year (rolling) period may not exceed 260 days
 - a. With each successful code entry, system will keep running tally of the doses of therapy days offered in Zyrtec coupons.
 - b. User must be signed in for this to occur.

Data capture requirements

The following grid suggests required data from NDC code entry that should be added to a user's record in the dB.

Field	Field Rule(s)
NDC #	Passback and append to DB record
Product UPC	Lookup table matches NDC code with product UPC (NDC codes may change over time)
NDC Code Entry Date	Current session date in which NDC code is submitted
NDC Code Entry Month	Current session month in which NDC code is submitted
NDC Code Entry Date/Month	Concatenation of Entry Date and Entry Month DB Fields
NDC Code Approve	Zyrtec offer therapy to date < 261 and no other code entry in prior 30 days
NDC Code Approve Date	DB time stamp of current session date in which NDC Code approve field =1
NDC Code Approve Month	DB time stamp of current session month in which NDC Code approve field =1
NDC Code Approve Date/Month	Concatenation of NDC Code Approve Date and NDC Code Approve Month DB Fields
NDC Code request submissions	Count of DB NDC Code Approve field
Zyrtec offer therapy length	<p>Lookup table matches NDC code entered with matching Zyrtec coupon to include in bundle, and inputs minimum count size redeemable for that coupon (ex: \$3 off 25 ct or larger would return "25")</p> <p>NOTE: For CRM program, we will assume therapy length = count size, since all products redeemable with coupon are 24-hour (Zyrtec-D, at 12-hour therapy length, has largest count size of 24, and therefore would not be a redeemable product per the coupon value structure described in this document)</p>
Zyrtec offer therapy to date	Totals all "Zyrtec offer therapy length" fields approved (based on NDC Code Approve Date/Month) within a rolling 1 year period from current NDC Code Entry Date/Month
Account "Freeze" Status	Look up if account is frozen for potential "gaming" investigation. To deliver unique error message.

User Sign-in / Registration

User types

Existing user types will be accommodated in the sign-in / registration process:

- Profile complete, Zyrtec Rewards

Sign-In / Registration logic

Entry Field - email address

Entry Field - password

Button - Sign In

Link - Forgot Password? (This will mimic functionality found elsewhere on the site)

Registration questions

Registration from CRM entry points will follow the existing process set up for registration on Zyrtec.com. By program launch, Zyrtec.com registration will feature the latest questions to be approved by PRC, currently in the process of being updated on site:

[FORM FIELDS]

First Name*

Last Name *

Email Address*

Confirm Email Address*

[PASSWORD TIP-Appears as overlay]

Password*

(8 character minimum, the password must include 2 of the following: Capital, Lowercase, Numbers, Symbol)

Confirm Password*

Birth Date *

Zip code*

[DROP DOWN] MONTH

January February March April May June July August September October November December

[DROP DOWN] DAY

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

[DROP DOWN] YEAR

2010 2009 2008 2007 2006 2005 2004 2003 2002 2001 2000 1999 1998 1997 1996 1995 1994
1993 1992 1991 1990 1989 1988 1987 1986 1985 1984 1983 1982 1981 1980 1979 1978 1977
1976 1975 1974 1973 1972 1971 1970 1969 1968 1967 1966 1965 1964 1963 1962 1961 1960
1959 1958 1957 1956 1955 1954 1953 1952 1951 1950 1949 1948 1947 1946 1945 1944 1943
1942 1941 1940 1939 1938 1937 1936 1935 1934 1933 1932 1931 1930 1929 1928 1927 1926
1925 1924 1923 1922 1921 1920 1919 1918 1917 1916 1915 1914 1913 1912 1911 1910 1909
1908 1907 1906 1905 1904 1903 1902 1901

Which of the following allergy medications do you take?

ZYRTEC®

How often?

Spring (Apr, May, June) [# of days]

Summer (Jul, Aug, Sep) [# of days]

Fall (Oct, Nov, Dec) [# of days]

Winter (Jan, Feb, March) [# of days]

[FORM FIELD TO SIDE OF EACH SEASON ABOVE]

of days*

0-30

31-60

61-90

Don't Know

Another Allergy Medication

Which brand do you take most often?

Allegra

Benadryl

Clarinex

Claritin

Singulair

A Store Brand

Another Brand

How often do you take this allergy brand?

During the:

Spring (Apr, May, June) [# of days]

Summer (Jul, Aug, Sep) [# of days]

Fall (Oct, Nov, Dec) [# of days]

Winter (Jan, Feb, March) [# of days]

[FORM FIELD TO SIDE OF EACH SEASON ABOVE]

of days*

0-30

31-60

61-90

Don't Know

[CHECKBOX] None

[DROPDOWN COPY] I do not treat my allergy symptoms with medication

Does anyone else in your household suffer from allergies?*

[RADIO BUTTON OPTIONS]

Yes

No

[ON SELECTING YES]

Are any of them under the age of 12?

