



**Campaign Designer** is a module of the **SMASHPROMOTE** solution that enables retailers, distributors, and brands to effortlessly design and deploy original and effective in-store reward campaigns! Tap into your consumer's natural competitive behaviour and engage across the channels by offering targeted Instant Win, Raffle and Gamification Campaigns!

The retail industry is a fiercely competitive one. The rise of eCommerce means retailers are having a hard time attracting consumers in-store and engaging with consumers that easily shop around for better deals. To stay relevant retailers need to leverage their customer's data in an original way to offer an amplified consumer experience and implement more exciting ideas and strategies to boost brand engagement, gain more loyalty, drive more in-store visits, and with it, increase sales.

With the **SMASHPROMOTE Campaign Designer** tool you can turn your creativity into actionable campaigns and deploy them in no time in 3 simple steps; Select the campaign type & duration, set the conditions/eligibility criteria and define the rewards. The campaigns can easily be configured through the Actions section within the **SMASHConsole** while the effectiveness & impact of each campaign is measured and reported at all times.

## SETUP & MEASURE YOUR PROMO CAMPAIGNS IN 3 SIMPLE STEPS

### Campaign Types

- Instant Win: Get a reward right after completing a transaction at the POS.
- Prize Raffle: Earn entries into a draw.
- Gamification: Receive an invitation to play a quick game towards a reward.

### Targeting & Eligibility

- Member Profile: Segmentation, demographics, preferences, etc.
- Basket Size or Content: Value, specific item, amount spent in a department etc.
- Shopping History: Number of visits over a period, time since last purchase etc.

### Rewards & Prizes

- Digital Rewards: Added to the winner's Digital Wallet (Loyalty Points, Money, Coupons, Raffle Entries etc.).
- Physical Reward: Any item delivered in-store or shipped at home (Coupons for future redemption, free gift etc.).

From a customer journey perspective, there is no additional effort required and the consumer enjoys an exciting omni-channel experience being notified instantly to their channel of choice (e.g. via a push notification, message, or in-app notification). In other words, **SMASHPROMOTE Campaign Designer** turns shopping into Smart Shopping!

**Campaign Designer** is an integral module within the **SMASH** framework. Check out our **SMASHREWARDS** & **SMASHENGAGE** solutions for a comprehensive loyalty & consumer engagement offering, or consider it as a stand alone integration with your existing rewards systems.



We craft cloud technologies that enable commerce and financial services through innovation and simplicity. Our solutions and services aim for an exciting consumer experience and a simple, admin-less and robust operation for your business. We specialise in the digital transformation of legacy in-store services and the omni-channel consumer engagement!