

Incentive Processing System



ICS manages an ongoing stable of test drive and purchase incentive redemption sites for Chrysler, such as the successful Chrysler MasterCard Test Drive Incentive example above.



ICS's system provided a fast, economical and traceable method for safely distributing \$750 downloadable purchase incentive certificates for the Kia Borrego launch.



This system drives down the cost, complexity and – most importantly – risk associated with purchase incentive programs.

When you're using desirable incentives (such as gift cards, one-time use certificates, etc.) to motivate your targeted consumers, you need to protect yourself against fraud and set up a program that can be easily tracked and executed.

With ICS's Incentive Processing System, you can...

- Automatically **administer purchase incentive programs from anywhere, at anytime** through a secure, online portal
- Gather and **validate prospect information**, as well as **track each incentive** (with unique ID numbers), analyze sales match-backs and track fulfillment
- **Eliminate risks** with security checks such as address completeness, fraud detection and duplication detection
- Get a complete view of your campaign activity with **real-time reporting**

Get ideas from other marketers' success using ICS's Incentive Processing System. Visit our online "Experience" case study database or just call us.

Connect with us:



ICS Marketing Technologies

Custom Web Portal Systems at Off-the-shelf Pricing

Data-driven, Web-based platforms dramatically impact your marketing results. ICS Marketing Technologies gives you secure, Web-based portal solutions built for your common, marketing needs.

With ICS Marketing Technologies, you can...

- *Save time & money managing your marketing programs*
- *Focus on business growth, not marketing implementation*
- *Track programs in real-time – easily & securely from any place, at any time*
- *Be more effective in your CRM, prospecting and management activities*

We customize each Web interface for you, but re-use “back-end” technology. That’s how you get a custom solution at such a great price.



Learn how these Marketing Technologies can grow your business.
 Visit www.icshq.com/marketingtechnologies,
 call or email us.

For ICS Marketing Technologies case studies, visit www.icshq.com/experience



When You Need to...

- Find & Convert Your Best Sales Leads*
- Integrate Your Online & Offline Marketing*
- Enhance Customer Communication Relevancy*
- Reduce Marketing Costs & Management Time*
- Measure & Optimize Your Marketing Efforts & Prove Increased Sales*

You Need...

ICS Marketing Services
 Your Integrated Marketing & Technology Experts