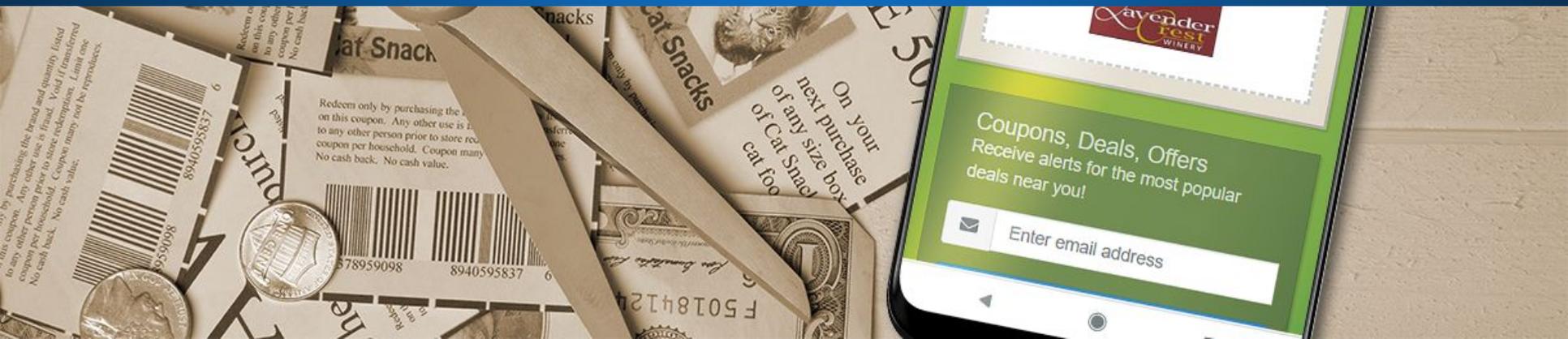




Introducing BLOX Offers: Digital offers for the mobile generation—no clipping required

Thursday, May 2nd, 2019

TN TownNews



Today's agenda

- The benefits of coupons in the digital age
- An in-depth overview of BLOX Offers
- Tips you can use to launch a successful coupon site





90% of all consumers across a variety of demographics use print and digital coupons.



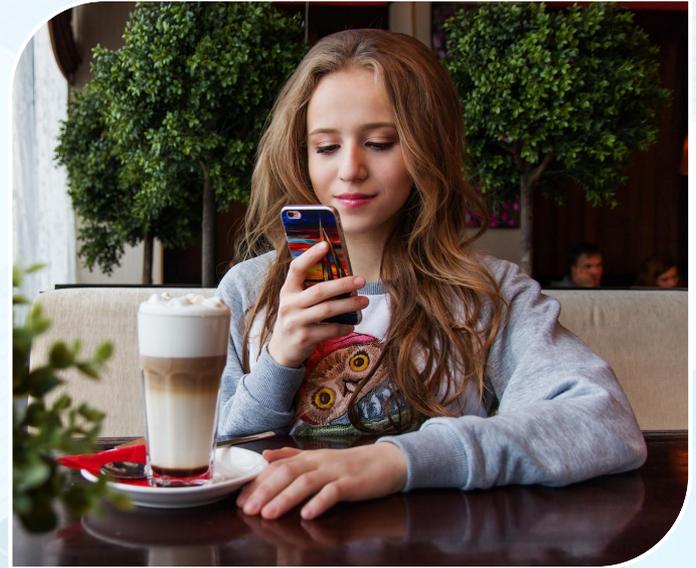
Benefits of digital coupons

- Attract value-conscious users
- Reach your audience via print, web, and mobile
- Drive traffic to your site
- Easily create social media content



Benefits of digital coupons

- High impact sharing
- Online coupons 24/7
- Optimized for mobile and search engines
- Maps, business directory, and additional information



