



Get To The Finish Line First

Your new

**BENCHMARK**<sup>™</sup>

will help you get the most out of your manufacturer coupon activity

NCH's high-quality, well-controlled and completely transparent services provide the independent audit you need of your coupon operations, from store level to receivable and final reconciliation so that weaknesses are detected and losses minimized.

We have now made your headquarters controls even better with an updated BENCHMARK™ coupon information system that includes a completely redesigned user interface, expanded reporting capabilities and analysis tools that can further improve your ability to manage compliance, risk and financial functions for all your coupon-related transactions.

For example, the new BENCHMARK delivers reporting that identifies your top-redeeming offers, as well as offers specific to a manufacturer. With this information, you can more readily respond to manufacturers who may have questions about your coupon submissions. Or, you can explore future merchandising opportunities.

And that's not all. Other exciting enhancements include:

- Streamlined navigation
- Easy web-based access
- Personalized "My BENCHMARK" tab
- Scorecards for consolidated reporting

So if you haven't already, take the new BENCHMARK for a spin today!  
Log in at <https://mybenchmark.nchmarketing.com>,  
or contact your NCH account representative to learn more.



**NCH Marketing Services, Inc.**  
155 Pfingsten Road, Suite 200  
Deerfield, IL 60015  
Tel 847.317.5500 Fax 847.317.0083  
[www.nchmarketing.com](http://www.nchmarketing.com)