[RADIO BUTTON OPTIONS]

Yes

No

[CHECKBOX] I Accept

(Terms and conditions acceptance)

Bundle Rules

Bundle overview

- A “bundle” is the package of incentives offered to a user. Bundles are available to all users irrespective of whether or not they have made a purchase.
- If a user has made a purchase and has an NDC code, he/she may upgrade a bundle in exchange for entering an NDC code.
- Once a bundle is complete, it is themed according to Zyrtec Rewards passions. Following sign-in or before registration, the user is asked to choose a coupon value and passion area in order to complete the bundle. Following this step, Terms and Conditions and a “reward animation” is shown. The rewards passions are:
 - DIY
 - Outdoor
 - Pets
 - Gardening
- The two levels of bundles are comprised of the following elements:
 - Zyrtec offer: a coupon, the value of which is determined in two ways. One: those registering without an NDC code will receive a lower-value coupon. Two: by the NDC code of the product purchased. Of the three bundle elements, the Zyrtec offer is not related to the user’s chosen passion.
 - Content: exclusive content that pertains to the user’s chosen passion. Note that content will consist of passion-related content for phase 1, with the possibility for more engaging content forms such as video or live data feeds for subsequent project phases.
 - *Partner offer: a coupon, offer or reward from one of our partners that pertains to the user’s chosen passion.
- Two levels of bundles are broken out as follows:
 - Basic Bundle
 - \$2 Zyrtec coupon
 - Partner offer associated to selected passion
 - Affinity content (passion specific content)
 - Upgraded Bundle
 - \$3, \$4.50, \$7 Zyrtec coupon based on NDC code
 - *Partner offer associated to selected passion
 - Affinity content (passion specific content)

*Partner offers may be of higher value in upgraded bundles.

Bundle status values

- Activation date (date when bundle is chosen and added to Zyrtec Rewards dashboard.)
- Active (bundle appears in Zyrtec Rewards dashboard.)
- Inactive/Expired (bundle is removed from Zyrtec Rewards dashboard).

Bundle refresh rate / expiration date

- Bundles will be refreshed every 4 weeks in conjunction with new exclusive passion content and new passion-related partner offers (if available.)
 - Existing bundles in a user's rewards dashboard will not change.
 - For subsequent program phases, we may strive for weekly refreshes, at least for partner offers.
- Bundles will be displayed on the user's Zyrtec Rewards dashboard in reverse chronological order. The most recently accepted bundle will appear first.
- Up to 6 bundles will appear at one time on the Zyrtec Rewards dashboard. If a user has more available bundles, pagination will be used to display the rest on subsequent pages.
- The date of user's bundle acceptance will appear on the bundle.
- Bundles will be tagged "inactive/expired" 6 months following its acceptance and addition to the user's Zyrtec dashboard. When a bundle is inactive/expired, it is removed from the user's Zyrtec dashboard.
 - This prevents the offers and content from becoming stale, while keeping them available for a full allergy season and longer.
 - This also encourages purchase to keep offers available in the user's Zyrtec Rewards dashboard.

Zyrtec Offer Rules

Zyrtec offer overview

- At count sizes of 14 and lower, consumer will be migrated up to at least a 24 count on next purchase with a \$3.00 offer.
- At 24, 25 & 30 count sizes, coupons will be redeemable towards the purchase of a pill count greater than or equal to the pill count submitted with a \$4.50 offer.
- At count sizes 40 and up, offer is \$7 off 40 count or larger
- \$2 coupon is redeemable for any Zyrtec count size excluding trial sizes.
- To redeem, the consumer will be passed to Coupons. Inc. See next page for expiration and print requirements.

