

## FOR IMMEDIATE RELEASE

### Contact:

Jim Wilson  
Insight Market Data, Inc.  
JWilson@InsightMarketData.com  
(330) 664-9466  
www.InsightMarketData.com



## NEW SMARTPHONE APP HELPS COUPON SHOPPERS SAVE

*Grocery shoppers in local test store get competing coupons as they shop.  
All-Ohio team makes it happen.*

**AKRON, Ohio, January 31, 2013** — Shoppers and retailers have a longstanding love/hate relationship with paper coupons. Traditional coupons are inconvenient, wasteful, and generally not very effective. Now an Akron-based startup has partnered with a family-run grocery store in Lorain County to test a new smartphone app that could change forever the way shoppers use coupons.

Free to download on both Apple and Android phones, the Ringside Shopper® app allows shoppers to scan the barcode of a product they're interested in purchasing. The app will then display a coupon for that product as well as coupons for competing products. With brands actively competing for each purchase, the shopper receives multiple ways to save money while they shop.

Shoppers can redeem coupons for the products they've purchased at check-out through a single electronic scan at the register – no more waiting as each paper coupon is entered individually.

"Before their eyes, all the coupons are redeemed automatically as their purchases are scanned in," explained LaGrange IGA store manager Erica Stanley.

The LaGrange IGA has worked closely with Insight Market Data (IMD), the creator of Ringside Shopper, to host the innovative pilot deployment. "We're facing challenges from numerous big box retailers and I think this system will not only be a fun and easy way for shoppers to save money, but will also help us compete head-to-head with larger retailers," said store owner Jim Poling.

"Ringside is very simple for shoppers to use," said Dr. Pamela Grimm, chair of the Marketing and Entrepreneurship program at Kent State University. "It captures incredibly precise information about shopper behavior and their individual preferences, all while maintaining the shopper's anonymity. We are excited about working closely with IMD to study the data generated. Technologies like this clearly represent a win for consumers and retailers, and will eventually change the way we all shop."

"There is a substantial difference between Ringside and other online or mobile coupon programs," said IMD founder Jim Wilson. "The other electronic coupon services essentially offer electronic versions of paper coupons in which all shoppers receive the same discounts for a limited range of products. Ringside, on the other hand, is able to precisely measure which products each individual shopper likes most, and then makes it possible for companies to optimally customize each discount they offer to best win the shopper's purchase, all while the shopper is standing in the aisle. More competing coupons mean more savings for shoppers."

Perhaps most surprisingly, this new-tech solution to an old problem has been an all-Ohio team effort. In addition to the local entrepreneur and retailer, Lorain County Community Innovation Fund supported IMD early on with grant money and helped conduct a successful trial of the prototype system on the LCCC campus. Kent State University is currently helping with data mining and analytics support. Plus, the majority of the intricate systems work for Ringside Shopper was accomplished with the assistance of the programmers at Cleveland's Lean Dog Software Studio.

"Don't be fooled, the best innovations aren't only coming out of Silicon Valley these days. Ohio still has a few tricks up its sleeve. We hope this test program proves the value of our patented new system to shoppers, brands and retailers," said Wilson.

**About Insight Market Data**

Headquartered in Akron Ohio, Insight Market Data ([InsightMarketData.com](http://InsightMarketData.com)) is a startup specializing in innovative, targeted marketing solutions.

###