

**New and
exclusive**

**Make your campaigns smarter.
Maximize your turnover and use
banks as your sales channel.**



smartengine 

Beat your competitors, maximize your turnover and leverage smarter marketing



Optimize conversion on your deals

We analyse payment data, shopping preferences and social media to provide you with the most relevant customers for your offers. Highest relevance means highest conversion – we achieve better conversion for you than any other marketing tool.



Maximize your campaign ROI

The platform provides you with comprehensive reports about results of your campaigns, your peers and the market. Accurate real time reporting together with highest deal conversion means maximum return.



Differentiate yourself at the check-out

Make a difference for your customers by leveraging newest technologies like QR-codes, iBeacons and smartphone App. No worries, we already did all the research and development for you so that you can focus on your business. Select between cash backs, coupons or point schemes to attract and retain loyal customers – they redeem your benefits conveniently with payment cards or digital wallets – all automated and all using your existing infrastructure



Target prospective customers in real time

Our predictive analytics deployed with leading banks and our innovations in newest location based technologies allow you to target the most relevant customers for your offers – always at the right time and the right place – and always at their convenience. Target marketing has never been so easy and efficient before. You don't need to invest in expensive technologies or marketing projects – now your offers find prospective customers with pinpoint accuracy at the push of a button.

Use banks as your sales channel and target bank customers with personalized offers



The ideal marketing mix in your target marketing campaign



Products: Promote your products in your stores and online shop. Set the right marketing message for your product offers and tune it for each communication channel. Decide whether your customer shall receive benefits for the entire shopping basket or just for selected products.



Price: Fully control your marketing expense. Choose only to give those benefits which best attract new customers and retain your existing ones. Your customers redeem offers only after you made the sale. We support automated cash backs, coupons and custom loyalty schemes.



Promotion: Define and monitor your entire communication strategy with your customers – all online and in real time. You have never been closer to your prospects! Decide instantly when and where to push offers to them – even if they are standing in front of your store right now!



Place: Our platform allows you not only to select the best customers for selected products but also to select branches and at specific times. You can directly steer prospects into your branches. Branches with low frequency issues are finally history – we give you the tool to directly control your branch profitability – your shareholders will love it!

**Target customers of top banks!
Promote your offers instantly!
Boost income from a new marketing channel!**

Get the most out of your campaigns with lifecycle analysis and reports. All ready and easy to use



Evaluate the market



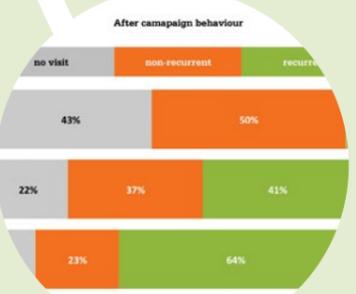
Pre campaign reporting

- Compare with others in the market and improve your campaign to maximize the impact of your campaigns
- Enjoy in-dept view on the success of your campaign in regards to what your customers interest and how they react to your offers
- Customize your reports and get the specific information you are interested in based on customer segment, peers, neighbours, competitors, high-medium-low spender, etc.
- Customize the periods and duration (day, week, month, quarter, year) you want to see and compare them to previous periods

Post campaign reporting

- Evaluate the ROI of your campaigns and scale it to the relevant timeframe
- Improve your campaigns by learning from lifetime customer value calculation
- Learn about customer behaviour and track customer flows after the campaign
- Always be on top of the market with market share and trend indicators
- Compare and make it better than the others

Know your ROI



Define your campaign strategy

align target group report

	Targeted customers	Campaign costs	Extra margins during campaigns	Extra after ca.
New	873	€ 2.000	€ 500	€ 1.000
Non-recurrent	482	€ 1.000	€ 1.500	€ 3.000
recurrent	178	€ 2.000	€ 1.500	€ 1.000

Campaign target group reporting

- Define your ideal target group based on customer profile reports, customer ranking and customer uplift modeling
- Get an in-dept view on the target campaign results as well as predicted conversion and predicted campaign ROI



Campaign real time performance reporting

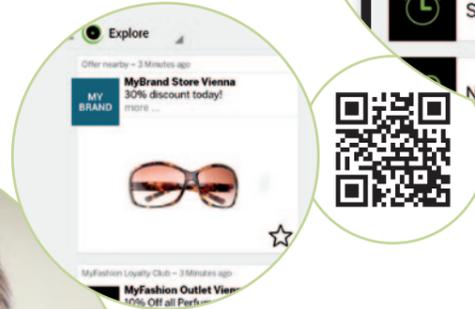
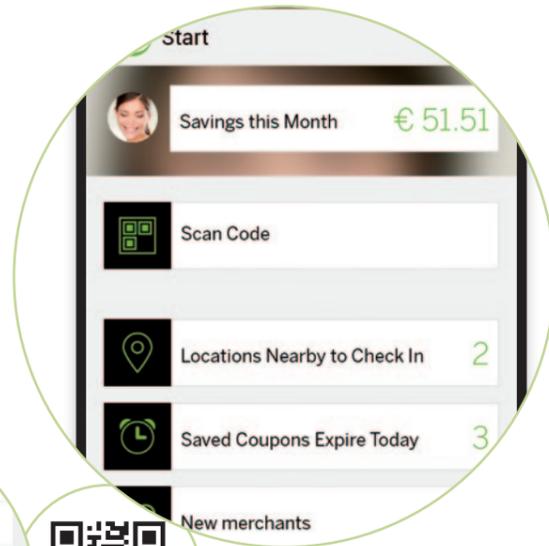
- Track customer interaction with your campaign in real time
- Enjoy the "hot spot" analysis that shows detailed customer activity
- Measure and control your campaign with real time indicators such as on going conversion rate, average check, customer views, customer activations and customer redemptions

Track your campaign success



1 Mobile App

Your customers access your targeted offers wherever and whenever they like. They select favorite items, search for offers nearby, receive notifications about campaigns and check their savings.



2 Easy Redemption

Your customers redeem the offers at the check-out with the bank's payment cards and wallets. Your customers benefit from:

- **Coupon:** receive the discount at the check-out
- **Cashback:** transfer the redemption amount to the customers' accounts
- **Loyalty schemes:** collect points



3 Shopping Club

Your customers share the shopping experience on social networks, recommend offers to their friends and impress with great benefits. You can integrate your existing loyalty program, expand it to social media and promote your brand.

Best Conversion Performance at Lowest Cost



Increase sales and turnover

- Gain additional turnover from new customers
- Enjoy higher purchasing frequency and better customer retention
- Create your loyalty program – without investment costs and risks



Reduce workloads of staff and customers

- Customers can buy in comfort with the supported payment cards and digital wallets
- Mobile coupons with QR codes
- The cashback is transparent and automatized
- Redemption is fast and stress-free, for you and your customers



Activate the customer potential of leading banks

- Target bank customers via exclusive communication channels
- Integrate the loyal bank customer base into your program



See, monitor and control your success

- Realtime charts and statistics
- Full control over campaign commercials and measure the ROI
- Easy to use



Pinpoint targeted customers

- Use real-time segmentation to target offers to right customer at the right place and the right time
- Integrate your product knowledge to improve customer insight
- Increase purchase probability significantly



Performance driven profit

- No investment costs
- No integration costs
- No staff training
- No infrastructure costs



Take advantage of all modern communication channels

- Exclusive: via online banking
- Location-based services via smartphones and tablets
- E-mail, text messages
- Nearby and push notification



Sounds great – get in touch with us right now!

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We would be pleased to speak to you in person.

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