Coupon value structure

Count Size	Count size	Next purchase	Reco	Coupon #
Zyrtec 10mg 3ct	3	24 or larger (any)	\$3.00	1
Zyrtec 10mg 5ct	5	24 or larger (any)	\$3.00	1
Zyrtec 10mg 14ct	14	24 or larger (any)	\$3.00	1
Zyrtec 10mg 30ct	30	30 or larger (any)	\$4.50	2
Zyrtec 10mg 45ct	45	40 or larger (any)	\$7.00	3
Zyrtec 10mg 70ct	70	40 or larger (any)	\$7.00	3
Zyrtec 10mg 75ct (Club)	75	40 or larger (any)	\$7.00	3
Zyrtec 10mg 100ct (Club)	100	40 or larger (any)	\$7.00	3
Zyrtec LG 12ct	12	24 or larger (any)	\$3.00	1
Zyrtec LG 25ct	25	24 or larger (any)	\$4.50	4
Zyrtec LG 40ct	40	40 or larger (any)	\$7.00	3
Zyrtec D 12ct	12	24 or larger (any)	\$3.00	1
Zyrtec D 24ct	24	24 or larger (any)	\$4.50	4
Zyrtec DissolveTabs 12ct	12	24 or larger (any)	\$3.00	1
Zyrtec DissolveTabs 24ct	24	24 or larger (any)	\$4.50	4
Zyrtec DissolveTabs 66ct	66	40 or larger (any)	\$7.00	3
Zyrtec Peds DissolveTabs 12ct	12	24 or larger (any)	\$3.00	1
Zyrtec Peds DissolveTabs 24ct	24	24 or larger (any)	\$4.50	4
Zyrtec CRM Test Promo 1	na	24 or larger (any)	\$3.00	1
Zyrtec CRM Test Promo 2	na	24 or larger (any)	\$4.50	4
Zyrtec CRM Test Promo 3	na	40 or larger (any)	\$7.00	3
Zyrtec CRM Test Promo 4	na	30 or larger (any)	\$4.50	2
Zyrtec CRM Test Promo 5	na	tbd	tbd	tbd
Zyrtec 10mg Peds Chew 12ct	12	?	?	?
Zyrtec 1mg Peds Syrup (BG) 4flox	4flox	?	?	?
Zyrtec 1mg Peds Pfct Meas 10ct	10	?	?	?
Zyrtec 1mg Peds Syrup (G) 4flox	4flox	?	?	?
Zyrtec 1mg Peds Syrup (G) 4flox	4flox	?	?	?
Other "older" Peds?	?	?	?	?

Note: Peds details for “older” products to be added.

Zyrtec offer status values

- Active only (offer is valid and can be redeemed)

Zyrtec coupon refresh rate / expiration date

- Coupons can be accessed through the user’s Zyrtec Rewards dashboard.
- To avoid potential fraud, coupons will expire 30 days after being placed in the user’s dashboard. The dashboard will note the expiration date.
 - Upon expiration, coupon will not be active/clickable.
- On click, the user is directed to News America where the coupon can be printed.
 - At the time of print, News America will apply an expiration date 30 days out.
- The coupon value structure of the program requires multiple coupons to be set up with Coupons, Inc. (currently 4.)
- Coupons will be refreshed monthly.
- Each coupon will be set to print a maximum of 2 times per user.

Partner Offer Rules

Partner offer overview

- Partners or partner offers will be associated with one of Zyrtec Rewards passions
 - DIY, Outdoor, Pets, and Gardening
- Partner offers will consist of two levels per month for basic and upgraded bundles
- Frequency of offer refresh should be at least 1x per 30 days for each passion
 - Future program state: we aspire to have different levels of partner offers per month for those registering with and without an NDC code
- For future launches, some partners may provide multiple offers, or refresh offers multiple times each month
 - For passions with multiple offers per month, different offers will be loaded into each subsequent bundle refresh.
 - For passions with one offer per month, the same offer will be loaded into each subsequent bundle refresh.

Partner offer status values

- Active (offer is valid and can be redeemed)
- Expired (offer is no longer valid)

Content Rules

Content overview

- One new piece of content is required for each passion monthly
- Pieces of content are contextual to a passion, and are part of a passion bundle
- Exclusive content offered through Zyrtec Rewards are accessible via the Zyrtec Rewards Dashboard and the Smart Dock dashboard at the bottom of the site main pages when a user is signed in. They do not appear elsewhere immediately (i.e. “recommended articles” in the Zyrtec Dashboard.)
- To access the article from Zyrtec Rewards dashboard, a user will be taken to the article’s page.
- Exclusive status of articles expire after 3 months, after which articles will be available to all users in the Passion section.

Content status values

- Exclusive (content is available only to users who have selected a bundle with the offer)
- Non-exclusive (content is available to everyone in MAG)

Other Points of Entry

Base/“Muddling” Communication via Special Offers Page

Live Experience – Test Flow A

If a user comes through a base/“muddling” online advertisement (paid partner channel, email, OLA), which will offer a coupon, they will be taken through the following steps.

The user clicks on either the \$2 or \$4 coupon and is prompted to register:

- From the banner, the user will be driven to a hidden Special Offers Page that is not accessible from Zyrtec.com.
- On the Special Offers Page, a tout to redeem the \$2 or \$4 coupon will exist and drive to the registration page
 - For a new user, once registered, the user will be prompted with a site overlay that directs them back to the Special Offers page where they have to click on the coupon again before redeeming at Coupons, Inc. They will also receive a confirmation email that provides instructions to redeem a coupon by driving them back to the Special Offers page.
 - For a returning user, they will sign-in via the Special Offers Page and then be driven to receive their coupon
- During the A/B test (B experience noted below), 70% of outside traffic will be driven through this experience

Test Flow B

If a user comes through a base/“muddling” online advertisement (paid partner channel, email, OLA), which will offer a coupon, they will be taken through the following steps.

