

Coupons and Vouchers Redeemed Without POS or Third-Party Database Integration

App Simplifies the Redemption Process when New Coupons and Vouchers are Issued or when Value is Added to Tickets and IDs already in Consumers' Possession

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EINPresswire.com/ -- The developers of codeREADr, an enterprise-grade barcode scanning app and SaaS platform, have today launched their enhanced database-insert feature enabling merchants to use smartphones and tablets for tracking and validating coupons and vouchers without POS or third-party database integration. This technology makes the redemption process easier when marketers issue new coupons and vouchers or add value to tickets or credentials already in a consumer's possession, such as expo badges and member, student or employee IDs.



Marketers give participating merchants a unique app username which allows them to use the codeREADr app for reading barcodes on tickets and credentials specific to a campaign. The first time the barcode is read, the app will show the app user a green 'Valid' screen. The barcode ID is then automatically inserted into a campaign-specific 'validation database' hosted on codeREADr's cloud-based servers.

The next time that same barcode ID is read by the merchant for that campaign, they will be instantly alerted with a red 'Invalid Duplicate' screen – now also indicating the time(s) and date(s) it was previously redeemed.

"It's well known that gifts and discounts can drive consumers to brick & mortar locations. However, the cost for the targeted distribution of coupons and vouchers, and the potentially cumbersome methods for redeeming them, can create significant barriers for marketers. With our database-insert feature, marketers can quickly create campaigns without a complex integration process. They can even target location and context when adding value to the tickets and credentials already in a consumer's pocket," said Rich Eicher Sr., a director and founding member of the codeREADr team.

Marketers can view redemptions in real-time; export CSV files for use with Excel; import into other

programs using an API; or post each scan directly to their own servers. They can also create custom in-app content and collect supplemental data at the point of service.

The app can read the IDs embedded in barcodes as well as those embedded in RFID/NFC tags and magnetic stripes. Human-readable IDs can be entered via text or voice. In cases where fake tickets or credentials are a major concern, supplemental security procedures can be implemented, including pattern validation or traditional real-time database validation.

The codeREADr app is free on the iOS and Android app stores. The integrated, user-facing Website is a self-service platform offering a Free Plan for evaluation purposes after entering a valid email address. Paid plans start at \$9.99 per month. For more information, please visit <https://codereadr.com>.

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About codeREADr

The codeREADr app and SaaS platform enables enterprises, marketers and third-party integrators to easily implement local and cloud-based auto-ID and data capture solutions (AIDC) using smartphones, tablets and other smart devices.

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