

ZENREACH

Overview



Know your customers.

Retailers get to know their customers by name and recognize them when they come through the door. But the personal connection often gets lost when they use digital tools like email and Facebook to promote their businesses.

Zenreach helps businesses know their customers better and grow sales by connecting real-world behavior with online experiences. Our WiFi marketing platform lets you automatically track customer visits, build rich customer profiles, target communication more precisely and directly measure in-store impact.

Grow your business.

Grow your
customer list

5x 

faster

Win back

2x 

as many lost
customers

Have customers visit

3x 

more frequently

Get

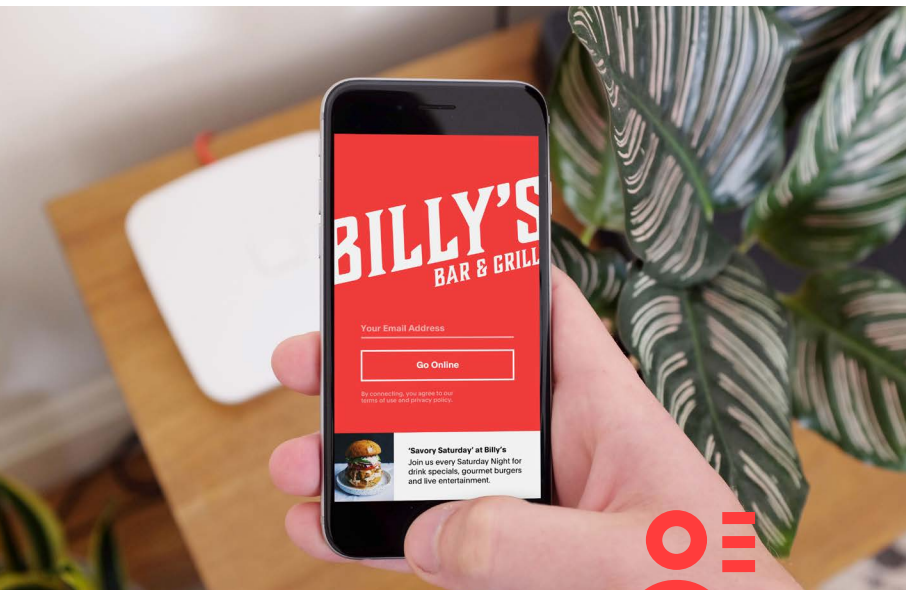
85% 

more first-time
customers to return

Increase customer
loyalty by up to

5x 

**Check out
the ROI**

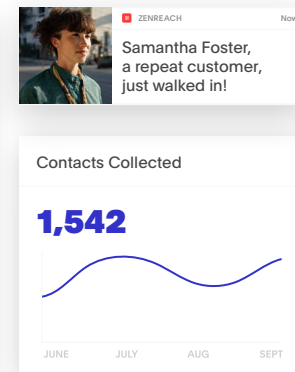
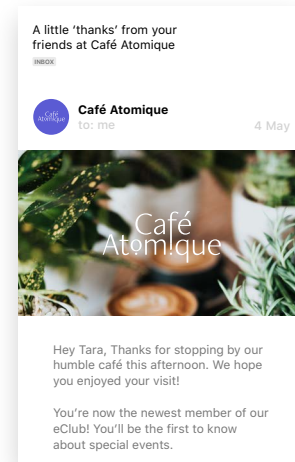


Acquire

Know every customer better

Online businesses use a digital cookie to record customer visits and build rich profiles. Zenreach uses your WiFi hotspot in the same way to help you know your customers better. It automatically records visits, validates contact info and adds demographic details.

You'll know who's coming in, what they're like and how often they're visiting, allowing you to create high-impact messaging and campaigns that drive measurable results.



“We added 150,000 new guest emails to our database within the past year simply by activating Zenreach on top of our guest WiFi.”

—Danielle Guzzetta, Anthony's Coal-Fired Pizza

- **Branded hotspots** greet customers and promote features.
- Building **guest lists** is effortless and validates email addresses.
- **Welcome message** invites every new customer back with a personal message.
- **Dashboards** track visits, email performance and other key metrics.
- Keep marketing moving when you're on the go with Zenreach's **Mobile App**.

