

[HOME \(/\)](#) [PRESS \(/BLOG/PRESS\)](#)[INMAR ACQUIRES HOPSTER, INC., A LEADING PROVIDER OF GROCERY COUPONS ON THE INTERNET](#)

INMAR ACQUIRES HOPSTER, INC., A LEADING PROVIDER OF GROCERY COUPONS ON THE INTERNET

INMAR INTELLIGENCE | NOVEMBER 3, 2014

[Tweet](#)  [Share](#)

INMAR ACQUIRES HOPSTER, INC., A LEADING PROVIDER OF GROCERY COUPONS ON THE INTERNET

Inmar, a company that operates collaborative commerce networks, today announced its acquisition of Hopster, Inc. Hopster, headquartered in Middleton, WI, is a leading provider of digital coupons and engagement solutions distributed via Hopster.com, network partners and branded mobile, social and paid media. Through Hopster's powerful marketing and technology platform, brands can drive measurable online engagement and execute true 1:1 marketing with offers reaching targeted audiences and coupon values varied based on individual shopper behavior.

Inmar will add the acquired functionality to its robust suite of promotion solutions which include paper and digital coupon processing and settlement, consulting, data analytics, rebates and shopper behavior research. Through the addition of Hopster, Inmar adds print-at-home, media integration, mobile and social couponing to the offerings Inmar currently makes available to an open, nationwide network of leading retailers and brands.

As a result of the acquisition, brands can now integrate digitally distributed coupons into their media more seamlessly with reach on a national scale. "The merger of traditional media messaging with digital offers represents the "next generation" of shopper engagement and will redefine the way retailers and brands use digital promotions to drive loyalty and advocacy, while increasing share and growing revenue. We're excited to join the Inmar team to continue to deliver on this vision," says Brian Wiegand, CEO of Hopster, Inc.

Brands working with Inmar will also benefit from the company's extensive experience with digital promotions. As the country's leading processor of digital coupons, and having processed more than 100 million of these increasingly popular offers, Inmar has amassed unique insight into what is effective when trying to engage shoppers in the digital world.

"We are very pleased to have Hopster, Inc. join the Inmar team," says Inmar Chairman and CEO David Mounts. "It became evident during our due diligence process that the Hopster team has rich capabilities - not only on the technology side but also in building and maintaining strong client relationships." Adds Mounts, "As we combine our technologies, we look forward to introducing brands and retailers to the 'next generation' of coupon promotions which will integrate much more closely with their media placement strategies."

TOPICS

- [digital coupons \(/tags/digital-coupons\)](/tags/digital-coupons)
 - [Digital Promotions \(/tags/digital-promotions\)](/tags/digital-promotions)
 - [Hopster \(/tags/hopster\)](/tags/hopster)
 - [Inmar \(/tags/inmar\)](/tags/inmar)
 - [load to card \(/tags/load-card\)](/tags/load-card)
-

[PRIVACY POLICY \(/ABOUT/PRIVACY-POLICY\)](/ABOUT/PRIVACY-POLICY)
[TERMS OF USE \(/TERMS-CONDITIONS/WEBSITE-TERMS-OF-USE\)](/TERMS-CONDITIONS/WEBSITE-TERMS-OF-USE)
[ACCESSIBILITY STATEMENT \(/ABOUT/ACCESSIBILITY-STATEMENT\)](/ABOUT/ACCESSIBILITY-STATEMENT)

© 2022 INMAR INC.