The user clicks on either the \$2 or \$4 coupon and is prompted to register:

- From the banner, the user will be driven to a hidden Special Offers Page that is not accessible from Zyrtec.com.
- On the Special Offers Page, a tout to redeem the \$2 or \$4 coupon will exist and drive to the registration page
 - For a new user, once registered, the user will be prompted with the Terms and Conditions as well as the Rewards Animation and then brought to the Zyrtec Rewards Dashboard. From there, the user will be auto-enrolled in the Outdoor bundle and receive their coupon within the bundle.
- The bundle will have a “muddling” title but will rotate monthly with the Outdoor piece of content and partner offer.
- During the A/B test, 30% of outside traffic will be driving through the above experience

Error States

- If a user comes through Test Flow A and receives a coupon, they will be able to return to the Rewards experience and redeem a bundle within any given timeframe.
- If a user comes through Test Flow B and receives a bundle, they will need to wait 30 days in order to receive another.

Offer Bundle Data Objects (Draft)

Zyrtec Rewards User

The User object depicts the existing Zyrtec Rewards User Object. Each User can have one or more offers.

User Offer

The User Offer Object is used to track the offers which users have entered codes for. The User Offer ties back to a user instance and uses the user's email address as the primary means of identifying the user. Each User Offer contains exactly one Offer.

Offer

The Offer Object is used to track all the offers in the CMS. An offer is comprised of any combination of a Product Coupon, Partner Coupon or Content. The valid dates for the offer are reflected in the Offer Object so that Product Coupons and Partner Coupons can be reused at later dates, repurposed, etc.... An Offer can optionally contain a single Product Coupon, a single Partner Coupon or many Content Items.

Product Coupon

The Product Coupon Object contains all the properties detailing the coupon and its relation to the underlying Product. A Product Coupon maps to one or more Products and can therefore map to one or more coupons offered via coupons.com.

Partner Coupon

The Partner Coupon Object contains all the properties detailing the coupon and its relation to the underlying Partner Offer. A Partner Coupon maps to a single Partner Offer offsite.

Content Item

The Content Item Object contains all the properties of the existing Content Data Type from the CMS. Each Offer can map to one or more content items.

Product

The Product Object contains all the properties of the existing Product Data Type from the CMS. Each Product Coupon can have one or more associated products.

NDC Rules

The NDC Rules Object contains all the properties, which make up a business rule as they pertain to an NDC code.

APPENDIX

Step 1: Should we/Can we be selective about subsequent incentive eligibility?
 Recency Distribution of Z.com Visitors who DL a Coupon

Previous Visit was tracked	(any coupon)		Only \$2 dollar coupon		Only \$4 dollar coupon		Only \$6 dollar coupon	
	Total Visits by Period	% of all visits (>same day)	Total Visits by Period	% of all visits (>same day)	Total Visits by Period	% of all visits (>same day)	Total Visits by Period	% of all visits (>same day)
Same day	3,947	40%	1,490	39%	974	43%	500	70%
1 day ago	270	4%	71	3%	37	3%	33	16%
2 days ago	173	3%	48	2%	22	2%	22	10%
3 days ago	158	3%	52	2%	33	3%	26	12%
4 days ago	124	2%	75	3%	15	1%	3	1%
5 days ago	56	1%	11	0%	33	3%	3	1%
6 days ago	105	2%	56	2%	15	1%	7	3%
7 days ago	71	1%	26	1%	15	1%	-	0%
8-14 days ago	530	9%	199	8%	112	9%	18	9%
15-30 days ago	1,366	23%	496	21%	342	27%	33	16%
31-60 days ago	1,430	24%	556	24%	338	26%	11	5%
61-120 days ago	850	14%	349	15%	184	14%	11	5%
121-364 days ago	763	13%	346	15%	124	10%	33	16%
365+ days ago	120	2%	60	3%	11	1%	11	5%
Total	9,963		3,835		2,255		711	
1+ Days ago	6,016		2,345		1,281		211	
Overall %	100%		38%		23%		7%	
Avg. Redemption Rate	11.5%		10.6%		27.4%		43.9%	

Takeaway:
 - Most visitors return to the site on the same day to the print coupon page, possibly indicating coupon duplications, or lack of printer in first session; those who do not return on the same day typically return 15-60 days after their first visit (optimal eligibility time for SKUs with minimum coverage of 15 days)
 - For higher value coupons, site visitors are more likely to return to the site multiple times shortly after printing coupon to print another coupon (before product coverage has expired);