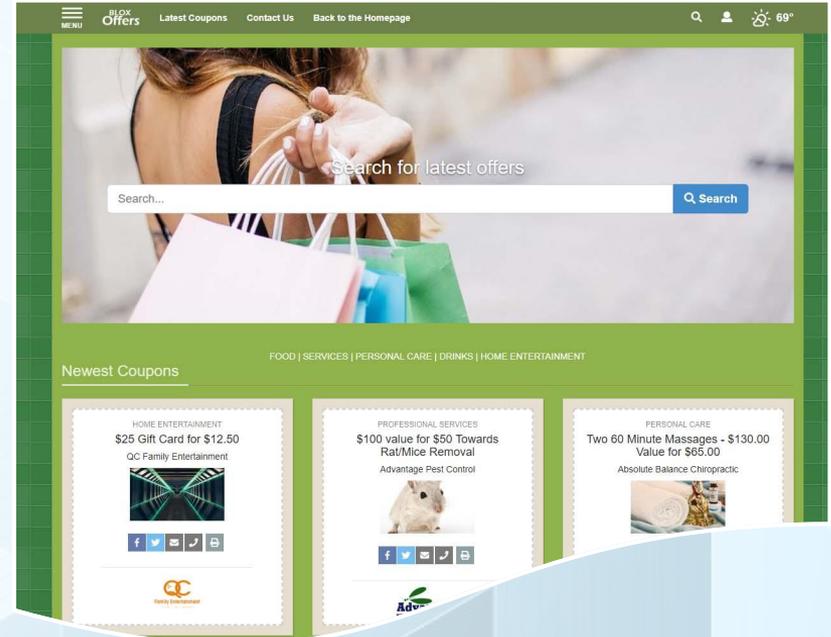


Introducing BLOX Offers



Turnkey digital coupon site

- Available for desktop or mobile
- Upload photos
- Searchable assets
- New design templates
- Reporting



Easy PDF conversion

- Upload print coupons
- Convert to digital
- Searchable and SEO optimized

The screenshot shows a mobile application interface. At the top, there is a 'MENU' icon, a search icon, a user profile icon, and a weather icon showing '48°'. The main heading is 'YOUR JOURNEY TO BETTER HEARING'. Below this is a 'Download PDF' button. The central focus is a red coupon with a photo of a family reading a book. The coupon text includes: 'Can You Hear it? Life is Calling...', 'CALL TODAY TO BEGIN YOUR JOURNEY TO BETTER HEARING!', 'AUDIOLOGY CONSULTANTS P.C.', 'www.audiologyconsultants.com • 800-404-7712', and two addresses: '600 Valley View Dr. Lower Level Moline, IL • 309-517-3889' and '3426 N. Port Dr. #500 Muscatine, IA • 563-264-9406'. Below the coupon is a 'Save' button. Underneath the coupon, the text reads 'Details for YOUR JOURNEY TO BETTER HEARING' and 'Jan 5, 2018'. At the bottom, there is an 'Ad details' link. On the right side of the app, there is a 'Print Ads' section with a list of categories and their respective counts: Banks & Finance (2), Cars & Vehicles (3), Education (1), Furniture & Decor (2), Healthcare (5), Retail Stores (1), and Services (1).

YOUR JOURNEY TO BETTER HEARING

Download PDF

Can You Hear it? Life is Calling...

CALL TODAY TO BEGIN YOUR JOURNEY TO BETTER HEARING!

