

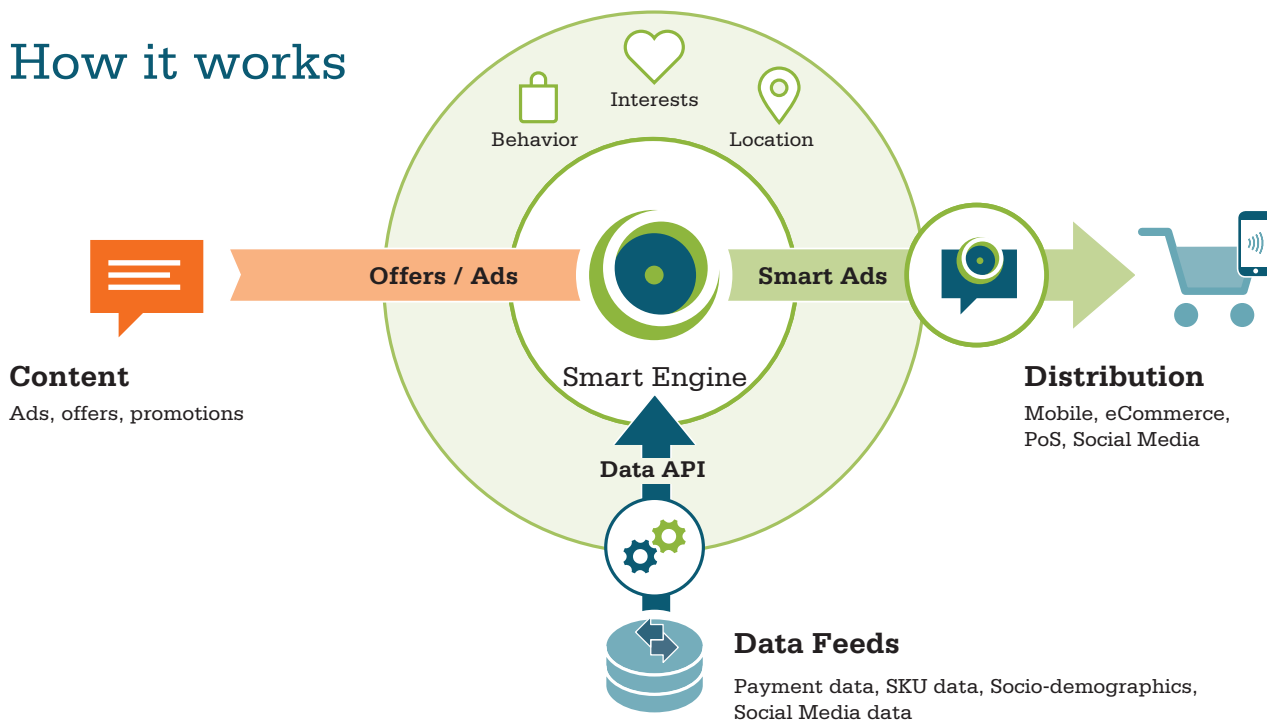
Rapidly grow your business with digital loyalty marketing

Deliver real-time customer relevance, boost sales and improve your brand's reputation with **Smart Ads powered by Smart Engine**

Keeping an existing customer is 7 times less expensive than acquiring a new one. As a result loyalty programs have become imperative for marketers to ensure business success. Smart Ads powered by Smart Engine is a cloud based marketing automation platform that enables merchants,

brands and advertisers to deliver relevant loyalty offers and messages to consumers through all digital channels. With Smart Ads powered by Smart Engine, you can rapidly expand your business, gain vital market insight and create a richer, more relevant customer experience.

How it works



Content
Ads, offers, promotions

Distribution
Mobile, eCommerce, PoS, Social Media

Data Feeds
Payment data, SKU data, Socio-demographics, Social Media data

Targeted: The platform matches the right offer to the right customer based on geo-location, analytics, and category information the user opts to share.

Convenient: Offers are applied directly via the platform, requiring no additional steps at checkout. For consumers, it's a seamless experience.

Flexible: The system can accommodate instant cash back/discount, advertisement messages or point schemes.

Easy to implement: The system works off the shelf with no up-front costs. Just integrate the API into your application and start driving additional revenue.

Smart Ads powered by Smart Engine in action

Omnichannel instant sale through any type of advertising

(print, video, Facebook, outdoor)

Let your product ad be instantly "shoppable" and rapidly increase your ad conversion rates.



With Smart Engine instant sale app customers scan product ad from printed catalogs, youtube, outdoor or social media.

App uses image recognition technology to instantly recognize a product and deliver product details to customer within seconds.

Customer completes purchase in 1 click and gets personalized product recommendations such as "Other customers who bought this product also bought (-)", driving sales.

Prescriptive analytics and actionable insights

Maximize value of your audience and deliver personalized communication.



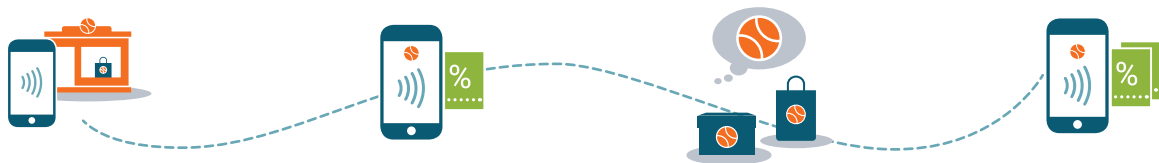
Online news publisher uses Smart Ads to analyze user behaviour and preferences from all corners of the globe and creates high-value user segments for advertisers.

News publisher segments users that were most similar to their highest-paying customers and lets advertisers serve ads to those users at a premium.

Smart Ads prescriptive analytics enables a 14x increase in marketing ROI for advertisers.

Payment driven marketing

Turn mobile payment platforms (POS /mPOS, mCommerce, real - time payments) into personalized marketing solutions and increase revenue.



Customer makes a purchase at sporting goods store and pays with real-time clearing service using his mobile device.

Customer receives cash back offer from sports apparel brand.

Customer purchases products from that apparel brand at the store.

Customer checks out again with real-time clearing service, and the cash back is instantly applied.

Grow Your Business by Making your Customers Happy!

Boost your reputation

Improve customer appreciation for your business and increase the chance that existing clients share their joy with those close to them.



Increase sales with enticing rewards

We provide you with access to a bigger portion of your customers' wallet.

Improve customer retention

Customers appreciate the service because they receive offers aligned to their wants and needs.