
QuickReceipts

Marketing Positioning Update

December 2009





Goal of this document

- Communicate and get your feedback on our strawman for two important aspects of marketing for QuickReceipts:
 - The end consumer (not the retailer) Benefit
 - Our Positioning Statement for the end consumer (not the retailer)
- Please provide your comments by December 30th – thanks!

What customer felt were the most important benefits of QuickReceipts

Top Box Importance



In-product customer survey, How important are the following benefits when you think about what QuickReceipts does for you? n=149, of which ~60% linked to receipts, with no significant difference in results between linked and unlinked

We focused on the most important reasons

Top Box Importance

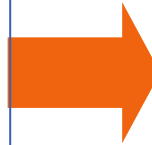


In-product customer survey, How important are the following benefits when you think about what QuickReceipts does for you? n=149, of which ~60% linked to receipts, with no significant difference in results between linked and unlinked

From most important reasons to key benefit components

Dimensions of Importance

- Makes product returns easier, because you can always print a copy of the original receipt
- Keeps all of your receipts for you, “just in case” you ever need them
- Reduces warranty or rebate confusion because you have documentation of what you purchased and when
- Organizes your receipts for you by store, so you don’t have to spend time searching and sorting



Insight

1. Get my full money back if I need to return something
2. Automatically does the work for me
3. Makes receipts easy to find

From key benefits to The Customer Benefit

- With QuickReceipts, you get your full money back on returns and warranties every time
 - With QuickReceipts, any receipt is at your fingertips whenever you need it
 - QuickReceipts automatically collects, stores and organizes your receipts, so you don't have to
 - QuickReceipts is from the makers of TurboTax, so you know you can trust it

Positioning Statement for QuickReceipts

For **active shoppers** who **want to make their shopping money go as far as possible**, QuickReceipts is the **only** service that lets them **easily get their full money back on returns and warranties every time** by having receipts **available at their fingertips whenever they need them** because QuickReceipts automatically collects, stores and organizes receipts **with no work required**. And it's from the makers of TurboTax, so shoppers know their information is in safe hands.

Appendix

Background: Defining the benefit

- A positioning statement is directly tied to a solution's value proposition, which is defined as:
 - a deep understanding, not just of the customer's needs, but of what the product can do, why it's better than others, and how the customer will benefit from using it
- The positioning statement handles two critical issues:
 - Who are you in the competitive framework
 - Who do you want to be in the mind of the customer
- When you have alignment within the team on this, you can:
 - Build what you sell...by making feature trade-offs that support a compelling message
 - Sell what you build...by ensuring you have the lead time and necessary engagement from Product Development to secure effective claims

From the Source Book for Intuit Growth Officers, 2009

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Background: Components of a positioning statement

- Target customer
- Customer job
- Name of offering
- Customer outcome / functional benefit
- Point(s) of differentiation / competitive advantage
- Higher order of benefit or emotional connection to the purchase decision
- Competitor or alternative habit
- Reason to believe / supported claims / visual support

From the Source Book for Intuit Growth Officers, 2009