



August 2019

FEATURE

Promo Partners

Digital coupon partnerships offer convenience retailers a larger share of the \$400 billion annual coupon business. Are you on board?

BY JERRY SOVERINSKY

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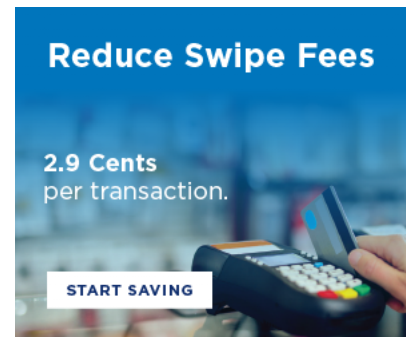
In the nearly seven years since we first presented the retailing opportunities available with digital coupons (see “Don’t Get Cut Out,” February 2013), a lot has happened: The first Amazon convenience store, Amazon Go, opened in Seattle in January 2018, a cashier-less concept that leverages consumer data in delivering a truly frictionless retailing experience.

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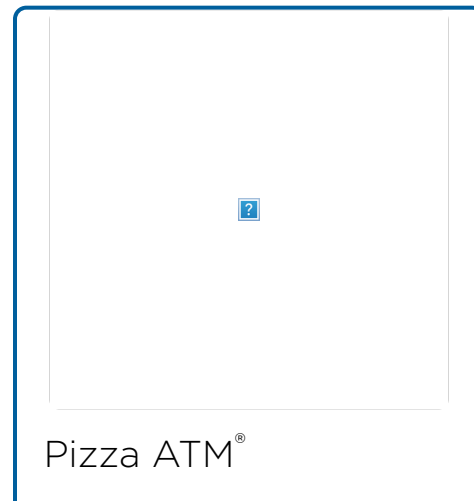
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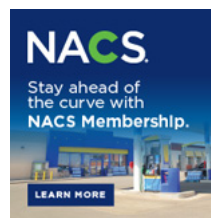
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BY JEFF LENARD

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NACS serves the convenience and fuel retailing industry by providing industry knowledge, connections and advocacy to ensure the competitive viability of its members' businesses.

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