AUDIOLOGY CONSULTANTS P.C.

www.audiologyconsultants.com • 800-404-7712

600 Valley View Dr. Lower Level Moline, IL • 309-517-3889

3426 N. Port Dr. #500 Muscatine, IA • 563-264-9406

2215 E. 52nd St., Suite #2 Davenport, IA • 563-355-7712

Hammond Henry Hospital 600 College Ave. Geneseo, IL • 309-944-9181

Save

Details for YOUR JOURNEY TO BETTER HEARING

Jan 5, 2018

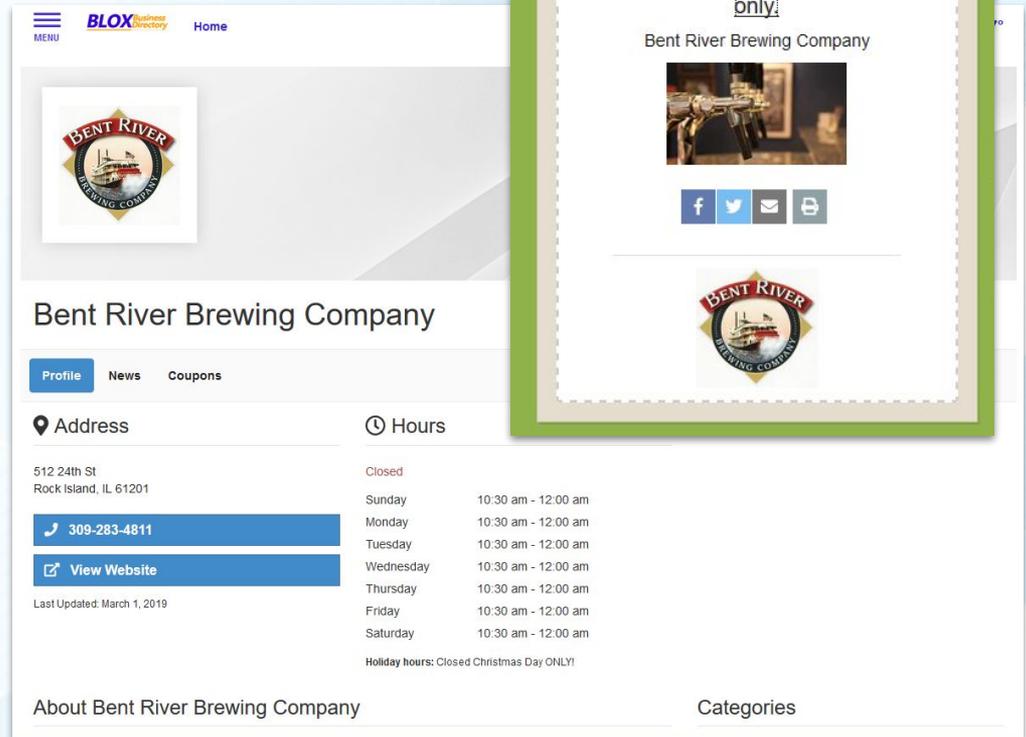
Ad details

Print Ads 15

Banks & Finance	2
Cars & Vehicles	3
Education	1
Furniture & Decor	2
Healthcare	5
Retail Stores	1
Services	1

Additional business info

- Integrates with BLOX Business Directory
- Cross promotion means more views
- Build brand awareness
- Mobile friendly call to action buttons



The image shows a screenshot of a BLOX Business Directory profile for Bent River Brewing Company. The profile includes a logo, contact information, and a coupon. The coupon is highlighted with a green border and reads: "FOODS 10% OFF Take Out Orders Carry out only: Bent River Brewing Company". Below the coupon is a photo of the brewery and social media icons for Facebook, Twitter, Email, and Print. The main profile section shows the company name, tabs for Profile, News, and Coupons, and a table of hours of operation.

