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## Zavers Launches First Digital Network Linking Online and Mobile Incentives to In-Store Redemption

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Mon Apr 27, 2009 7:00am EDT

Company Raises Series B Financing of \$4 Million  
KANSAS CITY, Kan.--(Business Wire)--

Zavers, a digital incentive management company, today launched a new intelligent incentive platform that allows manufacturers and advertisers to instantly measure their marketing effectiveness by reporting which coupon promotions are actually leading to sales. The company also announced today that it has raised Series B financing of \$4 million with October Capital as lead investor.

Zavers has created a new patent-pending technology called the Digital Incentive Management Engine (DIME). This technology connects online and mobile advertising with promotional incentives that are processed at a retailer's register. The DIME platform allows Zavers to provide measurements well beyond advertising clicks and views, including which incentives from manufacturers and advertisers are leading to sales.

In addition, Zavers offers retailers who want the ability to take advantage of the tremendous growth in electronic coupons a ready-to-install, software-based solution that can be introduced quickly and without the purchase of additional hardware. Retailers can use Zavers' system to enhance their consumer loyalty programs and streamline their coupon reimbursement processes.

"In this difficult economy, consumers are increasingly looking to the Web to find coupons and discounts. Zavers allows consumers to save money without the hassle of clipping, filing, remembering and redeeming paper coupons," said Thad Langford, president and CEO of Zavers. "With Zavers, consumers save money paperlessly, a process that is more convenient and eco-friendly. Additionally, only Zavers offers product manufacturers and advertisers a program that truly

closes the digital loop, tying an offer to the actual sale in-store."

#### Innovative Approach Solves Coupon Problems at Every Step

Unlike traditional paper coupons, Zavers' intelligent digital network optimizes the product manufacturers' marketing programs by instantly measuring consumer response to incentives, beginning with a consumer's initial online or mobile impression through to the ultimate retail purchase.

The Zavers digital network works as follows:

- \* A brand manager creates a promotion, such as a dollar-off coupon for a new cereal brand. The coupon can be featured and tracked in any digital media, such as banner and video placements in popular online and mobile Web sites, a retail partner's Web site, the manufacturer's Web site or Zavers' homepage, e-mail, text messaging or even Interactive TV.
- \* The consumer clicks on the coupon in any of these places to save it to their Zavers account.
- \* When the consumer buys the new cereal and swipes their loyalty card at a participating retailer, the coupon amount is automatically deducted from the bill, and the savings are applied at check-out.
- \* The coupon is settled digitally between the retailer and the product manufacturer without the process of manually counting coupons, significantly reducing delays and disputes.
- \* Zavers captures and reports data to product marketers and retailers who can now use it to optimize their marketing investment.

"One of the critical factors driving the adoption of digital incentives is the ease with which the consumer can save on the products they want," said J. Gerry Purdy, Ph.D., vice president & chief analyst, Mobile and Wireless, at Frost & Sullivan. "I am impressed with how Zavers has made it really easy for consumers across all digital touch points - certainly mobile, but also online, e-mail, and interactive TV - to save and redeem coupons."

"With Zavers, everyone wins across the value chain. Zavers gives manufacturers and advertisers the ability to instantly measure the effectiveness of their programs, which provides the kind of improved return on investment every CFO and CMO is demanding from their company's marketing dollars today," said Lance LeMay, partner at October Capital. "Retailers increase customer loyalty with the

ability to digitally create, measure, redeem and settle incentives. And, most importantly, consumers can instantly save where they shop without clipping or tracking coupons."

Zavers, founded in 2006, is based in Kansas City, Kans. The company's goal is to transform the experience of developing, using and measuring incentives for the manufacturers who create them, the retailers who redeem them, consumers who use them and for partners who want to expand the use of incentives beyond the limitations of traditional delivery vehicles. Zavers is managed by technology industry veterans Thad Langford, president and CEO, Brian Brinkley, chief technology officer, Holly Valenta, chief financial officer, Anita Newton, chief marketing officer, and Russ Everhart, vice president, sales. For more information, please visit [www.zavenetworks.com](http://www.zavenetworks.com).

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