Apple Wallet & Google Pay Pass Coupon Publication Service
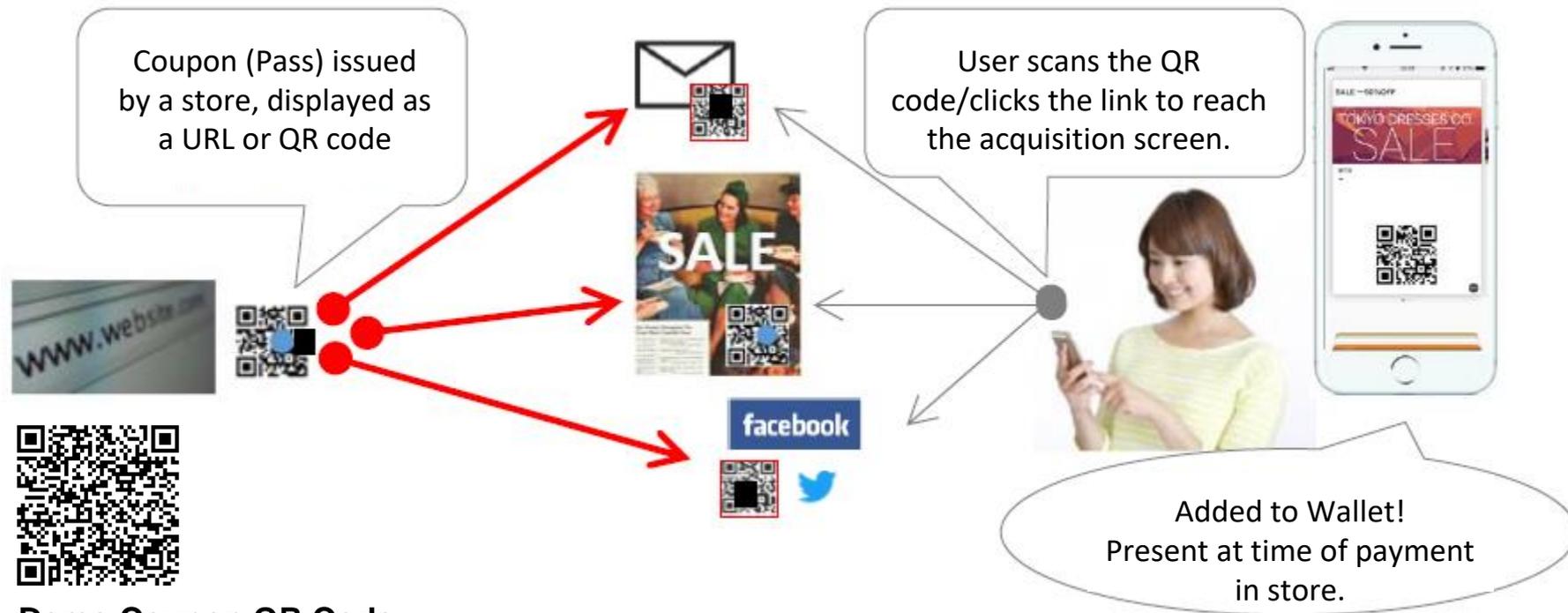
grow your business

LINP

This service is based around the generation of pass coupons via smartphone browser apps. Pass coupons are generated in the form of a URL (or QR code), which the user can then click to save the coupon to the payment app (Apple Wallet or Google Pay) on their phone.

This method makes the distribution of paper coupons obsolete, as you can now easily distribute coupons directly to customers' smartphones via LINE, Twitter, Facebook and other websites. It's also possible to adjust the number of times a coupon can be used, as well as limit their usage to a set number of customers who redeem them first. We are also preparing to add the ability to send notification messages.[1]

Additionally, when distributing your advertisements through various different mediums, you can check the number of times users have saved and redeemed your coupons through each medium used. This allows you to measure the effectiveness of your advertising in different mediums.

[1] iOS only. Currently in development

Visualisation of the process:
Coupon Creation > Distribution > Redemption

Coupon (Pass) issued by a store, displayed as a URL or QR code

User scans the QR code/clicks the link to reach the acquisition screen.

Demo Coupon QR Code
（Save in Apple Wallet、Google Pay）

Added to Wallet!
Present at time of payment in store.

①**Stores can create pass coupons in the LINP app, then distribute them to users in the form of URLs or QR Codes published in leaflets, magazines, social media, etc.**

②**Customers can find coupons in their emails, on social media, etc. then save them on their smartphones. With URLs this is done with one click, and with QR codes by photographing.**

③**Customers then produce the coupon in-store. The coupon is read by the LINP Store App, and then factored into the transaction.**

PASS Service（For use with Apple Wallet、Google Pay）

Uses the default app for each OS（iOS: Apple Wallet, Android: Google Pay）

●New Customer Acquisition

・Coupons can be distributed to smartphones through URLs uploaded to emails, websites and social media apps, then redeemed with one simple click.

・They can also be distributed by QR codes printed on flyers and pamphlets, which can then be read by the smartphone's camera.

・By scattering coupon URLs throughout social media channels and other avenues, you can appeal to new customers.

●Measuring Campaign Effectiveness

・You can see how many people have saved your coupon to their phone.

・You can also see how many times the coupon has been redeemed in store. (The QR code on the front of the coupon is read by the Store App)

・Multiple URLs (or QR codes) can be generated on the same coupon, so you can measure the number of customers guided to your store via each different advertising channel you have utilised, (magazines, leaflets, newspapers, video advertising, social media, etc.) allowing you to judge their individual effectiveness.

●Coupon Variations

・Coupons can be set as 'Limited to first 50 customers'

・Coupons can be set as '2 uses per coupon'
  （Reducing the burden of validation and excess work)

4

Usage Fee

■Service Name: Pass Coupon Publication Service by LINP (temporary name)

■Initial Fee: Free

■Monthly Usage Fee (tax not included):

¥15,000 (estimated price for Japanese market)

   ※Please contact us for monthly expenses outside Japan

(*)There are no limits on the number of passes that can be generated