

TEGA's URClients Solves Redemption Problems for Mobile Coupons

Irvine, California – August 23, 2011- TEGA Technologies today announced that its URClients mobile software now fully automates coupon redemption for retailers and eliminates many of the obstacles previously holding back widespread adoption of this rapidly growing marketing channel.

TEGA's CEO Bill Hamlin says, "This new coupon redemption technology automatically assigns a unique code to every text message coupon that identifies the consumer and the campaign. The sending business can then easily utilize the URClients' web portal to validate and redeem each mobile coupon."

"Text message coupons tend to be opened by recipients at a significantly high rate" says Hamlin, "and retailer databases can easily be filtered based on specific consumer product and service preferences as well as geographically, driving consumer traffic to specific retail locations, again increasing the rate of redemption."

TEGA's URClients mobile marketing software also generates reports that be emailed or easily accessed through a web portal which will detail the current campaigns running, the consumers who were sent coupons, the coupon code for each recipient and other relevant data.

TEGA Technologies revolutionized the mobile marketing industry with URClients, the world's first totally integrated text, email and voice marketing software. Based in Irvine, California, TEGA leads the mobile marketing industry in innovation by automating on demand marketing campaigns based on specific customer interests for most industry verticals including hospitality, retail, non-profit, automotive, gaming, wellness and leisure.

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