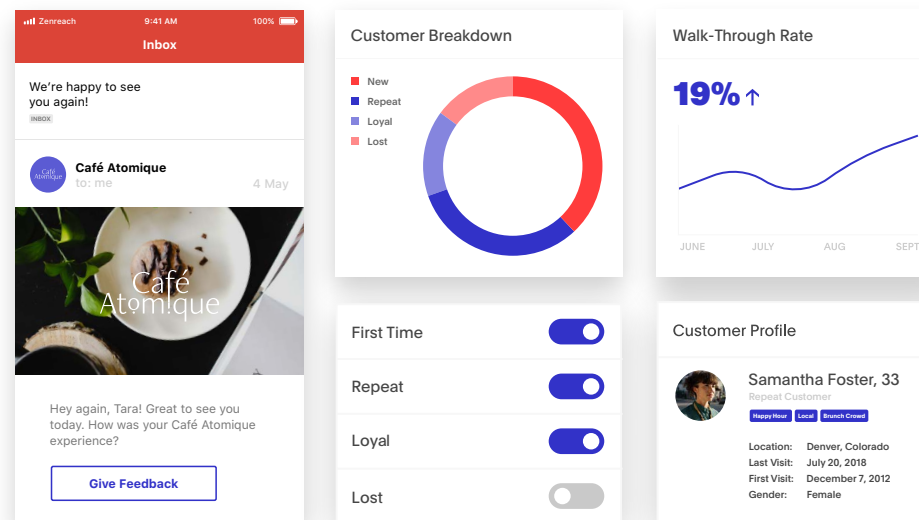


Retain

Keep customers coming back

For busy merchants, marketing is often near the bottom of their to-do list. Zenreach makes it easy to match the right message with the right moment by listening for customer visits and sending targeted messages.

You can reward frequent visitors, welcome first-time guests and pull back lost customers. It happens automatically with Smart Emails. You know what works and what doesn't because Zenreach's Walk-Through Rate™ tracks the most important metric of all: how many customers actually walk in the door.



“The ease of contact collection and targeted messaging frees up time to run our bowling operations with my full attention.”

—Zack Carrie, Pinheads

- **Smart emails** can respond automatically to customer behavior with targeted campaigns that boost business.
- Send targeted emails to lists of any size with **up to 50,000 campaigns**.
- **Walk-through rates** track real-world performance with clear analytics.
- **Profile enrichment** automatically enhances guest profiles with demographic info.



Build

Manage customer satisfaction and reputation

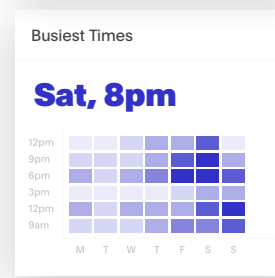
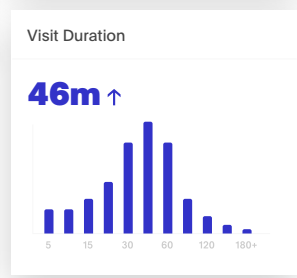
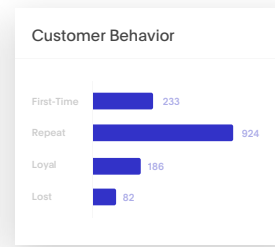
Nowadays, every customer's smartphone is a megaphone. Good experiences can boost sales, and bad experiences can haunt a business for months. Zenreach helps merchants stay on top of customer satisfaction and enhance their online reputation.

Simple satisfaction check-ins triggered by guest visits keep you in touch with their experiences. Issues can be remedied before they become bad reviews, while positive sentiments can be channeled to influential review sites. Real-time notifications keep you tapped into customer experience every minute of the day.

We're glad you could join us last night! How was your visit?
☆☆☆☆☆

★★★★☆
We had a great time! Everything was delicious and your staff was very friendly. The only problem was that you seemed to be out of a lot of items 😞

Thanks for your response! We're glad you enjoyed your experience. Last night was exceptionally busy, so we ended up running out of many ingredients earlier than usual. We're making some adjustments going forward—so hopefully we'll have everything you're looking for available next time!



“The customer demographics Zenreach provides helps our managers and marketing team better understand our customers and their needs.”

—Ryan Gac, Marketing Director, 4EG

- **Satisfaction check-ins** solicit feedback when guests visit.
- **Real-time notifications** intercept problems before they become bad reviews.
- **Reputation builder** promotes reviews on preferred sites.
- **Enhanced insights** are provided in a graphic display of business characteristics and breakdowns.



Getting started is easy

Zenreach can be served up a number of ways to suit the needs of businesses of all sizes, from mom-and-pops to national chains. Installation is plug-and-play, so you can be up and running in a matter of minutes.

We can ship you a preconfigured hotspot, or simply add Zenreach to your existing WiFi. Our user-friendly application keeps it simple, and Zenreach support is there any time you need help.



Zenreach pioneered WiFi marketing, and continues to set the pace for an innovative and fast-growing industry. We help businesses with physical locations use WiFi to dramatically improve customer acquisition, loyalty and value.

Our platform automatically tracks customer visits, effortlessly builds rich customer profiles and keeps them up to date. It allows communication that is more personal and precisely targeted, and directly measures the in-store impact.

Founded in 2012, Zenreach serves thousands of independent merchants and leading brands like Peet's Coffee, IHOP and Anheuser-Busch.

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