

Offer Security & Control

Offers are currency – protect them. RevTrax offers a configurable approach to offer security that leverages a variety of leading features.

The Offer Management Platform (OMP)

The RevTrax Offer Management Platform makes it easy to run smarter offers and drive more value from your digital marketing efforts. We believe security and control forms the foundation which every offer strategy is built upon. That's why we leverage multiple levels of security to cover all aspects of the offer redemption process:

- **User level security:** Ensure that an individual user can only access an offer x # of times.
- **Offer access security:** Ensure that a user must come from the approved flow to access an offer.
- **Fingerprint security:** Fingerprint technology to ensure that a given device configuration can only access an offer x # of times.
- **Physical security on the offer:** Security on the offer templates themselves.
- **Security at POS:** Validation protocols to confirm critical offer attributes or deactivate offers (retailer-specific offers only).
- **Global-over redeemer score:** Ability to measure bad engagement (ex. running a script) or over-redemption by consumer and create a global scoring system across brands to block bad actors.
- **Proxy server and non-standard ISP block:** These are features designed to ensure that consumers can always access offers from standard domestic ISPs, but cannot use fake IP addresses provided by black hat ISPs or offshore proxy servers in an attempt to circumvent security features.



STAPLES



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MEN'S
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Learn how 600+ brands succeed with the RevTrax Offer Management Platform.

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