

tap²win
by Elartiz

Elartiz offers

- 📱 Tap2win Mobile Platform
- ⚙️ Customization & implementation
- 🚀 Production rollout
- 🛠️ Support

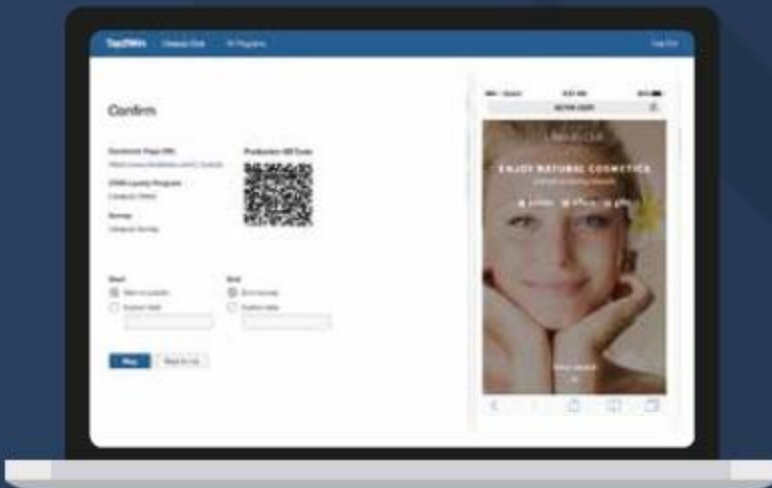
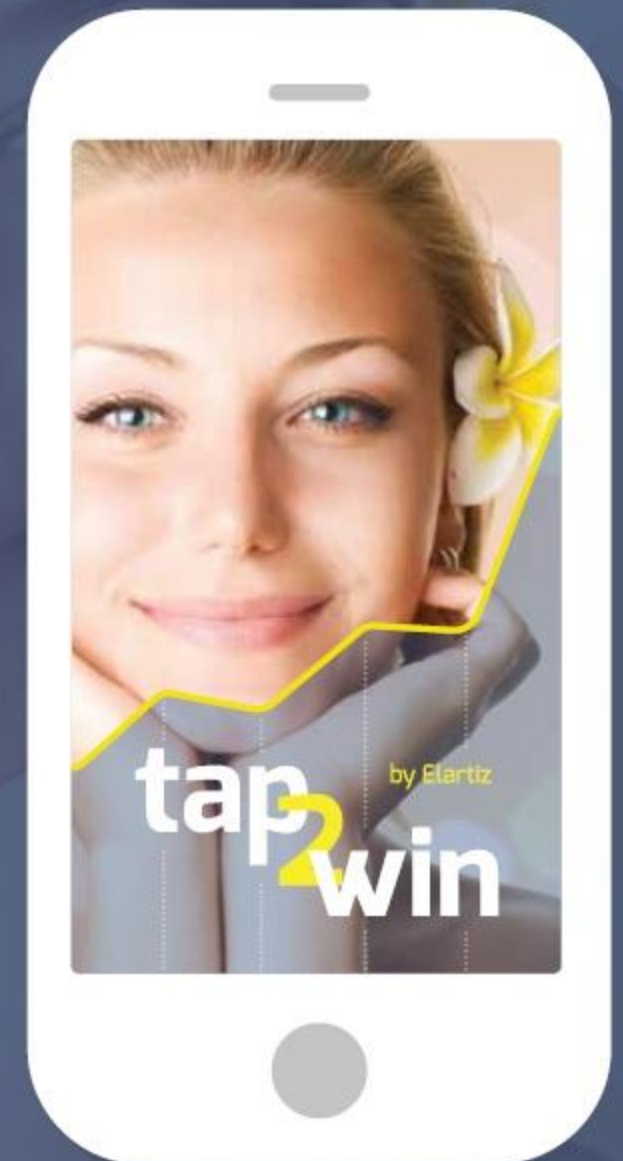
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Mobile Customer Engagement Platform

Unlocks revenue potential enabling amazing customer experience



Customer Experience

**Immediate reward
No App to Install**

Get Loyalty Card or Coupon



- 1 Follow Promotional Link
- 2 Social login First time only (optional)
- 3 Add Card/Coupon to Wallet*

Get Reward



- 1 Open card from Wallet*
- 2 Scan barcode on Point of Sale
- 3 Get Reward

*- **Apple and Google Wallet** - Powerful Mobile Marketing Platform that allows customers to store and manage digitized valuables like coupons, offers, loyalty cards provided by different brands.

sears GAP M SEPHORA
bloomingdales STARBUCKS

Marketing Capabilities

**Transform ideas to reality
End-to-end campaigns lifecycle**

Design Mobile Campaigns

- Customer Journey
- Marketing Content
- E-cards: Loyalty Cards, Coupons, Offers



Engage Customers

- Publish Mobile Campaign
- Multichannel Promotion: QR Code, Email, SMS, Web
- E-card expiration time reminders
- Geolocation alerts
- Beacon notifications
- New offers push notifications



Retain Customers

- Loyalty Member tier promotion
- Points balance recalculation
- Personalized Offers
- Push Notifications, e-card updates



Learn & Improve

- Customer Personal Profile
- Feedback via survey
- Track Loyalty Members Conversion
- Campaign Success Rates



Solution Benefits

Avoid overheads building and promoting your native apps



Low download rate*

Poorly adapted**

Develop from scratch

Support of each mobile platform

Build configurability in-house

Keep up with market shift trends

Pre-installed application

Embedded Wallet experience

White label ready to go platform

Cross platform solution

In-tool Marketing Campaign Configuration

Stay on Apple and Google Platforms roadmap

* - 60% of all Consumers have fewer than 2 retail apps. 21% does not have at all

** - 69% - stop using App when expectations are not met. 20% - removes app immediately

Source: A commissioned study conducted by Forrester Consulting on behalf of RetailMeNot, July 2015