Bent River Brewing Company

Profile News Coupons

Address: 512 24th St, Rock Island, IL 61201

Phone: 309-283-4811

View Website

Last Updated: March 1, 2019

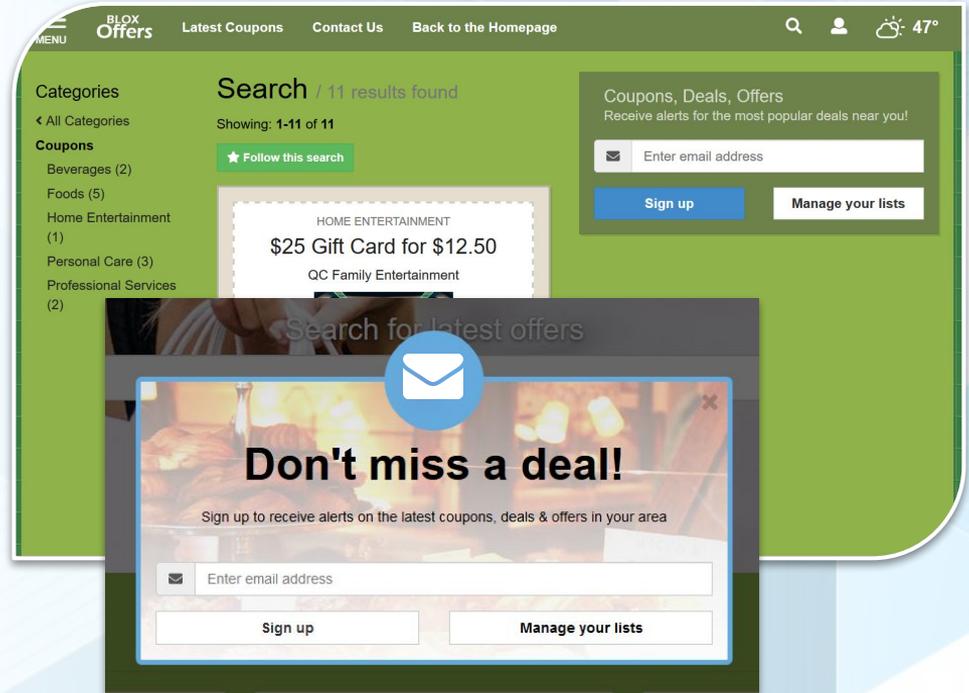
Days	Hours
Sunday	10:30 am - 12:00 am
Monday	10:30 am - 12:00 am
Tuesday	10:30 am - 12:00 am
Wednesday	10:30 am - 12:00 am
Thursday	10:30 am - 12:00 am
Friday	10:30 am - 12:00 am
Saturday	10:30 am - 12:00 am

Holiday hours: Closed Christmas Day ONLY!

About Bent River Brewing Company Categories

Integrate with Email Reach

- Automated lists
- Subscribers want your coupons
- Encourage sign-ups with the BLOX Promo Designer block





Tips & Tricks



Featured Coupon Block

- Place on your home page or landing pages
- Local deals
- Upsell opportunity

The screenshot displays a website interface with several promotional blocks. At the top, there is a navigation bar with a menu icon, the text 'PPRACHT FLEX', a home icon, and links for 'Buy & Sell', 'Events', 'Quad Cities Has It', and 'Offers'. On the right side of the navigation bar, there are icons for search, user profile, and weather (48°).

The main content area is divided into sections:

- Must Go:** A featured event titled 'Shovels & Rope' scheduled for Saturday, May 18th, 2019, from 7:00 pm to 10:00 pm, with a price of \$25. The image shows a man and a woman.
- Local deals & offers:** A section with a 'See More' link, containing two coupon cards:
 - A '\$25 Gift Card for \$12.50' from 'QC Family Entertainment' with a QR code and the company logo.
 - A '\$100 value for \$50 Towards Rat/Mice Removal' from 'Advantage Pest Control', featuring a photo of a cat and the company logo.
- Autos:** A section with a 'Cars for Sale' link, containing two automotive advertisements:
 - 'What to Do if Your Car is Damaged by a Pothole' with an image of a car's undercarriage.
 - 'Is an Electric Car' with an image of a car's interior.
- Today's Print Ads:** A grid of various print advertisements, including:
 - 'Call Us at 845-288-2288 Today to Save More!' with a photo of a family.
 - 'WINTER CAR CARE SPECIALS!' with a car image and price details.
 - 'GREEN MOUNTAIN FURNITURE OUTLET' with a photo of furniture.

