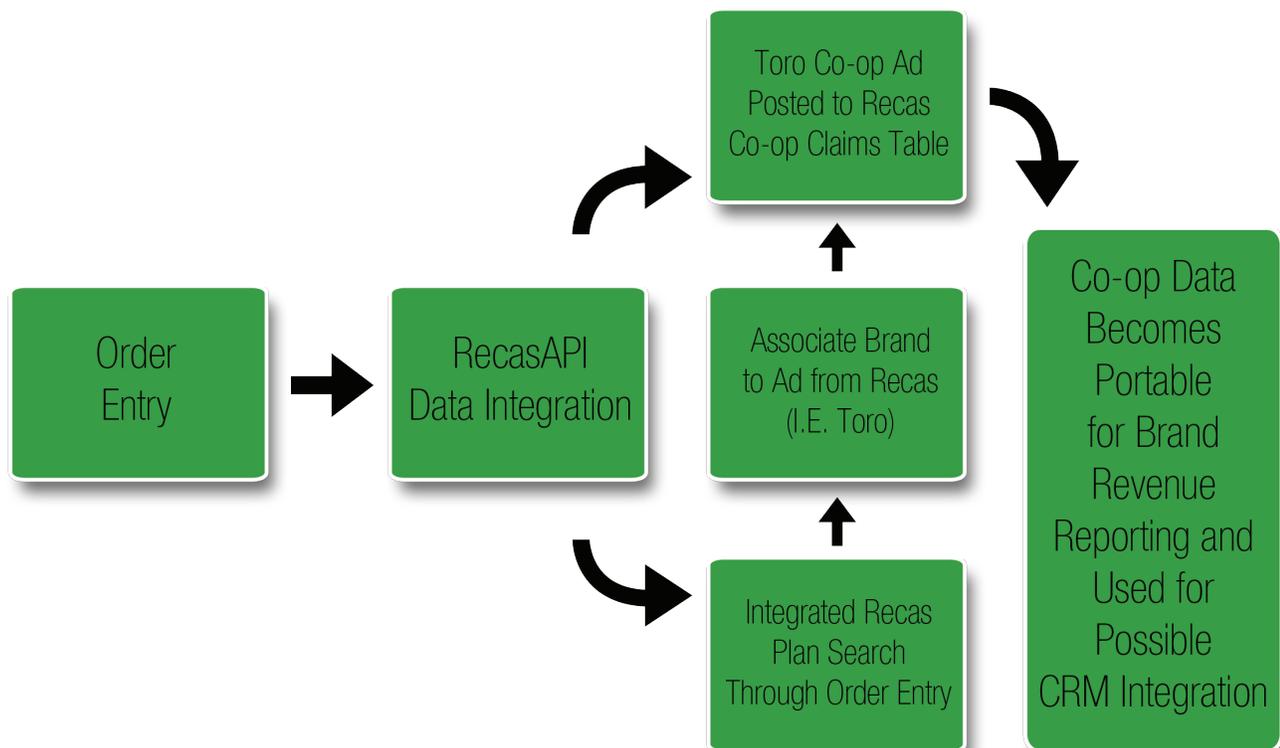


Recas API

SOLUTION

Using a Recas API solution can streamline your co-op advertising workflow across the board.

- Avoids redundancy of using two different systems for dealer co-op claiming.
- Provides co-op plan level searching capability inside order entry.
- Offers better management and tracking of co-op dollars by advertiser, manufacturer brand, sales representative, ad category and media product.
- Improves sales accountability for brand co-op lead management.
- Produces professional co-op claim invoices, which expedites advertiser's reimbursement.
- Improves sales reporting on brand/category co-op revenue.



RecasAPI

SOLUTION

As a core benefit to both your Order Entry and CRM systems, Recas API helps connect the dots between manufacturer brand programs and the eligible dealers in each of the property markets. It allows for the connection of brand co-op programs relating to print and digital offerings.

