



## **Electrum Partners With The Coupon Bureau - paving the way for CPG Manufacturers to fund loyalty discounts for the first time in the convenience store space.**

**For Immediate Release: July 6th, 2021**

Electrum is thrilled to announce its partnership with The Coupon Bureau, a non-profit centralized data exchange connecting stakeholders to the new Universal Digital Coupon positive offer file, to bring universal digital coupons to the convenience space. By combining universal, single-use coupons through the Coupon Bureau's AI (8112) and Electrum's technology and loyalty expertise, this partnership paves the way for CPG Manufacturers to fund loyalty discounts in the convenience store space for the first time.

"Electrum's rules based on-line processing technology and loyalty services combined with the Coupon Bureau's data warehousing and delivery capabilities of multiple CPG manufacturer digital coupons will result in the long-awaited, universal acceptance of coupons in the convenience store space. This will greatly benefit manufactures, convenience stores and consumers," says Edward Craig, President of Electrum Holdings, LLC.

"C-store adoption and standards development has been a major focus for us in 2021. Our ongoing collaboration with Conexus has brought a number of new partnerships into our trajectory. Technology providers like Electrum are so valuable to us because of their expertise and experience in this vertical. We are looking forward to deploying our first pilot with their team later this year," said Brandi Johnson, CEO of The Coupon Bureau.

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### **About Electrum Holdings, LLC**

Electrum offers robust loyalty services tailor made for the convenience store space. With over 20 years of experience in loyalty and payment processing, Electrum delivers a consistently profitable loyalty program unique to each retailer, high enrollment and customer retention, multiple communication channels with customers, and actionable analytics that drive customers inside the store. Easily integrated across POS systems, loyalty offerings are vast and customizable with expeditious implementation.

[ElectrumLoyalty.com](http://ElectrumLoyalty.com)

### **About The Coupon Bureau**

The Coupon Bureau's mission is to connect manufacturers, retailers, and consumers through technology and community, to build solutions to the issues of real time validated, retailer agnostic coupons and fraud prevention. A non-profit corporation, TCB works with members of leading coupon and retail associations - ACP, JICC, FMI, GMA, CONEXXUS and GS1 US - to develop new technology, support third-party technologists, deploy educational programs for industry stakeholders, and give back to the community.

[TheCouponBureau.com](http://TheCouponBureau.com)