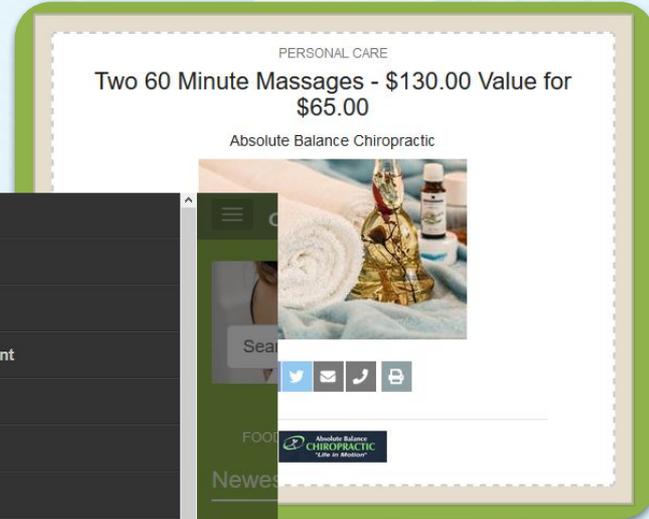
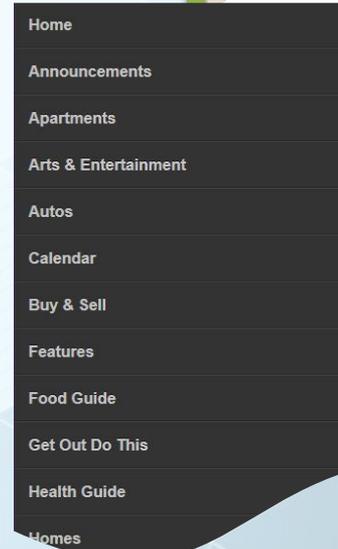
Email newsletter ideas

- Latest coupons
- Coupons from a sponsor
- Regional coupons
- Coupons by type
- ICYMI, about to expire



Coupons by section

- Health: clinics, doctors, dentists
- Sports: restaurants, equipment
- Obits: funeral homes, flowers
- Entertainment: movie theaters, fun centers, restaurants
- Lifestyles: spas, salons, clubs



Time of day coupon blocks

Schedule a block of coupons around a time of day:

- Morning coffee
- Lunch deals
- Happy hour



Daily Lunch Specials from \$7.99 Spaghetti & Meat Sauce
Martino's Italian Villa



Martino's Italian Villa A Kokomo Tradition...family owned & operated over 50 years 1929 N. Washington, Kokomo IN 47301 Phone: 765-457-9181 www.martinositalianvilla.com Hours: Mon-Fri. 11am-10pm, Sat. 11am-9pm, Sun. 11am-10pm
Thurs. 11am-10pm, Fri. & Sat. 11am-11pm

[f](#) [t](#) [e](#) [b](#)

Limit one per person
Code 12345



More ways to promote coupons

- Add to your social media schedule for Twitter, Facebook
- Create exclusive contests and giveaways
- Reach out to existing print advertisers





On the horizon





Questions?



Stay connected

- Documentation: help.bloxcms.com
- Support: Call 800-293-9576 or visit support.townnews.com
- Partner Community: community.townnews.com
- Service Status: townnews.status.io
- Follow us on Twitter, LinkedIn, Facebook, YouTube
- Come see us at



Stay connected

- TownNews Bulletin**
Tips, tricks, news, and info from TownNews.
- TownNews iQ Newsletter**
Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.
- Broadcast & Video Newsletter**
News, tips and info focused on video management and OTT.
- Content Exchange Newsletter**
Quarterly case studies, news and info to help you get the most from the Content Exchange.
- Software release notes**
Software announcements for BLOX CMS and related products.
- BLOX Total CMS release notes**
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Thank you!