On the CRM side of the fence, dealers with brands associated would make for more streamlined lead generation. Sales reps associated to the accounts in the CRM would receive leads based on the data connected within the Recas.com platform with single sign-on connection to the most pertinent data for that potential client. That data would include linkage to co-op material stored on Recas such as:

- Brand specific co-op programs with manufacturer contacts, earned allocations, reimbursement structure and brand compliance requirements.
- Advertising materials, including available logos, elements, print and digital ad samples.
- Sales promotion details, including any bonus co-op support, specific content material and program timing.
- PDF of any sales promotion details for proposal inclusion.

Recas API helps ties the brand promotional info directly to those local accounts carrying those products (sample salesforce screenshot).

Co-op
Promo for Ace Hardware - Paint

Open Activities (0) | Activity History (0) | Notes & Attachments (0)

Co-op Detail

▼ **Information**

Account	EBERSON ACE HARDWARE	PlanID	6133
Agency		PromoKey	ZABOUV3WPK12
Promo Name	Promo for Ace Hardware - Paint	Promo Status	Current
Mfr Name	Ace Hardware - Paint	Start Date	10/1/2013
Description	ACE Private Label paint supplies are on sale October 16-21, 2013. Craftsman appliances and snowthrowers are featured October 1-31, 2013. Clark & Kensington Paint & Primer in One interior or exterior paint from \$25.99-\$35.99 October 1-31, 2013.	End Date	10/31/2013
Additional Notes	ACE has newspaper ads available to support these offers.		

▼ **Links**

Plan URL	http://www.adbuilder.com/coop_search/search.mp?...
Artwork URL	http://www.adbuilder.com/search?channel_id=301&...
Promo URL	http://www.recas.com/blog/2013/09/prepare_octob...
Promo PDF URL	http://www.adbuilder.com/marketing/coop_blog_pr...
Promo Ad Link	http://www.adbuilder.com/search?keywords=&func=...

▼ Custom Information

RecasAPI

SOLUTION

This level of structure obviously needs the data built up in Recas to be the most effective. This can be handled independently by property level users associating brands with local advertisers through individual sales visits or web research directly connecting data points within Recas. This can also be handled through a separate market research contract with Recas to make the association of each brand lead within the Recas process to the local market (fees vary by market density). Another means of dealer brand association can be developed through co-op invoice generation as a co-op marketer benefit.

All co-op reimbursement to local dealers requires documentation on the advertising spend, which includes media invoicing along with tearsheets/screenshots/ad samples. The Recas platform allows for development of co-op claim data in a co-op invoice that can aggregate the media invoice and proof-of-performance documentation for program submission through a direct connection with your eTearsheet and eInvoice systems. This claim generation can be handled through independent entry of the advertising data or through bulk upload of CSV data to the Recas.com platform.

Co-op claim generation can also be achieved through a more strategic association of the Recas API to the Order Entry system. The API here would play off the Co-op flag built into most systems for duplicate invoicing and/or internal documentation requests. With the Recas API, the co-op flag would generate a form field for data connection to co-op brand programs within the Recas database for association to the claim charge, complete with manufacturer co-op participation percentage and claim address.

Together, the Recas API association can provide the potential for closed-loop solutions related to co-op advertising from spot-on dealer promotion targeting to claim documentation fulfillment without the traditional administrative hurdles.

Recas API also allows for overview on the co-op brands your accounts may be running or should be running (sample salesforce screenshot).

Action	Co-Op Relation Name	Source	Manufacturer	Manufacturer Account #	Co-Op Plan URL	Active	Inactive Date	Last Modified D
	CO-02920	Website Review	Oticon Inc.		http://www.adbuilder.com/coop_search/search.mp?	✓		7/23/2014
	CO-02921	Website Review	Phonak		http://www.adbuilder.com/coop_search/search.mp?	✓		7/23/2014
	CO-02922	Website Review	Phonak - Lyric Hearing		http://www.adbuilder.com/coop_search/search.mp?	✓		7/23/2014
	CO-02923	Website Review	Rexton		http://www.adbuilder.com/coop_search/search.mp?	✓		7/23/2014
	CO-02924	Running in Newspaper	Siemens Hearing Instruments	122385	http://www.adbuilder.com/coop_search/search.mp?	✓		7/23/2014
	CO-02925	Website Review	Unitron Hearing		http://www.adbuilder.com/coop_search/search.mp?	✓		7/23/2014