



## Deepening Connections for Dealer Partners

Dealers need new resources for connecting with customers in digital and physical spaces. Captello makes it possible to bridge digital-physical gaps by providing experiences that engage and educate while collecting important data from new and existing customers so you can stay in touch anywhere. Strengthen ongoing relationships and create touch points throughout the life of the relationship so dealers can upsell & convert for years to come!



### DIGITAL SIGNAGE

Remote or local provisioning with advertisements and promotions.

### ATTRACT LOOPS

Run attract loops with different promotions, ads, or calls-to-action.

### UNIVERSAL DATA CAPTURE

Collect survey and contact data from new or existing customers.

### DATA VERIFICATION & ENRICHMENT

Scan Customer License to capture & verify age, name and address information to instantly determine eligibility. Collect basic information and the system will enrich the record with relevant data such as social profiles, affinities, or wealth information.

### WAYPOINTS

Encourage customers to learn & shop online, visit store locations & explore online content such as product videos and brochures, incentivized campaigns and self-guided tours.



### GAMIFICATION & REWARDS

Engage customers in-store and online. Use games to promote new products or services, offer discounts or rewards, celebrate store openings, and collect customer data.

(SCAN QR CODES FOR LIVE EXAMPLES)



### BRANDABLE QR CODES

Design branded QR codes with your company and/or brand's logo and colors. Use QR codes in store-front windows, product displays, or online to drive data collection, education, and engagement.



### EMPLOYEE TRAINING

Use gamification with prizes and integrated e-Gift Card Rewards to fuel team building events and boost employee morale.

### CORPORATE EVENTS

Run your own corporate events to register attendees, check them in/out, print name badges, and optionally sell tickets. Highlight your events using a brandable online directory which can also be used for sales meetings or corporate gatherings.

### INTEGRATION

Works with existing CRM or marketing automation systems such as Salesforce.com, Microsoft Dynamics, Adobe Marketo, Oracle Eloqua, Salesforce.com Marketing Cloud, Selligent, and more! Integrate with your existing POS system using our API and/or outbound webhooks.

### OMNICHANNEL MARKETING & CUSTOMER COMMUNICATION

Captello's highly integrated, omnichannel marketing automation platform enables B2C marketers to maximize every moment of interaction with today's connected consumers.

### COUPONS

Generate new coupons or import existing coupons for use with the platform. Send coupons out via any outbound campaign, or as a response after new form submissions.

### DRIVERS LICENSE SCANNING

Collect mailing addresses and contact information easily and quickly by scanning a drivers license. Use built-in age verification to admit customers or verify eligibility for products and services.



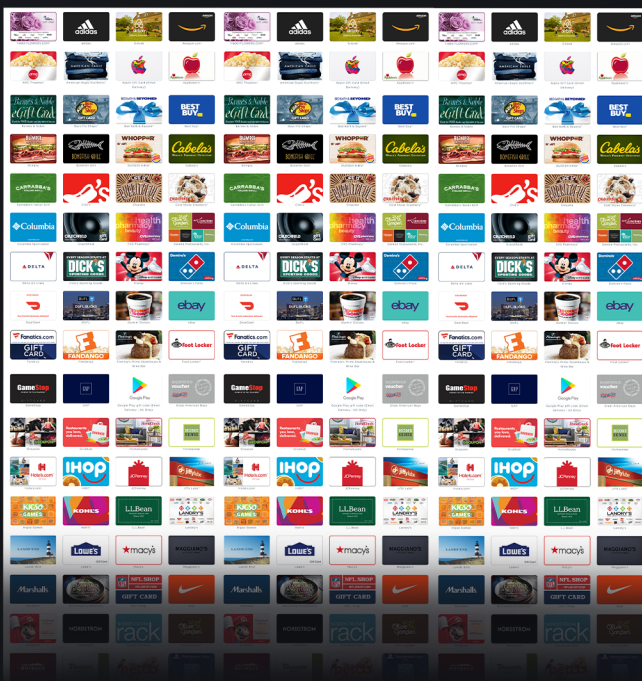
# Increase campaign conversion, customer loyalty, and employee satisfaction WITH E-GIFT CARD REWARDS & PRIZES

Make audience participation more compelling with e-Gift Card Rewards from the Gift Card Rewards Center. Offer select gift cards, or let recipients choose from a catalog of over 250 internationally recognized e-gift card brands. Use gift cards as incentives for form completion in marketing campaigns, as prizes associated with game scores, for employee gifts & incentives, or as part of your client appreciation program. E-Gift card rewards are flexible & desirable, and they can be processed and fulfilled automatically!



## Choose from 100's of Brand Names

including but not limited to the ones you see listed below:



## International & Country Specific Brands

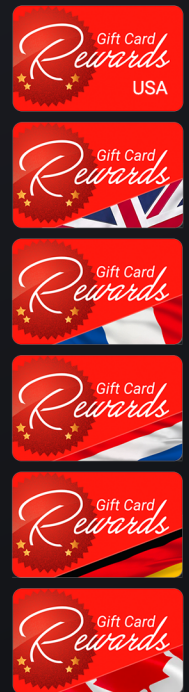
Gift Card Reward Catalogues can be custom branded and categorized by country including brands specific to:

- THE UNITED STATES OF AMERICA
- THE UNITED KINGDOM
- FRANCE
- NETHERLANDS
- GERMANY
- CANADA

Run campaigns in multiple countries with automated reward fulfillment in country specific brands & currencies.

e-Gift Card Rewards are issued according to a user-defined set of rules so that recipients participating from around the world can shop and receive e-Gift Card Rewards for the brands and currencies specific to their country of origin.

The merchants represented are not sponsors of the rewards or otherwise affiliated with Captello. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.



## Simple, Flexible, and Easily Deployable



### EMPLOYEE EVENTS

Offer instant gift card prizes with fun, interactive team games.



### CUSTOMER LOYALTY

Build customer loyalty with points & gift card award opportunities.



### DIGITAL MARKETING

Increase marketing campaign results by an average 400% with engaging, gamified award opportunities.

### ADDITIONAL USE CASES

- UPSALE OPPORTUNITIES
- FEEDBACK REQUESTS
- SURVEY REWARDS
- BIRTHDAYS
- HOLIDAY SEASON GREETINGS
- RELATIONSHIP BUILDING
- EMPLOYEE, CUSTOMER, AND PROSPECT REWARDS & INCENTIVES

## Customize Game Rewards for Your Needs



### USE CUSTOM PRIZES

Choose the rewards catalog, or use your own custom prizes!



### SET WINNING ODDS

Create completely unique experiences with full control of winning odds for each prize!



### MANAGE PRIZE INVENTORY

Track inventory on every prize and get automated alerts when prize levels reach a threshold.



### TRIGGER AUTO-RESPONSES

Trigger marketing automation sequences based on prizes rewarded. Choose reward delivery methods including handwritten letters, email, SMS, and more.



### PULL REDEMPTION STATISTICS

Report on all winners, including prizes won, and if they were redeemed or picked-up.