



Rebate Fact Sheet

Like coupons, one-day sale events and frequent flier miles, rebates hold a valuable place in the consumer shopping experience. Parago is leading the rebate industry by continually elevating rebate standards to deliver a better consumer experience.

Parago uses leading-edge technology to streamline rebate workflow from campaign design, through processing, to post-campaign analysis. With decades of rebate experience, the company ensures its clients receive the maximum return on their marketing dollar.

Parago puts cash back into consumer's pockets in as little as 21 days – the fastest turn times in the industry – for both paperless and mail-in rebate programs administered for some of the nation's most largest retailers, service providers, and brands.

Rebate Industry Statistics

- 250 million rebate checks were issued in 2006
- \$5 billion mailed to consumers, equal to GNP of The Bahamas or one rebate for nearly every person in the United States

Sources: Parago
World Bank

Re-inventing traditional rebates

Parago is the first and only rebate processor to deploy comprehensive submission image scanning, which allows for accurate and efficient data entry and easy file retrieval as well as eliminating the need for long-term document storage. All customer-provided documents, including envelopes, rebate forms, receipts and UPC codes are scanned. All of these items can then be accessed and viewed securely online by clients, customer service representatives, and Parago account managers.

How mail-in rebates work



Step 1 – Submit a rebate:
Customer completes rebate form and mails it in.

Step 2 – Scanning & data entry: Upon arrival, each rebate submission is electronically scanned. Then each rebate is entered into [Synergy](#), where it's validated using a complex rules-based system.

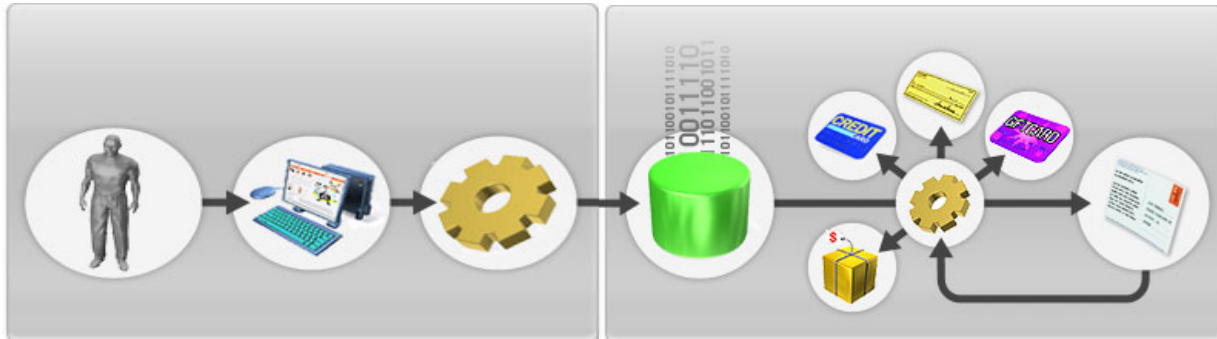
Step 3 – Validation & fulfillment: If a submission is valid, the designated reward is promptly sent to the customer. If the submission is invalid, communication is sent to the customer informing them of the steps needed to complete their submission.



Innovation with Rebates

After re-inventing the mail-in rebate with submission image scanning – increasing speed, accuracy, reliability and satisfaction – the only thing left for Parago to do was remove the "mail-in" from mail-in rebates. The result is the paperless rebate, a simple, POS-integrated rebate system. It is the most efficient and customer-friendly rebate program available.

How paperless rebates work



Step 1 – Online submission & validation:

Consumers submit their rebate information via a secure Website. The data is then entered into Synergy where it is validated using complex, rules-based validation.

Step 2 – Receive POS data & fulfillment:

[Synergy](#) receives POS transaction data for further validation. If a submission is valid, the designated reward is promptly sent to the customer. If the submission is invalid, communication is sent to the customer informing them of the steps needed to complete their submission.

People Make the Difference

The Parago team is experienced, knowledgeable and the best in the industry. Founded in 1999, the company leverages innovative technology to create efficient and flexible promotion, incentive and rebate programs. Parago's executive leadership combines more than 200 years of marketing, technology and account service experience to set new industry standards in service and innovation that produce meaningful, measurable results for clients. Each campaign is customized for each individual client—from establishing a success matrix, to seeing campaigns through to completion.

For both traditional and paperless rebate solutions, Parago offers:

- The most cost effective end-to-end solution in the industry
- A fully-integrated promotion transaction system
- Timely, relevant and branded communications with end consumers
- Quick and accurate processing of rebate claims
- Expert account management with valuable promotions experience
- Multiple self-service avenues for consumers to inquire about rebate status
- Real-time campaign management capabilities allow continuous and effective measurement of ROI

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