

LARGE MANUFACTURER REDUCES DEDUCTIONS BY MORE THAN 75% BY SWITCHING TO INMAR

SITUATION

An infant formula manufacturer was having a significant counterfeit issue, especially since their high-value coupons are more likely to be targeted for fraud due to their high face values. Their agent at the time had not offered the manufacturer a way to help address this pain point. One of the manufacturer's offers saw \$2MM in counterfeit submissions.

SOLUTION

The manufacturer chose to move their business to Inmar. Our client service team uncovered the manufacturer's pain points and delivered a collaborative solution. We introduced the manufacturer to the industry's Early Warning File to help stop counterfeit redemption at POS for participating retailers and we offered consultations on how to mitigate fraud and provided routine counterfeit monitoring updates. In addition, our team conducted field studies by testing counterfeit coupons at POS for the manufacturer at its largest counterfeit submitter's stores.

RESULTS

- Our strong client service uncovered the manufacturer's pain points and delivered on collaborative solutions to address them.
- After the manufacturer switched to Inmar, counterfeit submissions decreased to \$500K across all offers compared to the \$2MM for one alone.
- Our best-in-class, proactive fraud mitigation services helped the manufacturer reduce deductions by more than 75%.