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Inmar Adds Top Selling Grocery App to National Digital Incentive Network

Inmar, a digital coupon clearing and other promotion transaction settlement company, is working with The Purchase Decision Network (PDN), a mobile advertising network, that allows marketers to communicate with consumers while they decide where to shop and what to buy via mobile and social apps.

Winston-Salem, N.C., September 21, 2010 - Inmar, the nation's leading provider of digital coupon clearing and other promotion transaction settlement, today unveiled a new promotions distribution partner on the ONiX digital incentive network. The Purchase Decision Network (PDN), a leading mobile advertising network, allows marketers to communicate with consumers while they decide where to shop and what to buy via mobile and social applications when they are at home, in-store or on the go.

"PDN's ability to create an intimate dialogue with the consumer at a critical point in the purchase decision process is quite special," said Bob Carter, President of Inmar's Promotion Services division. "We are excited to add PDN's Shopper, the highest ranked shopping list app in the paid Lifestyle section of the iTunes App Store, to the broad range of mobile coupon distribution options we are able to offer our brand clients."

Nielsen determined that over 50% of consumers are using shopping lists to manage spending. The combination of Inmar's ONiX network, connecting over 3,400 store locations, and PDN's top selling Shopper application, will allow consumers nationwide to receive and redeem digital offers for items on their list when and where they shop.

"The flexibility of Inmar's ONiX network enabled us to roll out a new service for our consumers. Now, we will be able to keyword target national manufacturer coupon offers against consumers' shopping lists in

About Inmar.

Inmar's technology-driven solutions deliver critical operations for leading retailers, wholesalers and manufacturers to recover revenue, manage reverse logistics and facilitate promotions. Founded in 1980, Inmar serves over 1,000 business clients, processes annually billions of returned goods, promotional transactions and pharmaceutical claims, manages over 3 million square feet of warehouse space at over 30 facilities, coordinates a global field force, and delivers solutions with a strong technology infrastructure. Inmar is headquartered in Winston-Salem, North Carolina with over 4,200 employees in the United States, Mexico and Canada. For more information about Inmar's products and services, please contact 866-440-6917 or visit www.inmar.com

About Purchase Decision Network.

The Purchase Decision Network is a New York-based company with off-shore R&D facilities. PDN is building the premier Shopper Marketing platform to help consumers decide where to shop and what to buy. PDN's iPhone and BlackBerry application, Shopper, has consistently been a top seller in the App Stores, where it continues to delight consumers with a simple and intuitive interface. Shopper saves busy households time and money, while also opening up an entirely new targeted in-store communication platform for brands and retailers to connect with the consumers they serve. www.myshopperapp.com.

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